To: The Utah Humanities Council

From: Greg Anderson, Jackson Murphy, and Meher Samineni of “Tweet the Fifth”

Date: December 8, 2014

Subject: Application for a UHC general competitive grant

**Executive Summary**

**Abstract**

We are three University of Utah Computer Science students who are proposing to start a quarterly online journal that examines the impact of technology laws on the Utah community. The journal, slated to begin in the summer of 2015, is geared toward a general audience of Utahns; anyone who sends emails or shops online should find this a valuable publication. Our goal is to increase community awareness and participation in the legislation of our technology laws.

**Who is our Community?**

Nearly every Utahn. The vast majority of us interact with technology on a daily basis. We believe that the people of Utah—young and old, regardless of their level of technical knowledge—would like to learn more about their online privacy and freedoms. Armed with the knowledge that our journal provides, our readers will be better equipped to engage in the legislative process and help shape our future technology laws. To attract an initial readership, we will buy targeted Google ads to Utah residents.

**What are the issues/concerns facing your community?**

We all face arising legal issues that didn’t exist within the past decade. With these new changes, not only will tech companies and employees be affected, but the users of technology as well. Some legal issues include computer privacy—specifically Internet browsing privacy—, legal protection of software, anti-piracy and copyright laws, net neutrality, and much more.

**What improvements and changes do you seek as a result of your project?**

We hope to bring awareness to our community. Computer software is a huge component of modern society. Both software developers and general users will be affected by the legalities imposed on computer technology. Therefore, all citizens should understand the implications of these legal decisions and give their educated input on technology legislation.

**How will you use the humanities to bring about this result?**

Literature and Jurisprudence are at the heart of this project. Our aim is to use literature—a journal—as a means to educate our community, and to encourage everyone to engage in the legislative process on matters critical to the future of our society.

**Who are your humanities scholars and/or experts?**

Dr. Lee A. Hollaar, emeritus professor at the University of Utah. Dr. Hollaar taught at the U’s School of Computing for 34 years, teaching a variety of courses including Computer Law. Having retired from teaching, Dr. Hollaar is now an active consultant in a variety of computer-related court cases, as well as a Special Master assisting judges in software discovery, determination of copyright infringement, and the construction of patent claims.

**Why is UHC funding vital to the success of your program?**

To publish this journal and make it successful, we will need the help of UHC in funding

our project. We will need to pay for advertising to get the word out about our journal,

for both people who would like to contribute articles to our journal and for the rest of the

community to read it. Also, if we are to do surveys or certain types of research for our

journal that will cost money as well.

**Narrative Proposal**

**Project Description**

Who is this project geared toward? Well, all of us. Nearly every Utahn interacts with technology on a daily basis. Sending an email or text message, buying a product online—behind these seemingly innocent actions lie murky legal issues. We believe that the people of Utah—young and old, regardless of their level of technical knowledge—would like to learn more about their online privacy and freedoms. However, the community doesn’t have a concise and reliable resource for this information. Our investigation of the literature landscape found that this is a gap not currently being addressed.

Our proposed project, “Tweet the Fifth,” is primed to become a quarterly online journal that explores consumer technology laws and issues. The focus will be primarily on local Utah laws, but as technology tends to blur borders, the scope will inevitably include some national and global policies too. We’ll feature informative articles authored by local and national experts on subjects such as privacy, social media, cyber crimes, and Artificial Intelligence. The writing is geared toward a general audience— no technical expertise required. We’ll also solicit opinion pieces from our non-expert readers for balance and to encourage more people to take up literature composition.

Today it is critical that we all understand our rights and risks when using technology. Utah, along with everywhere else, faces arising legal issues surrounding technology-use that didn’t exist within the past decade. With these new changes, not only will the Computer Science community be affected, but the general users of technology as well. Legal issues in the computer science field include computer privacy—specifically Internet browsing privacy—legal protection of software, anti-piracy and copyright laws, net neutrality, and much more. Computer Science issues intersect with many areas of the law including criminal law in which identity theft and online piracy is a large concern. Additionally, corporate law is also engaged in the field when copyright laws are broken or software isn’t legally protected economically or through trademark.

