Copyright / Creativity in the Online World: Our Roles as Creators and Consumers

In our online lives, we act as both creators and consumers. Complete this lesson to learn more about these roles.

**KEY WORDS**

- **Consumer**: An economic term for any person who uses goods or services. Sometimes a consumer buys a good or service. Sometimes, the goods or services are free. Either way, we are consumers when we use something. This is also true in the digital world. We are consumers when we use online goods and services.

- **Creative Works**: Creative works are the product of creative effort to make something original, for example: images (pictures, graphics, paintings, drawings, etc.), music, video, film, art, video games, and all kinds of writing—stories, poems, song lyrics, blog posts, and even social media posts.

- **Online Content**: all the information and media you find online—text, images, video, software, games. It includes creative works, like images, music, video, film, art, video games, and all kinds of writing—stories, poems, song lyrics, blog posts, social media posts.

**CREATOR OF CONTENT:**

1) What kinds of digital devices do you use? At home? At school or the library?
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__________________________________________________________________________________________________

2) What do you like to create and post online? What about your friends and family? . . . What do they like to create and post online?
_________________________________________________________________________________
_______________________________________________________________________________

*Did you know you are a creator/artist/writer/photographer whenever you post something original online? Give me some examples of some things you have posted online.*

3) Examples: (pictures on Instagram)
____________________________________________________________________________________________________

*When you write a blog post or a short story or poem—you are a writer or a creator. Sometimes we think of artists, musicians, and writers as being adults, but it doesn’t matter how old you are or if you are selling your creations or not. If you are creating new things, you are an artist/writer/filmmaker/photographer/designer.*

**CONSUMER OF CONTENT:**

You are also a consumer online. A consumer is someone who buys or uses goods or services. This includes online goods and services. Online, we are consumers when we listen to a song or watch video on YouTube, Netflix, Hulu or Amazon. We’re also consumers when we look at our friends’ Instagram or Facebook pages. Even if we don’t have to pay for a good or service, we are still consumers. Advertisers pay money to put their ads where you will see them, like in free apps and on social media. Your clicks on those pages mean more money for those website and content owners. Anytime you use media online for homework, or to check your profiles, you are a consumer.

4) When was the last time you were a consumer online?
____________________________________________________________________________________________________

5) What were you doing?
____________________________________________________________________________________________________

**PURPOSE OF COPYRIGHT:**

*Let’s think about your online creations. It may have only taken you five minutes, but did you know you just created something with legal protection? Your creation is a copyrighted work. The US Constitution allows creators and inventors to control over how their work is shared and distributed. Here’s a video that explains this concept.*

6) Go to the GOOGLE Classroom – gypatly – and watch the video. Create a poster that explains your roles as a creator and consumer of content.