

# Remix This Talk

Copyright and Community in the Age of New Media

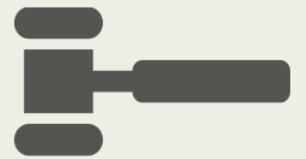
**Casey Fiesler**

School of Interactive Computing  
Georgia Institute of Technology



# THINGS THAT START WITH 'C'

**COPYRIGHT  
COMPUTING  
CREATIVITY  
COMMUNITY**

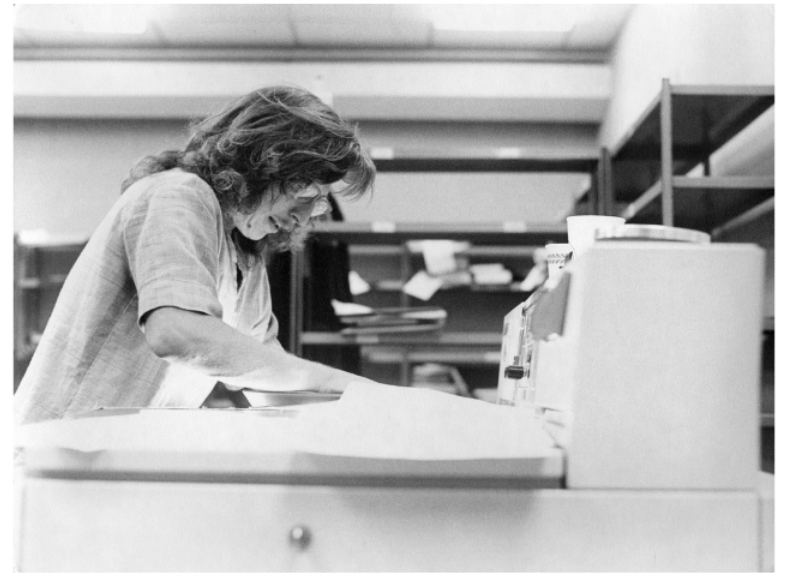




## COPYING: THEN




Printing Press MTA – Metro Library Archive – CC-BY-NC-SA 2.0








Carl Lieberman at Gnomon Copy – Klint Kanouse – CC-BY-NC 2.0

## COPYING: NOW




**Casey Fiesler**  
Edit Profile

- Research Assistant at Georgia Tech  
Past: Creative Commons and Write2Market  
Public Relations
- Studies Human-Centered Computing at Georgia Tech  
Attending from 2009 to 2015
- Lives in Atlanta, Georgia
- From Augusta, Georgia  
Born on February 16, 1982 (32 years old)
- Followed by 1 person



FAVORITES

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APPS



-  Games 20+
-  Games Feed 20+
-  Links

FRIENDS


-  Creative Commons 4
-  Decatur, Georgia Area 20+

GROUPS


-  XRDS: Crossroads, T... 2


 **Update Status**  **Add Photos/Video**



What's on your mind?

**Casey Fiesler**

I need a presentation slide image that illustrates sharing copyrighted material on social networks. So here's a picture of the Doctor and Amy.



Like · Comment · Share · 4 minutes ago · 

 Write a comment... 

INFRINGING?



("Buffy vs Edward: Twilight Remixed" by Jonathan McIntosh)

# INFRINGING?





## INFINGING?

"Your robot puppy is so sweet," says Skipper. "Can I play your game?"

"I'm only creating the design ideas," Barbie says, laughing. "I'll need Steven's and Brian's help to turn it into a real game!"

"Hey, your game has robot puppies!" says Skipper, looking over her shoulder at the art. "Robots are sweet! Can I play it?"

"Well, it's not quite done yet," Barbie says, smiling. "Really good games are made by a team of people. I'm doing some of the coding now, but Stephen and Brian are helping, too. There are lots of pieces to making a game, like art and music and storyline. Brian drew that puppy. You're a good artist, Skipper. Maybe you could be a graphic designer when you grow up."

Skipper grins. "I love art, but I really love science, too. Physics is my favorite class. I think I want to be a physicist."

## DEFINITIONS

**REMIXER**

anyone who makes use of content created by someone else in new, creative ways

**FANWORK**

art, writing, music, video, or other media based on media properties such as television shows, books, or video games

DEFINITIONS



**FAIR**

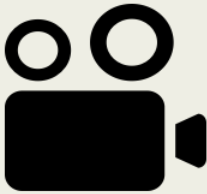
**USE**

the legal doctrine that  
allows for use of  
copyrighted content  
under certain conditions