As a result of our project, we hope to bring awareness to the general public. Computer software is a huge component of modern society. Both developers of software technology and users of computers will be affected by the legalities imposed on computer technology. Therefore, all citizens should understand the impact of legal decisions and have the opportunity to weigh in with their opinion. The first objective is to introduce citizens to a common set of terminology and the core issues. After gaining knowledge of current legal concerns, constituents should exercise their voting rights to voice their opinions to their local political entities.

First and foremost, we are using the humanities to bring about this awareness and engagement in the political process. Literature and Jurisprudence are at the heart of this project. Our aim is to use literature (an online journal) as a means to educate our community, and to encourage everyone to engage in the legislative process on matters critical to the future of our society.

Why are we applying for a UHC grant? Even though we will significantly reduce our costs by distributing this journal online rather than in print, we still need funds to make this project successful. We will need to pay for advertising to get the word out. We would like to pay our expert contributors a token amount for their contributions. Also, if we are to do surveys or certain types of research for our journal that will cost money as well.

The following is our tentative schedule:

* Release our first journal issue on May 31st, 2015.
* Begin to solicit content from our network of experts beginning in March.
* Obtain enough content for this first issue by May 1st.
* Have a functioning website by May 1st.
* Buy targeted Google ads throughout the month of May. These ads will link to our website, where folks will be able to subscribe to an email list to receive the first issue.

**Evaluation Plan**

Sony was in recent news after going through a hack attack. As a result, they lost millions of dollars in music product as well as employee personnel information such as social security numbers. As a relevant field, people are noticing the impact of cyber-crimes either directly as victims or peripherally through the news. The first and foremost objective of the journal is to bring simple knowledge about the impact of Computer Science through the scope of law on modern society. We would like for community members to also formulate their own opinions on future legal cases regarding the cyber-cases and the law. We would like readers to give their opinions on topics such as open-internet, torrents, hacking, intellectual property. With cases and cyber-technology becoming more prevalent, our team has pieced together an evaluation plan to achieve the objectives through the journal.

In order for us to understand what type of articles and information our readers would like to see, we need to know their level of familiarity with technology and legal issues. In order to gauge this level, we would like our readers to take a pre-survey that has various questions related to current ongoing legal cases, public interest, current policy, and terminology. Through the website, readers will need to make an account. When they sign up, they will prompted to take a pre-survey. After a couple weeks, there will be a follow up survey that will allow readers to rate their level of satisfaction with the journal. The follow up survey will allow us to see readers’ increased knowledge of cyber-legal issues. The first part will have qualitative questions with specific answers. This will allow us to be able to create graphs showing the impact of the journal by how much the readers knew initially and after reading the journal. In order for readers to follow along with the articles, domain knowledge needs to be set with common terminology on technology and legal issues. A page of the journal will have terminology and definitions. Our pre-survey:

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| Pre-Survey | |
| Intellectual Property is…  a.) a physical property owned by a person  b.) creations of the mind  c.) a movie  d.) I don’t know and I don’t care | An example of intellectual property is…  a.) a car  b.) music products  c.) copyrights  d.) I don’t know and I don’t care  5.) All of the above |
| Net Neutrality is…  a.) a video game  b.) all data should be treated equally  c.) a type of internet browser  d.) I don’t know and I don’t care | White-Hat Hacking is legal  a.) True  b.) False  c.) I don’t know and I don’t care |
| Data Mining is…  a.) discovering patterns in large data sets  b.) a government conspiracy to spy on consumers  c.) a governmental agency  d.) I don’t know and I don’t care | Hacker is someone who…  a.) seeks and exploits flaws in a system  b.) isn’t real and was made up by movie producers  c.) knows how to make lots of money  d.) I don’t know and I don’t care |
| What would you like to see in the journal? | |
| What would you like to gain from reading the journal? | |
| How did you find out about the journal? | |
| Thoughts or opinions? | |

**Key Personnel**

Our humanities scholar is Dr. Lee A. Hollaar, emeritus professor at the University of Utah. Dr. Hollaar received his bachelor’s degree in electrical engineering in 1969, and attended two years of law school. He taught as a professor in the School of

Computing at the U for 34 years, teaching a variety of courses including computer law. Now retired, Dr. Hollaar is an active consultant in a variety of computer-related court cases, as well as a Special Master assisting judges in software discovery, determination of

copyright infringement, and the construction of patent claims. With Dr. Hollaard’s vast

experience in the spheres of law and technology, he will be very well qualified to

assist us in preparing this journal. He will be able to contribute by giving us information

on the laws involved with the cyber world, helping us write informative articles on

these topics, and connected us with other experts in the Utah community.

