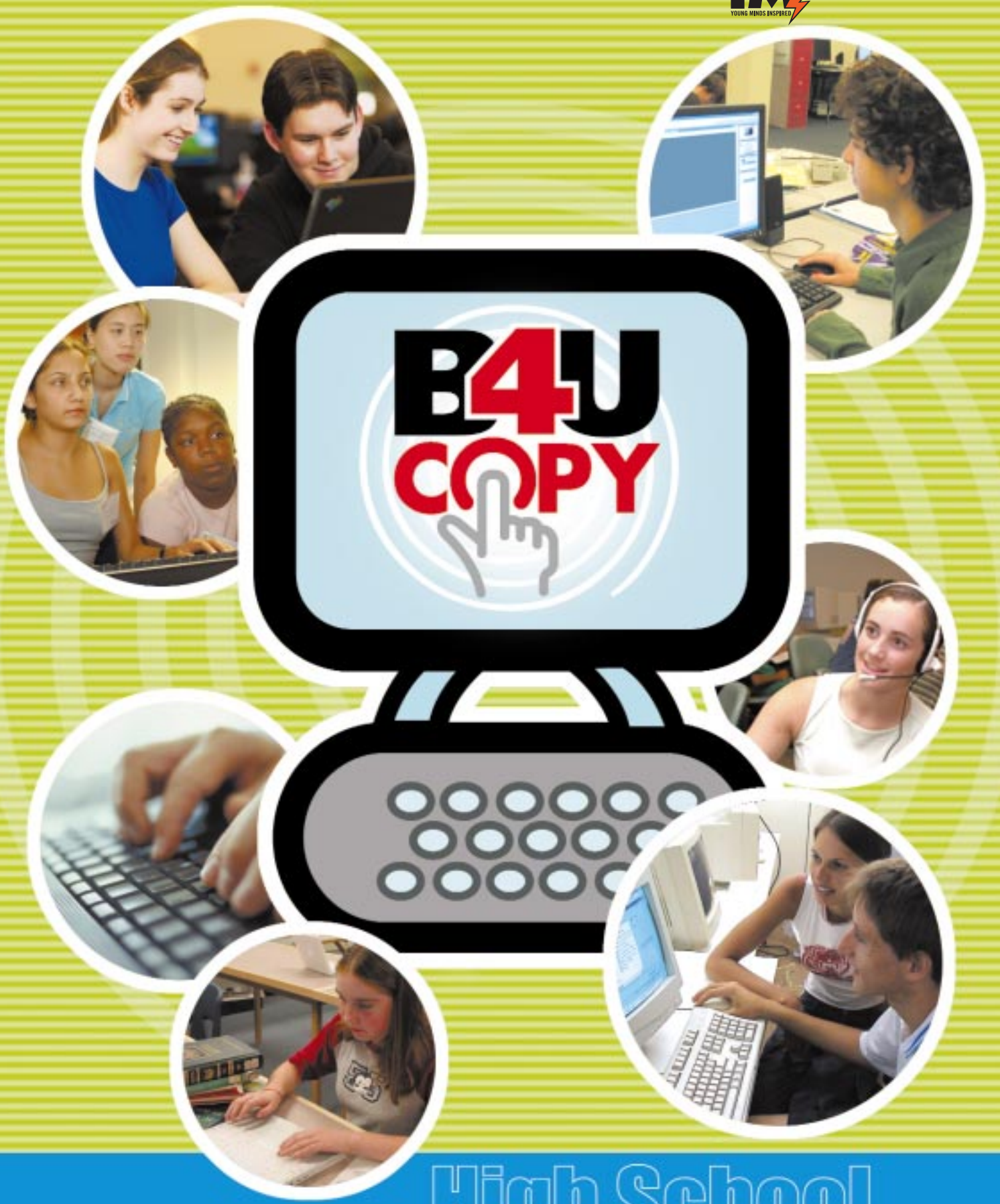
ANOTHER **FREE** EDUCATIONAL PROGRAM FROM YMI YOUNG MINDS INSPIRED



High School
Teacher's Guide

BSA® Business Software Alliance

Dear Educator:

You already know that computer technology enhances the way students learn and lays a foundation for future success both in school and in the workplace. As they become more skilled with computers, however, students also need more guidance in using this technology responsibly. They need to understand the risks they can face online and learn to respect the rules for sharing computer resources, so they can make smart choices today and in the future.

