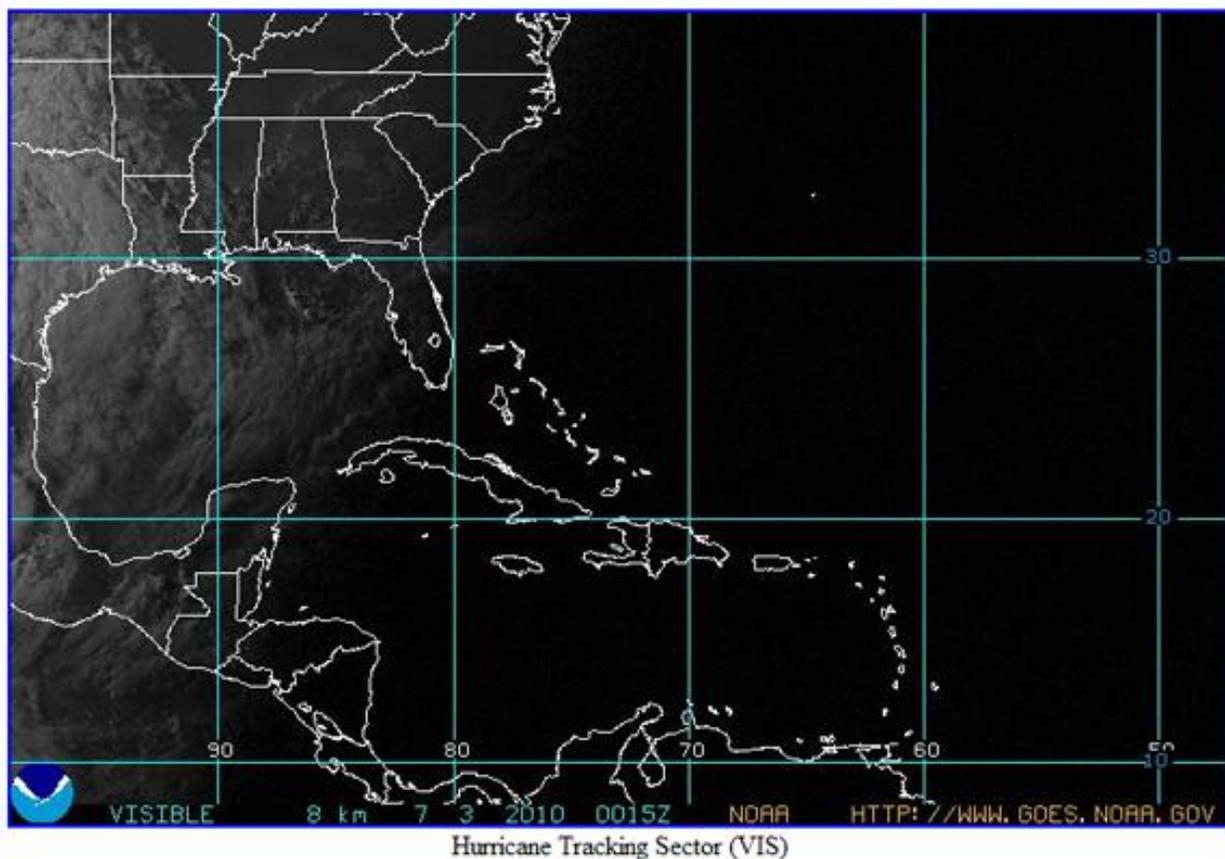


## Modeling Proper Handling of Intellectual Property

An instructor teaching about weather and flight uses numerous images found on the World Wide Web and the Internet to illustrate his slideshows and talks. He has no real recollection of where the images came from. Lacking a way to add metadata when he made the slideshows and having no raw image repository, he had no way to establish either provenance or ownership of the images. When he looked for a particular image, he found several versions (with different names and labels) on various sites, but he could not establish the original owner or even a consistent name for each image. He wants to make sure all of his slideshows and desktop lecture captures used only images that he has fair rights to use. He knows of various government websites related to weather which have the resources he needs. He also knows of some images available on public image-sharing. As a serious professional, he wants to uphold the standards of the field.



Hurricane Tracking (National Oceanic and Atmospheric Administration)

**Challenge:** This professor wants to model the proper uses of resources for his students by not contravening others' intellectual property rights. However, he has limited time to make changes to his extensive curriculum. What are some of his options?

**What should he do?**

- A. He should ignore intellectual property concerns and keep using his digital contents on a password-protected course site. No one will know.
- B. He should switch out all the images and put in ones from respected sources that put images in the public domain.
- C. He should build new slideshows using higher intellectual property standards, and he should slowly phase out the elements that contravened copyright.
- D. He should turn himself in to the federal government.
- E. He should purchase all curricular contents from third-party content providers and get out of the business of creating his own teaching contents.

**Answer:** B. The professor actually went through and scrubbed his extant slideshows and lectures and swapped in images from the public domain. He pursued copyright releases for materials that he couldn't verify were fully available and kept documentation of the releases.

- A. Ignoring the law is no solution and no defense. C. is an option, but it still leaves him and the university with liabilities for the resources that possibly contravene copyright. D. Won't happen.
- E. This solution is too expensive.