Greg Anderson will be the journal’s technical lead, maintaining the website and managing online advertising. Greg has nearly finished a Bachelor’s degree in Computer Science at the University of Utah.

Jackson Murphy will serve as the journal’s chief editor. Jackson is working toward a Computer Science degree at the University of Utah, and immensely enjoys reading in his free time.

Meher Samineni will be the head of operations. She will work with Dr. Hollaar and other local experts to generate content for the journal and will help determine which issues we focus on. Meher is completing double majors at the U in Computer Science and Mathematics, and she plans to attend law school afterward.

**Audience**

Our audience can include any Utahn who is interested in learning more on cyber-legal issues. The journal content will allow for readers of any age to read and understand the material presented. Since the journal is hosted online, readers are not limited to a specific location. Our readers will have a definitions page, so readers will be able to understand the material.

In an effort to make our journal more interactive, readers can submit responses to the latest legal cases, current cyber-policy, and possible future legal aspects. The journal is also versatile so it will have a discussion area with these opinion pieces posted anonymously after being vetted by our chief editor. Readers can also send in questions, and these questions will also be posted in a question and answer section.

**Publicity**

We will be doing a lot of publicity for our journal. We want as many people in Utah to know about it as possible. Our advertising will include online methods, as well as billboards and flyers.

The Internet will probably be our most effective way of advertising. Just about everyone uses it, which means we will be able to reach a broad audience. First of all, we will have a website, through GoDaddy.com, that is dedicated to our journal. Our website will have all of our journal issues available to read in PDF format, as well as an option for people to subscribe to our journal and receive our quarterly issues through email. It will also have a discussion page for individuals to leave questions or comments they have about the articles they read. There will also be a page to request topics to be addressed in future articles. If we are chosen to be funded by UHC we will have a page on our website that gives credit to UHC as a funding source for our project. The page will also provides a link to UHC’s website for those that would like to learn more about the organization. To make people aware of our website we will buy targeted Google ads that will link to our website, and have profiles on Facebook, Twitter, and Google+ that will keep readers informed of everything going on with the journal.

Another way we will advertise our journal is through renting space on three or four billboards (depending on funding) along I-15. The billboards will have a catchy phrase that will inform the passerby of what our journal is all about and then it will provide our website so they know where to find the journal. We will also print flyers that will briefly talk about our journal and where to find it online. We will give credit to UHC as a funding source on the bottom of each flyer. The flyers will be dispersed throughout some of the major cities in Utah, such as Salt Lake City, Provo, Ogden, Cedar City, and St. George. The flyers will be available in high schools, colleges, and universities; public libraries; and government buildings, such as police stations, court houses, City Halls, even Utah Department of Workforce Services office buildings and Post Offices. These are all places that attract a variety of people of all ages, economic statuses, and backgrounds so it will be a great place to start.

**Contributing Organizations**

We have a few different organizations that will be contributing to our project. First of all, we need knowledgeable persons to write articles for our journal. So far, we have the help of four different organizations, including:

* University of Utah: We will have Law professors (including Dr. Hollaar) and graduate students from the U of U write informative articles on the laws concerning computers and technology.
* Brigham Young University: We will also have Law professors and graduate students from BYU write articles on different technology laws.
* Callister Nebeker & McCullough law firm: Specializes in Information Technology law. We will have a few of the lawyers in this firm volunteer to write articles describing different Information Technology laws.
* TechLaw Ventures, PLLC law firm: Specializes in copyright law, patent law, and trademark law. We will have a few of their lawyers write articles concerning these legal areas.

We have one organization that will be contributing funding for our project. Microsoft has agreed to contribute a small amount each year. With the help of Microsoft we will be able to cover some of our needed expenses. However, their funding will not be sufficient to cover everything we will be in need of. This is why we are turning to UHC for additional support.