

Copyright

Feel free to share your **Gooseberry Alert** content with students, staff and parents.

All that we ask in return (in the spirit of modelling positive digital citizenship) is that you acknowledge *Gooseberry Planet Limited* as the source of your advice.

The internet provides us with a world of content at our fingertips. With search engines like Google, we can pretty much find anything that we want. It is so easy to 'right click, copy and paste' and find that image, document or piece of music has embedded itself in your work. Is this legal or are you breaking the law?

Gooseberry **Student** 'Information' of the week



Initiate a conversation with the class to establish their knowledge of the law of copyright. Explain that it protects original literary, dramatic, musical or artistic work and sound recordings, films and broadcasts from being copied. They may have heard the term 'piracy' in relation to illegal copying of films and songs. Ask the class about their own experiences and find out which of them are vlogging. If so, where do they get their material from - might they be breaking copyright law?

They may be aware of the use of 'Content ID' on YouTube and Facebook which scans uploaded content against a database of files, in order to identify breaches of copyright. Do they think it is fair that the writer/producers/performers of original songs are protected against others using their work? Are they aware that YouTube allows users to make a 'copyright complaint' if someone copies a video that they created? How would they feel if someone copied their work? Debate the rights and wrongs. Talk about "fair use" – an exception to copyright law that allows a limited use of copyright material in some circumstances, including private study. On YouTube, the most likely application of "fair use" would be in cases of caricature, parody or pastiche or to report current events. Explore the different types of platforms that allow users to post their content. Maybe get your class to create a video about copyright, making sure they don't break the law in the process. Areas to investigate might include:

- ✦ What is copyright?
- ✦ What is the purpose of copyright law?
- ✦ How long does copyright protection last in different types of media.
- ✦ What special rules govern the use of copyright materials in education.
- ✦ For older students, investigate the debate about the effect of Article 13 of the EU Copyright Directive. Do they support it or not?
- ✦ What are the penalties for infringement of copyright?
- ✦ What should you do if you want to use copyrighted materials?

Gooseberry **Teacher** 'Opportunity' of the week

Learn more about copyright! There is a fact sheet that you can download from the Platform, it is labelled 39a. - Copyright. This is a complex subject, but it is important that young people are aware of these laws – both how they protect their own creations and to avoid unwittingly breaking the law. Open up the conversation to find out what they know and encourage them to think about why the laws exist. In class, get them to work in pairs and create a video using a Smart Phone or tablet. It will be an opportunity to use search technologies effectively and a fun way to explore the whole subject of copyright.



Permission to use copyright material can be requested and will not always require payment. It involves the following procedure:

1. Determine if permission is needed – is it your own original work? If not, could there be a “fair use” exception? Is it covered by an educational licensing scheme already? **(Note** most UK Government publications are free to copy subject to the licencing terms set out in the document).
2. Identify the owner and date of creation/publication - has the copyright period expired?
3. Identify the rights needed – how much is to be copied, for what purpose, shared with whom?
4. Plan Ahead for Permission -Contact the owner and negotiate terms and whether payment is required.
5. Get your permission confirmed in writing.

Key Message: We need to ensure that young people understand the law and how it impacts others. If copyright is not protected so that creative people can make a living out of their work, it might result in less choice and entertainment for the rest of us.

Gooseberry Parent ‘Message’ of the week



Copyright is something that we do not tend to think about when having conversations with our children. Is your child vlogging? Do they have a hobby and post content about the subject? All of these will carry their own copyright and if any of their videos went viral, they have the rights to their original material. (This is how some vloggers make millions) But they should also take care to respect the copyright of others.

Photographs also have copyright, and if you are lucky enough to snap the perfect photo it can be valuable – do you remember the woman who snapped Harry and Megan and sold the image to the papers? - but be aware that the copyright usually belongs to the photographer. Check the terms and conditions if you have family photos taken and be particularly careful about offers of free photography sessions. Although there is a right to privacy for commissioned photos, this right can be waived, possibly unknowingly if you haven’t bothered to read the terms.

Read this article <https://www.bbc.co.uk/news/world-45018637>.

Good conversation starters if your child is vlogging:

- ✳ Can their location be identified through the video?
- ✳ How much personally information is being given out
- ✳ Try to be conscious of your surroundings and what you are wearing...ie don’t put videos up with your school uniform on.

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