©reative Thinking: Intellectual Property and Technology in the Classroom

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IPAC (Intellectual Property Awareness Center)

Intellectual Property awareness curriculum for students: from tweens through teens.
Why the concern about copyright and other intellectual properties?

• Confusion regarding Fair Use; some are overly cautious, while others are totally oblivious.
• To set a positive example for our students.
• To protect teachers/schools from lawsuits.
• Knowledge is good preventative measure.
• Ensures resource innovation & protection for both creators and consumers of copyrighted, trademarked, and other licensed materials.

Source: fhwa.dot.gov
Copy what?

• Copyright is a form of protection provided by the laws of the United States (Title 17, U.S. Code) to the authors of “original works of authorship.”

• In simple terms...the right to copy.
Many Fair Use scholars such as Crews, Lindsey, and Gassaway believe that educators should not get too caught up on the percentages and numbers. Most guidelines are very conservative, safe harbor gauges; more appropriate with creative than factual works. Fair Use is more flexible.
Fair Use
...to share, enjoy, criticize, parody, and build on other works.

All four Fair Use factors must be weighed and balanced.
However, Fair Use does not mean unlimited use and when it’s not Fair Use, permission may be required.

Source: Complete Copyright: An Everyday Guide, Carrie Russell, 2004
So...how does all of this apply to our students?

• “Plagiarism and copyright infringement are growing problems and attitudes on ethics and the law are formed at a young age.” -- *Project Letter of Support*, Glenn Bellamy, et al, Greenbaum, Doll, & McDonald, 2008.
Plagiarism Defined

• *If you steal from one author, it’s plagiarism; if you steal from many, it’s research.* —Wilson Mizner

• Giving credit where credit is due with citations and utilizing Fair Use portions.

• Fair Use is related to copyright. Copyright, or trademark (ownership) and plagiarism (authorship) are not the same thing. Copyright (and other intellectual properties) are more evident in today’s digital world...
It’s all about ethical, responsible information use

• In this increasingly global world of information, students must be taught to seek diverse perspectives, gather and use information ethically, and use social tools responsibly and safely.—American Association of School Librarians Standards for the 21\textsuperscript{st} Century Learner (AASL 2007, 2).

• In addition to copyright, trademarks must also be respected when copied for educational or personal purposes.

• Fair Use must be exercised to remain legal and ethical.

• Freedoms of Expression are Fair Use too.
Films, Lessons and Activities for the Classroom
Student-Centered, Proactive Approach

• Creative Thinking proactively educates students through awareness on the ethics of plagiarism and legality of copyright in both the classroom and digital world.

• Program closely follows the instructional belief of academic librarians such as Sonia Bodi:
  – Students should be encouraged to use the ideas of others to add to their own knowledge, to refute, or to explore further, but always knowing it is ethical to give credit or, if appropriate, to ask permission to use the intellectual and creative ideas of others.—“Ethics and Information Technology: Some Principles to Guide Students,” Journal of Academic Librarianship, 24, no. 6 (November 1998), 461.
Welcome to Creative Thinking!

NKU's W. Frank Steely Library is pleased to present class lessons, films, and activities on plagiarism and copyright awareness for the classroom, funded by a generous grant from the Cincinnati Bar Foundation. Collaborative community support was provided by NKU, the University of Louisville, and regional partners such as CET (Greater Cincinnati Television Educational Foundation), KYVL (Kentucky Virtual Library), and the Campbell County (Ky.) Public Library.

Tied to national and state educational standards, this program offers everything needed to present engaging content for tweens to young adults in multiple disciplines from upper elementary schools through freshman level college courses. It could also be utilized for public library teen programs and community youth groups. The lesson content promotes research honesty and copyright consciousness for students. Both ethical and legal discussions are presented.

Intellectual Property Awareness Center

NKU's Steely Library and Creative Thinking are pleased to announce the introduction of the IPAC (Intellectual Property Awareness Center) for both NKU constituents and public guests. The purpose of the new IPAC is to educate creators and consumers of intellectual property about issues such as copyright & fair use, plagiarism, patents & trademarks, and related legal and ethical aspects.

Films are found in Films section under Lessons.

NEW: Book Discussion Lessons for Fourth thru Sixth Grades!

Many educators requested we introduce plagiarism and copyright awareness lessons for upper elementary classes. Book Discussions for popular books Masterpiece and Scumble showcased at BookFest are now available to proactively address plagiarism and copyright challenges with research writing exercises.

http://CreativeThinking.nku.edu
Lessons, films, activities...

Regional Teacher Feedback

• Surveyed regional school teachers expressing need for both plagiarism and copyright awareness, e.g. Web cutting & pasting issue.

• Teachers felt that proactive lessons and films were more effective than negative warnings.

