



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.”

Introduction to the unit

This unit helps students understand the terms ‘copyright’ and ‘ownership’ in respect of online content, and will explain 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

- ✓ Pupils can apply Creative Commons licensing to their own work. Pupils will understand the principles of fair use and explain when they have done this.
- ✓ Pupils can explain how to protect their work from copyright theft.
- ✓ Pupils can explain what plagiarism is and how this may impact their work.

Key words

- Copyright
- Ownership
- Creative Commons Licensing
- Fair use
- Plagiarism

Resources

- Weblinks to articles and videos included within activities

Challenge for more able pupils:

Activity 2 – Pupils will use the ‘Power of 3’ technique to discuss the impact of plagiarism.



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:**
50mins



Copyright & ownership

Activity 1

Key learning objectives:

To be able to...

- ✓ Define what copyright is.
- ✓ Understand what 'Creative Commons' licensing is.
- ✓ Understand the principles of fair use in an online setting.

Key learning outcomes:

Pupils will research what 'Creative Commons' licensing is and what each of the symbols represent. Pupils will discuss the principles of fair use in an online setting and describe where they have done this.

Key questions:

- What is copyright?
- How can you protect the work you create online?
- What is Creative Commons licensing?
- What is fair use?

What is copyright?

Question: 'What is copyright?'

Students will work individually to answer the key question (2 minutes). Afterwards, they will share their answer with a partner and discuss the role copyright plays online (2 minutes). As a class, feedback answers and discuss how they can protect their work from copyright theft online.

Ask pupils to research 'Creative Commons' licencing and create a table that (1) showcases the symbols for CC licencing (2) what each of the symbols mean. Ask pupils to write down how they can apply creative commons licencing to their own work. Afterwards, ask pupils to define the term 'fair use' and the principals of fair use. Pupils to discuss the role 'fair use' plays in an online setting. Pupils to write down examples of where they have copyrighted their own work – if they have not done this, ask them to do this as a homework task.



Time taken:
25 minutes



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Activity 2

Key learning objectives:

To be able to...

- ✓ Define what the term 'plagiarism' means and assess the impact it can have on accrediting achievement.

Key learning outcomes:

Students will reflect on the Grumpy Cat article and discuss the laws regarding the use of Grumpy Cat's name. Pupils will debate the question 'should Grumpy Cat be compensated for infringement of copyright?'

Pupils will understand the effects of plagiarism in regards to their own work and explain how this may impact their own achievements.

Key questions:

- What is your opinion of this matter?
- should Grumpy Cat be compensated for infringement of copyright?
- What are the legalities around plagiarism and copyright?
- Why does the internet play a major role in copyright and ownership?
- Can you think of any examples in the media of a similar situation?

Grumpy Cat

Watch the following video (5 minutes):

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>

Reflection questions:

- What is your opinion of this matter?
- Should Grumpy Cat be compensated for infringement of copyright?
- What are the legalities around plagiarism and copyright?
- Why does the internet play a major role in copyright and ownership?
- Can you think of any examples in the media of a similar situation?

Extension activity:

Students to work in pairs to discuss the effects of plagiarism within their own work and explain the impact that this may have on accrediting achievement.



Time taken:
25 minutes