

Internet Ethical and Social Issues

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Lesson Objectives

- 1. Intellectual Property**
 - i) Copyrights, ii) Trademarks, and iii) Patents**
- 2. Cyberlaws in Malaysia**
- 3. Creative Common License**
- 4. Cyberbullying**

Intellectual Property (IP)

- Refers to the **creations** of the mind, **original creative works** from the creator – it can be either software, applications, systems, websites, etc.



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Intellectual Property (IP)

- Intellectual Property (IP) is protected by **law**.
- The **creator or owner** of copyrighted works, trademarks or patents is entitled to earn **recognition or financial benefit** from their *own* work or from what they have invented or created.

Copyrights

- Copyright is the exclusive rights given to the owner of a copyright for a specific period.
- Copyright protection in Malaysia is governed by the **Copyright Act 1987**.



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Copyrights: fair use

- What is fair use?
 - Fair use is a doctrine in law that allows limited use of copyrighted worked without having to ask permission from the copyright owner
- Purpose and factor of the use
 - It is used for non-profit educational purposes
 - The used is transformative which means certain use of a work does not bridge its holder's copyright due to the public interest in the usage

Trademarks

- A sign which distinguishes the goods and services
- It words, logos, pictures, names, letters, numbers or a combination of these.
- It is used as a marketing tool to enable customers in recognizing the product



Patents

- A patent is the rights granted for an invention
- The invention could be a product that provides a new way of doing something, or offers a new technical solution to a problem.

Patents

- The owner has the rights to decide who or who may not use their patented invention.
- Without the patent owner's consent, the patented invention cannot be commercialized, used, distributed, imported, or sold by others.

