

Educational Technology Issues

Societal, educational, cultural &
equity, and legal & ethical

Social Issues

- Privacy issues
- Health-related concerns
- Fears about technology overuses, misuses
- Risks of being online
- Malware, viruses, spam, and hacking

Educational Issues

- Lack of technology funding
- Teacher and student accountability needs
- Digital literacy/digital citizenship needs
- Best practices with technologies
- Reliance on distance education

Cultural and equity issues

- [The digital divide](#)
- Racial and gender equity
- Students with special needs

Legal and ethical issues

- Hacking
- Safety issues
 - [Children's Internet Protection Act](#)
 - [Acceptable Use Policy](#)
- The new plagiarism and academic dishonesty
- Illegal downloads/software piracy
 - [Copyright](#)
 - [Public domain](#)
 - [Creative commons license](#)
 - [Fair use](#)

Digital Divide

- Means a division between the technology haves and have-nots.
- The single greatest factor determining access is economic status.

Digital Equity

- Is the goal of ensuring that everyone in our society has equal access to technology tools, computers, and the Internet.



Children's Internet Protection Act (CIPA)

- CIPA passed by Congress in 2000
- Protects children from obscene, pornographic, and other information on the Internet
- Requires schools and public libraries install filtering software to block web sites that contain obscene images or content

Acceptable Use Policy (AUP)

- AUP is an agreement among students, parents/guardians, teachers, and administrators that outline the terms and conditions for proper use of the Internet, rules of online behavior, and the consequences for violating those rules.



Copyright

- Copyright is a set of federal laws.
- Copyright is the right of authors to control the use of their work for a limited period of time.

How does one get a copyright?

- A work must be original
- A work is under copyright protection the moment it is created and fixed in a tangible form

What are copyright holder's rights?

- To distribute, perform, and display work.
- To make derivative works (including making modifications, adaptations or other new uses of a work, or translating the work to another media).

How long does a copyright last?

- Copyrights do not last forever
- Under the current laws
 - Single work: life of author + 70 yrs
 - Joint work: life of last surviving author +70 yrs
- When a copyright expires, the work falls into **“public domain”**

Public Domain

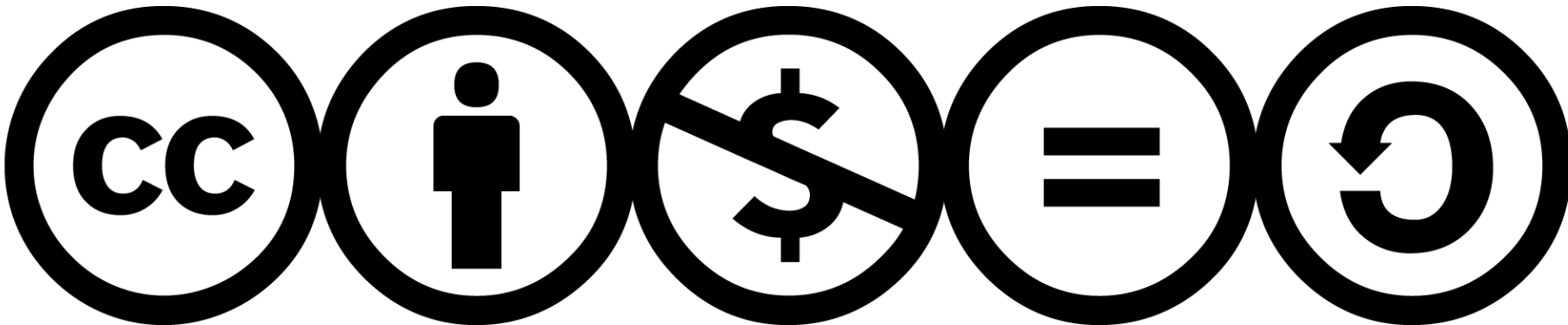
- The public domain consists of all works that never had copyright protection and works that no longer have copyright protection.
- The public domain also includes works created by the United States government.
- All works in the public domain are free for the public to use.

