

COPYRIGHT PRESENTATION: USE OF VIDEOS IN THE CLASSROOM

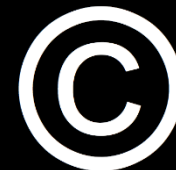


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ITEC 7445



What is copyright?

- “The exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something (as a literary, musical, or artistic work)” (Copyright, 2016).



copyright

all rights reserved

What is the “fair use” rule?

- “ A legal doctrine that portions of copyrighted materials may be used without permission of the copyright owner provided the use is fair and reasonable, does not substantially impair the value of the materials, and does not curtail the profits reasonably expected by the owner” (Fair use, 2016)
- The exception to the Copyright Act

How does this effect your classrooms?

- Can you just show any video we record/find?
 - *Answer: No*
- Are you able to “pirate”/”bootleg” a video for instructional purposes?
 - *Answer: No*
- Can students use any video from the Internet in their work?
 - *Answer: No*
- With all of these no’s, how can you show videos in our classroom to appeal to the 21st Century learner?



Proper ways to use videos in your classrooms:

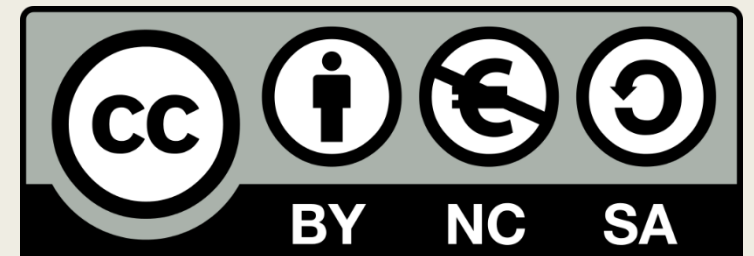
- According to Rich Stim's article, these are the basic rules for off-air taping by nonprofit educational institutions under copyright rules
 - *“Only programs broadcasted to the general public may be taped”*
 - *Teachers should ask the school to record the program*
 - *The tape can only be shown 10 days after it has been recorded*
 - *Limited number of copies made from the copy*
 - *Tape cannot be altered in any way (Stim, 2016)*

Proper ways to use videos in your classrooms under the “fair use” rule:

- Stim explains that there are four factors to be considered to ensure your video use falls under the “fair use” rule.
 1. *“the purpose and character of the use*
 2. *the nature of the copyrighted work*
 3. *the amount used*
 4. *the effect of the use on the present or future market value of the work.”*
(Stim, 2016)
- When in doubt, use the “fair use” checklist. [Click here to view.](#)

Ways to incorporate videos in your classroom for TEACHERS

- Use materials that your school has a license or permission to use the work such as academic databases that your school library purchases
- Purchase or rent the videos/DVDs as hard copies or request that your library purchase or rent the videos
- Find videos that have Creative Commons Licensing- must provide reference to the source and cannot use for commercial use
- Use up to 10 percent of the total or three minutes (whichever is less) of the video that you want to show



Ways to incorporate videos in your classroom for STUDENTS to use for projects

- “May use portions of lawfully acquired copyright works in their academic multimedia,” defined as 10 percent or three minutes (whichever is less) of “motion media.”
- Video must be acquired legally
- Must give proper attribution to the copyright holder
- May use videotapes, DVDs, multimedia encyclopedias, QuickTime Movies, and video clips from the Internet
- When in doubt, check out this PDF file, [Copyright and Fair Use Guidelines for Teachers](#), from Technology and Learning.



Scenarios: Example 1

- Student 1 is doing a project on the Space Race and would like to show the entire video clip of President Kennedy's address at Rice University where he shares the Nation's space effort. The entire video is 18 minutes and 28 seconds in length.



Questions:

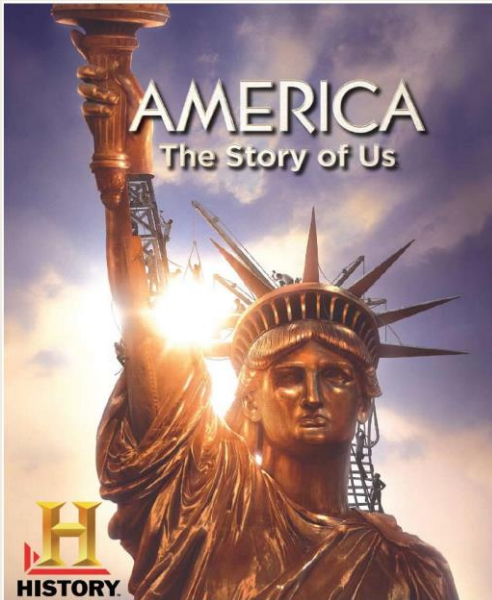
1. Does this video fall under the definition of copyright or “fair use?”
2. Is this student able to use this video in its entirety?

Scenarios: Example 1: ANSWER

1. “Fair use”
2. No. The student will have to use up to 10 percent of the total or three minutes (whichever is less) of the video that you want to show.
 - a. *The student could highlight the section of the speech where President Kennedy specifically mentions going to the moon and embarking on the space race, rather than the entire video*

Scenarios: Example 2

- A teacher would like to show an episode from *America The Story of Us* in her classroom. She does not own the episode or series, but she found the episode that she wants on YouTube. The teacher downloads the video and shows it to the class.



Questions:

1. Does this video fall under the definition of copyright or “fair use?”
2. Is this teacher able to use this video in its entirety?

Scenarios: Example 2: ANSWER

1. Copyright
2. No. The teacher is infringing on copyright rules and cannot use the video she downloaded from YouTube.
 - a. *The teacher can, however, purchase the DVD series herself or have her school library purchase it to use in the classroom.*

Scenarios: Example 3

- A teacher purchased a documentary on DVD from The History Channel about the Civil War to incorporate into her lesson to help engage her students in the lesson.

Questions:

1. Does this video fall under the definition of copyright or “fair use?”
2. Is this teacher able to use this video in its entirety?



Scenarios: Example 3: ANSWER

1. Copyright
2. Yes. Since the teacher owns the DVD herself, she can use the video as she sees fit
 - a. *However, she cannot redistribute or alter the DVD in anyway due to the Copyright Act*

Works Cited

Copyright. (n.d.). Retrieved July 5, 2016, from <http://www.merriam-webster.com/dictionary/copyright>

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Stim, R (n.d.). Retrieved July 5, 2016, from <http://fairuse.stanford.edu/overview/faqs/videotaping/>