## TYPES OF REMIX



# MUSIC



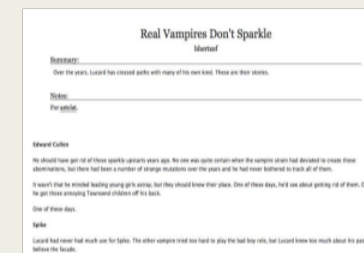
# VIDEO



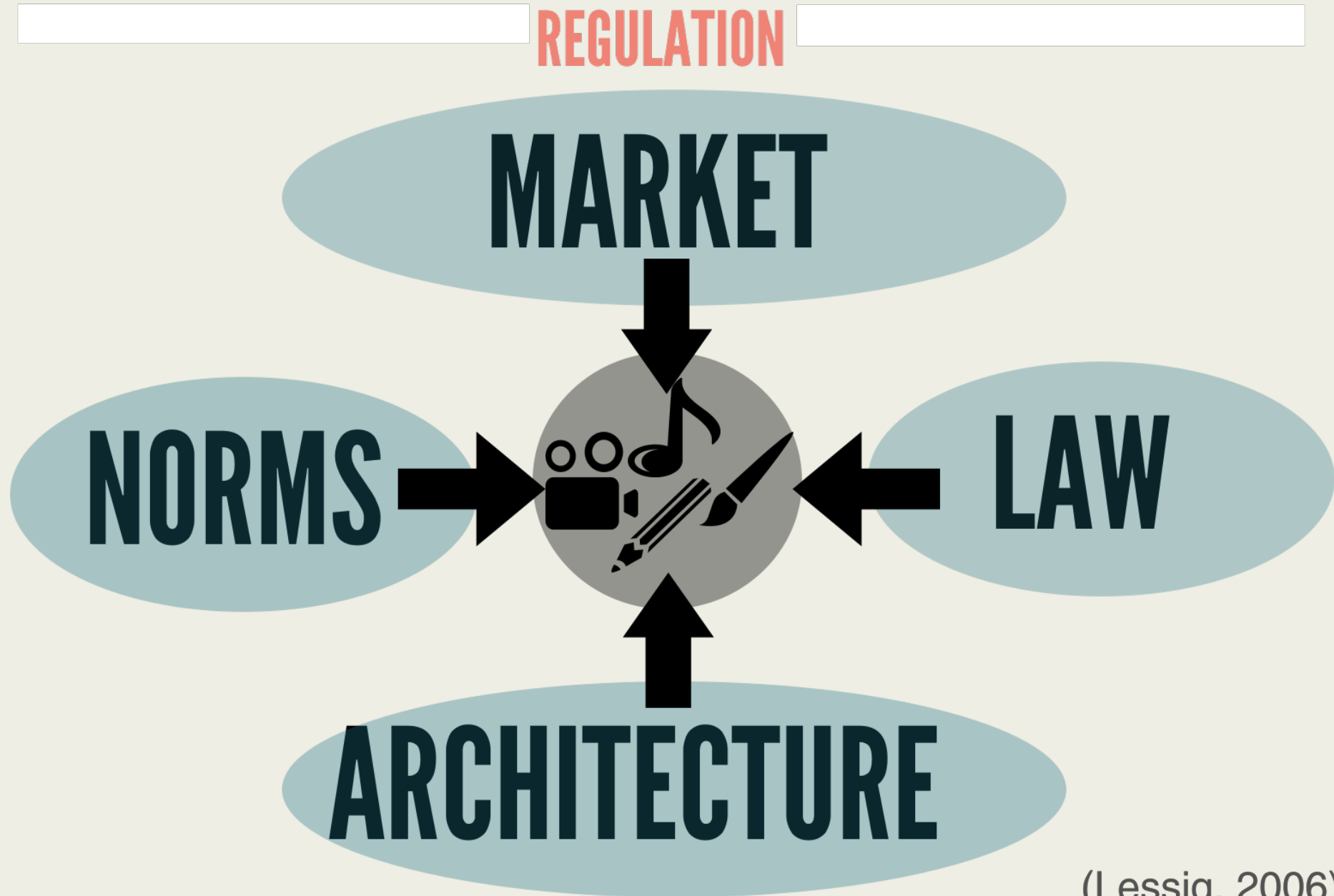
# ART



# WRITING

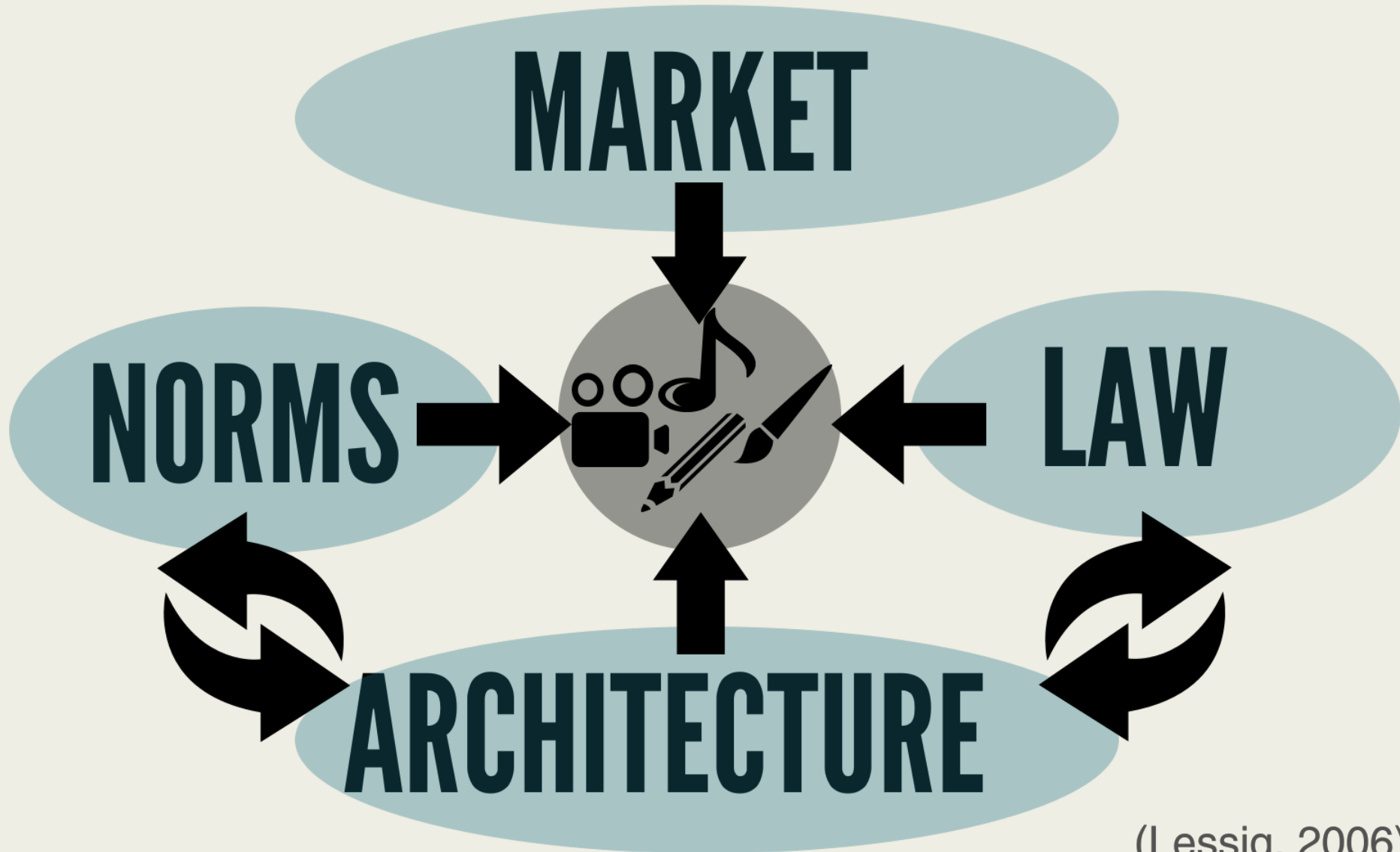






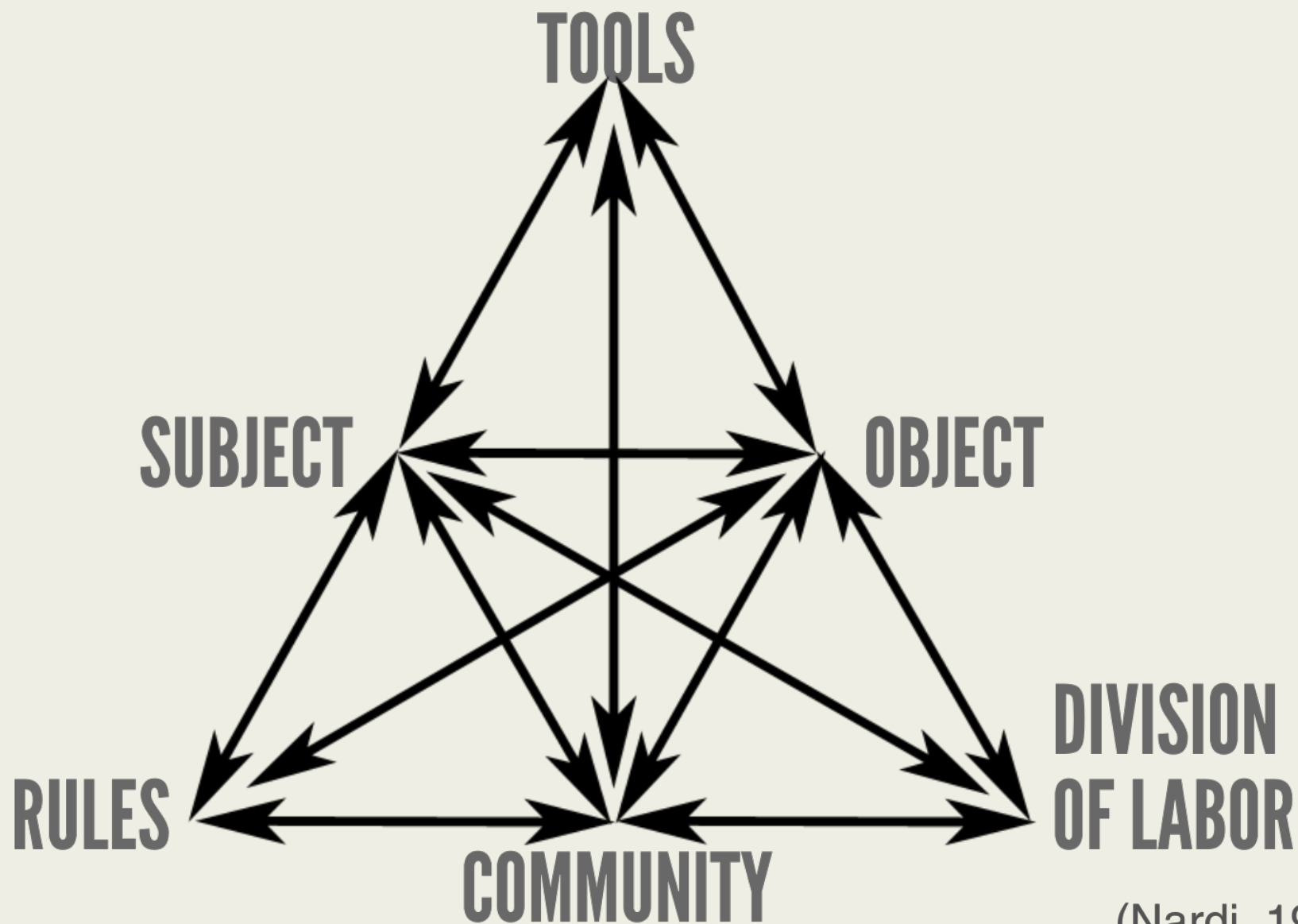
(Lessig, 2006)

REGULATION



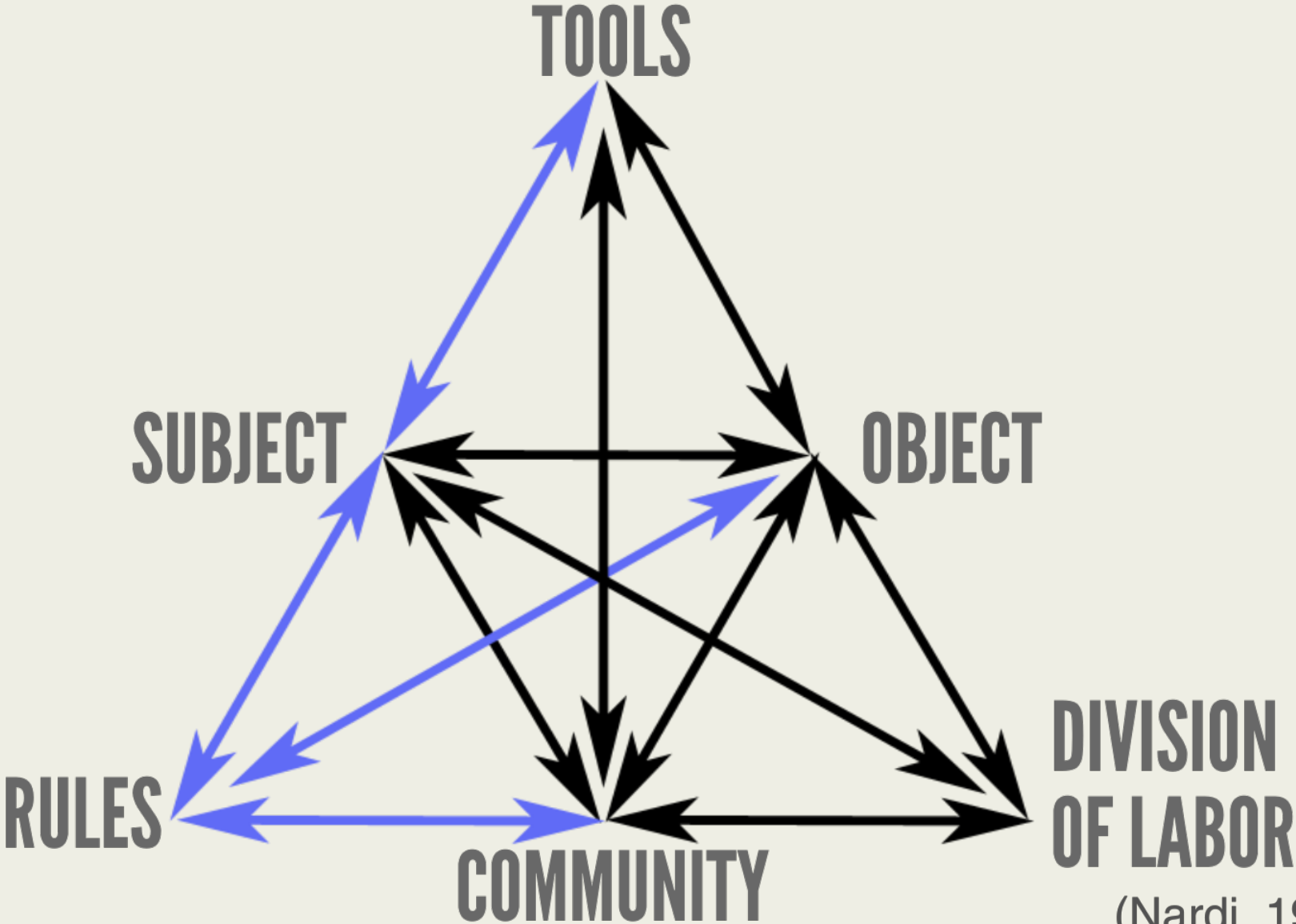
(Lessig, 2006)

# ACTIVITY THEORY



(Nardi, 1995)

ACTIVITY THEORY



(Nardi, 1995)

## RESEARCH QUESTIONS

1

How does the law (and perceptions of the law) impact technology use, creativity, and online interactions?

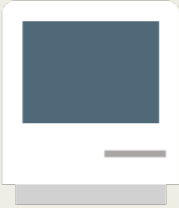
2

How do content creators make decisions about what they can and can't do when faced with unclear rules?

## DATA SOURCES



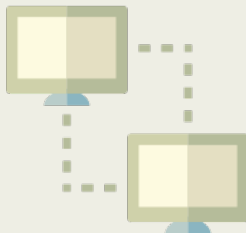
INTERVIEWS



CONTENT ANALYSIS

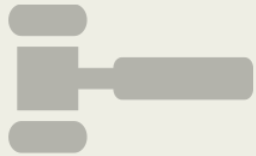


SURVEYS



INTERVIEWS

## COPYRIGHT DECISION-MAKING



What the law says



What people think the law says



What people think is ethical



Community norms



What people actually do

## TECHNOLOGY USE

**"** For vidding [creating fan videos], I [post to] my personal journal just because of the hassles of the copyright violations associated with vidding... because YouTube and sites like that have all those things where they can take down your video. Once YouTube took down one of my vids because of copyright violations. Just because I know that I'm not violating the law doesn't mean that they know that...  
**I wish I could share with more people.**



# COPYRIGHT IN CREATIVE COMMUNITIES



xXDrunk3nMast3rXx

Thanks for the replies. Man youtube is such a pain now, it was awesome a year ago but now its copyright this and copyright that, I understand its illegal to take someone elses work and slap it on your movies but if anything, we're promoting it.

I tried saying that I dont own any song used in my video in the description box but that doesnt work either.

Original Post



Sora from 四季 EmphyreanArtistry says

So... I've asked this question many times because I never can find the answer. So, here I am again. If I want to make something based off art from an anime/video game/etc, how can I find out if my work would be infringing on copyright? So... things like pins, which use pictures of that anime/video game?

Posted at 9:28 pm Oct 12, 2012 EDT

## Copying / The next Harry Potter

I've been thinking about this for a while, and I wanted to get my peers opinions. What would constitute copying of Harry Potter? (I'm talking specifically about Harry Potter). Magic schools aren't exactly a new concept, and it's definitely not invented by J.K. Rowling. I was thinking about what book phenomenon would be "the next Harry Potter", and whether it would be about magic/schooling. It's not Percy Jackson, the fan base just isn't loyal enough. If someone wants to create "the next Harry Potter", would they have to be similar (not completely, but in some ways)? What would constitute copyright infringement?

## Caesura

Sampling the original in a OC remix?

Hello, I am allowed to use snippets of the original song in an OC remix submission? Or is that illegal? I want to chop up the melody and play it with new rhythms and stuff.

