



Copyright & ownership: what is it?

As described in the UKCCIS ‘Education for a Connected World’ framework, this unit “explores the concept of ownership of online content. It explores strategies for protecting personal content and crediting the rights of others as well as addressing potential consequences of illegal access, download and distribution.”

Lesson outline

This unit helps students understand the terms ‘copyright’ and ‘ownership’ in respect of online content and will cover the laws governing copyright and ownership. As a result, pupils will learn how to protect the work that they create and be able to credit the rights of others.

Key learning outcomes

- ✓ Understand the concept of software and content licensing.
- ✓ Understand that online content can be viewed and downloaded illegally.
- ✓ Give examples of illegal access or downloading and identify consequences to both creator and user.
- ✓ Understand what is meant by the ‘Creative Commons’ license.
- ✓ Understand common terms used in copyright and ownership.

Key words

- Copyright
- Ownership
- Creative Commons License
- Attribution
- Non-Commercial
- No derivative works
- Share-A-Like

Resources

- Weblinks to articles and videos included within activities
- Activity 2 – Copyright case study examples (2 & 3)
- Activity 4 – ‘Copyright symbols match’ activity

Differentiation

- Key words, dictionaries, templates for tables, key words pre-printed, match cards pre-printed.

Challenge for more able pupils:

Activity 3 – ‘Grumpy Cat’. Using the ‘Power of 3’ approach, students should also use a range of strategies in their presentation, including: emotive language, rhetorical questions, undermine opposing views, anecdotes, direct address, exaggeration.



Copyright & ownership

Learning style predominance of pupils:

(This space is left blank for the teacher to fill in)

SEN provision:

(This space is left blank for the teacher to fill in)



Learning style:

Discussion, research,
reflection



**Approximate
time altogether:**

1hr 10mins



Copyright & ownership

Activity 1

Key learning objectives:

- ✓ To be able to define what is meant by the term 'copyright'.
- ✓ To provide examples of accessing and sharing copyrighted material without consent.

Key learning outcomes:

Students will understand the key question and be able to explain what is meant by the term copyright.

Key questions:

- What is 'copyright'?
- What is the meaning of 'attribution'?
- What is the meaning of 'non-commercial'?
- What is the meaning of 'no derivative works'?
- What is the meaning of 'share a like'?

Think, Pair, Share

Question: What is 'copyright'?

Students to define what the term 'copyright' means and its role in the online world (2 minutes).

Define what the term 'plagiarism' means and its role in the online world.

Afterwards, ask pupils to feedback their answer to a partner (2 minutes).

As a class, discuss the risks of accessing illegal copyrighted material like for example illegal streaming, pirate sites, torrent sites and peer-to-peer sharing.



Time taken:
5 minutes



Copyright & ownership

Activity 2

Key learning objectives:

- ✓ To understand why things are copyrighted and the role copyright plays in the online world.
- ✓ To provide examples of when copyright concerns may occur.

Key learning outcomes:

Students will be able to give examples of content that are subject to copyright, including - original literary, dramatic, musical and artistic work. This includes illustration and photography, original non-literary written work, such as software, web content and databases, sound and music recordings, film and television recordings, broadcasts, the layout of published editions of written, dramatic and musical works. Students will be able to give examples of where they may need to consider copyright and will become familiar with the key vocabulary associated with copyright.

Key questions:

- (see questions in the activity)

What is copyright?

Teacher resources provided: Case studies examples (2 & 3).

Students to work in small groups to discuss and answer the following questions. They must give a justifiable reason for their answers.

Case study one: Lottie B' is a professional singer. She has made an album of her own original tracks and these are available to download on Spotify. Somebody finds her music and downloads the album. They upload the songs to their latest YouTube video and share it to their followers.

Question: Is this fair use of her music, and does it respect the copyright of Lottie B's music?

Answer: This is unfair use of her music. All music played in public requires permission of the music's copyright holders before it can be featured.

Case study two: Taylor is researching Henry VIII as part of his history assignment. He wanted to add some pictures to his work. He finds a picture and signature and adds it to his work.

Question: Look at Taylor's work (print-off resource). From the information given, would he be able to use these images in his assignment?

Answer: He can use them as they are in the public domain and contain no original authorship. It explains that the files are ineligible for copyright.

Case study three: Sophie is searching for images to add to her research document for her college art project. She finds an image on Wikipedia that she would like to use. (See image provided)

Question: Based on the information provided, is she allowed to use the image?

Answer: Yes if she is commenting on the work, the genre or techniques used to create the work, or the school to which the artist belongs to.



Time taken:
20 minutes



Copyright & ownership

Activity 3

Key learning objectives:

- ✓ To be able to understand the phrase 'infringement of copyright'.

Key learning outcomes:

Students will be able to use a range of persuasive techniques in order to present an argument to answer the key question "Should Grumpy Cat be compensated for infringement of copyright?"

Key questions:

- What is meant by infringement of copyright?
- Should Grumpy Cat be compensated for infringement of copyright?

Grumpy Cat

Watch the following video:

https://www.youtube.com/watch?v=WpigZ_xBDIE

As a class, read the extract from the news article resource.

'Grumpy Cat wins \$710,000 payout in copyright lawsuit'

Extract taken from BBC News, January 2018.

(Link: <https://www.bbc.co.uk/news/world-us-canada-42808521>)

Students to work in groups of 3-5. In each group, give the pupils different roles such as lawyer, judge and jury. Explain that they're involved in Grumpy Cat's court case and should answer the question 'Should Grumpy Cat be compensated for infringement of copyright?'

Students must use persuasive techniques. Students have 20 minutes to construct an answer then present to the class.



Time taken:
25 minutes



Copyright & ownership

Activity 4

Key learning objectives:

- ✓ To be able to define the concept of plagiarism.
- ✓ To be able to identify copyright symbols and what they stand for.

Key learning outcomes:

Students will be able to give specific examples of the types of work subject to copyright and become familiar with the key vocabulary and symbols used to describe types of work that are copyrighted.

Key questions:

- What do we mean by copyright?
- Name two types of work that are subject to copyright?
- What sign can be used to show work is copyrighted?
- What is streaming?
- What is a pirate site?
- What is a torrent site?
- What is plagiarism?
- What is a Creative Commons License?
- What does illegal mean?
- What is peer to peer sharing?
- What is Traditional Copyright?
- What is meant by Creative Commons?
- What is meant by Public Domain?

Copyright symbols

Teacher resource provided: 'Copyright symbols match' activity

Pupils to work in groups of 3-4. Cut out the boxes following the dotted lines and hand to each group. Students must work together in their groups to match the copyright symbols to the correct titles and their definitions. Use a point system to generate incentive. Award a point to each group for every pair they match correctly.

In groups of 3-4, ask pupils to research copyright and create a presentation that discusses the importance of considering copyright when online. Each presentation must discuss:

- What copyright is and why it should be considered online.
- Why controlling copyright of content online is limited on some social media, websites and apps.
- Strategies for protecting online content from copyright theft.

Pupils can be as creative as they want with their presentation. It must be fun, informative and a maximum of five minutes long.



PLENARY

Ask students to choose one of the three social platforms listed below.

- **Instagram:** Draw a picture to represent what you have learnt today.
- **Twitter:** Write a tweet about today's lesson.
- **Facebook:** Write a Facebook status update about what you have learnt in today's lesson.



Time taken:
20 minutes