# B4U COPY

# Elementary School Teacher's Guide

**BSA**® 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).

## Target Audience

These **B4UCopy** program materials have been developed for elementary school students in grades 3-5. Materials for middle school students are available at **www.B4UCopy.com/kids** and at **www.B4UCopy.com/teens** for high school students.

## 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 activities
- A reproducible certificate to acknowledge each student's success in completing the program
- A classroom poster
- A take-home brochure for 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 activities 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 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.
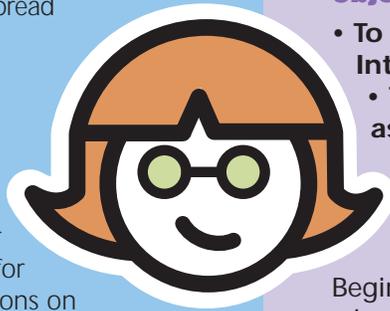
### Software

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. Spyware 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.**

Begin the activity with a class discussion about when, where, and how students use computers and Internet technology. Use the chalkboard to make three columns (When, Where, How) for students to list their responses. Ask students if they know about any of the dangers associated with using the Internet. Have them share their personal experiences and/or stories they have heard.

Tell students that they are going to have the chance to test their Internet know-how. Explain that students should use what they already know to decide whether the kids in the situations described on the activity sheet are making smart choices. Have students complete this activity individually and then review and discuss their answers as a class.

### Answers

1. **Smart.** People you meet online aren't always who they say they are. A chat room friend who talks like someone your age could really be an adult who might want to hurt you. Always tell a parent when an online friend wants to meet for real.

2. **Not so smart.** Finders-keepers doesn't count on the Internet. If you find expensive software for free, it's probably an illegal copy and you are stealing if you take it. Sometimes illegal software contains viruses or spyware that can wreck your computer or collect personal information about you and your family.

3. **Not so smart.** While the contest might seem for real, it could also be a trick to gather personal information. By filling out the entry form, Tim could be opening his computer up to everything from annoying ads and junk email to spyware and viruses. Responding to email from strangers puts you at similar risk. That's why it's important to always ask a parent before giving out personal information or answering email from people you don't know.

4. **Smart.** While a lot of websites are designed especially for kids, the Internet is a place for people of all ages, interests, and beliefs. With this large mix of people, it's not surprising that you might discover a website that makes you feel angry, scared, or uncomfortable. If this happens, remember that it is not your fault. Instead, tell a parent about what happened. Parents can install filters or special lock-out settings to block unwanted content.

5. **Not so smart.** In this scenario, Brian has become involved in what's called peer-to-peer (P2P) file sharing. P2P allows members of an online network to make files stored on their computers available to other members of the network. Brian should realize that taking a copy of software he hasn't purchased is stealing, even if the copy comes from someone else. In addition, he should realize that P2P file sharing can give strangers access to private information on his family computer and make it vulnerable to spyware and computer viruses. The smart way to try out new software is to visit software company websites where you can often find free, legal trial or demo versions.

# Copy Smarts
## Activity Two

## 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 how they feel when they work hard to create something—a picture, a story, a school report—and then are rewarded in some way, such as having their work displayed or receiving a high grade. How would they feel if someone made a copy of their work, put their name on it and then got the reward instead? Authors, photographers, computer programmers, and other creative people feel the same way when people copy their work.

Ask students if they have ever heard the term "copy-right." What do they think it means? Explain that copy-right laws make it illegal for anyone to make copies of a creative work unless they have permission from the copyright owner. This allows the owner to receive credit and even earn money for his or her work.

Draw the copyright symbol (©) on the chalkboard. Point to the symbol and tell students that copyright is so important it has a special symbol. Tell them that next to the copyright symbol they'll find the name of the company or person who owns that creative work. That's the person or company whose permission they need before they can make a copy. Have students brainstorm places where they have seen the copyright symbol (books, posters, CDs, etc.).

In this activity, students use what they have learned about copyright to decide whether or not to copy and why. Have students complete this activity individually, then review and discuss the answers as a class.

## Answers

1. **Copy.** 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.

2. **Copy not.** Even though Jamal bought the software he is copying, he is not the copyright owner and cannot make copies for others. When you buy software, you actually purchase the right to use it, and before you can

install the software, you usually have to accept the terms of a licensing agreement that explains how you can use it, including restrictions on making copies. Most licensing agreements specifically prohibit giving copies of the software to others or letting others install a copy of the software on their computers.