That's why the Business Software Alliance (BSA), the foremost organization dedicated to promoting a safe and legal digital world, has teamed with the curriculum specialists at Young Minds Inspired (YMI) to produce **B4UCopy**, a free educational program designed to raise student awareness of copyright and reinforce responsible online behavior.

B4UCopy is a comprehensive program with lesson sets for students in elementary school, middle school, and high school. This lesson set has been developed for high school students in grades 9-12. Should you wish to substitute or add lessons from other grade levels to meet the interests and abilities of your students, go to **www.B4UCopy.com/kids** and **www.B4UCopy.com/teens** to view the lessons for all grades.

We encourage you to share this educational program with other teachers. Although these teaching materials are copyrighted, you have permission to make as many copies as needed for educational purposes.

Please let us know your opinion of **B4UCopy** by completing our online feedback form at **www.B4UCopy.com/feedback.** We value your comments and rely on your suggestions to provide learning materials that meet your students' needs.

Sincerely,

Diane Smiroldo
Vice President, Public Affairs
Business Software Alliance

Introduction

B4UCopy is a free educational program for grades 3-12 that is designed to raise awareness of copyright laws and reinforce responsible behavior online. The program is made possible by the Business Software Alliance (BSA), the foremost organization dedicated to promoting a safe and legal digital world.

Target Audience

These **B4UCopy** program materials have been developed for high school students in grades 9-12, particularly students in computer education classes. Materials for elementary school and middle school students are available at **www.B4UCopy.com/kids.**

Program Objectives

- To introduce students to the concepts of copyright and intellectual property.
- To help students recognize that duplicating software and other copyrighted material is illegal and unfair to others.
- To help students, teachers, and parents set guidelines for using computer technology responsibly.

Program Components

- This teacher's guide, which provides background information, suggestions for classroom presentation, answer keys, and activity extensions
- Three reproducible activity sheets
- A reproducible student checklist to reinforce the classroom lessons
- A classroom poster
- A take-home brochure for students and parents

How to Use the Program Components

- Download, print, and display the **B4UCopy** classroom poster to introduce the program and generate student interest.
- Download, print, and photocopy the reproducible activity sheets and certificate appropriate for your grade level to provide a complete set for every student. At the same time, make a master copy of the complete program to share with other teachers in your school.
- The classroom activities have been designed for use in the order presented, but you may adjust the order to fit your teaching style and your students' needs.
- Download and print enough copies of the student/parent brochure for every student in your class. Have students take the brochure home at the start of the program to involve parents in the learning process.

Glossary of Terms

Computer Virus

A type of malicious software that destroys information, compromises computer performance, and can even crash an entire system. Computer viruses are often unknowingly spread through email, downloads, and counterfeit software.

License

A software license is a legal agreement between the user and the software manufacturer that stipulates terms of usage for the software, including restrictions on making copies. The software license usually displays when a piece of software is installed and requires the user to click "Accept" before the installation is completed. Also called an End User License Agreement or EULA.

Peer-to-Peer File Sharing

The most common peer-to-peer (P2P) file sharing involves the use of special software that makes files stored on a personal computer available to others through the Internet. P2P software creates a network of individuals who all have direct access to one another's computers and is typically used to copy software, songs, and other copyrighted computer files illegally.

Piracy

The process of making copies of copyrighted materials without the copyright owner's permission. Piracy is illegal whether or not the pirated copies are made for monetary gain.