Thank you



~LittlebirdRen Aug 22, 2012 | Professional Traditional Artist

If I use book pages in my artwork (as backgrounds or decoupage etc that I work on top of) then make prints from the final art piece, am I violating copyright?

Reply

# COPYRIGHT IN CREATIVE COMMUNITIES



**xxDrunk3nMast3rXx**

Thanks for a year ago its illegal if anything I tried sa descripi

awesome understand es but

**Original Post**



Sora from 原神 EmpyreanArtisty says

If I want to make something based off art from a game how can I find out if my work would be infringing copyright?

**Copying / The next Harry Potter**

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What would constitute copying of Harry Potter?

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Thank you

Am I allowed to use snippets of the original song in a remix?



**~LittlebirdRen** Aug 22, 2020

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Am I violating copyright?

## FORUM DATA

DeviantArt

Fanart Central

Remix64

Overclocked Remix

YouTube

Warcraft Movies

HarryPotterFanFiction

Twisting the Hellmouth



>16 million

total public posts

100,000

scraped posts

339

posts in the data set

FORUM FINDINGS



Content creators see  
copyright as a source of  
**problems.**

## FORUM FINDINGS



These problems are most  
commonly caused by  
**lack of information.**

## FORUM FINDINGS

// Let's say that I want to use a photo of a celebrity in a piece of artwork. I realized (belatedly) that pictures of celebrities are copyrighted. I'm not planning to sell my work... just display it online. Is there any possible way to do this

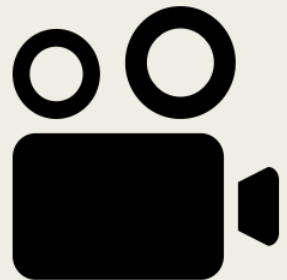
**WITHOUT committing copyright infringement?**



## FORUM FINDINGS

**“ There is really no such thing as fair use.**

If you use someone else property without permission it's still called stealing.



DEFINITIONS

# CHILLING EFFECT

when you don't do  
something you  
should be able to  
do, for fear of  
getting into trouble



## FORUM FINDINGS

**" As long as this problem continues unsolved,**  
and YT staff does not fix it, there's no point in  
being a partner (unless I can get full immunity)... a  
few seconds from some random WMG music was  
heard inside those files.



## FORUM FINDINGS

“

I just finished a play and no one wants to look at it because they're busy. But for fear of copyright infringement  
**I'm not posting it here.**



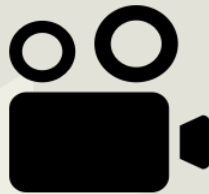
## FORUM FINDINGS

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How does the law (and perceptions of the law) impact technology use, creativity, and online interactions?

FORUM FINDINGS

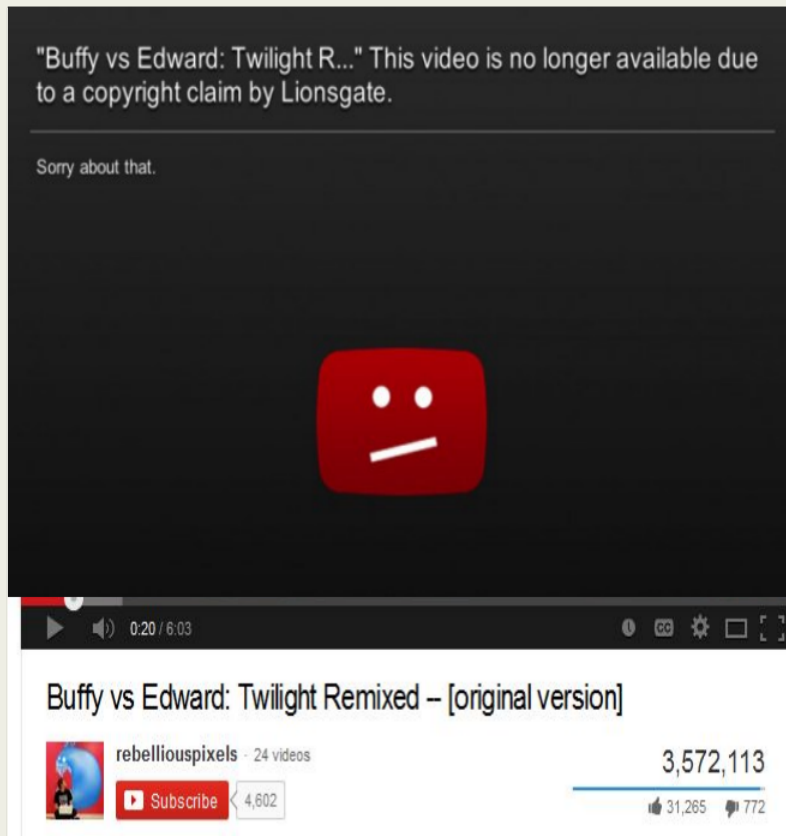
OUTCOME:  
**LESS CREATIVITY**



## CHILLING EFFECTS



## CHILLING EFFECTS





## CHILLING EFFECTS



"MLK Memorial"  
by Alec Perkins  
(via Flickr) - CC-  
BY 2.0

FORUM FINDINGS

# LACK OF INFORMATION

**Information poverty** social problem

(Chatman, 1996; Lingel & boyd, 2013)

**Usability** technical problem

(Jenson & Potts, 2004; Luger et al., 2013)



# Terms of Service

## Community Guidelines

### 1. Your Acceptance

- A. By using or visiting the YouTube website or any YouTube products, software, data feeds, and services provided to you on, from, or through the YouTube website (collectively the "Service") you signify your agreement to (1) these terms and conditions (the "Terms of Service"), (2) Google's Privacy Policy, found at <http://www.youtube.com/t/privacy> and incorporated herein by reference, and (3) YouTube's Community Guidelines, found at [http://www.youtube.com/t/community\\_guidelines](http://www.youtube.com/t/community_guidelines) and also incorporated herein by reference. If you do not agree to any of these terms, the Google Privacy Policy, or the Community Guidelines, please do not use the Service.
- B. Although we may attempt to notify you when major changes are made to these Terms of Service, you should periodically review the most up-to-date version <http://www.youtube.com/t/terms>). YouTube may, in its sole discretion, modify or revise these Terms of Service and policies at any time, and you agree to be bound by such modifications or revisions. Nothing in these Terms of Service shall be deemed to confer any third-party rights or benefits.

### 2. Service

- A. These Terms of Service apply to all users of the Service, including users who are also contributors of Content on the Service. "Content" includes the text, software, scripts, graphics, photos, sounds, music, videos, audiovisual combinations, interactive features and other materials you may view on, access through, or contribute to the Service. The Service includes all aspects of YouTube, including but not limited to all products, software and services offered via the YouTube website, such as the YouTube channels, the YouTube "Embeddable Player," the YouTube "Uploader" and other applications.
- B. The Service may contain links to third party websites that are not owned or controlled by YouTube. YouTube has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third party websites. In addition, YouTube will not and cannot censor or edit the content of any third-party site. By using the Service, you expressly relieve YouTube from any and all liability arising from your use of any third-party website.
- C. Accordingly, we encourage you to be aware when you leave the Service and to read the terms and conditions and privacy policy of each other website that you visit.

### 3. YouTube Accounts

- A. In order to access some features of the Service, you will have to create a YouTube or Google Account. You may never use another's account without permission. When creating your account, you must provide accurate and complete information. You are solely responsible for the activity that occurs on your account, and you must keep your account password secure. You must notify YouTube immediately of any breach of security or unauthorized use of your account.
- B. Although YouTube will not be liable for your losses caused by any unauthorized use of your account, you may be liable for the losses of YouTube or others due to such unauthorized use.



#### 4. General Use of the Service—Permissions and Restrictions

YouTube hereby grants you permission to access and use the Service as set forth in these Terms of Service, provided that:

- A. You agree not to distribute in any medium any part of the Service or the Content without YouTube's prior written authorization, unless YouTube makes available the means for such distribution through functionality offered by the Service (such as the Embeddable Player).
- B. You agree not to alter or modify any part of the Service.
- C. You agree not to access Content through any technology or means other than the video playback pages of the Service itself, the Embeddable Player, or other explicitly authorized means YouTube may designate.
- D. You agree not to use the Service for any of the following commercial uses unless you obtain YouTube's prior written approval:
  - the sale of access to the Service;
  - the sale of advertising, sponsorships, or promotions placed on or within the Service or Content; or
  - the sale of advertising, sponsorships, or promotions on any page of an ad-enabled blog or website containing Content delivered via the Service, unless other material not obtained from YouTube appears on the same page and is of sufficient value to be the basis for such sales.
- E. Prohibited commercial uses do not include:
  - uploading an original video to YouTube, or maintaining an original channel on YouTube, to promote your business or artistic enterprise;
  - showing YouTube videos through the Embeddable Player on an ad-enabled blog or website, subject to the advertising restrictions set forth above in Section 4.D; or
  - any use that YouTube expressly authorizes in writing.

(For more information about what constitutes a prohibited commercial use, see our FAQ.)

- F. If you use the Embeddable Player on your website, you may not modify, build upon, or block any portion or functionality of the Embeddable Player, including but not limited to links back to the YouTube website.
- G. If you use the YouTube Uploader, you agree that it may automatically download and install updates from time to time from YouTube. These updates are designed to improve, enhance and further develop the Uploader and may take the form of bug fixes, enhanced functions, new software modules and completely new versions. You agree to receive such updates (and permit YouTube to deliver these to you) as part of your use of the Uploader.
- H. You agree not to use or launch any automated system, including without limitation, "robots," "spiders," or "offline readers," that accesses the Service in a manner that sends more request messages to the YouTube servers in a given period of time than a human can reasonably produce in the same period by using a conventional on-line web browser. Notwithstanding the foregoing, YouTube grants the operators of public search engines permission to use spiders to copy materials from the site for the sole purpose of and solely to the extent necessary for creating publicly available searchable indices of the materials, but not caches or archives of such materials. YouTube reserves the right to revoke



## **6. Your Content and Conduct**

- A. As a YouTube account holder you may submit Content to the Service, including videos and user comments. You understand that YouTube does not guarantee any confidentiality with respect to any Content you submit.
- B. You shall be solely responsible for your own Content and the consequences of submitting and publishing your Content on the Service. You affirm, represent, and warrant that you own or have the necessary licenses, rights, consents, and permissions to publish Content you submit; and you license to YouTube all patent, trademark, trade secret, copyright or other proprietary rights in and to such Content for publication on the Service pursuant to these Terms of Service.
- C. For clarity, you retain all of your ownership rights in your Content. However, by submitting Content to YouTube, you hereby grant YouTube a worldwide, non-exclusive, royalty-free, sublicenseable and transferable license to use, reproduce, distribute, prepare derivative works of, display, and perform the Content in connection with the Service and YouTube's (and its successors' and affiliates') business, including without limitation for promoting and redistributing part or all of the Service (and derivative works thereof) in any media formats and through any media channels. You also hereby grant each user of the Service a non-exclusive license to access your Content through the Service, and to use, reproduce, distribute, display and perform such Content as permitted through the functionality of the Service and under these Terms of Service. The above licenses granted by you in video Content you submit to the Service terminate within a commercially reasonable time after you remove or delete your videos from the Service. You understand and agree, however, that YouTube may retain, but not display, distribute, or perform, server copies of your videos that have been removed or deleted. The above licenses granted by you in user comments you submit are perpetual and irrevocable.
- D. You further agree that Content you submit to the Service will not contain third party copyrighted material, or material that is subject to other third party proprietary rights, unless you have permission from the rightful owner of the material or you are otherwise legally entitled to post the material and to grant YouTube all of the license rights granted herein.
- E. You further agree that you will not submit to the Service any Content or other material that is contrary to the YouTube Community Guidelines, currently found at [http://www.youtube.com/t/community\\_guidelines](http://www.youtube.com/t/community_guidelines), which may be updated from time to time, or contrary to applicable local, national, and international laws and regulations.
- F. YouTube does not endorse any Content submitted to the Service by any user or other licensor, or any opinion, recommendation, or advice expressed therein, and YouTube expressly disclaims any and all liability in connection with Content. YouTube does not permit copyright infringing activities and infringement of intellectual property rights on the Service, and YouTube will remove all Content if properly notified that such Content infringes on another's intellectual property rights. YouTube reserves the right to remove Content without prior notice.

