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Autore	Tan Corinne
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Nota di contenuto	I. Regulation on social media; II. Regulation of content-generative behaviours from a copyright perspective; III. Approach; IV. Structure; Notes; Chapter One: Scope of study and a day in the life of Jane Doe; I. Defining social media and user-generated content; II. Choice of social media platforms; III. A day in the life of Jane; IV. Conclusion; Notes; Chapter Two: Regulation by copyright laws; I. Relevant copyright standards; A. Subsistence: works and other subject matter protected by copyright; B. Subsistence: originality; C. Subsistence: authorship; D. Subsistence: fixation, recording or reduction to material form; E. Infringement: scope of protection; F. Infringement: other rights; G. Infringement: remedies; H. Infringement: fair use and fair dealing exceptions; I. Conflict of laws issues; J. Summary; II. Scenario one: the

application of copyright laws; A. Jane's use of the music video clip on YouTube as her morning alarm; B. Jane's 'pinning' of the YouTube music video clip on her pin-board titled 'My Favourite Things' on Pinterest; C. Jane's use of Evangeline's earlier commentary on Facebook to create her own commentary; D. Jane's use of multiple photographs of newborn babies available on the pin-boards of other Pinterest users to create a collage to share on Pinterest; E. Jane's simultaneous sharing of the collage on Facebook and Twitter; F. Jane's sharing of the same collage in her blog post on WordPress; G. Zee's contribution to Wikipedia on 'income inequality' using what Jane has written; H. Jane's creation and sharing of a new video clip by way of 'vidding' on YouTube, and subsequently on Facebook; I. Cheryl's use of 'stills' from Jane's video clip as thumbnail images on her website; J. Other users' partial use of Jane's collage to create their own, and sharing the same on Pinterest, Facebook and Twitter; K. Editor Jasper's use of Jane's collage on the cover page of his magazine; III. Conclusion; Notes; Chapter Three: Application of the terms of service; I. Terms of service; A. Ownership and licensing; 1. Facebook; 2. Pinterest; 3. YouTube; 4. Twitter; 5. Wikipedia; 6. Observations; B. Copyright policy; 1. Facebook; 2. Pinterest; 3. YouTube; 4. Twitter; 5. Wikipedia; 6. Observations; C. Indemnification and limitation of liability; 1. Facebook; 2. Pinterest; 3. YouTube; 4. Twitter; 5. Wikipedia; 6. Observations; D. Governing law and jurisdiction; 1. Facebook; 2. Pinterest; 3. YouTube; 4. Twitter; 5. Wikipedia; 6. Observations; E. Summary; II. Scenario two: the application of the terms of service; A. Jane's use of the music video clip on YouTube as her morning alarm.

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## Sommario/riassunto

How are users influenced by social media platforms when they generate content, and does this influence affect users' compliance with copyright laws? These are pressing questions in today's internet age, and *Regulating Content on Social Media* answers them by analysing how the behaviours of social media users are regulated from a copyright perspective. Corinne Tan, an internet governance specialist, compares copyright laws on selected social media platforms, namely Facebook, Pinterest, YouTube, Twitter and Wikipedia, with other regulatory factors such as the terms of service and the technological features of each platform. This comparison enables her to explore how each platform affects the role copyright laws play in securing compliance from their users. Through a case study detailing the content generative activities undertaken by a hypothetical user named Jane Doe, as well as drawing from empirical studies, the book argues that – in spite of copyright's purported regulation of certain behaviours – users are 'nudged' by the social media platforms themselves to behave in ways that may be inconsistent with copyright laws.

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