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Research Dossier: Online Content Piracy

Introduction to Research Dossier

In this age of the web people rarely go to individual sites for things and rather use a select few sites for all their needs, such as Facebook, Twitter, YouTube, or any other large social media network to receive information. As a result many do not try hard to find content to consume be it artistically, academically, or for entertainment purposes and would rather have it all given to them with little to no effort. Many have taken advantage of this and create pages that host content from around the world for all to see in one convenient place. While it may be convenient many individuals take advantage of this opportunity by hosting content without permission and claiming it as their own. Facebook in particular has been a big component in this problem. Facebook brags about the fact that they are able to obtain billions of video views a day and a majority of these views come from stolen content. . Many creators have contacted Facebook about this problem but they have done very little to help considering it keep users on the site and it earns them ad revenue. With Facebook boasting about their views and the money they are obtaining from it they have very little incentive to stop this problem.

Research Proposal

Being a digital media major and this topic is very important to me considering having seen it happen countless times with little to no repercussion and this could likely happen to me or my other colleagues. Many don’t give it a second thought, consume something and are on their way. But I would like to inform others of the harm such a thing has on creators. The increasing amount of plagiarism seen online doesn’t seem to be slowing down anytime soon, and considering that most networks are doing little to nothing to combat it I would like to inform others of this so that they too might be able to recognize and stop this theft.

Research Map

The area I would most likely use for this paper I the internet considering it is taking place there. Field research would come in second if I include interviews or try to recreate such a thing which would be challenging. I was unable to find many academic journals directly relating to my research but was able to find a few on copyright and its use in the modern era.

Research Questions

* Where does the line between fair use and plagiarism meet?
* What is being done/ what isn’t being done to combat stealing other’s content?

Keywords

* Fair use
* Online content
* “Going viral”
* Content aggregator
* Algorithms
* Ad revenue
* Freebooting

Kind of research

Being a fairly recent topic there is very little regarding academia. I will be primarily researching people’s first hand experiences or other views on this topic.

Annotated Bibliography

"What the Shift to Video Means for Creators." *Facebook Media*. 7 Jan. 2015. Web. 2 Mar. 2016.

Facebook simply states statistics for videos on their platform and how content creators can use Facebook to their advantage. They are simply stating statistic and offering advice so I see little to no bias.

Abbruzzese, Jason. "How Do You Stop a Stolen Video before It Goes Viral? Facebook's Trying to Find Out." Mashable. 1 Sept. 2015. Web. 2 Mar. 2016.

Abbruzzese summarizes Facebook's announcement that they are preparing to test a new system to identify stolen content and how this effects content creators, creating an unbiased piece.

Collins, Joanna E. "User-Friendly Licensing For A User-Generated World: The Future Of The Video-Content Market." Vanderbilt Journal Of Entertainment And Technology Law 2 (2013): 407. Academic OneFile. Web. 2 Mar. 2016.

User-generated remix and mashup videos have become a central way for people to communicate their ideas, to be a part of popular culture, and to bring life to their own artistic visions. The current video-content-licensing scheme requires individually negotiated contracts for authorized use of copyrighted material, but amateur artists frequently lack the bargaining power and understanding of copyright law to comply with licensing requirements.

Ginsburg, Jane C. "Fair Use For Free, Or Permitted-But-Paid?." Berkeley Technology Law Journal 29.3 (2014): 1383-1446. Business Source Premier. Web. 2 Mar. 2016.

The U.S. Supreme Court in Sony Corporation of America v. Universal City Studios fended a fork in the fair use road. The Court there upset the longstanding expectation that uses would rarely, if ever, be fair when the whole of a work was copied. In the aftermath of that decision, lower courts have rendered a plethora of decisions deeming the copying of an entire work (even with no additional authorship contribution) a fair use, and therefore "free" in both senses of the word.

Green, Hank. "Theft, Lies, and Facebook Video." Medium. 02 Aug. 2015. Web. 1 Mar. 2016. Hank Green, a prominent content creator has a business with 30 employees helping to create online videos, explains how Facebook seems to be working against content creators by lying about video views and not doing enough to combat content piracy. Green has a definite bias in this article considering the fact that this has affected him personally.

Kurzgesagt – In a Nutshell. "How Facebook Is Stealing Billions of Views." YouTube. 10 Nov. 2015. Web. 1 Mar. 2016.

In a Nutshell provides an infographic video on how Facebook is able to get 8 billion views a day by lying, cheating, and stealing. While they do try to provide an unbiased view of the situation by just providing information they ultimately have a bias considering that they were affected by the situation.

Oremus, Will. "People Used to Share YouTube Videos on Facebook. Now They’re Stealing Them." *Slate*. 8 July 2015. Web. 2 Mar. 2016.

Oremus explains how Destin Sandlin's viral video was freebooted leading for him to lose millions of engagements and to lose a good chunk of revenue. The author is unbiased because he is just sharing Sandlin's experience.

Sandlin, Destin. "Facebook Freebooting - Smarter Every Day 128." *YouTube*. SmarterEveryDay, 19 Jan. 2015. Web. 2 Mar. 2016.

 Sandlin explains how his viral video was stolen and uploaded to Facebook and explains how Facebook is profiting at his expense while also changing the online video industry. This has a bias considering it is a firsthand report of the subject.

Setalvad, Ariha. "Why Facebook's Video Theft Problem Can't Last." *The Verge*. 07 Aug. 2015. Web. 2 Mar. 2016.

Setalvad antagonizes Facebook for their lack of compliance with content creators to help protect their copyright. With Facebook as big as it is there is little to be done to directly communicate the problems or fight against them.

Sims, David. "The Fat Jew: Internet Celebrity and Joke Thief." *The Atlantic*. Atlantic Media Company, 17 Aug. 2015. Web. 2 Mar. 2016.

Sims simply puts together an article explaining why "The Fat Jew" is so popular and the backlash he has gotten within the comedic community, creating an unbiased view.

Solomon, Leron. "Fair Users Or Content Abusers? The Automatic Flagging Of Non-Infringing Videos By Content Id On Youtube." Hofstra Law Review 44.1 (2015): 237. Publisher Provided Full Text Searching File. Web. 2 Mar. 2016.

The article discusses America's fair use copyright doctrine and the nation's Digital Millennium Copyright Act (DMCA) in relation to the problems that are associated with the use of the Content ID automated digital fingerprinting system to regulate user-generated Internet content on video-sharing services such as YouTube. The legal liability of Internet service providers for copyright infringement by website users is examined, along with the flagging of non-infringing videos.

Tamburro, Paul. "H3h3productions Exposes Facebook's Awful Approach to Stolen Videos - CraveOnline." *CraveOnline*. 16 Dec. 2015. Web. 2 Mar. 2016.

Tamburro explains how popular Youtube channel h3h3productions disputed a copyright claim with Facebook for a video of theirs reuploaded to Facebook, to which Facebook replied stating that they don't see how the content reported violates his rights. This article is unbiased because it is simply restating what h3h3productions has reported.