

# SHARING IS SCARING:

Legal + Ethical Issues with Shared Content in Social Media and Mobile Messaging Apps

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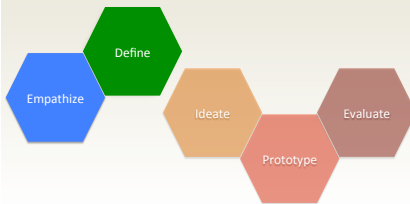


## ABSTRACT

Even if you can reuse, aggregate or share that photo, video, meme or text, **should you?**

Our mixed-methods study explores the legal and ethical issues involved in content-sharing practices in social media and messaging apps through analyses of:

- ✓ **Public policy challenges.**
- ✓ **Related work in HCI literature.**
- ✓ **Quantitative + qualitative user data.**



## EXAMPLES

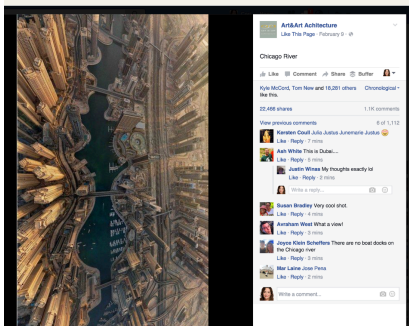
Unethical or even illegal practices in sharing may include:

1. Incorrect or missing **attribution**.
2. Incorrect or missing **description**.
3. **Lack of interest by the poster** in correcting inaccuracies.
4. A degree of **impersonation** by the poster or aggregator.
5. An arresting piece of **visual content**.

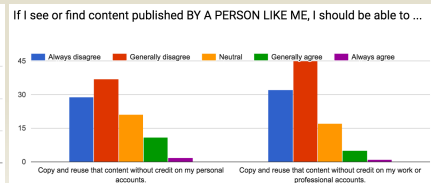
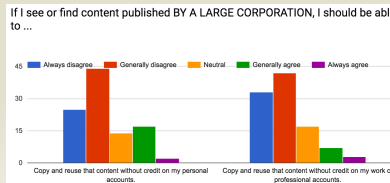
Dude: [Posts image from a photo history I compiled to a Facebook group, prompting 50 shares, multiple likes, comments, etc.]

Me: Hey, it's cool if you want to share this, glad everybody's into it, but just FYI it came from a book I wrote, here's a link if you're interested in more.

Dude: Nobody cares about your book, dude.

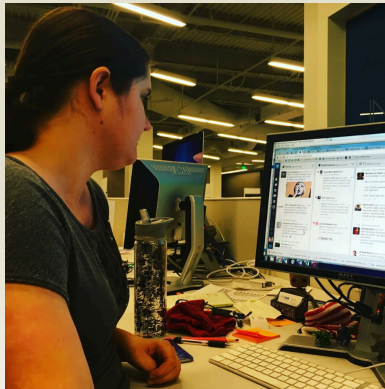


## PHASE 1: QUANTITATIVE SURVEY DATA



- What **self-reported attitudes** do users of social computing and digital communication hold about legal and ethical issues with content sharing, publishing and fair use?
- How do users' **attitudes vary** regarding legal and ethical issues according to:
  - ✓ **Who created it?**
  - ✓ **Motivations for sharing?**
  - ✓ **Training or education?**

## PHASE 2: QUALITATIVE IN SITU DATA



- What **awareness, attitudes and behaviors** regarding legal and ethical issues do users of social computing and digital communication evince "in the wild" for content sharing in both personal and professional contexts?
- How do the selected results identified in Phase 1 **compare with the results identified in Phase 2?**

## KEY CONCEPTS IN THE STUDY

**Copyright** is the subdomain of intellectual property law that guards individual rights to works of original and creative value, including some derivative works and compilations.

**Plagiarism** is the act of passing off someone else's work as one's own.

**User-Generated Content (UGC)** is content that is created and posted by users of an online, and usually socially networked, platform or app.

**Fair Use** is the U.S. legal doctrine that allows limited reuse of copyrighted material without permission according to four factors:

1. The **purpose and character** of the use such as a commercial purpose;
2. The **nature** of the copyrighted work;
3. The **amount** and "**substantiality**" of the part of the work that is used;
4. The **effect of the use** on the potential market for or value of the copyrighted work.