• Per teacher feedback, associated educational standards were tied to topical questions and pop-up graphics for film stories to be created.
- AASL Info Lit Standards for Student Learning (1998) 
  Standard 1: Respecting intellectual property of creators & producers
  Standard 8, Indicator 2: 1.3.3; 1.3.4; 1.3.5 - Respects intellectual property rights
- ALA Academic Information Literacy Assessment – Standard 5: Ethical and legal information use.
- Kentucky CCD (Curriculum Content Development)
- Plagiarism - Document sources/provide attribution
  - Writing Standards - Middle Grades EL-7-WV-U-5; EL-7-WV-S-7; WR-M-3.6.0
  - Writing Standards - High School EL-12-WV-U-4; EL-12-WV-S-7; WR-HS-3.6.0
- Copyright, Fair Use, and Respect – ethical use of others intellectual property and technology for own original creation and innovation
  - Technology Standards - Middle Grades 
    T-MS-SESI-U-3; T-MS-SESI-S-EI1 thru EI6; T-MS-RIPSI-U-3; T-MS-RIPSI-S-R2; T-MS-RIPSI-U-5; T-MS-RIPSI-S-I2 and S-I4
  - Technology Standards - High School 
    T-H-SESI-U-3; T-H-SESI-S-EI1 thru EI5; T-H-RIPSI-U-2; T-H-RIPSI-S-R1; T-H-RIPSI-U-4; T-H-RIPSI-S-I2 and S-I5
- McREL (Mid-Continent Research for Education & Learning), NCTE/IRA, etc.
Plagiarism Awareness

1. Introduction

Students could break out into smaller groups of up to 5. Present the introductory question: What is plagiarism? Allow them a few minutes to come up with an idea/answer to what plagiarism is to them. Some younger students may not be familiar with the term plagiarism, then a hint related to copying or a drawing of two simple copy cats heads side-by-side on the board (or as a handout with other questions) may be helpful to get the discussion started.

If students are not serious about the questions above, then ask: What does school mean to you? What do you want to learn at school? What do we learn from writing essays, reports and research papers? How is plagiarism or cheating tied to your tests or writing for class? Post some of the suggested responses from the students on the board. If you have some type of plagiarism policy for the classroom or the school, read some points from that policy or honor code.

Other follow up questions for individual group discussions could include: Why is plagiarism wrong? Talk about the school/class rules related to plagiarism or cheating. Emphasize to the students that plagiarism or cheating at any time is dishonest, against the school rules, and a very serious matter. Have the groups discuss why this is a serious matter.

2. Who Does Plagiarism Or Cheating Harm?

Before viewing subject-related films below, state the following infamous quote of Sir Walter Scott: Oh what a tangled web we weave, when first we practice to deceive! Ask the class what they think this means? Then ask small groups to discuss and answer the following ethics and trust questions: What are ethics? What ethical issues are associated with plagiarism and school copying/cheating? Who does plagiarism or cheating harm? What are the drawbacks of cheating? How can someone who plagiarizes or cheats hurt themselves? If one is not caught plagiarizing or cheating, how may it still harm them? How would you feel if another student copied your class speech and that student presented it before you first as their work to the class? Would you trust that student in the future? Do you trust your teachers, parents, and friends? Are you trustworthy? Can you think of an example where proving to be trustworthy to a teacher, parent, etc. helped you? If you were ever untrustworthy, how did it hurt you?
What is plagiarism? Who does it harm?

• Plagiarism is one of many intellectual property topics. It is not exactly the same thing as copyright.
  – Plagiarism is an ethical problem, while copyright is a legal issue.
  – Both are forms of intellectual property, but people could plagiarize without breaking copyright laws and vice-versa.

• *The Simpsons* “Bart the Genius” (season one DVD, episode two, 1990)
Bart cheats on an intelligence exam and learns the real liability of dishonesty experiencing multiple encounters of others’ retaliation to his actions. **Questions to ask students:**
  o How many times did Bart outsmart, cheat, or lie?
  o Can you provide examples?
  o Who else outsmarted, cheated, or lied to Bart?
  o How did they do this?
  o Isn't Bart’s entire existence at the new school one big lie, pretending to be someone he is not?
  o Can you provide examples?
Plagiarism Story Film

Intellectual Vengeance: A student deliberately plagiarizes a paper for another student thus tarnishing his reputation...

Pop-Up Discussions

-Distinguishing your own ideas from others
-Ethics of writing assistance of others
-Plagiarism and its consequences
-Plagiarism is copying without attribution
-Academic honesty policy enforcement
-Plagiarism = Academic Dishonesty
-Plagiarism is unethical
-Unfair to honest students?
-What about the authors from which are copied without credit?
-Your opinion?
Credit Where Credit Is Due

• Proactively teaches the importance of why we provide references for our school papers to provide a reader our background sources.