Software

Also referred to as a program or application, software consists of coded commands that tell a computer how to perform specific tasks and enable the computer to process, transmit, and store information.

Spyware

Another type of malicious software, spyware allows strangers to find out information about you without you knowing it or giving permission. It keeps track of what you do online, collecting information about everything from your email address to your credit card numbers.

U.S. Copyright Law

This federal law protects copyright owners from unauthorized reproduction, adaptation, performance, display, or distribution of original creative works.

Activity One
Internet Know-How

Objectives

- **To assess students' existing knowledge of Internet safety.**
- **To make students aware of online risks associated with software piracy.**
- **To provide students with the information they need to make smart choices when they are online.**
- **To empower students to think for themselves when making decisions.**

Begin the activity with a class discussion about when, where, and how students use computers and Internet technology. Then ask students if they know about any risks associated with using the Internet and list their responses on the chalkboard. Have students share their personal experiences and/or stories they have heard about online risks.

Distribute copies of the activity sheet and explain to students that this quiz will help them find out how much they really know about avoiding risks online. Have students complete the activity individually and then review and discuss their answers as a class.

Answers

1. **Not so smart.** Alan is breaking the law when he downloads copyrighted software, movies, and other content through his file sharing network. It doesn't matter whether he gives copies to his friends or just keeps copies for himself. Either way, he's stealing.

2. **Not so smart.** Clicking the "unsubscribe" link in a spam email lets the spammer know that he's found a working email address, which he can sell to another spammer. Brandy should flag the email as spam for her spam filter and then delete it.

3. **Not so smart.** OEM (original equipment manufacturer) software is usually software that was meant to be bundled with a new computer. It might be a trial version or a "lite" version with limited functionality, and it's almost certain to come with a licensing agreement that prohibits installation on any other computer. Despite what he thinks, Cody is buying stolen goods from a software pirate.

4. **Smart.** Many companies offer demo or free trial versions of their software to give you the opportunity to "try before you buy." These versions of the software usually work only for a limited time. It is legal to download and use copies of demo and free trial software because the company that owns the copyright has given permission by providing a download link.

5. **Not so smart.** Evan has been fooled by a "spoof," a kind of spam that masquerades as a message from someone else. When he clicked the link in the email, he probably came to a webpage that looked like part of his Internet provider's real website, but when he typed his passwords into this fake page,

he was sending them to the spammer instead. If he's really worried about the security of his Internet account, he should go to the Internet provider's website himself and change his passwords there.

6. **Smart.** It's always good to keep in mind that people you meet online aren't always who they say they are. Someone who seems perfectly harmless and friendly in a chat room could really be someone who might want to hurt you. You might think you have the situation under control, but it's always smart to get an adult involved, just in case.

7. **Not so smart.** Grant has been fooled by a software pirate operating on an Internet auction website. Even the best-known auction sites can harbor pirates, so it's important to check software listings carefully. In this case, Grant should have been suspicious when he saw that he would be getting software from two different companies on the same disc. That's usually a tip-off that the software is an illegal copy.

8. **Not so smart.** The Internet is full of scams like the mystery shopper ruse. Fake companies tempt you with too-good-to-be-true opportunities in order to collect money and/or personal information like your bank account and social security numbers. Be wary of any offer that requires you to pay or provide such information to participate. If in doubt, check with a parent before you get involved in any Internet scheme.

9. **Smart.** Irving knows that it is against the law to make copies of images that he finds on the Internet without permission, so he posts links to the pages where the images appear instead.

10. **Smart.** Jenna knows that she can't copy the paper she found into her report; that would be plagiarism. But she can use the paper to help with her report, and should cite it in her footnotes or resource list.

Extensions

1. Have students take the quiz home in order to test their parents' Internet know-how. Compare student and parent responses in a class discussion.
2. Have students use their Internet know-how to create a handbook for younger students on safe and responsible use of the Internet.