3.  **Copy.** In most cases, copyright law permits students to use parts of a copyrighted work for educational purposes. Students should realize, however, that it is important to credit the sources they copy to avoid plagiarism. They should also realize that copyright law does not permit students to take copies for other purposes. Michael cannot copy images to share with his friends or print out on a book cover, for example, without the copyright owner's permission, even if he's only doing it for fun and not to make money. [Note to teachers: Many websites designed for students give permission to copy content for personal use as well as for use in school work. You can find this permission by clicking the "terms of use" or "terms of service" link, which is usually at the bottom of every webpage.]

4.  **Copy not.** In this scenario, Lisa is using peer-to-peer file sharing software to copy files from another person's computer. Students should note that there is no copyright symbol on the webpage Lisa is viewing and that it looks very different from the software company's webpage shown in Scenario 1. Instead of a free download link, this page shows a list of all the computers that have a copy of the song-writing software Lisa wants. If she takes a copy, she is violating the copyright law, because she does not have permission from the copyright owner.

## Extension

1.  Have students go on a copyright scavenger hunt at home. Tell them to create a comprehensive list of all the items they find marked with a copyright symbol. Then talk about the many forms of intellectual property and the wide scope of copyright protection.
2.  Have students draw the copyright symbol on something they have created and write guidelines for how others are allowed to use their work.

# Activity Three
# Copy Consequences

## Objectives

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

Begin this activity by asking students what can happen when someone steals from a store. Explain that there are also consequences when people steal copyrighted work by making copies without the copyright owner's permission.

Review the consequences explained on the activity sheet as a class. Have students share any experiences they have had with viruses or spyware. Emphasize why it is necessary to install a firewall and anti-virus software, and to check for security updates.

Tell students that they are going to use their copy smarts to help other students avoid the risks of making illegal copies. Have students complete the activity individually or in small groups, then review the answers as a class.

## Answers

1.  Students should recognize that it is illegal to copy software, whether you take it from the Internet or from a computer disk that belongs to someone else. The family in this example made an illegal copy when they installed the borrowed software on their computer. Now they are subject to fines and even arrest. They should uninstall the software immediately and purchase it for themselves.

2. It sounds as though "Shutout" downloaded a computer virus along with the software he copied illegally. He should disconnect from the Internet, delete the illegal software, and purchase up-to-date anti-virus software to remove the crippling virus from his computer.

3. Students should reassure "Due Tomorrow" that he is permitted to use copies of creative works in his school report, but should warn him that even though a work might seem old, it may still be protected by copyright. For example, U.S. copyright law now prohibits unauthorized copying of works created after 1978 for the life of the work's creator plus an additional 70 years, or up to 120 years for works copyrighted by a corporation. After that, the work enters what is called the "public domain" and can be copied by anyone. For details on determining the term of copyright, visit the U.S. Copyright Office website. For the most part, however, to play it safe, students should assume that all creative work is protected by copyright.

## Extensions

1. Have students use an Internet search engine to find out more about software piracy. Tell them to check on the Web and in the news with these search terms: *software piracy, computer piracy, Internet piracy.* Then share what they learn in a class discussion.

2. Invite your school librarian or a local lawyer to talk with students about copyright and the concept of intellectual property.

## B4UCopy Student Certificate

Make enough copies of the **B4UCopy** certificate for every member of the class. Sign your name to each certificate and distribute after you have completed the activities. Have a pledge ceremony in class and have students write their name at the top of the certificate and bring it home to show their parents. Encourage students to share what they have learned with their parents, have their parents sign the certificate to acknowledge their child's accomplishments, and then post it in a prominent place in the house—possibly next to the home computer.

## Online Resources

- **Computer Crime and Intellectual Property Section of the U.S. Department of Justice Criminal Division**
  www.cybercrime.gov

- **Cyberethics for Kids**
  www.cybercrime.gov/rules/kidinternet.htm

- **Kidz Privacy** (Federal Trade Commission site)
  www.ftc.gov/bcp/conline/edcams/kidzprivacy

- **Business Software Alliance**
  www.bsa.org

- **United States Copyright Office**
  www.copyright.gov

- **Universal Copyright Convention**
  www.unesco.org/culture/laws/copyright/
  html_eng/page1.shtml

- **United Nations Education, Scientific, and Cultural Organization**
  www.unesco.org

- **Young Minds Inspired**
  www.ymiteacher.com

# Activity One
# Internet Know-How

When you're on the Internet, you can travel the world, learn amazing things, and connect with friends without ever leaving your computer. But surfing the 'Net can be risky, too. That's why you need the know-how to make smart choices whenever you're online.

Here's a chance to test your Internet know-how. Look at the situations described below. Decide whether these kids are making smart choices online. Then put a checkmark next to your answer.
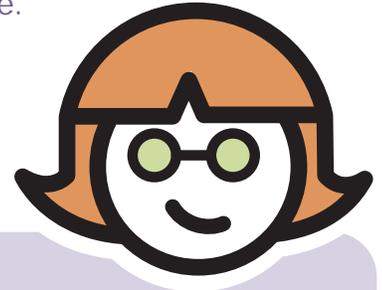
**1** Casey visited a chat room for her favorite TV show. She met a girl her age who invited her to come over so they could watch the show together. Casey told her new friend that she would have to check with her mom and dad first.