## **7. Account Termination Policy**

- A. YouTube will terminate a user's access to the Service if, under appropriate circumstances, the user is determined to be a repeat infringer.
- B. YouTube reserves the right to decide whether Content violates these Terms of Service for reasons other than copyright infringement, such as, but not limited to, pornography, obscenity, or excessive length. YouTube may at any time, without prior notice and in its sole discretion, remove such Content and/or terminate a user's account for submitting such material in violation of these Terms of Service.

## **8. Digital Millennium Copyright Act**



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- C. For clarity, you retain all of your ownership rights in your Content. However, by submitting Content to YouTube, you hereby grant YouTube a worldwide, non-exclusive, non-transferable license to use, reproduce, distribute, prepare derivative works, and otherwise use your Content in connection with the Service and YouTube's (and its successors') efforts for promoting and redistributing part or all of the Service (as described in YouTube's policies), through any media channels. You also hereby grant each user of the Service the right to use, reproduce, distribute, display, and otherwise use your Content through the Service, and to use, modify, and otherwise use the functionality of the Service and under these Terms of Service. These licenses shall survive the termination or expiration of your account with the Service and shall be subject to the Service terminate within a commercially reasonable time after you submit Content to the Service. You understand and agree, however, that YouTube may remove or delete any Content that is in violation of these Terms of Service. Your licenses of your videos that have been removed or deleted. These licenses are perpetual and irrevocable.
- D. You further agree that Content you submit to the Service may contain copyrighted material, or material that is subject to other third party rights, and you warrant that you are the rightful owner of the material or you are otherwise lawfully authorized to submit the material to the Service. You warrant that the license rights granted herein.
- E. You further agree that you warrant that the material you submit to the Service is not material that is contrary to the YouTube Community Guidelines (current as of the date of submission), which may be updated from time to time, or contrary to applicable laws and regulations.
- F. YouTube does not endorse any Content submitted to the Service by any user or other licensor, or any opinion, recommendation, or advice contained therein, and YouTube disclaims any and all liability in connection with Content. YouTube does not permit copyright infringement activities and infringement of intellectual property rights on the Service, and YouTube will remove all Content if properly notified that such Content infringes on another's intellectual property rights. YouTube reserves the right to remove Content without prior notice.

3,363 words  
grade level 16.6

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- D. You further agree that Content you submit to the Service will not contain third party copyrighted material, or material that is subject to other third party proprietary rights, unless you have permission from the rightful owner of the material or you are otherwise legally entitled to post the material and to grant YouTube all of the license rights granted herein.
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worldwide, non-exclusive,  
royalty-free,  
sublicenseable and  
transferable license to  
use, reproduce, distribute,  
prepare derivative works  
of, display, and perform














- worldwide, non-exclusive, royalty-free, sublicenseable and transferable license to use, reproduce, distribute, prepare derivative works of, display, and perform

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and in its sole  
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**Copyright Act**

## COPYRIGHT TERMS

|  | Nonexclusive Use | Worldwide Use | Royalty-Free Use | Perpetual Use | Transferable | Irrevocable | Unrestricted Use |
|--|------------------|---------------|------------------|---------------|--------------|-------------|------------------|
|                              | ✓                | ✓             | ✓                | ✓             |              | ✓           | ✓                |
|                              | ✓                | ✓             | ✓                | ✓             |              | ✓           |                  |
|                              |                  | ✓             |                  | ✓             |              | ✓           | ✓                |
|                             | ✓                | ✓             | ✓                |               | ✓            |             |                  |
| <br>(#1 for Video)           | ✓                | ✓             | ✓                |               | ✓            |             |                  |
|                              | ✓                | ✓             | ✓                |               | ✓            |             |                  |
| <br>(#1 for Fiction Writing) | ✓                | ✓             | ✓                |               | ✓            |             |                  |
| <br>(#1 for Audio)           | ✓                | ✓             | ✓                |               |              |             |                  |
|                            | ✓                | ✓             | ✓                |               |              |             |                  |
|                            | ✓                | ✓             | ✓                |               |              |             |                  |
|                            | ✓                | ✓             | ✓                |               |              |             |                  |
| <br>(#1 for Art)           | ✓                |               | ✓                |               |              |             |                  |
|                           |                  | ✓             |                  |               |              |             |                  |

Fiesler, C. &  
Bruckman, A.S.  
Copyright Terms in  
Online Creative  
Communities. CHI  
2014 Extended  
Abstracts.

## COPYRIGHT TERMS

|  | Nonexclusive Use | Worldwide Use | Royalty-Free Use | Perpetual Use | Transferable | Irrevocable | Unrestricted Use |
|--|------------------|---------------|------------------|---------------|--------------|-------------|------------------|
| Linked in®                                 | ✓                |               |                  |               |              |             | ✓                |
| IMDb                                       | ✓                | ✓             |                  |               |              | ✓           |                  |
| craigslist                                 |                  |               |                  |               |              |             | ✓                |
| f  | ✓                |               |                  |               |              |             |                  |
| You Tube<br>(#1 for Video)                 | ✓                |               |                  |               |              |             |                  |
| Pinterest                                  | ✓                |               |                  |               |              |             |                  |
| FanFiction.net<br>(#1 for Fiction Writing) | ✓                |               |                  |               |              |             |                  |
| SOUNDCLOUD<br>(#1 for Audio)               | ✓                | ✓             |                  |               |              |             |                  |
| twitter                                    | ✓                |               | ✓                |               |              |             |                  |
| flickr                                     | ✓                | ✓             | ✓                |               |              |             |                  |
| myspace                                    | ✓                | ✓             |                  |               |              |             |                  |
| deviantART<br>(#1 for Art)                 | ✓                |               | ✓                |               |              |             |                  |
| g+   |                  | ✓             |                  |               |              |             |                  |

3,852 words  
grade level 14.8

Fiesler, C. &  
Bruckman, A.S.  
Copyright Terms in  
Online Creative  
Communities. CHI  
2014 Extended  
Abstracts.



## TOS SURVEY

### LinkedIn

Have you read the Terms of Service or other copyright policy for this website?

-- SELECT ONE -- ▾

### Right to Display

1. Can LinkedIn display your content? -- SELECT ONE -- ▾

2. LinkedIn **should** be able to display your content. -- SELECT ONE -- ▾

-- SELECT ONE --  
Strongly agree  
Somewhat agree  
Neither agree nor disagree  
Somewhat disagree  
Strongly disagree

### Perpetual License

1. Does LinkedIn's license to use your work expire?

2. LinkedIn 's license to use your work **should** expire. -- SELECT ONE -- ▾

### Right to Use in Advertising

1. Can LinkedIn use your content in advertising? -- SELECT ONE -- ▾

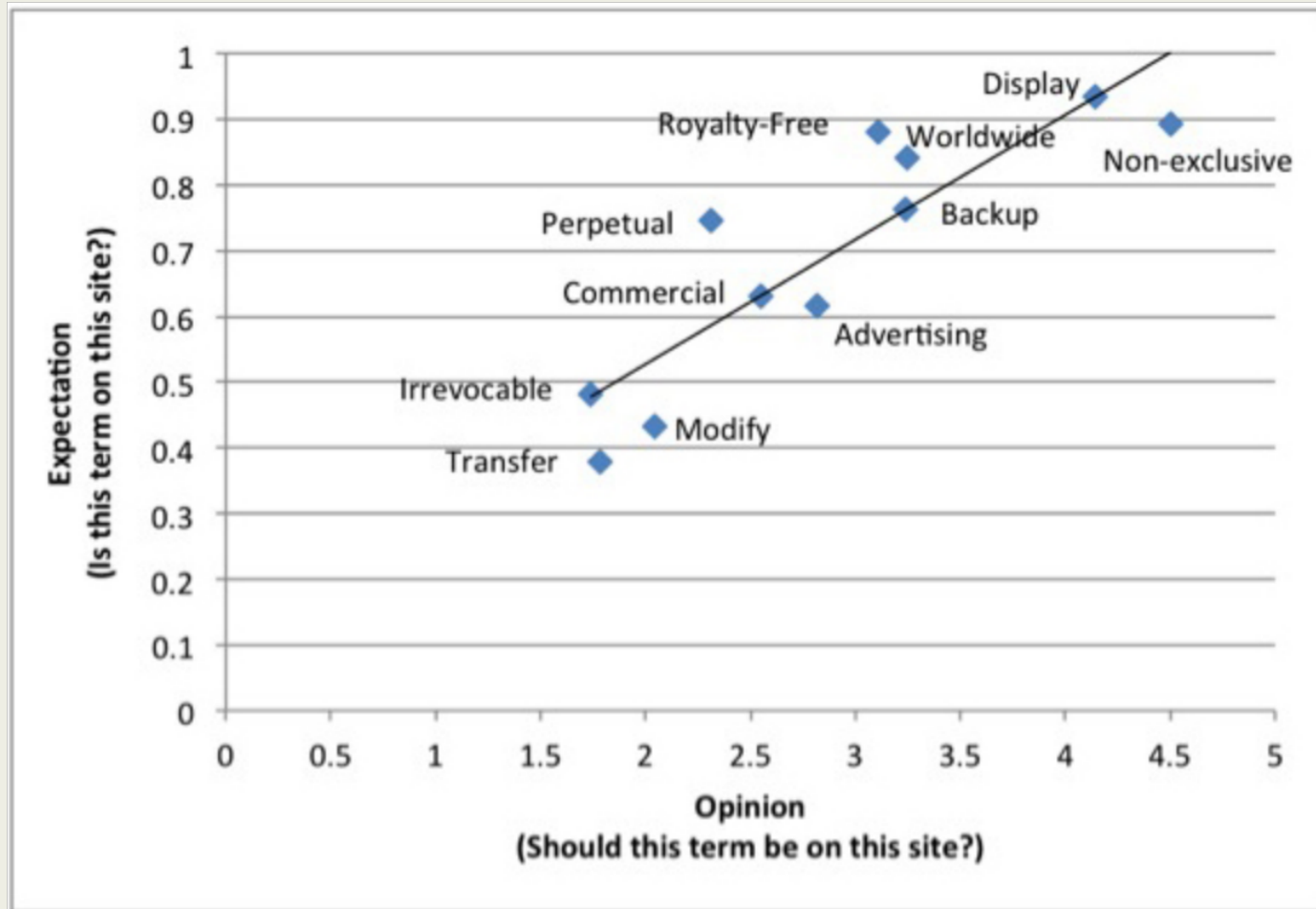
2. LinkedIn **should** be able to use your content for advertising. -- SELECT ONE -- ▾