Activity Two
Copy Smarts

Objectives

- **To inform students about copyright laws and how they protect intellectual property.**
- **To make students aware of the copyright symbol (©) and what it means.**
- **To strengthen critical thinking skills.**

Begin by asking students what we mean by the term "intellectual property." Explain that intellectual property is the tangible expression of an original thought or idea. Books, computer software, and cartoon characters are all examples of intellectual property. Have students brainstorm other examples.

Draw the copyright symbol (©) on the chalkboard and have students explain what it means. They should understand that the copyright symbol identifies the owner of a piece of intellectual property and serves as a reminder that it is illegal for anyone to copy that property without the owner's permission. Explain that copyright protection is guaranteed by the U.S. Constitution, which gives Congress the power:

> *to promote the progress of science and useful arts by securing for limited time to authors and inventors the exclusive right to their respective writings and discoveries.* (Article 1, Section 8)

Talk about how copyright provides an incentive for people to

create intellectual property by giving them the exclusive right to sell copies of their work to others. What would happen if intellectual property owners did not have this protection?

Finally, explain to students that copyright law automatically protects intellectual property even when it is not marked with the copyright symbol. In fact, their own writings, drawings, and photographs are all intellectual property protected by copyright. That means no one can make copies without their permission.

Part 1 Distribute the activity sheet and review the lead-in paragraphs to reinforce your class discussion about copyright. Then have students complete Part 1 of the activity individually and review the answers in class.

Answers

1-a. It is legal to download a free trial copy of computer software from the software company's website because the company is giving permission to make a copy by providing a download link. It is also safe to download demo software from a company's website because all major computer software companies take precautions to keep their sites and products virus-free. By contrast, it is both illegal and unsafe to download computer software through a file sharing network.

2-b. Computer software license agreements generally restrict use of the software to a single computer and it is a violation of copyright to install a copy of the software on additional computers. In some cases, however, the license may allow installation on both an office and a home computer, or on a specific number of computers. That's why it important to read the license agreement before installing computer software, and important to remember that the purchaser of computer software has no right to let others copy it.

3-c. It is illegal to combine excerpts from copyrighted works into a new composite work without the copyright holders' permission. This is not "fair use," no matter how small the copied portions might be, but the creation of what the copyright law calls a "derivative work," and copyright holders retain the rights to their intellectual property when it is used in a derivative work. The same principle applies, incidentally, to webpages pasted together with HTML code copied from other webpages.

4-b. Most online educational websites give students explicit permission to copy content for their school work in the "Terms of Use" for the site, usually found through a link at the bottom of every webpage. In addition, U.S. copyright law generally allows students to use excerpts from any copyrighted work in their school work without seeking the copyright holder's permission. This is considered "fair use," a legal concept that also allows critics to quote excerpts from a copyrighted novel in a book review. (Note, however, that the concept of "fair use" does not give students the right to copy whatever they want and call it school work.) When they use copyrighted material, students should, of course, cite their source to avoid plagiarism, but they should also understand that giving a source is no defense against a charge of copyright infringement outside the classroom.

5-c. It is illegal to download copyrighted computer software from a file sharing or P2P network without the copyright holder's permission, regardless of whether the software will be used for school work or will only be used once. It is also true that software downloaded from a file sharing network can hide a computer virus, but the most important reason not to download is that it would be stealing.

Part 2 Have students complete Part 2 of the activity in small groups, using the Internet to research answers to their own questions about copyright and intellectual property. You might use the questions below to help them get started:

- Is it OK to make a back-up copy of computer software that you purchase? (Yes)
- Is it OK to copy songs from different CDs that you have purchased to create your own personal mix? (Yes)
- Is it OK to copy pictures from a website and email them to your friends? (No)
- Is it OK to use copyrighted material on a school website without the copyright holder's permission? (No)

Extensions

1. Have students read and report on the "Terms of Use" for their favorite websites. What are they allowed to copy from the site and how are they permitted to use what they copy?
2. Help students organize an all-school copyright symposium at which they can share what they have learned and respond to copy questions from other students.