☐ Smart      ☐ Not so smart

**2** Karen found free scrap-booking software that looked exactly like the kind she has been saving up to buy. She decided to download the program and use her savings for something else.

☐ Smart      ☐ Not so smart

**3** Tim got an email inviting him to enter a contest to win free tickets to his favorite amusement park. He clicked the link and filled out a form with his name, address, age, and telephone number.

☐ Smart      ☐ Not so smart

**4** Jessica was online doing research for a school project when she accidentally came to a website with pictures that made her feel creepy. She quickly left the site and told her mom about it.

☐ Smart      ☐ Not so smart

**5** Brian found out about a website where other people let you copy the software they have on their computers. He signed up to see what it was all about, and found a free copy of a video-editing program he'd been wanting to try out.

☐ Smart      ☐ Not so smart

B4U COPY

**B4UCopy software or sign up for free stuff from a website, ask a parent if it's OK.**

# Activity Two

# Copy Smarts

Nobody likes a copycat. In fact, there are even laws against it. They're called copyright laws and they help protect all kinds of creative work— computer software, movies, songs, stories, and pictures. Copyright laws make it illegal for anyone to make copies of a creative work unless they have permission from the owner. Otherwise, it's stealing.
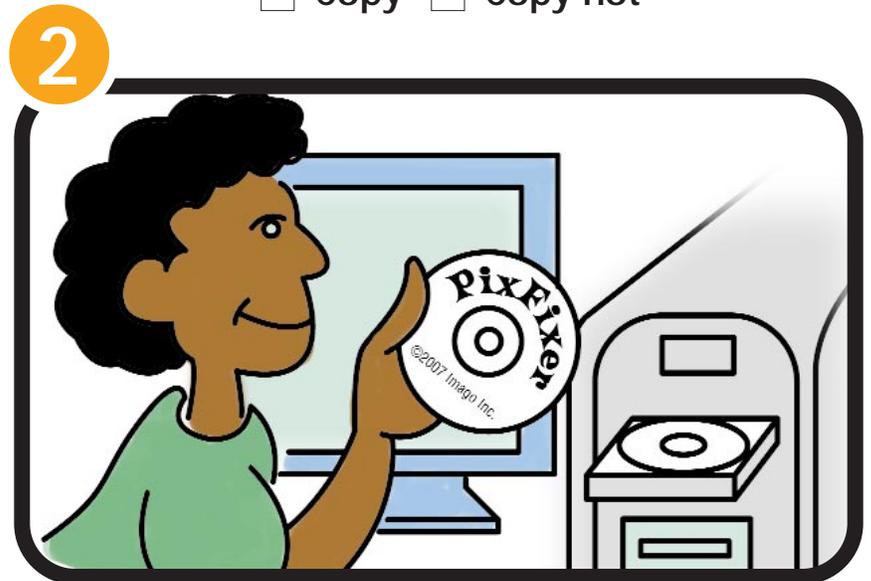
Copyright is so important it has a special symbol that looks like this: ©. Next to the copyright symbol you'll find the name of the company or person who owns that creative work. That's whose permission you need before you can make a copy.

You've probably seen the copyright symbol printed in books. You can also see it on computer disks and websites, if you know where to look. See if you can find the copyright symbol in the situations pictured here. Circle the ©, then use your copy smarts to decide whether the kids in the pictures should copy or not. Put a checkmark next to your answer, and be ready to explain your choice in class.

**1**

**30-DAY FREE TRIAL**

**DigiSoft MovieMaker 3·0**

DOWNLOAD NOW

©2007 DigiSoft Inc. All rights reserved.

**Gwen is taking a free copy of a new movie-making program.**

☐ Copy ☐ Copy not

**2**

PixFixer ©2007 Imago Inc.

**Jamal is making a copy of his photo-editing software for a friend.**

☐ Copy ☐ Copy not

© 2007 Business Software Alliance
Created by YMI, Inc.

