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Sharing
Copyright
Creative Culture

Agenda



What is Copyright and File Sharing?



Live demo: How to be a Pirate!



What motivates people to copy?



Does legislation work?

Break...



What is Creative Culture?



Difference between innovation & copying



Does copyright kill creativity?



Interviews....

Our Spies caught a conversation between Steve
Jobs and Bill Gates...



What is Copyright?



To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.

-U.S. Constitution, Article I, Section 8, Clause 8



Copyright is a part of
intellectual property law.



Copyright laws are intended to proscribe a balance between the interests of the authors and the public (Ovalle, 2005)



Works not protected by copyright are often in the public domain

What is File Sharing?



Peer to Peer networks such as Napster,
LimeWire, KaZza

- The recording industry started suing thousands of individuals who share files

Caught in Singapore...



Under the Copyright Act in Singapore, any person convicted of illegally engaging in downloading, distributing and sharing copyrighted music can be jailed up for to six months or fined up to \$20,000, or both (The Copyright Act, 1987).



How easy is it to be a Pirate?



The following stunts are only for classroom purposes.

DO NOT ATTEMPT TO REPLICATE AT HOME. USE AT YOUR OWN RISK!



What Motivates people to copy?



Juanita is a librarian, and her library collection includes a CD of recorded music that she would like to duplicate and make widely available for students. The CD has a copyright notice indicating that the copyright is held by XYZ corporate, with the year of 1980. She wonders how long the copyright might last..

Why Do People Copy?



- Psychological Reactance
- Affordability
- Feeling of being exploited
- Demand and Supply



“We are most attracted to scarce resources when we compete with others for them.”
(Ciadini, 2001)

Does Legislation Actually Work?



- Consumer versus Seller
- Copyright legislation manipulated to serve the interests of big media in the US (Lessig, 2005)
- Tightening of legislation does not solve problems, it is merely complicates matters

Do copyright laws actually work?

**Is it really practical to have
copyright laws?**

**Is it fair for the public to be
denied free access to
information?**

**BREAK TIME... 10 minutes. Stay tuned if
you wanna catch the new Apple iPhone**



**Pirates of the Virtual World
Are they really creative?**



Creative Culture

Creative Culture



- Breeds innovation, encourages looking at everything from different view points
- Must not condemn those who have tried, and were unsuccessful
- Be willing to listen
- Cultivating such a culture is more difficult than it seems

Copying vs. Innovation



- This is a fine line
- Innovation – Something that is *influenced* by the original copy, and probably improved on.
- Copying – Plagiarism ; A blatant rip off!

CREATIVE COMMONS



- A non-profit organization devoted to expanding the range of creative work available for others legally to build upon and share
- Their licenses only restrict certain rights
- Some Rights Reserved, as opposed to, All Rights Reserved



The purpose of Creative Commons is to build “a culture in which creators get to create only with the permission of the powerful, or of creators from the past”. (Professor Lawrence Lessig, 2004)



It “allows creators to decide how much of their information can be made public, and gives them an opportunity to make it more available than what the copyright legislation outlines.” (Jessica Coates, 2006)

Does Copyright stifle Creativity?



No!

- Prevents people from copying work, and forcing them to create their own

Yes!

- Such laws actually make people afraid to create something, as the possibility of getting slapped with copyright laws is high



"Piracy helped the young generation discover computers. It set off the development of the IT industry in Romania. It helped Romanians improve their creative capacity in the IT industry, which has become famous around the world ..."

President of Romania (Reuters, 2007)

A virtual interview...

An Exclusive Interview With Pirate H@i



The End
It's nothing personal, it's just business.
Production by
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