Activity Three

Copy Consequences

Objectives

- **To make students aware of the consequences of software piracy.**
- **To strengthen critical thinking and writing skills.**

Begin by asking students what we mean by the term "software piracy." Students should understand that a software pirate is anyone who makes an illegal copy of computer software. Some pirates are professional criminals who make their living selling stolen software. Most pirates, however, are ordinary people who disregard the rules of copyright and often don't realize the risks involved in making illegal copies.

Distribute the activity sheet and review the risks of software piracy outlined there. Encourage students to share any experiences they have had with computer viruses or spyware, and any examples they might know of pirates who were caught and punished, whether at school, at work, or by the legal authorities.

Explain to students that in this activity they will be researching these and other consequences of software piracy using an Internet search engine to locate news stories, court cases, and even firsthand reports on Internet blogs. Point out that the research framework on the activity sheet provides space for gathering information about consequences for individuals and consequences for society. The latter might include economic consequences for the computer software industry, diplomatic repercussions of software piracy around the world, and the impact of piracy on computer software development.

Divide the class into research teams to complete this activity. If necessary, explain how to use the "news" feature of a search engine to locate news stories on the Internet, and remind students of your school's guidelines for citing Internet sources and determining whether an Internet source is reliable. Students should begin their research with the search terms suggested on the activity sheet, but encourage them to come up with search terms of their own based on their findings. When students have completed their research, have each team share what it has learned with the class.

Extensions

Have students explore the prevalence of software piracy and other forms of copyright infringement in their own community by conducting an anonymous survey of families and friends. Compile the results of this survey into a report that you can share with all students in your school.

B4UCopy Student Checklist and Brochure

Make enough copies of the **B4UCopy** student checklist for every member of the class. Tell students to bring the checklist home to show their parents, along with a copy of the **B4UCopy** take-home brochure. Encourage students to share the materials and the information they have learned with their parents and to post the checklist in a prominent place—possibly next to the home computer.

Online Resources

- **B4UCopy**
  www.B4UCopy.com
- **Business Software Alliance**
  www.bsa.org
- **Computer Crime and Intellectual Property Section of the U.S. Department of Justice Criminal Division**
  www.cybercrime.gov
- **Copyright & Fair Use (Stanford University Library)**
  http://fairuse.stanford.edu
- **Copyright Kids**
  www.copyrightkids.org
- **Cyberethics for Kids**
  www.cybercrime.gov/rules/kidinternet.htm
- **Kidz Privacy (Federal Trade Commission site)**
  www.ftc.gov/bcp/conline/edcams/kidzprivacy
- **United States Copyright Office**
  www.copyright.gov
- **Universal Copyright Convention**
  www.unesco.org/culture/laws/copyright/html_eng/page1.shtml
- **Young Minds Inspired**
  www.ymiteacher.com

YMI YOUNG MINDS INSPIRED™ is the only company developing free, innovative classroom materials that is owned and directed by award-winning former teachers. Visit our website at **www.ymiteacher.com** to send feedback and download more free programs.

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Reproducible Master

Activity One

Internet Know-How

Chances are you spend a lot of time on the Internet—chatting with friends, checking sports scores, updating your personal profile, looking at video clips, and doing your homework. You know your way around when you're online, and you certainly know how to steer clear of trouble. Or do you?

Here's a chance to check your Internet know-how. Read the situations below and decide whether these teens are making smart choices. Put a checkmark next to your answer. Then compare answers in a class discussion.

1 Alan uses file sharing software to download free software, free movies, and lots of other free stuff from other people's computers all over the world. But everything is strictly for his own personal use. He knows it's illegal to make copies for his friends.