**B4UCopy look for the copyright symbol and get permission from the owner.**

B4U COPY

# Copy Smarts

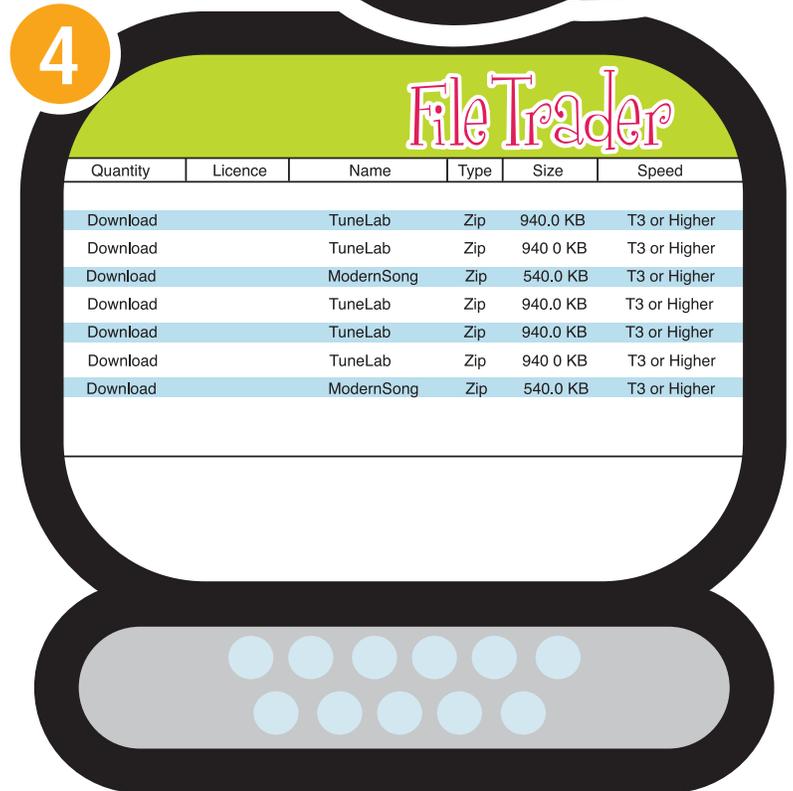## Activity Two

**3**



©2007 GeoFacts Inc.

**Michael is copying pictures for a school report on Africa.**

☐ Copy

☐ Copy not

**4**

### File Trader

| Quantity | Licence | Name | Type | Size | Speed |
|----------|---------|------|------|------|-------|
| Download | | TuneLab | Zip | 940.0 KB | T3 or Higher |
| Download | | TuneLab | Zip | 940 0 KB | T3 or Higher |
| Download | | ModernSong | Zip | 540.0 KB | T3 or Higher |
| Download | | TuneLab | Zip | 940.0 KB | T3 or Higher |
| Download | | TuneLab | Zip | 940.0 KB | T3 or Higher |
| Download | | TuneLab | Zip | 940 0 KB | T3 or Higher |
| Download | | ModernSong | Zip | 540.0 KB | T3 or Higher |

**Lisa is taking a free copy of a new song-writing program.**

☐ Copy

☐ Copy not

**B4U COPY**

**B4UCopy look for the copyright symbol and get permission from the owner.**

# Copy Consequences

## Activity Three

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

- People who give away illegal copies on the Internet sometimes add a **computer virus** to the software. And a computer virus might erase everything you have stored on your computer—pictures, games, songs, even your homework!

- 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.

- 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 there is the potential legal liability that some may go to jail.

Scary stuff. But you have the copy smarts to avoid these risks. Now use what you've learned to help these kids answer their copy questions. Imagine that you work on the **B4UCopy** Helpline. Write your advice in the spaces provided.

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TO: B4UCopy Helpline
FROM: Worried
"Hi. I heard about a college kid who got arrested for downloading illegal software. My family uses software that my dad borrowed from his office. I know they paid for it, so there's no reason to worry, right?"

Your advice: _____

_____

---

TO: B4UCopy Helpline
FROM: Shutout
"I'm writing from a friend's house because my computer is all messed up. Nothing works right, and my whole fantasy football league file is missing. My friend says it's because I took a free copy of a cool sports stats program I found online. What do you think?"

Your advice: _____

_____

---

TO: B4UCopy Helpline
FROM: Due Tomorrow
"Please tell me this is OK. My history project is about President Reagan, and I've downloaded a ton of pictures and sound-clips and copied some old news stories for my PowerPoint presentation. Since all this stuff is really old, I can use it, right?"

Your advice: _____

_____

**B4U COPY**

**B4UCopy , think about the risks you might be taking.**

# You know what to do

**B4U COPY**

This is to certify that

_____
(student name)

has learned the rules about copyright and how to avoid risks online.

I pledge to:

- Respect all forms of creative property—software, songs, games, stories, movies, and pictures.
- Make sure I have permission from the copyright owner before making a copy.
- Never give out personal information over the Internet without a parent's permission.
- Tell a parent if someone or something on the Internet makes me feel uncomfortable.
- Never download software from the Internet without a parent's permission.
- Never accept illegal copies of computer software online or on disc.

_____
(student signature)

_____
(teacher signature)

_____
(parent signature)

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