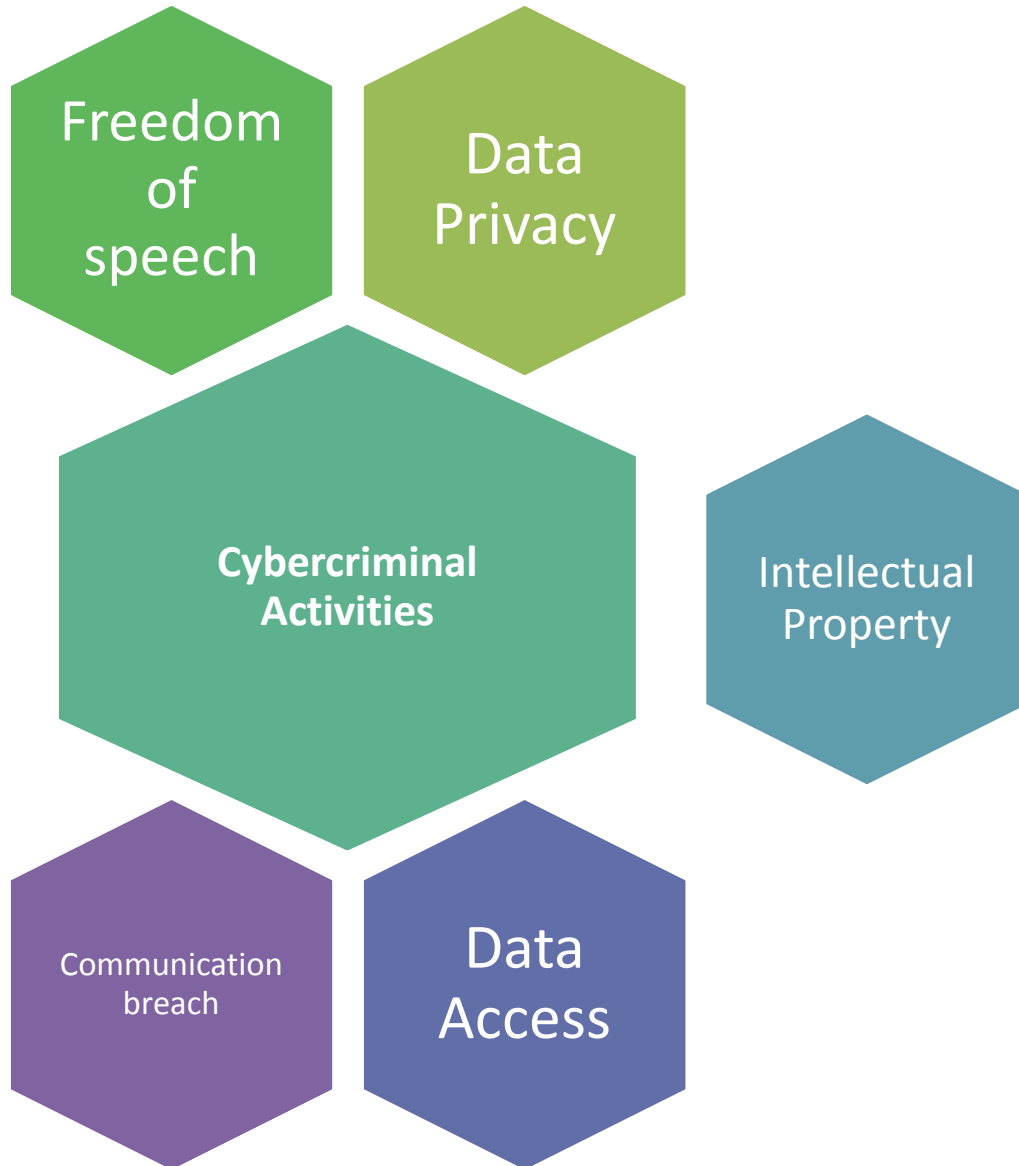
Patents

What kind of invention can be protected?

- It can be a product ranging from stationeries to chemical products.
- One product can contains numbers of patented inventions for example smartphone.

Cyber law

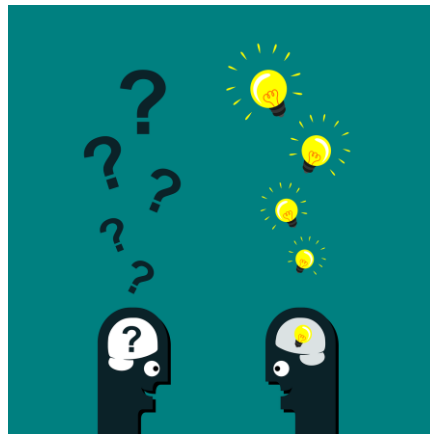
- Cyber law, also known as **Internet law** is a legal discipline that deals with the Internet, cyberspace and their respective legal issues.
- Cyber law covers a fairly broad area and prevent issues of **cybercriminal activities**



Class Activity

Let's examine the state of the cyber law in your country.

Within 15 minutes, work with your partner and discuss about cyber laws that are being implemented in your country.






Creative Common License

- A **Creative Commons (CC) license** is a public copyright licenses that enable the free distribution of copyrighted work.
- This license is given to the author who wish to give other people the right to share, use, and modified a work that they have already created.

Creative Common License

- There are several types of CC licenses:

CC License Type	Description
 <p>Attribution CC BY</p>	<p>Allow others to distribute and modified the work Can be used for commercial and non commercial usage But need to credit the owner the original creation</p>
 <p>Attribution-ShareAlike CC BY-SA</p>	<p>Allow others to distribute and modified the work Can be used for commercial and non commercial usage Future adaptations and imitation of the work should carry the same permissions as the original.</p>
 <p>Attribution-NoDerivs CC BY-ND</p>	<p>Allows others to distribute the work Can be used for commercial and non-commercial usage</p>

Cyberbullying

- Bullying that occurs over the digital devices.
- Harassing, threatening, embarrassing or targeting another person through digital means
- It can occur through social media platform where people can read, view, edit and share information.
- Sometimes, it is also known as cyber harassment

Activity

In a group of 2 or 3, discuss how does social media affect cyberbullying.