• Besides questionable plagiarism, as Professor Alberti says in our expert film, *it is all about being nice to others*. It helps those reading our papers to locate the sources that helped us write a research paper. It is also a way of *thanking the source*.

• Even in the professional world this courtesy is common and expected; *not only for school, but future college and career*. 
Respecting Copyright

1. Introduction

Briefly review subjects covered in last lesson: plagiarism, proper citation and paraphrasing, honesty and trustworthiness in school research and writing.

Next, write the following words on the blackboard: copyright, fair use, respect, and the question, “Who owns copyrighted materials such as movies, music, and web pages?” Tell students that the copyright owner is the person who created the work, e.g. author, musician, artist, computer program/game creator, scientist-inventor, business person, etc. Ask students what the word “copyright” means to them and how might it have an effect on their everyday lives? Ask the class if they can think of examples of things in their daily lives which are copyrighted? Talk about how copyright gives an author control over how those works (for which the students provided examples) are used by others. Turn the words around, the “right to copy.” The following comic may add some humor for this copyright discussion.

Copyright: Right To Copy!

Creative Thinking Story Film with class discussion questions provided below.

Session Content Questions

Students could break into small discussion groups. Each group gets one or two different questions to orally report their findings to the class. After each group has answered, the instructor reviews answers and states whether they are correct or not.

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Copyright Respect & Fair Use

Copyright is a form of legal protection given to the authors of books, music, movies, etc. Users of the books may not make copies without permission from the authors except in limited occurrences for school and personal use where there is no profit involved. This limited use is known as Fair Use.

Relate © to discussion about cheating, copying, and plagiarism. Convey that the same applies to respect and integrity of how we Fair Use limited media content for our school and personal use. What are the consequences for us when we file share copyrighted resources without permission or payment to the creator of the work? How would it harm us if someone steals our original work without our permission to make money?

We may use copyrighted works respectfully without permission, if we follow Fair Use.
Copyright Story Film

Copyright: The Right to Copy! Fans’ file sharing harms band’s earnings; band retaliates by sampling without permission.

- What is copyright?
- What is Fair Use?
- Is it file sharing or file stealing?
- Ethical issues: illegal downloading from the web?
- Are music mash-ups Fair Use?
- Are sampling audio clips illegal?
- ASCAP/BMI; other permission services
- Using audio clips for profit may be illegal
- © infringement is no joke; illegal downloading not only affects people; puts your PC at risk.
New Lessons for Tween Students

- Intellectual Property Information Literacy (IPIL) was integrated into new popular fiction book discussions for 4th – 6th grade students with creative characters found in the books *Masterpiece* by Elise Broach and *Scumble* by Ingrid Law.

- Lead characters range from an artistic beetle that sketches drawing to a creative teen who reports the community news. The inventive characters of these books provide role models for young innovators and creative type students.

- Analyzing these creative characters, not only engages students, it also helps them to explore proactively new directions, thereby building stronger research ethics, honesty, and trustworthiness as covered in our *Creative Thinking* lessons.

- Students learn to respect others’ intellectual works, to avoid plagiarism, and to become aware of copyrights, trademarks, and patents that could also apply to their creative works.
Masterpiece by Elise Broach

- Review term: masterpiece
- Identify character roles
- Character creative attributes described in texting message
- Relate Four Virtues paintings from story to honesty, trustworthiness, and respect
- Group creates mini-book review after overview of plagiarism, paraphrasing, and source citations
- Jeopardy-style trivia from Masterpiece storyline

Scumble by Ingrid Law

- Review character savvies
- Compare savvies to students’ special talents
- After discussing various IPs, find IP examples in story
- Tied to trademarks; students create original slogans for their favorite characters
- Scumbles’ motorcycle savvy destruction prompts idea of reverse engineering discussion and how patents disclose such details

See [http://CreativeThinking.nku.edu](http://CreativeThinking.nku.edu) for complete lesson details.
Finishing Comments

• Encourage class discussions on the consequences and ethics of plagiarism, and giving author credit where credit is due.
• Always utilize a proactive Fair Use approach rather than negative warnings.
• Watch for more new lessons for even younger students coming soon to the http://CreativeThinking.nku.edu website with a popular Superheroes theme.
• Finally, for further intellectual property awareness to remain current with information and resources related to all intellectual properties, watch for our new http://IPAC.nku.edu website premiering shortly.
• The new IPAC at NKU’s Steely Library helps you to acquire knowledge about intellectual property to cultivate your research, creativity, and innovation with your instruction in the classroom.
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Thank you for attending!