

# Week 7 : Multimedia issues



MCG 301  
Multimedia

# Learning Outcome

- At the end of the lecture, students should be able to:
  - Outline the positive and negative impacts of multimedia;
  - Explain multimedia intellectual properties issues such as copyright, patent and trademark.



# Impact of multimedia

- **Positive Impact**

- Enhanced learning outcomes.
- More opportunities for entertainment.
- Easy dissemination of news and information.
- Potential to save environmental degradation.
- Enhanced economic activities.



- **Negative Impact**

- Addiction to Internet.
- Games - reduced learning.
- Depiction of violence and pornography.
- Infringement of privacy.
- Infringement of copyright.



# Addiction to Internet

- The Internet Addiction Treatment Centre (IATC) in Daxing county uses a blend of therapy and military drills to treat the children of China's nouveau riche addicted to online games, Internet pornography, cybersex and chats.
- High amount of internet related death & juvenile crime.
- Internet Addiction Disorder (IAD) is as bad as any other addiction.



More recently, in March, China's official news agency *Xinhua*, quoted a Beijing Reformatory for Juvenile Delinquents report stating that almost 35 per cent of its detainees were "goaded into committing crimes, mostly robbery and rape, by violent online games or erotic websites."

# Games - reduced learning

- In 2005, a Shanghai court handed a life sentence to an online game player who stabbed a competitor to death for stealing his cyber-sword -- a virtual prize earned during game play.
- Online gambling game related.



# Depiction of violence and pornography

- Anyone, anywhere, anytime.
- Free access or low rate.
- First multimedia...next... Pornography in virtual reality?!
- Anonymous interaction possible.

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EDUCATION BEYOND BORDERS

# Infringement of privacy

- Electronically transmitted information can be read by others.
- It is easy to defame someone on a web site.
- “Sears Holdings has come under fire from privacy advocates for making the purchase history of its customers publicly available on its [Managemyhome.com](http://Managemyhome.com) Web site.”



# Infringement of copyright

- Digitized multimedia is very easy to copy.
- You must protect your rights and respect others' rights to their intellectual property.



# Areas for laws related to **multimedia**

- Copyright laws
- Privacy laws
- White collar crime, IT fraud



# Intellectual Property

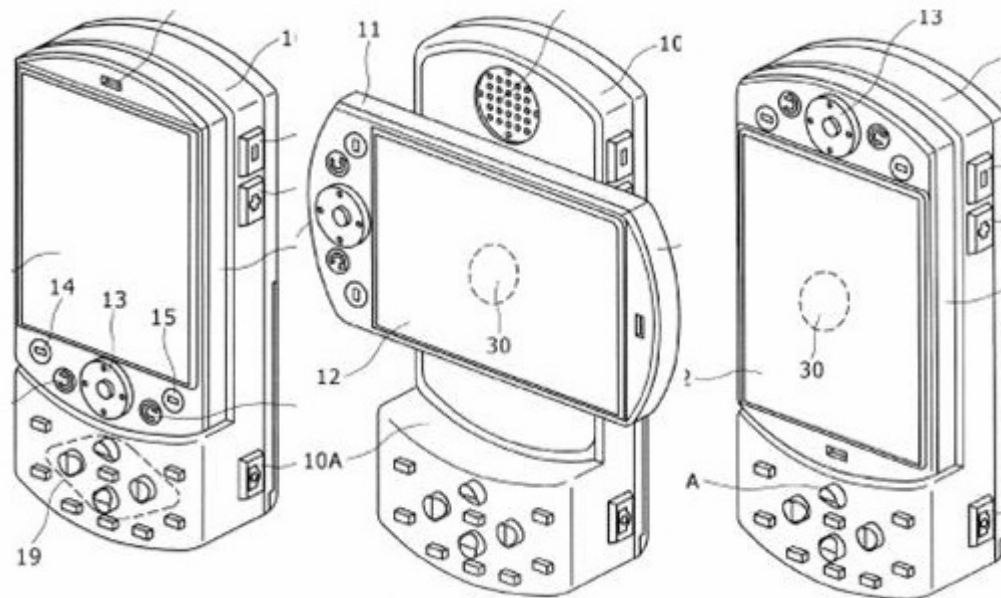
- Intellectual Property deals with tangible and intangible property, such as:
  - Patents
  - Trademarks and
  - Copyright.
- Copyright applies to the outcome of creative activities, such as:
  - Multimedia, books, movies, music.



# Patents

- A patent for an invention is the grant of a property right to the inventor, issued by the United States Patent and Trademark Office.
- In the language of the statute, any person who “invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent,” subject to the conditions and requirements of the law.

- A Malaysian Patent is effective for a term of: 20 years (from the filing date), 5 years for pharmaceutical products and agricultural chemicals (this period could be extended).
- E.g.: PSP patent in 2005.



# Trademarks

- Is a word, name, symbol, or device that is used in trade with goods to indicate the source of the goods and to distinguish them from the goods of others.
- Pepsi & Coke trademark:





# Copyright

- The subject matter of copyright is usually described as 'literary and artistic works,' that is, original creations in the fields of literature and arts.
- Copyright protection in Malaysia is governed by the **Copyright Act 1987** which provides comprehensive protection for copyrightable works.

## **Works eligible for protection are:**

- Literary works
- Musical works
- Artistic works
- Films
- Sound recording
- Broadcasts
- Derivative works
- Published editions



- Copyright provides five basic exclusive rights to the owner to:
  - Display their work.
  - Perform their work.
  - Reproduce their work.
  - Prepare derivative work.
  - Distribute and sell the work



# Copyright guidelines

- Does not apply to ideas or facts.
- Applies to outcomes, expressions of ideas.
- Applies even if it is not explicitly asserted.
  - It is preferable that you assert your copyright through statements and the symbol.

# Copyright issues

- If using material not created by you:
  - Assume that it is copyrighted.
  - Seek permission from the copyright owner.
  - If in doubt, check:
    - Copyright Agency Limited (CAL) and
    - The Copyright Act.

**Fair use of copyrighted material is allowed.**

# Fair Use Guidelines

- Fair use of copyrighted material is allowed to promote spread of knowledge.
- Fair use is judged on four criteria:
  - Purpose and character of use.
  - Nature of copyrighted material.
  - Amount of work used.
  - Effect on the copyright owner.

There is no well defined formula to determine the fairness of use of copyrighted material.

# Permissions

- Fair use for academic purposes:
  - One article in a periodical, or
  - One chapter of a book, or
  - 10% of one work.



## **Permission must provide information on:**

- Precise description of the material to be used.
- Nature and scope of the usage.
- Limiting aspects, e.g. time frame, attribution.
- Any compensation due to the copyright owner.

# Permission

- Example:

For using a single video / movie clip following permissions are required:

- Script and the literary work on which it is based.
- Actor's performance - image and voice.
- Music - composition, lyrics and performance.
- Any copyrighted material used in the original clip.