

**Intellectual Property: Protecting Yourself and Playing Fair
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Plagiarism

1. Most common form of stealing of someone else’s material.
2. Definitions:
 - Office of Research Integrity: “...the theft or misappropriation of intellectual property... Substantial unattributed textual copying of another’s work” [Ideas or unique methods]
 - American Association of University Professors (1989): taking over the ideas, methods, or written words of another, without acknowledgment and with the intention that they be taken as the work of the deceiver

Types of Plagiarism

Deliberate	<ul style="list-style-type: none"> ○ Done intentionally to steal another person’s work and use as your own ○ Software exists and is readily available and used by universities to find plagiarized materials
Cryptomnesia	<ul style="list-style-type: none"> ○ Attribute another’s ideas to your own thinking ○ Don’t remember source of idea ○ Honestly believe that you originated the idea ○ Cognitive psychology recognizes this as real ○ Example: George Harrison used musical phrases from <i>He’s so Fine</i> when writing <i>My Sweet Lord</i>
Mosaic	<ul style="list-style-type: none"> ○ “Borrowing the ideas and opinions from an original source and adding a few verbatim words or phrases without crediting the author. ○ In this case, the plagiarist intertwines ideas and opinions with those of original author, creating ‘a confused’ plagiarized mass.” (APA Manual of Style (p. 104) <p><u>Cause:</u> the writer doesn’t really understand what has been written.</p> <p>To avoid:</p> <ul style="list-style-type: none"> ○ Read all materials and determine the meaning. Only THEN write the paragraph. If using a unique thought reference the original author. ○ Like a phrase? Use quotation marks. ○ Using an idea? Reference it. See the American Psychological Assn.
Self-plagiarism	<ul style="list-style-type: none"> ○ Using material you have previously published in a new publication without referencing it, you did not get the publisher’s permission. ○ If you previously signed over the copyright you no longer own the material.

Consequences if Caught Plagiarizing

Resignations as a result of allegations of plagiarism in book, or speech	Historian from Pulitzer board Biochemist from prestigious clinic College president
Withdraws	Presidential candidate
Loss of degree	Psychologist
Forced to pay royalties	Musician
Public humiliation and loss of respect	Proven plagiarists
Loss of NIH funding, publication of name on website, and possibly banned from further Federal funding	Federally funded scientists who plagiarize or don't report cases of plagiarism by protégés

Roig, M. (see #5 in bibliography)

Appropriate Use of Internet Images & Information

Free or Open Source Images

Government sources	CDC images	http://www.cdc.gov/
	National Library of Medicine	http://collections.nlm.nih.gov/web_service.html
Wikimedia	Wikimedia Commons	http://commons.wikimedia.org/wiki/Main_Page
Image libraries	Health Education Assets Library (HEAL)	http://www.healcentral.org/
	Dermatology	http://www.dermis.net

*For each of these, credit author/contributor on the bottom of each photo

Images that are not open source

Images on official websites	For educational use	Read “terms of use” - generally able to use images for purely educational purposes
	For use if paid for the project	Contact source for permission
Google Images – Use advanced image search	Newer Google images	Look on left of screen > labeled for reuse
	Older Google Images	a. Go to Search settings after you type object (looks like gear on right) b. Use advanced image search > usable rights > labeled for reuse

International Views on Intellectual Property

There is no international plagiarism or copyright law.

Berne Convention Implementation Act of 1988 – US joins countries that accept international copyright principles.

Protecting Your Intellectual Property

Use of the Copyright sign

“Copyright protection begins as soon as the work is fixed in a tangible medium. An eLearning practitioner should begin using the copyright symbol immediately development of original works commences, as a method of informing others that he intends to exercise control over the production, distribution, display, and or performance of his or her work.” (Renner 2015)

Other options:

- Patents – for new products and processes
- Trademark – for specific branding

References:

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4. Renner J. “Intellectual Property Rights in eLearning” (2015) eLearning Industry website. <http://elearningindustry.com/intellectual-property-rights-in-elearning> Accessed 3.10.15
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