### Worldwide License

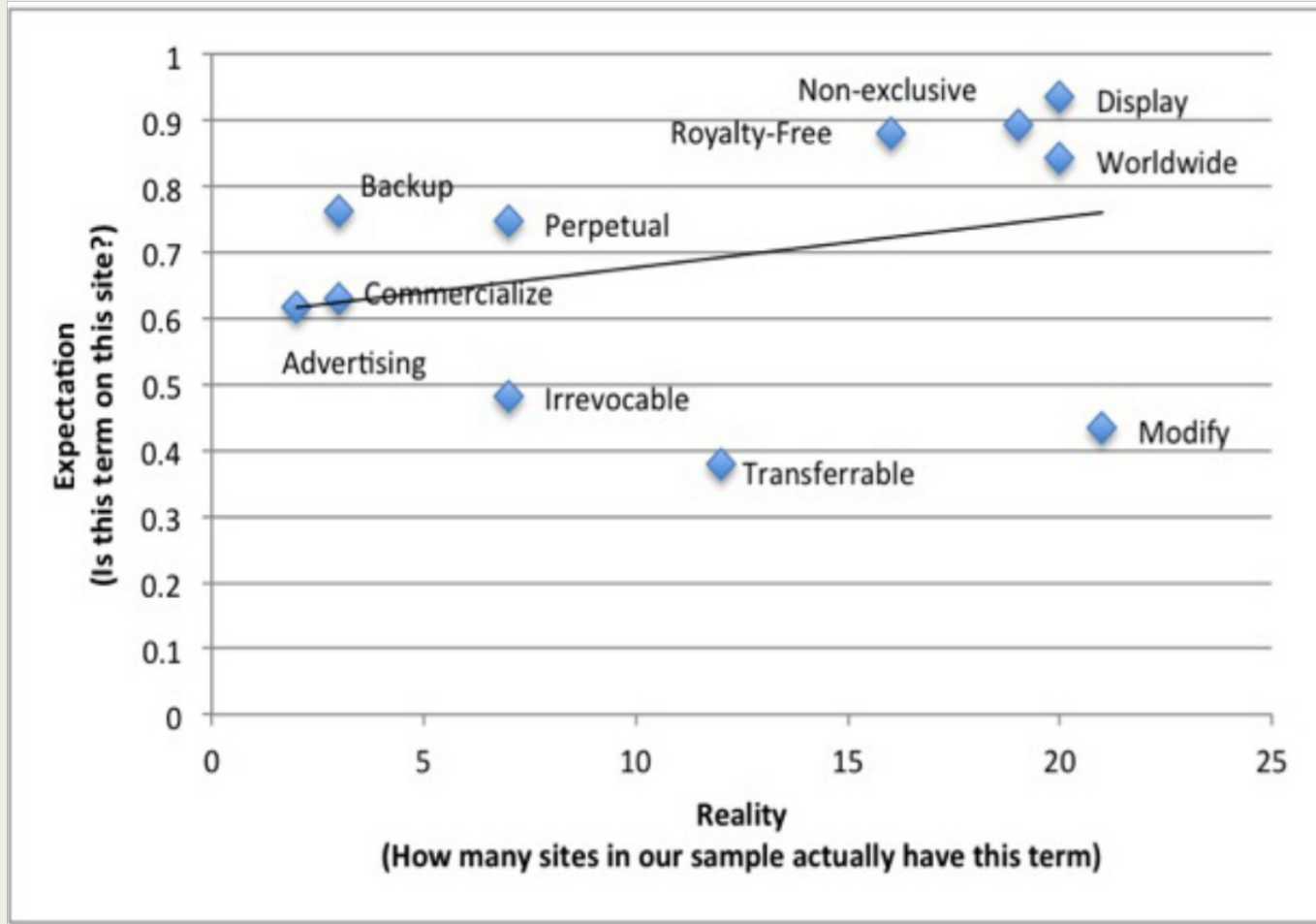
1. Can LinkedIn use your content all over the world? -- SELECT ONE -- ▾

2. LinkedIn **should** be able to use your content all over the world. -- SELECT ONE -- ▾





## EXPECTATION vs OPINION




## EXPECTATION vs REALITY



## TOS FINDINGS

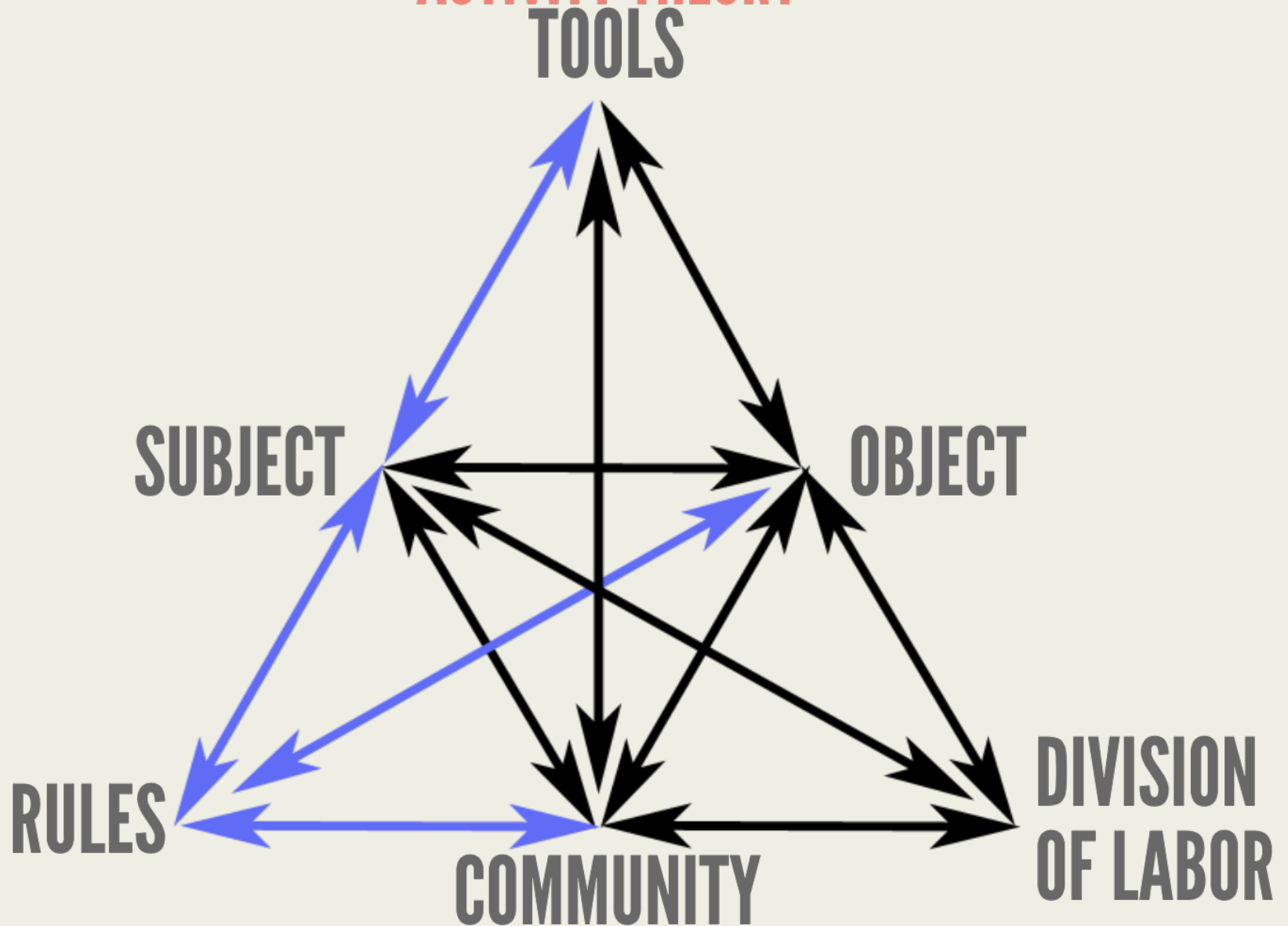
-  Even if people read TOS (which they don't), they wouldn't understand them.
-  You can't assume that you know what is in them.
-  The copyright terms that are the most surprising are also the most undesirable.
-  Opinions about licensing terms vary based on community of creator.