❑ Smart ❑ Not so smart

2 Brandy hates getting junk email, so she uses a spam filter and always clicks the "unsubscribe" link to make sure she gets taken off the spammer's mailing list.

❑ Smart ❑ Not so smart

3 Cody bought video editing software from a company that sells top brands for hundreds of dollars less than the regular price. They say that it's OEM software, which stands for "original equipment manufacturer," so he figures it must be all right.

❑ Smart ❑ Not so smart

4 Dawn is making a photo collage about her sophomore year and wants to crop her ex-boyfriend out of a lot of her pictures. The software she needs costs more than she can afford, so she's using a free demo version that she found at the software company's website.

❑ Smart ❑ Not so smart

5 Evan received an email warning that someone has been tampering with his Internet account. The email had a link to a special secure webpage where he could change his passwords, so Evan clicked the link and made the change.

❑ Smart ❑ Not so smart

6 Felicia has spent the last couple of months hanging out in a chat room, getting to know a really cool guy. Now he wants to get together for a movie, but she thinks she should check with her mom first.

❑ Smart ❑ Not so smart

7 Grant needs music editing software to get his band's tunes in shape so he can post them on the Web. He found just what he needs on an Internet auction site, and it even comes with the top-rated music writing software on the same disc.

❑ Smart ❑ Not so smart

8 Helen joined a mystery shopper website to make extra money after school. It only costs $25 to register, and they say she can make $10 an hour just going to stores and reporting on the merchandise and customer service.

❑ Smart ❑ Not so smart

9 Irving is a NASCAR fanatic. He checks the Web every day for new pictures of all the top cars and drivers and posts the links on his profile page to share with his friends.

❑ Smart ❑ Not so smart

10 Jenna was researching for a class report on the Civil War and found a paper on her topic at a college website. She printed out the paper and used it to help her organize her ideas.

❑ Smart ❑ Not so smart

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B4UCopy, consider your options and make the smart choice.

Reproducible Master

Copy Smarts Activity Two

Computers make it easy to make copies of pictures, articles, movies, songs, and even software. But copyright laws make it illegal to copy a creative work without the owner's permission. In fact, making copies of a work protected by copyright is stealing.

So how can you obey the law and still get the most out of your computer? To start with, you should understand that copyright is important. Without it, the companies who create books, movies, computer games and software would go out of business, because everyone would just copy their work instead of paying for it.

But copyright isn't only for business. Your creative work is protected by copyright, too. When you write a school report, draw a picture, or shoot a home video, you are creating **intellectual property** by putting your original ideas into a tangible form that others can see and hear. And intellectual property is protected by copyright, even if it's not marked with a copyright symbol (©).

That's why you have to be smart about making copies when you're using a computer. It doesn't matter whether you see a copyright symbol or not. If it's intellectual property, it probably can't be copied without permission from the copyright owner.

Part 1

Sharpen up your copy smarts at this **B4UCopy** blog. Read these online postings from teens with copy questions. Help them make the smart choice by circling the best advice from the answers in each blog. Then compare answers in a class discussion

1 I want to download a free trial copy of a new computer animation program I saw on a software company's website. Do you think this is a good idea?

☐ a. The best! That way you can see if you really like the program before you plunk down your own cash.
☐ b. Don't risk it. You could get a computer virus from downloading the program.
☐ c. Why waste your time? Demos only work for a couple of weeks. Check out a P2P network where you can probably get a copy of the real program for free.

2 We just upgraded the operating system on our family computer. It's fantastic, but I'm worried because we used a disc that my mom brought home from her office. The office paid for it, of course. Does that mean it's OK?

☐ a. No, it's not OK. You're not allowed to install borrowed software. It's just like making a copy.
☐ b. It's probably not OK, but check the licensing agreement that pops up when you first install the software. Could be that the version your mom borrowed allows her to put the software on more than one computer.
☐ c. Don't worry. Since your mom's office paid for the software, they can do what they want with it, including let her borrow it.