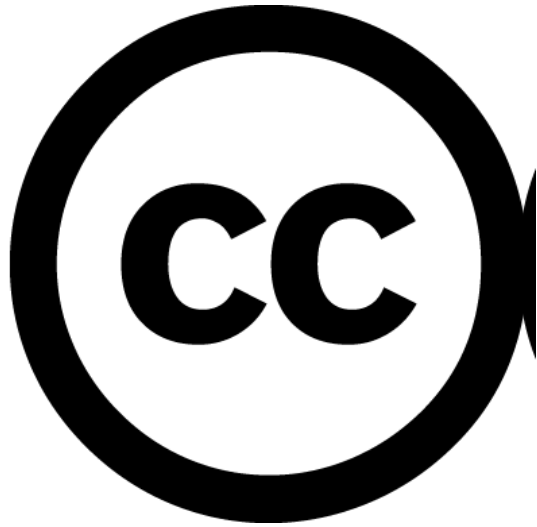




- Creative Commons Licenses provide a standard way for content creators to grant someone else permission to use their work.

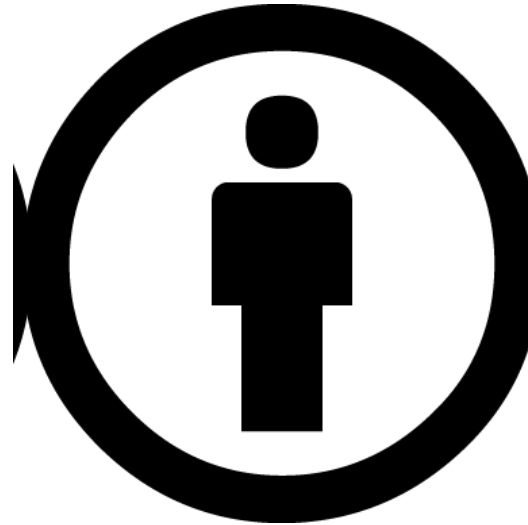
How to read a Creative Commons License





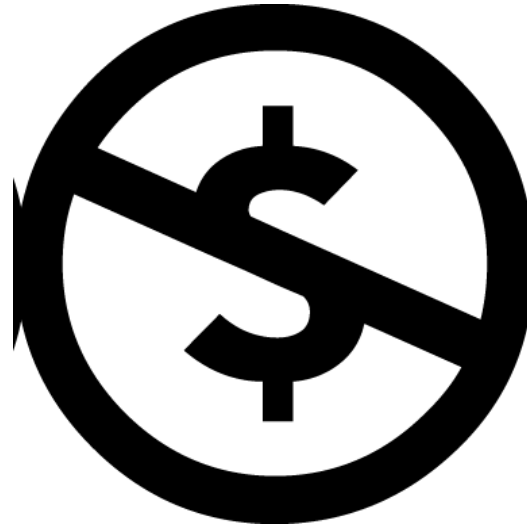
A work has been designated by its creator(s)
as Creative Commons

Attribution



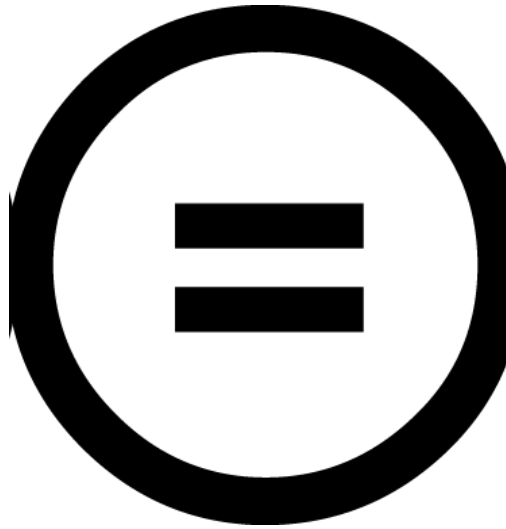
Required acknowledgement of the author

Non-Commercial



Usage is allowed only for
non-commercial purposes

No Derivative



Users can not modify the original work

Share-Alike



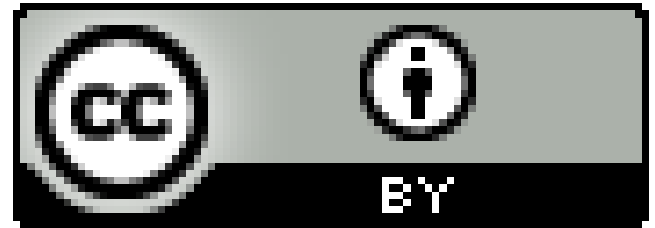
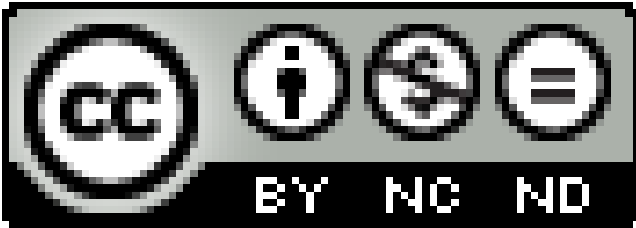
Users can modify the work, but you must allow others the same right to your modified version. In other words, you must use the same license when licensing your work.