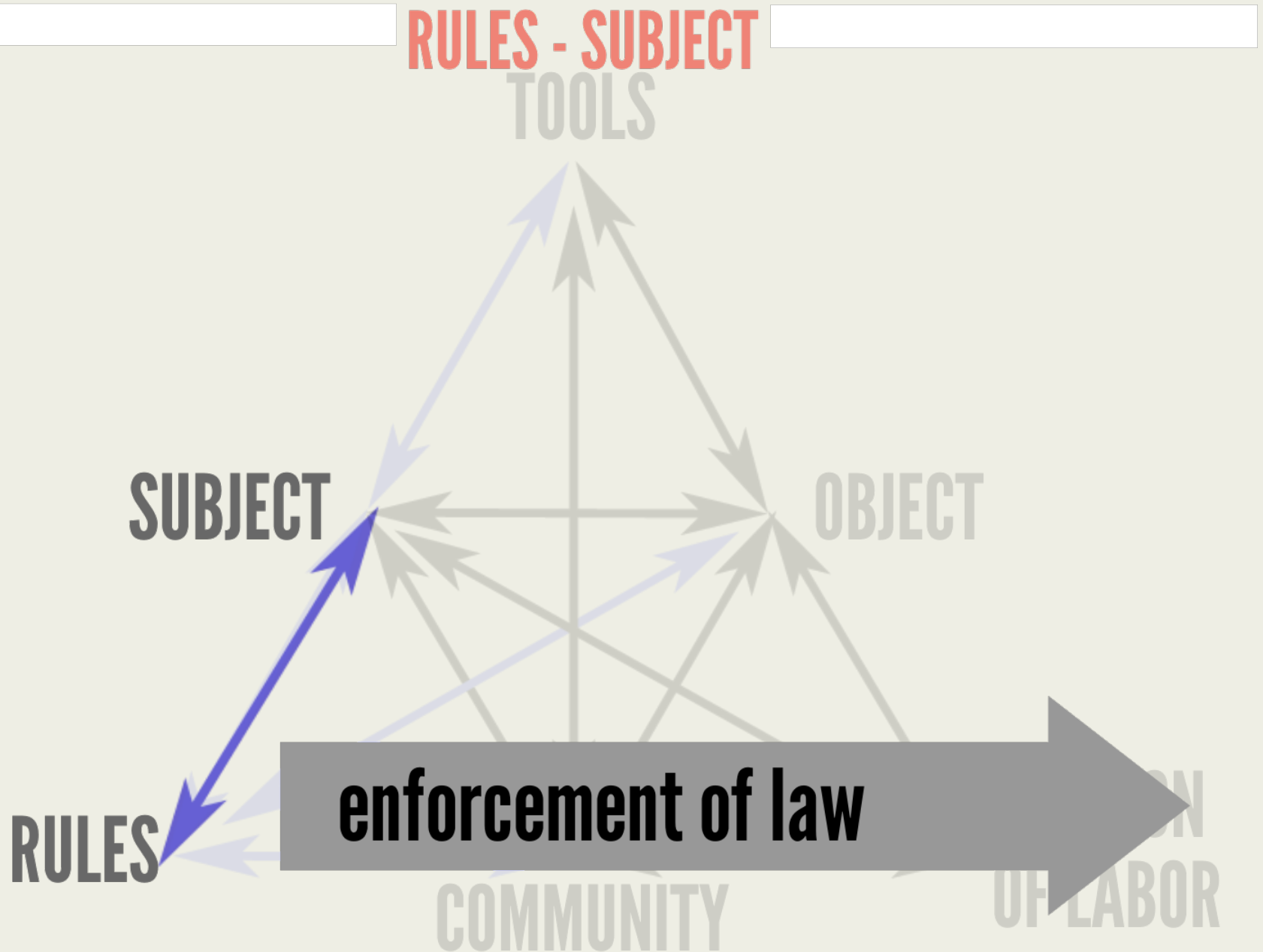
RESEARCH QUESTION

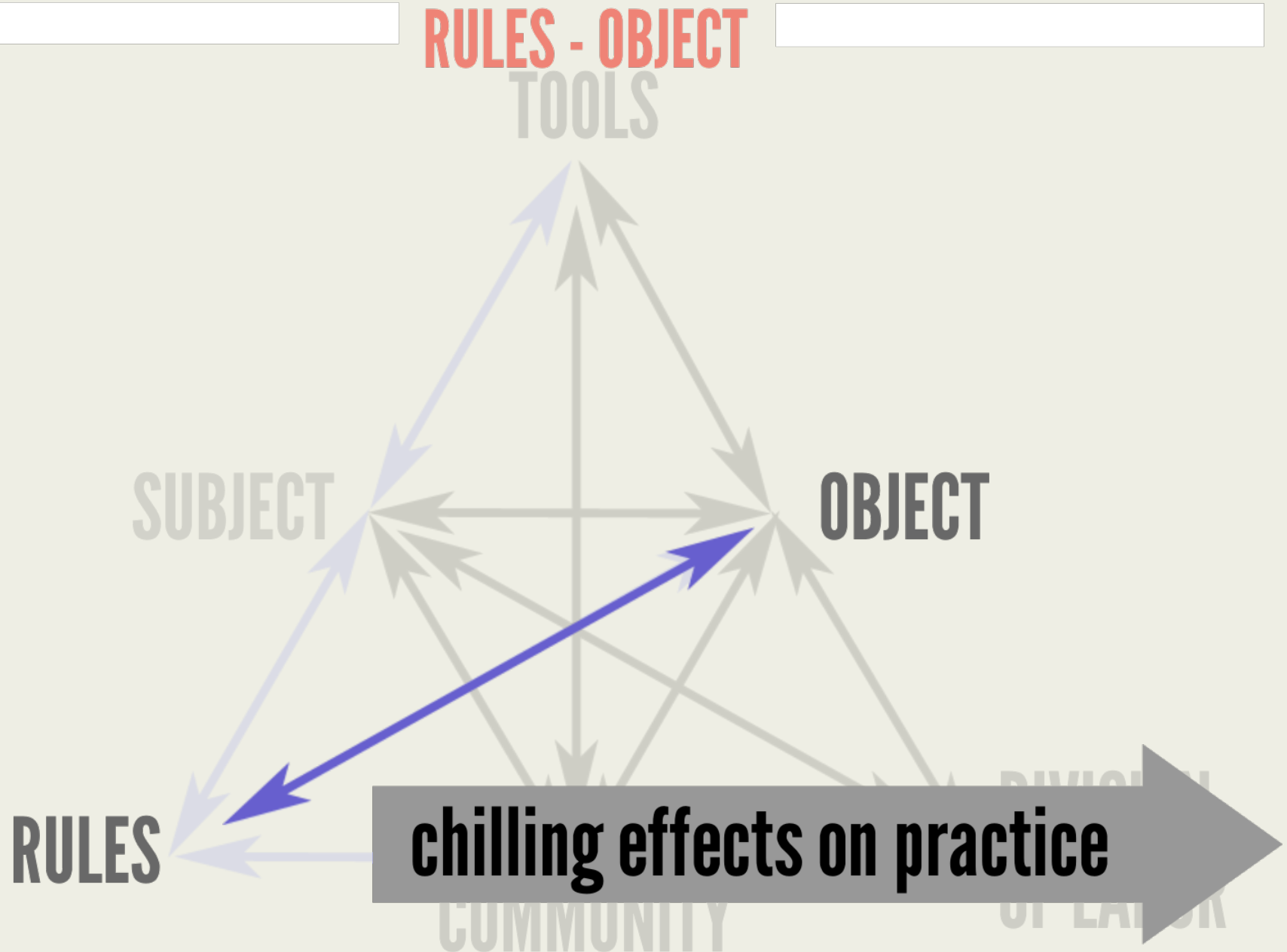


**2** How do content creators make decisions about what they can and can't do when faced with unclear rules?

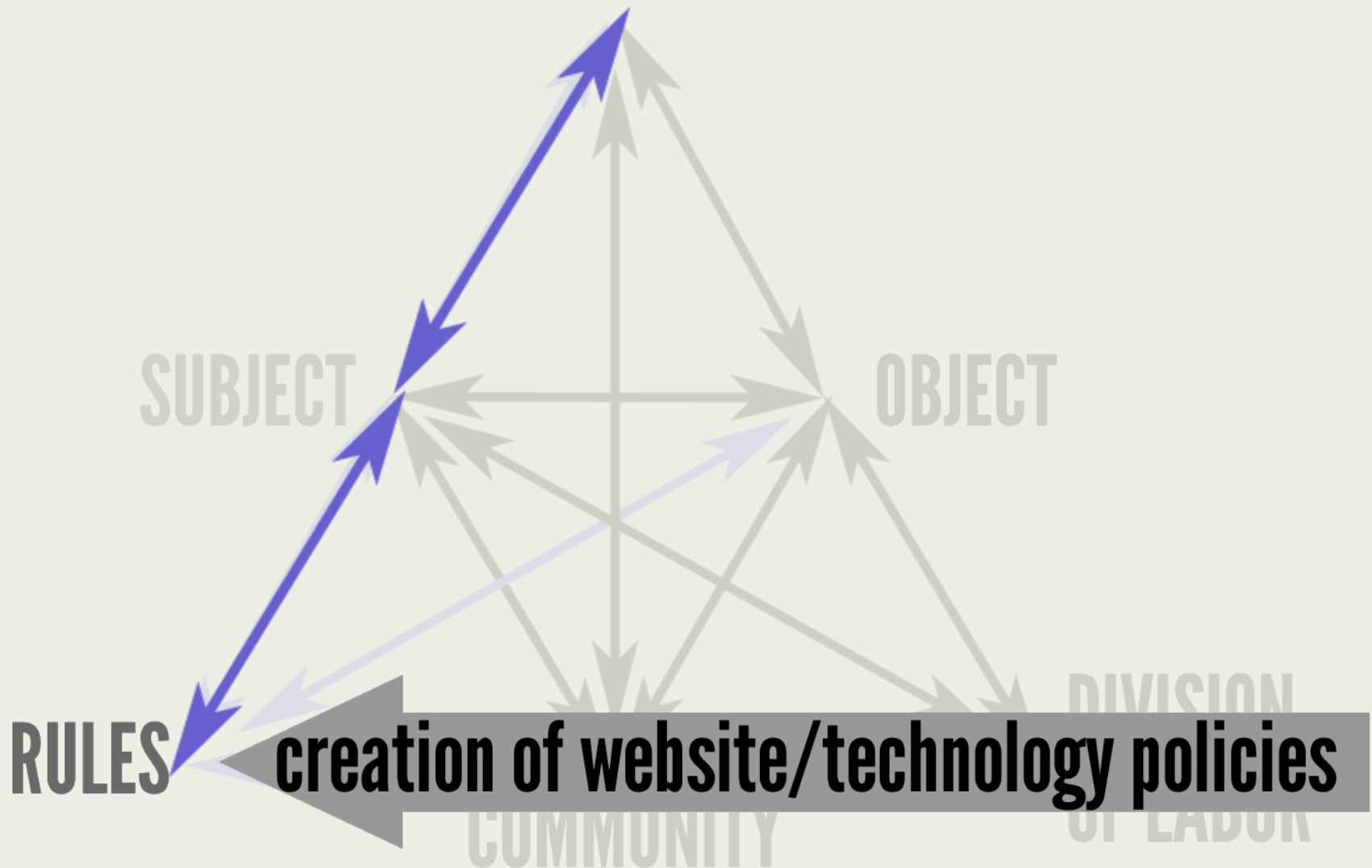
# ACTIVITY THEORY

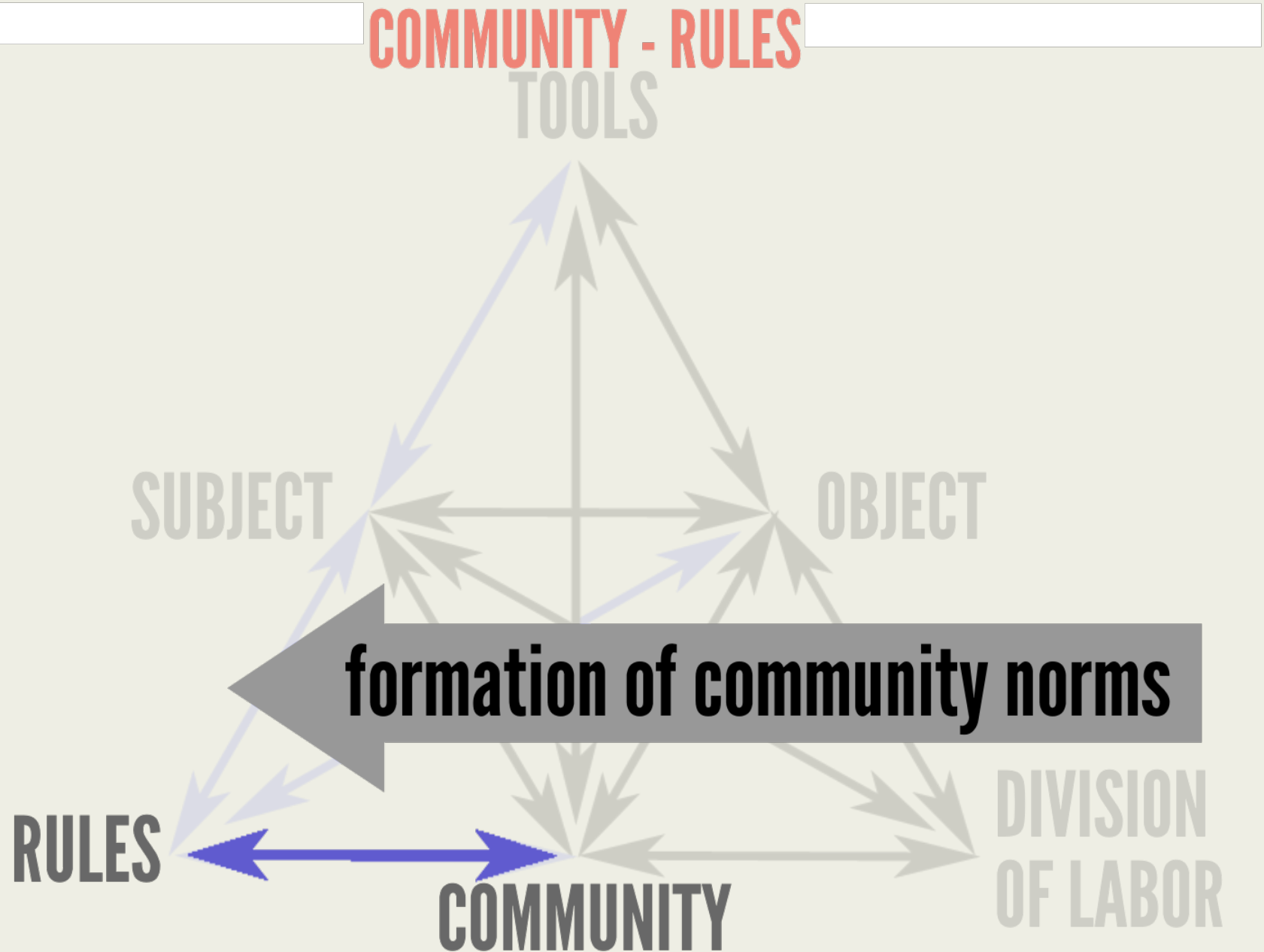












## SOURCES OF RULES

# RULES

Law



Site policy



Community norms



## RULES CONFLICT

# Fan fiction: remixing remixes



Fair use does not require permission.