3 I'm making a compilation of clips from a bunch of movies and cartoons I watched when I was a kid. Some of these shows aren't even on anymore. If I keep the clips really short, can I post it online?

☐ a. Since you're making an original creative work, you can use what you want. It's called artistic license.
☐ b. If you keep the clips really short, you should be OK. It's like when a movie critic shows clips on TV. They call it "fair use."
☐ c. Sorry, but you need permission to copy other people's creative work, even if you just copy a second or two. Otherwise, you're stealing.

4 I want to copy a diagram from an online encyclopedia for a biology paper I'm writing about DNA. Could I get in trouble for this?

☐ a. Not a chance. Who's going to know?
☐ b. It's always OK to copy stuff for school work. Just make sure that you credit your source somewhere in the report.
☐ c. If it's copyrighted, you can't copy it; there are potential legal liabilities if you do.

5 I found a copy of a computer presentation program on the P2P network I belong to. Is it OK for me to download the program and use it to put together my history presentation on WWII?

☐ a. It's OK if you're using it for schoolwork and only use it this one time.
☐ b. Don't do it. You could get a computer virus when you download the program and then pass the virus on when you put your presentation on the computer at school.
☐ c. It's not OK. You'd be stealing the program by taking a copy. If you can't afford to buy it, use the program on a computer at school.

Part 2

Do you have copy questions? Think of a situation where you weren't sure whether or not it would be OK to copy something with a computer. Write up the situation on the back of this sheet, then get together with a group of classmates to find answers to your questions online. Use a search engine or check the websites listed below for help. If you still can't find the answer, send your question to **B4UCopy** at **www.B4UCopy.com/feedback**.

United States Copyright Office
www.copyright.gov

Copyright Kids
www.copyrightkids.org

Copyright & Fair Use (Stanford University Library)
http://fairuse.stanford.edu

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B4U COPY

B4UCopy, know the rules and make the right choice.

Reproducible Master

Activity Three
Copy Consequences

You already know that it's wrong to make illegal copies of software and other creative works protected by copyright. But did you know it can be dangerous too? Here's why:

- Illegal copies of computer software can carry **computer viruses**. And a computer virus might erase everything you have stored on your computer—pictures, games, songs, even your homework! What's worse, the virus might automatically send itself to everyone in your email address book.
- Illegal copies can also come with **spyware**—a kind of software that lets strangers snoop around on your computer and steal your personal information, or spy on what you do when you're online. Spyware can even record and remember a secret password or a credit card number as you type it in.
- Making illegal copies can wreck your **academic record**, too. Most schools and libraries check for illegal copying on their computer systems, and ban kids who break the law. With that on your record, you'll have a harder time getting into college or getting a job.
- Worst of all, making illegal copies is a **crime** that can lead to serious problems for you and your family. People who get caught with illegal copies may have to pay thousands of dollars in fines, and some may even face legal liabilities, like going to jail.

How bad can it get? You find out. Use an Internet search engine to research the real consequences of software piracy, both for individuals like you and for our society. Begin by using the search engine's News feature to find recent cases of software piracy and reports on the extent of software piracy. Start with these search terms: *software piracy, illegal downloading, copyright infringement.* Record your research on the chart below, using the back of this sheet if you need more room. Then share what you learn in a class discussion.

The Consequences of Software Piracy	
For Individuals	**For Society**
Source: _____ Notes: _____ _____ _____	Source: _____ Notes: _____ _____ _____
Source: _____ Notes: _____ _____ _____	Source: _____ Notes: _____ _____ _____

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B4U COPY

B4UCopy, know the risks and make the right choice.

B4U COPY

Take these tips home to help everyone in your family become copy smart.

Respect all forms of intellectual property that you find online—software, songs, stories, pictures, games, and movies.

Make sure you have permission from the copyright owner before you make a copy.

Never accept illegal copies of computer software online or on disc.

Never borrow or share the software on computer discs.