Freedom



Least

Most



Copyright Exemptions: Fair Use

- The "Fair Use" allows limited copying of copyrighted works **for educational and research purposes**

Fair Use Analysis

Analysis	Fair Use
Purpose of the use	Nonprofit educational use
Nature of work	Factual or nonfiction based
Amount of work could be used	Small quantity (about 10%)
Effect on the market for original	Not significant effect

Test your copyright knowledge

Question: A person must place a copyright notice on work to make it copyrighted.

False

- After March 1, 1989 a work became protected and copyrighted as soon as it was **fixed in tangible form** no matter it has a notice or not

Question: It is permissible to copy a picture from the Sea World Web site for use in a classroom multimedia project.

True

- Since it falls under the fair use guidelines for amount of content used and is only for instructional classroom purposes, this is permissible.

Question: It is permissible to copy a page of 25 collected Internet Web links and place it on my website.

False

- It is permissible to **link** to another person's Web page but is a violation of copyright to copy a collection of links that another person has researched and creatively put together.

Question: It is permissible to show a video in the gym to the entire school as a reward for reaching a reading goal.

False

- Anytime a group shows a movie in any context, the group must purchase the public viewing rights for that particular showing.

Motion Picture Licensing Corporation (MPLC)

- A copyright licensing agency authorized by motion picture copyright holders.
- The Umbrella License grants permission to show any legally obtained film without the need of reporting titles, dates or times of exhibition.

Question: A high school video class produces a DVD yearbook that includes the year's top ten music as background music. This is fair use.

False

- This is not fair use. Yearbooks are not generally intended to be instructional. The problem lies in the use of copyrighted materials for non-instructional purposes.

Question: Is it legal to play a complete popular song and have it tied to a lesson, or is it still limited to 30 seconds?

- The 30 seconds rule is for multimedia presentations or projects only (such as PowerPoint, video, etc)
- You can play the whole song from CD or mp3 if you are using it for instruction.

Question: It is permission to load my software program on another teacher's computer.

False

- the software is meant to only be loaded onto one computer.

Question: A school purchases one copy of a typing tutorial program, which is housed in the library. It is checked out to individual students to take home for two-week periods. This is permissible as long as the homes erase the program at the end of the two weeks.

True

- Checkout is fine. The school must make serious efforts, however, to make sure parents erase the program from their computers.

Question: A media specialist tapes "60 minutes" every week in case teachers need it. This is fair use.

False

- Schools may not tape in anticipation of requests. They can act only on **actual requests**.

Guidelines for using Microsoft Clip Arts

~ from Microsoft Office website

- You may use clip art in your school assignments, in your church brochure, or for personal, noncommercial uses.
- You may **NOT** use clip art to advertise your business, to create a company logo, or to illustrate the chapters of a book.