Follow authors' wishes when known.



No remixing other fanworks without explicit permission.

## SOCIAL NORMS

**When rules are ambiguous or conflict,  
strong norms are more effective  
enforcement mechanisms than law.**

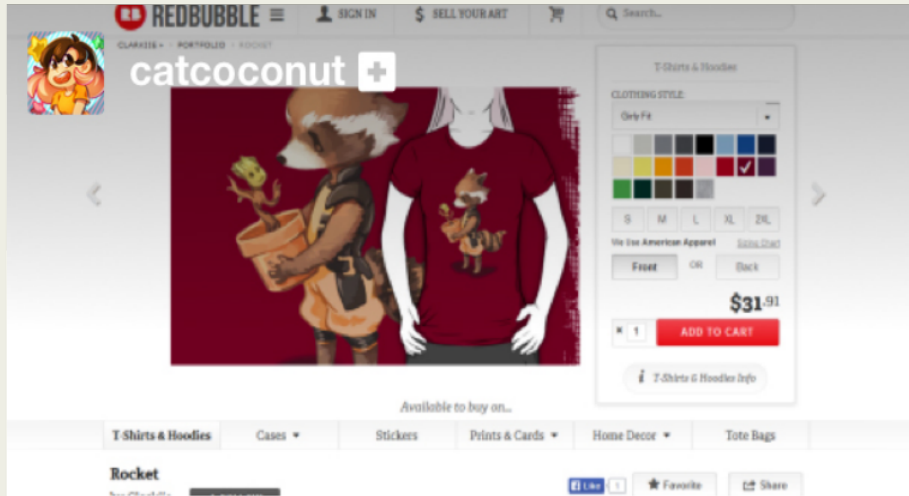


(Ellickson, 1986; Fiesler, 2008)

NORM ENFORCEMENT



## NORM ENFORCEMENT ON TUMBLR






This is the stolen work btw. DO NOT BUY FROM HIM. I'm sending the DMCA take down right now so in the mean time watch out!

If you do want shirts, I set up a [Society6](#)! The shirts are **even cheaper** than what this ultra jerk is selling my work for.

#art theft #society6 #copyright infringement



## BIG PICTURE

-  There is a pervasive usability and information access problem related to law and policy.
-  The majority of chilling effects on both creativity and technology use can be traced back to information problems.
-  Community matters. Different communities of creators have different opinions and needs related to copyright, and social norms are hugely important.







## **MULTIPLE STAKEHOLDERS**



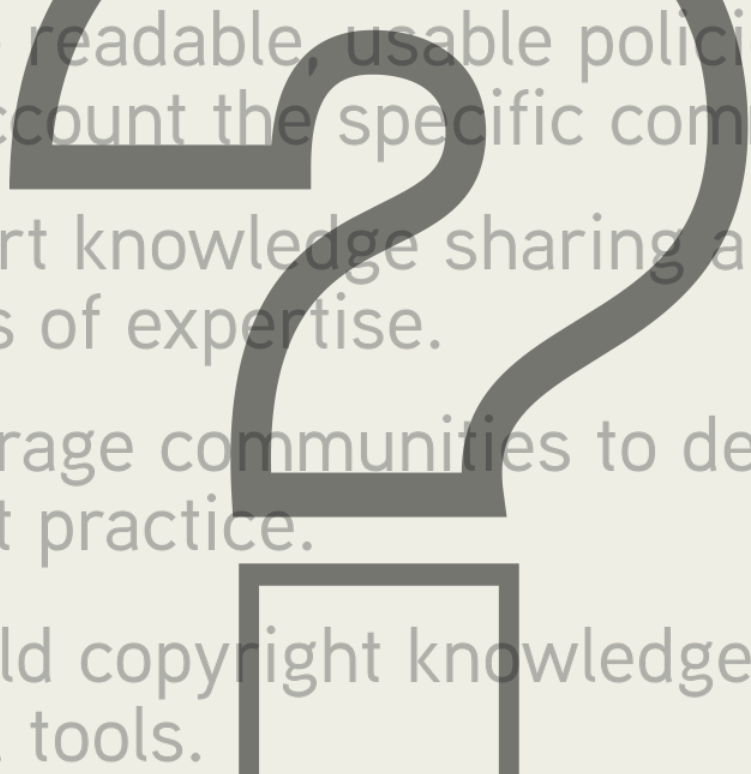
## WHAT DO WE DO?

# advice for online community designers

-  Create readable, usable policies that take into account the specific community.
-  Support knowledge sharing and build in signals of expertise.
-  Encourage communities to develop codes of best practice.
-  Scaffold copyright knowledge into content upload tools.

## FUTURE WORK: HOW?

### advice to online community designers

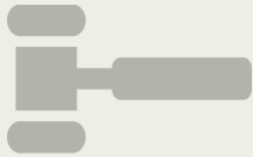
- 
- Create readable, usable policies that take into account the specific community.
  - Support knowledge sharing and build in signals of expertise.
  - Encourage communities to develop codes of best practice.
  - Scaffold copyright knowledge into content upload tools.

FUTURE WORK



**Where do rules  
come from?**

## SOURCES OF RULES



**Law**



**Site policy**



**Community norms**

# POLICY: FORM & CONTENT

## Terms of Service

### Community Guidelines

#### 1. Your Acceptance

- A. By using or visiting the YouTube website or any YouTube products, software, data feeds, and services provided to you on, from, or through the YouTube website (collectively the "Service") you signify your agreement to (1) these terms and conditions (the "Terms of Service"), (2) Google's Privacy Policy, found at <http://www.youtube.com/t/privacy> and incorporated herein by reference, and (3) YouTube's Community Guidelines, found at [http://www.youtube.com/t/community\\_guidelines](http://www.youtube.com/t/community_guidelines) and also incorporated herein by reference. If you do not agree to any of these terms, the Google Privacy Policy, or the Community Guidelines, please do not use the Service.
- B. Although we may attempt to notify you when major changes are made to these Terms of Service, you should periodically review the most up-to-date version <http://www.youtube.com/t/terms>). YouTube may, in its sole discretion, modify or revise these Terms of Service and policies at any time, and you agree to be bound by such modifications or revisions. Nothing in these Terms of Service shall be deemed to confer any third-party rights or benefits.

#### 2. Service

- A. These Terms of Service apply to all users of the Service, including users who are also contributors of Content on the Service. "Content" includes the text, software, scripts, graphics, photos, sounds, music, videos, audiovisual combinations, interactive features and other materials you may view on, access through, or contribute to the Service. The Service includes all aspects of YouTube, including but not limited to all products, software and services offered via the YouTube website, such as the YouTube channels, the YouTube "Embeddable Player," the YouTube "Uploader" and other applications.
- B. The Service may contain links to third party websites that are not owned or controlled by YouTube. YouTube has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third party websites. In addition, YouTube will not and cannot censor or edit the content of any third-party site. By using the Service, you expressly relieve YouTube from any and all liability arising from your use of any third-party website.
- C. Accordingly, we encourage you to be aware when you leave the Service and to read the terms and conditions and privacy policy of each other website that you visit.

#### 3. YouTube Accounts

- A. In order to access some features of the Service, you will have to create a YouTube or Google Account. You may never use another's account without permission. When creating your account, you must provide accurate and complete information. You are solely responsible for the activity that occurs on your account, and you must keep your account password secure. You must notify YouTube immediately of any breach of security or unauthorized use of your account.
- B. Although YouTube will not be liable for your losses caused by any unauthorized use of your account, you may be liable for the losses of YouTube or others due to such unauthorized use.

COMMUNICATING POLICY INFORMATION

| information we collect            | ways we use your information         |           |               |           | information sharing |               |
|-----------------------------------|--------------------------------------|-----------|---------------|-----------|---------------------|---------------|
|                                   | to provide service and maintain site | marketing | telemarketing | profiling | other companies     | public forums |
| contact information               |                                      | opt in    |               |           | opt out             |               |
| cookies                           |                                      |           |               |           |                     |               |
| demographic information           |                                      | opt in    |               |           | opt out             |               |
| financial information             |                                      |           |               |           |                     |               |
| health information                |                                      |           |               |           |                     |               |
| preferences                       |                                      |           |               |           |                     |               |
| purchasing information            |                                      | opt in    |               |           | opt out             |               |
| social security number & gov't ID |                                      |           |               |           |                     |               |
| your activity on this site        |                                      | opt in    |               |           | opt out             |               |
| your location                     |                                      |           |               |           |                     |               |

(Kelley et al., 2009)

page as PDF

Terms of Service

Didn't Read

CLASS D

The terms of service are very uneven or there are some important issues that need your attention.

Terms may be changed any time at their discretion, without notice to the user

Discussion

They can remove your content at any time and without prior notice

Discussion

Youtube reserves the right to decide if a video violates the terms of service, not only if the user is a copyright infringer, but also not limited to: if the content is about pornography, obscenity, excessive length. The content may be removed and the user's account terminated without prior notice and in the sole discretion of Youtube.

The copyright license is broader than necessary

Discussion

The user grants Youtube a worldwide, non-exclusive, royalty-free license that is

Matthew Perry Calls Topless Maid Service

by TheEllenShow

892,144 views • 2 years ago

The Greatest Quotes from Mean Girls

by Ser Loras Tyrell

3,951,674 views • 3 years ago

Taylor Swift in the Haunted Hallway!

by TheEllenShow

3,104,564 views • 2 years ago

Fangirls.

by OnlyLeigh

994,793 views • 1 year ago

Top 10 Saddest

by WatchMojo.com

3,752,947 views

(TOSDR.org)



# YOUTUBE'S COPYRIGHT SCHOOL





# YOUTUBE'S COPYRIGHT SCHOOL



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[thetalentnook.com/terms](#)

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[www.tiiny.com/policies/](#)

You are responsible for your use of the Services, for any Content you post to the Services, and ... you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution ...

### [Terms of Service | About Kapuno](#)

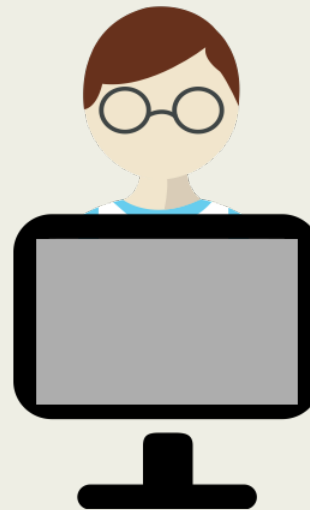
[kapuno.com/about/tos](#)

Oct 1, 2014 - By submitting, posting or displaying Content on or through the Service, you grant us a worldwide, non-exclusive, royalty-free license (with the

# QUALITATIVE STUDY



Site policy



FUTURE WORK: NORMS



# Community norms

## SOCIAL NORMS

“ Artists taking a commission or people crafting things and selling them just always made sense to me whereas the notion of buying or selling fanfic is just wrong.

