

Title:

Devilled Eggs – Teens and the Evils of Copyrights (What every teen should know)

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Overall Goal:

The goal of this presentation is to teach today's teenagers about copyright laws and the dangers the Internet and other technology pose to them in relation to these laws.

Rationale:

In today's technological age, the Internet puts the world at the fingertips. What people sometimes fail to understand, or more conceivably ignore, is that more often than not, someone owns that movie clip, sound bite, article, or song. As yesterday's generation was called the 'baby boomers', today's generation may as well be identified by the "you've got mail" sound. Today's teens are growing up with PC's, iPods, cell phones, the Internet, and other technologies as part of the everyday norm. What they don't realize are the hidden evils of all these items, copyright in particular, that can get them into serious trouble.

Target Audience:

▶ *General Description*

The audience is comprised of a high school beginner's web application programming class. The student body of the class is generally male (approximately 70/30 split), age 15-17. The students are skilled in basic technology, as a prerequisite for the class is computer applications and technology. The students are mostly Asian or Caucasian and of middle-class socioeconomic status, all well-spoken in English. Aside from being technology savvy, the majority of the students are members of the Future Business Leaders of America.

▶ *Strengths*

The students of this class are very intelligent, technology savvy (particularly from having the prerequisite course), and innovative. The students are very fond of cell phones, iPods, Instant Messenger, mySpace.com, and the Internet in general. Each student has at least a cell phone and a PC with high-speed Internet access at home. The students are very logic oriented, and their math scores rank in the top 85 percentile of the country. The students are very sharp witted, and not afraid to ask questions. The students are attentive and willing to learn, and adept to taking a challenge and figuring it out without much instructor assistance. The students read and listen well (assuming they are listening).

▶ *Weaknesses*

The students of this class are less creative artistically, and somewhat lazy if the topic does not grab their interest and attention. The students get bored easily, especially if the topic is already familiar. The success and skills that the students already have causes them to be somewhat stubborn when it comes to doing

something in a new way, and they can get a little arrogant. The writing skills of this class in particular are surprisingly average, if not slightly below. This is considered a weakness in regards to this class in comparison to its strengths. The logical orientation of these students causes them to always look for a definitive answer, when one may not always exist.

▶ *Areas of Potential Difficulty*

Copyright law in general is not an incredibly interesting topic, so keeping these students interested could be a challenge. The gray area concept of fair use could be a difficult concept for these students to grasp because they are very logic oriented and tend to look for very definitive answers. Another area of potential difficulty is convincing them of some of the copyright laws themselves, specifically the Digital Millennium Copyright Act (DMCA), and that the law needs to be followed. These students are already technology savvy, and probably committing some copyright violations. The students need to be convinced that the law was created to protect authors and invention, including their own works, and not to limit them and take away all their freedom.

▶ *Strategies*

1. Neat and organized, with a strong theme
2. Bright colors and strong alignments
3. Give audience a presentation it would consider credible (skill wise)
4. Intentionally and obviously 'cheesy' to play to the humor of the audience
5. Concise statements
6. Overload with examples applicable to the audience
7. Give only needed general information
8. Supplement information with good application
9. Give audience a formula of application
10. Keep the audience involved

Devilled Eggs – Teens and the Evils of Copyrights

What every teenager should know!

▶ The Specifics

- ▼ What/who does copyright protect?
- ▼ When does copyright protection start? Expire?
- ▼ Does the work need to have the copyright symbol?
- ▼ List 3 examples of things on the Internet that might be copyright violations.

▶ Act II

- ▼ What are the two main copyright acts? What different between them?
- ▼ How can someone be punished for violating these acts?

▶ Public Domain

- ▼ What is public domain?
- ▼ List 3 examples of works available on the Internet that fall in public domain.

▶ Fair Use Guidelines - If unsure, ask permission!

Factor	More fair	Middle	Less fair	Answer
#1 - Purpose	Nonprofit Educational Personal	Criticism Commentary News Parody	Commercial	
#2 - Nature	Fact Published	Combination of fact/imagination	Imaginative Unpublished	
#3 - Amount	Small Amount	Hmmm	Significant amount	
#4 - Effect	Tipping Fair?	Not Sure?	Competes with original? Avoids payment?	

