



MODES OF REGULATION

SYRACUSE UNIVERSITY
School of Information Studies

MODE OF REGULATION: LAW

Central mode of regulation

Edwards, L. et al. (2012). Framing the consumer: Copyright regulation and the public. *Convergence: The International Journal of Research into New Media Technologies*, 19(1), 9-24.

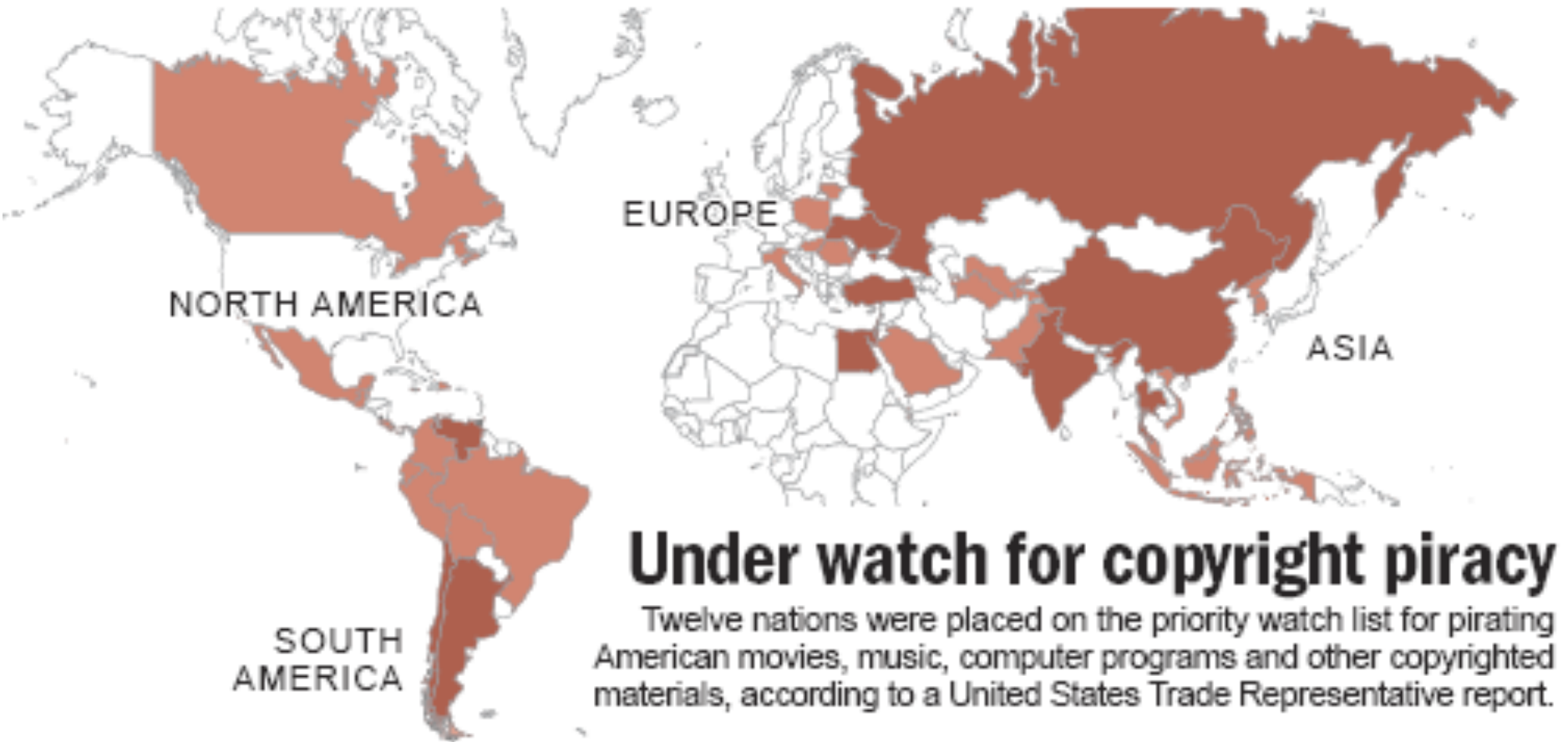
LAW AND TECHNOLOGY

Law is at odds with everyday media activity in the digital age.

- Changing medium of owned material
- Remixing
- Parody

Countries under scrutiny, 2006

Watch list Priority watch list



Under watch for copyright piracy

Twelve nations were placed on the priority watch list for pirating American movies, music, computer programs and other copyrighted materials, according to a United States Trade Representative report.

SOURCE: United States Trade Representative

2007

<https://goo.gl/suOdVB>

AP

LIABILITY

Direct liability

Secondary or indirect liability

- Vicarious liability
- Contributory liability

MODE OF REGULATION: SOCIAL NORMS

Attempt to address copyright infringement by modifying social norms



<https://goo.gl/3E6JV2>



<https://goo.gl/uz0XZm>

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MODE OF REGULATION: MARKET

Adapting market to minimize infringement

Promoting legal platforms for distribution

Providing convenient packages of material

Use of clearing houses

Payment per copy

MODE OF REGULATION: ARCHITECTURE

Reducing copyright infringement through the architecture

- Coding to regulate behavior in non-transparent way
- Digital Rights Management (DRM) – Embedded code to limit ways that digital files can be used after sale – resisted by consumers
- Focus on ISPs so that they throttle, suspend, or limit accounts of copyright infringers