**Do you have a sense for why?**

“ [laughs] Actually no, I was wondering the same thing. The community just decided. I have no idea.

# YIK YAK

📶 AT&T

📶

3:24 PM

📶

📶

Calc TA

⌆

"I was so sad while grading your tests I had to get a cheesecake from publix to eat my feelings."

42

⌇

🕒 14m

1 reply

Any guy DTC? (Down to code bc homework's due tonight)

⌆

43

⌇

🕒 56m

3 replies

By the time you subtract out cargo pants wearing guys, it's a pretty even ratio

⌆

36

⌇

🕒 29m

1 reply

Just heard a group of KAs talking about how they are probably getting kicked off because dirty liberals have polluted society. #onlyKA

⌆

36

⌇

🕒 42m

9 replies

I've decided that as long as I make near the class average, I'm gucci

⌆

29

⌇

🕒 39m

Girls always complain about guys

**J\$frm5blck**  
Found my moms weed last night....😞 It was mid. 😞😞 Of course I still smoked some.

Tax hikes for the wealthy go against the spirit of capitalism and clearly violate the constitution. I don't understand how liberals rationalize it.

#JustSayNoToSocialism

10 MINS 10 REPLIES SHARE

# REDDIT

↑ [-] **pelvicmomentum** -47 points 1 month ago  
↓ What's feminist or hacker at all about this?  
permalink save report give gold reply

↑ [-] **EmperorNewClothes** 9 points 1 month ago  
↓ A hacker doesn't necessarily mean some  
a subset of programmers and the open  
permalink save parent report give gold

↑ [-] **sharshenka** 7 points 1 month ago  
↓ The first remix of the book was pretty feminist, and maybe the new memes were as well. Now people are using a trending hashtag to make their contributions, even if #sassyprogrammerbarbie might be more appropriate.  
permalink save parent report give gold reply

[load more comments](#) (2 replies)

↑ [-] **kborz1** -61 points 1 month ago  
↓ How dare Brian share his code with Barbie in a format she doesn't approve!  
permalink save report give gold reply

↑ [-] **QueenAtziri** 22 points 1 month ago\*  
↓ Wow, redpillers really will whine about anything.  
permalink save parent report give gold reply

↑ [-] **pelvicmomentum** -47 points 1 month ago  
↓ What's feminist or hacker at all about this?  
permalink save report give gold reply



## EXPLICIT NORMS

## pics


unsubscribe 7,540,843 photographers

9,701 users online

A place to share photographs and pictures. Feel free to post your own, but please **read the rules first** (see below), and note that we are *not a catch-all* for general images (of screenshots, comics, etc.)

## Spoiler code

Please mark spoilers like this:  
[text here] (/spoiler)

Hover over to 

Check out <http://nt.reddit.com/r/pics!>

## Posting Rules

**I. No screenshots, No pictures with added/superimposed text.** This includes image macros, comics, infographics and most diagrams. Text (e.g. a URL) serving to credit the original author is exempt.

**II. No porn or gore.** NSFW content must be tagged.

**III. No personal information.** This includes anything hosted on Facebook's servers, as they can be traced to the original account holder. Stalking & harassment will not be tolerated. **No missing-persons requests!**

**IV. No post titles soliciting votes** (e.g. "upvote this").

**V. No DAE, "[FIXED]" or "cake day" posts, nor posts addressed to a specific redditor.** "[FIXED]" posts should be added as a comment to the original image.

**VI. Submissions must link directly to a specific image file or to a website with minimal ads.** We do not allow blog hosting of images ("blogspam"), but links

↑ 963  
↓

New sidebar rule request in light of being default: "Men, this is not the subreddit for you to play devil's advocate for the sake of it. Please sit back and listen." (self.TwoXChromosomes)

submitted 8 months ago \* by bluefactories

(edit 5)/u/toomanymoose has hit the nail right on the head: "Can we just say "Sit back and listen, THEN comment?" COMMENT AFTER READING AND CONSIDERING THE SUBJECT MATTER TO HELP MAKE THIS A SAFE AND SUPPORTIVE PLACE FOR WOMEN."

is the spirit of what I was trying to say. As we all know, titles of submitted text posts cannot be edited, so this will have to do. No, I should not have specified 'men', and yes, we will be better served by saying 'newcomers' instead. I will not remove my original comments, for they have been said already and I can admit when I spoke too quickly or rashly. I will not pretend I did not say what I said, and I understand the frustration it has caused. I did not expect this thread to blow up as quickly as it did. Sorry, not sorry, for all the edits. (/edit 5)

## Original Post

I really think this rule could help matters in keeping this subreddit from turning into a total shitshow in light of this change.

Sexism affects women on a personal basis. We all know this. But having uninformed new subscribers arguing hypotheticals with the intent to derail, claiming "not all men are like that", rambling about the man's potential/theoretical intent for the female OP's experiences that they themselves were not present for, "why are you getting so riled up about this", "where are your facts"... (edit 4) **in personal experience posts in particular, not in news articles or opinion pieces, are damaging to this community and unnecessary.** I don't want to force all men to shut up forever by any means, I just want them to step back, breathe, think about whether or not their comment is necessary, whether the OP probably already knows whatever devil's advocacy point you are trying to make, if it will be constructive at all, and maybe post it if it is. (/edit 4)

(edit 5)/u/toomanymoose has hit the nail right on the head: "Can we just say "Sit back and listen, THEN comment?" COMMENT AFTER READING AND CONSIDERING THE SUBJECT MATTER TO HELP MAKE THIS A SAFE AND SUPPORTIVE PLACE FOR WOMEN."

post (not a direct link to the image). **Don't delete it** as that just makes the filter hate you!

- If you come across any rule violations please report the submission or message the mods and one of us will remove it!

rambling to myself in the shower about how annoyed I am.



# SOCIAL NORMS IN DESIGN

 Archive of Our Own *beta*

Log In

Fandoms Browse Search About

Search

## Welcome to the Archive of Our Own!

We're a fan-created, fan-run, non-profit, non-commercial archive for transformative fanworks, like fanfiction, fanart, fan videos, and podfic. We currently have **16796** fandoms, **448992** registered users, and **1397774** works.

While the site is in beta, you can get an invitation from another user or from our automated invite queue. All fans and fanworks are welcome!

The Archive of Our Own is a project of the [Organization for Transformative Works](#).

Log in

 or 

Get an Invite

## News

[November 2014 Newsletter, Volume 86](#)

[International Volunteer Day 2014](#)

[Release 0.9.35: Change Log](#)

[More news...](#)

## Tweets

**OTW Tweets**

Tweets from a list by otw\_status

The latest tweets from the Archive, Tag Wranglers, Fanlore, Fanhackers, and the OTW.

 **Fanlore Wiki** 10 Dec

@fanlore\_news

If you love Sci-fi but writing and drawing aren't for you, don't worry! Fandom is full of music. [bit.ly/1AeWB0o](http://bit.ly/1AeWB0o)

Expand

 **OTW\_News** 9 Dec

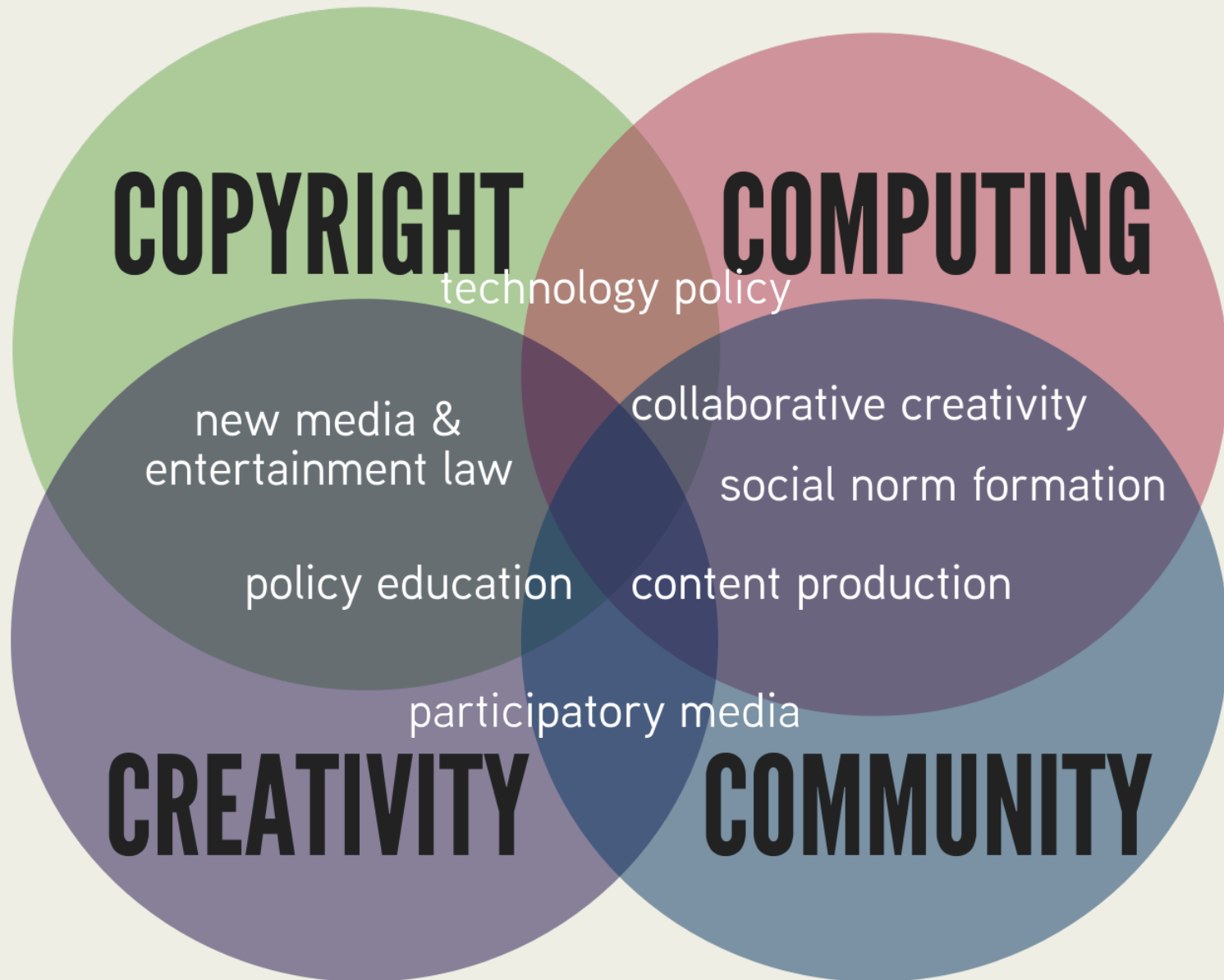
@OTW\_News

40% of people surveyed call themselves fans + gamers get academic scholarships & #fanfic's for families: hit [bit.ly/1c9DdVA](http://bit.ly/1c9DdVA)

COMPLEMENTARY METHODS



FUTURE WORK



THANK YOU!

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Shannon Morrison

National Science Foundation  
IIS 1216347

**Georgia  
Tech**



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COMMUNITY  
CREATIVITY  
COPYRIGHT

@cfiesler

<http://caseyfiesler.com/remix-this-talk/>