Beware of discount computer software. You're probably buying an illegal copy.

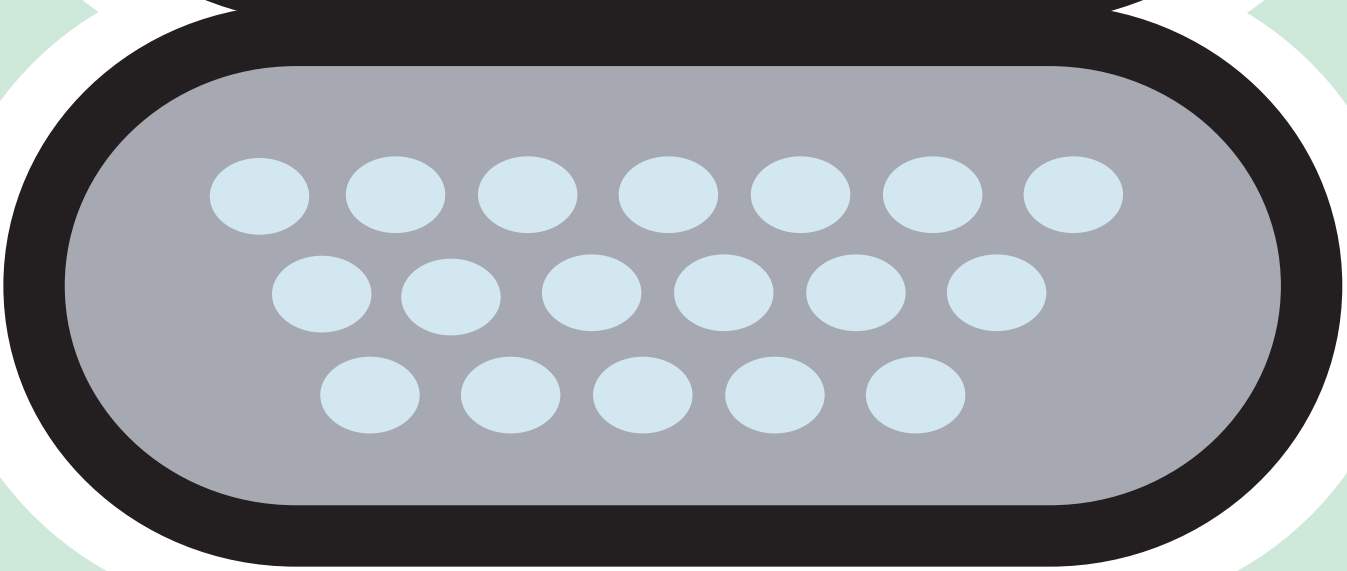
And to stay safe online, remember:

Never give out personal information on the Internet without a parent's permission.

Never fill out an online membership or entry form without a parent's permission.

Talk with a parent if something or someone on the Internet makes you feel uncomfortable.

Tell a parent if you receive threatening or suspicious email.



BSA. Business Software Alliance

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B4U COPY

Know the Rules

It is illegal to copy software, music, films, video games, or any other form of intellectual property without the copyright holder's permission. In fact, it's stealing.

You're making an illegal copy when you burn software onto a CD, install borrowed software on your computer, or download software through a file sharing network.

You're buying an illegal copy when you purchase OEM (original equipment manufacturer) software separately, "back-up" copies, or compilation discs that include many different programs.

Know the Risks

Scams: Super-bargain software is usually illegal, often out-of-date, and can even be defective. If it's cheap, prepare to be cheated.

Viruses: Downloading software through a file sharing network can infect your computer with a virus that might erase your hard drive or worse.

Spyware: Illegal software can carry hidden programs that snoop into the personal information on your computer or record your online activities.

Punishment: If you're caught with illegal software you may be suspended, expelled, or exposed to legal liability. Some people have even been sent to jail.

Need More Information?
Visit www.B4UCopy.com/teens.

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