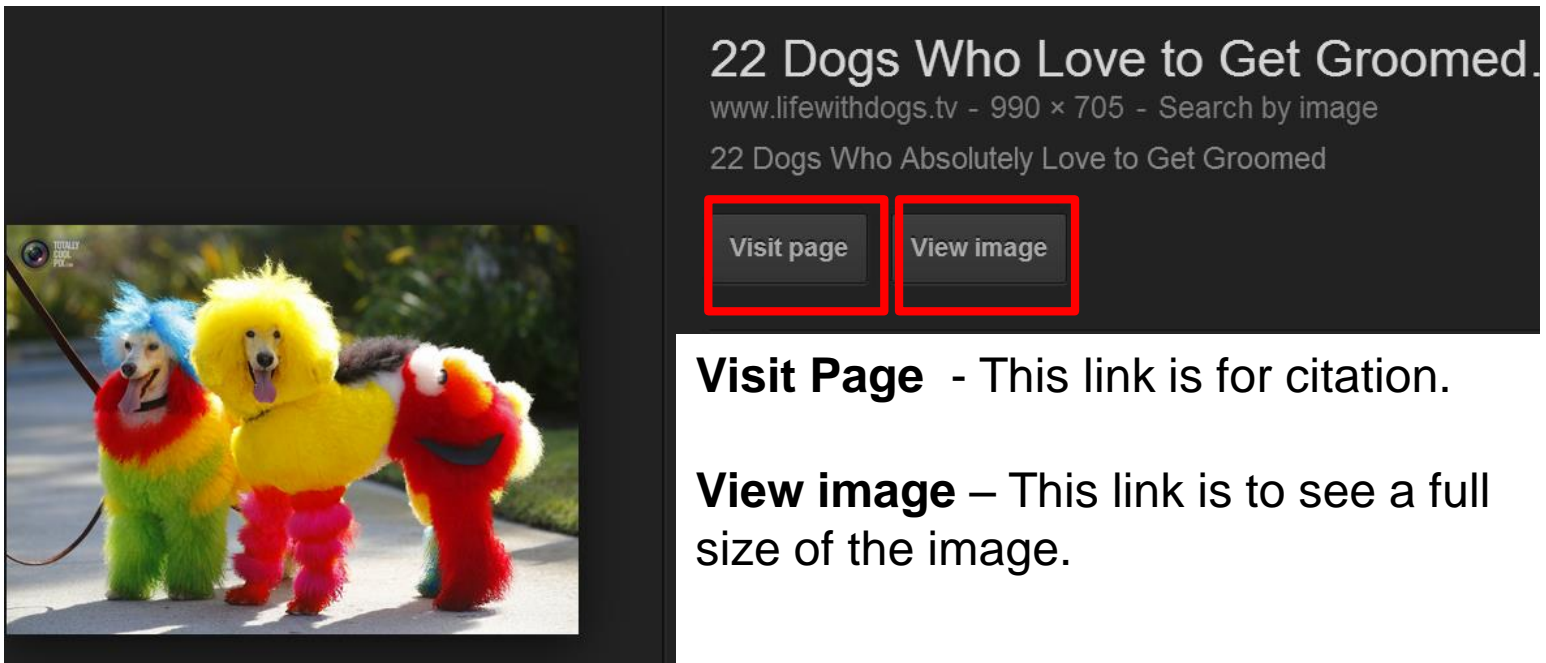
Guidelines for using images from Google Images Search

~ from Google Images Policy

- The images identified by the Google Images Search service may be protected by copyrights.
- You can locate and access the images through Google service, but Google **cannot** grant you any rights to use them.
- If you would like to use any images you have found through Google, you should contact the site owner to obtain the requisite permissions unless this use is under the fair use exemption.

Citing Digital Images

- Do not cite the search engine or cite the URL of the enlarged image. **Use the website of the image where it was originally shown.**



The screenshot shows a search engine result for the query "22 Dogs Who Love to Get Groomed". On the left is a thumbnail image of three dogs wearing colorful, fluffy costumes: one in blue and red, one in yellow and pink, and one in red and white. On the right, the search results text includes the title "22 Dogs Who Love to Get Groomed.", the URL "www.lifewithdogs.tv - 990 x 705 - Search by image", and the snippet "22 Dogs Who Absolutely Love to Get Groomed". Below the text are two buttons: "Visit page" and "View image", both of which are highlighted with red rectangular boxes.

Visit Page - This link is for citation.

View image – This link is to see a full size of the image.

Guidelines for Creating Multimedia Projects/Presentations

- Students and teachers may use copyrighted materials in multimedia presentations if quantity limits are observed.
- Students and teachers may use copyrighted material in multimedia presentations if they support instruction.
- All copyrighted work must be acknowledged in bibliography

References

- Simpson, C. (2005). Copyright for Schools
- [Public Performance Law](#)
- [Motion Picture Licensing Corporation](#)
- [Copyright Kids](#)
- [U.S. Copyright Office](#)
- [Fair use chart for teachers](#)
- <http://www.edutopia.org/digital-divide-where-we-are-today>

Copyright questions used in this presentation are found in the sites below

- [Copyright on the Internet](#)
- [Copyright Information in Kent School District website](#)

Let's review what we learned today!

- What is acceptable use policy (AUP)?
- What is CIPA and what does it protect?
- What is digital divide?
- What is public domain?
- What is Creative Commons License?
- What is fair use?
- Describe 4 factors of fair use analysis.