LESSON 3
Sharing Content—How Much is OK?

Grades: Appropriate for grades 6-9   **Time Required:** 30 minutes

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Purpose: To help students identify and understand ethical strategies for sharing online content with others.

Key Concepts:

- Just as we are careful about sharing our personal information online for our safety, we want to be careful about sharing others' creative work.
- Sharing others' work in ethical ways and respecting other' creativity is an important part of digital citizenship. It encourages more creativity for everyone.

Key Words:

- **Consumer:** An economic term for any person who uses goods or services. Sometimes a consumer buys a good or service. Sometimes, the goods or services are free. Either way, we are consumers when we use something, and it is also true in the digital world. We are consumers when we use online goods and services.

- **Devalue:** To make something worth less or to deprive of value.

PREPARATION

- Computer/TV Screen to show video
- Preview all videos for this lesson to confirm that content in the videos is suitable for your class. Where possible, download videos, rather than stream.
    - VIDEO: Lars Ulrich Interview, "Metallica Drummer Lars Ulrich Recalls Battle With Napster," https://goo.gl/L8ZSLx
    - VIDEO (Optional): **"**What's Up with Copyright Anyway?—A Brief (Very Brief) History and Copyright Basics," https://goo.gl/Clfe1R

INSTRUCTIONS

- Read through the lesson and watch the videos.
- Read through the dialogues provided until you are comfortable allowing the students to respond to your questions.

As savvy internet users: You already know there are things to think about before you share something online. *[Ask students to remember: "Think before you share."]* What things are you careful about when you share online? *[Accept responses. List at least the following 2 items on the board:*

1. *Personal information: phone numbers, address, email, parents' credit card numbers, health information, etc.*
2. *Photos of myself and my friends*

Why is it important to think before you share these things? You've heard these before:
[Accept student responses]

List the following 3 reasons on the board:
1. *Protect privacy*
2. *Avoid cyberbullying*
3. *Security is an important part of being a good citizen online*

Good, there are a lot of reasons to be careful about sharing personal stuff online, but these three are the most important.

As good citizens, there's another part of sharing that we need to think about—it's when we want to share copyrighted content like movies, songs, pictures, art, books, apps, games, and other software.

When we find something we love online, we naturally want to share it with our friends or even the world. Right? What have you shared recently through Facebook, Instagram, Twitter, etc.? *[Accept responses: Video clip, movie, song, photo, etc]*

How did you share it? *[Accept all responses. Validate ethical methods]*

In our last discussion, we explored our role as consumers and how we can acquire or access media online in ethical and legal ways. Today, we'll discuss how we can *share* the media we consume online in ethical ways.

LESSON

Metallica v. Napster
Does anyone know the story of Napster? *[Accept responses]*

Give a brief overview of Napster: When digital music started being shared online in the late 90s, there was this website called Napster that allowed individuals to share their music libraries with all the other users. Once someone's music library was listed on the site, any other individual on the site could choose a song and download it from the other user for free. This technology was an extreme example of sharing through a peer-to-peer service. When it first came out, millions of

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people used it to upload and download songs without any payment to the people who made those songs. In fact, "sharing" is really the wrong word for what was going on with Napster. Users copied songs on their computer and gave them away to other people. It wasn't "sharing" in the sense that you might share a sandwich by splitting it in half. Have you heard of a site like this before?
[Accept responses.]

What do you think about it? Was it fair for millions of consumers to copy and give away their songs to millions of other people?

Does anyone know who Lars Ulrich is? *[Accept responses].* He's a drummer for the band, "Metallica". What do you think he thought about Napster? Let's watch this video, and I want you to be thinking about why Lars Ulrich cared. Think about what was important to him.

PLAY VIDEO: Lars Ulrich Interview, "Metallica Drummer Lars Ulrich Recalls Battle With Napster," https://goo.gl/L8ZSLx

Okay, what do you think? How did Metallica figure out their new song had been distributed on Napster? *[Accept responses]*

Why did Metallica fight back? *[Accept responses; Radio stations around the country were playing an unfinished (not final) version of the song, "I Disappear."]*

What do you think other artists at the time thought about it? *[Accept responses]*

What do you think consumers thought? *[Accept responses]*

Do you think having music distributed for free through Napster devalued the music for people? *[Accept responses; Remind students that "devalue" means making something worth less: "to reduce worth" or "to take away value"]*

What do you think about unfinished drafts of songs being leaked to radio stations? How would you feel if that happened to your work?

Great answers! It is an interesting problem, right?

Copyright Review
[OPTIONAL VIDEO: As a review, play video: "What's Up with Copyright Anyway? a Brief (very brief) History and Copyright Basics," https://goo.gl/Clfe1R]

The interesting dilemma Metallica had with its song being released before it was finished is one reason why copyright matters. But distributing (giving away or selling) finished songs using peer-to-peer systems without the owner's permission violates copyright as well.

What is copyright? *[Accept responses]*

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Remember, copyright includes several protections given to creators. When you create something, you get to decide who can:[1]

1. make copies (photocopy or digital copies) of your work
2. distribute copies (give away or sell)
3. display or perform the work in public
4. make derivatives (make a book into a movie or sequels)

Discussion

Okay, what does all this mean for us when we want to share content with others? Let's look at this scenario: you just discovered a new song that you love. What song should it be? *[Allow students to pick a current popular song]* Okay, it's a great song! You've just discovered it! You're really excited about it—how do you share it with others? How *can* you share it with others?

Say "Yes" if the method is ethical, "No" if it isn't. Are you ready? Okay:

A. Can you sing it to a friend? *[Yes]*
B. Can you let your friend listen to it on your device? *[Yes]*
C. Can you explain the lyrics? (or publish something online, explaining what you think the lyrics mean)? *[Yes]*
D. Can you link to the singer's website on Facebook or your blog? *[Yes]*
E. Can you post a review of it on your blog with an excerpt of the lyrics? *[Yes]*
F. Can you copy the song onto your friend's device? *[No—that would be making a copy, without the artist's permission]*
G. Can you share it using a P2P file-sharing program like BitTorrent? *[No]*
H. Can you use your computer's CD burner to burn copies of the song onto writable CDs for all of your friends? *[No]*
I. Can you copy and paste the full lyrics onto your blog or website? *[No]*
J. Can you use email or instant messaging to send a copy of the song to your friends? *[No]*
K. What if the song has a Creative Commons license that allows sharing? *[If you see the CC license, the artist has given permission to share in specific ways.]* Or, what if the song is old enough to be in the public domain? *[Yes, in that case you could copy or distribute the song to friends.]*

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[1] NOTE: The 6 specific rights of copyright: *When you make something, you get to decide who can use your work in these ways:*

1. *make copies, like prints, photocopies, or digital copies*
2. *make any derivatives of a work, using part of the work or all of it (for example, making a movie from a book)*
3. *distribute copies of the work, such as in a bookstore or on a Web site*
4. *display the work in public, for example, at an art gallery or on a Web site*
5. *publicly perform the work if it's a play, piece of music, ballet, or anything else that can be performed by others*
6. *digitally perform sound recordings (for example, streaming music from an online source, like Pandora or Spotify.)*

So, what are some authorized or legal ways to share content you find online? *[Accept responses, validate the ethical/legal strategies.]*

> *Include/list the following 3 methods in the discussion:*
> 1. *Link to the artist's website or YouTube channel.*
> 2. *Write a review on Facebook or Twitter*
> 3. *Make sure you link to an authorized, legal source.*

Activity: Share Something You Love!

Divide the class into small groups. Give students the following instructions:

1. Choose something in your digital library (photo, song, video) that you love. Identify three ways that you can share it with friends in ethical ways. *[Post the YouTube link, artist's website, etc.].*[2]
2. Share your ideas with your group. Group members, your job is to make sure the ideas are legal and ethical. If you have questions, let me know, we'll talk about it as a class.
3. *If possible, allow the students to ethically share their media according to their chosen plan.*

Wrap-up

> If we take a minute to think about it, there are many easy, legal ways to recommend or express our enthusiasm for the creative work that we love. But copying or distributing that content without permission is not legal or ethical.

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[2] NOTE TO EDUCATORS: *Clarify for students that emailing a song file (MP3) to family and friends is NOT an example of ethical sharing.*

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