

# Introduction to Web Science

## Assignment 12

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Submission until: February 15, 2016, 10:00 a.m.

Tutorial on: February 17, 2016, 12:00 p.m.

This assignment is about **Net Neutrality & Copyright**

Copying answers straight way from any source wont be considered for the final score of this assignment. Please cite your sources if any.

Team Name: Echo

# 1 Copyright & Creative Commons (10 points)

## 1.1 Differences

On what grounds can you differentiate between Copyright and Creative Commons?

Answer :

If something is protected by copyright law and someone wants to share or use that he/she has to take permission from the original author or copyright owner even if the owner is not online. But for Creative Commons it is not needed because the creator can decide and determine how the other people will use it.

Also, In Copyright the consumer or user do not own the product/service/thing but in Creative Commons it is actually determined by the creator.

### 1.1.1 Case Study

Let us consider that Donald has an idea to develop a study material for the poor children from his area who cannot attend a school. But in order to have this idea as a product, he needs some financial help from investors so that he can collect materials and also to set up a website where kids can study for free using the materials and videos he makes for them. But Donald wants it to be completely free and shareable so that it can help anyone.

- Can Donald's *idea* be copyrighted?
- How can Donald protect his idea when he presents it to the investors?
- Since the investors are investing capital, can they still recover money if Donald wants to go for the Creative Commons licenses? If so, state the ways?

Answer :

1. Yes, Donald's idea can be copyrighted. Donald wanted the content of the website to be free and shareable not his idea of the website or service.

2. Donald can use Creative Commons License. He can use BY-NC-ND for his idea. This is how he can protect his idea when he presents it to the investors. Because if it can't be used for commercial purpose if copied, the investors will not be interested in copying his idea.

3. Yes it is possible to recover money if Donald wants to go for the Creative Commons licenses. Because it is mentioned that the content is free but it is not mentioned that the content is advertisement free. So there can be advertisement, like if any video or material is uploaded there will be some sort of advertisement attached to it. This is how they can earn. Though the advertisement value will be very less because it is for poor children.

First of all the kids are not going to pay for something that is shown in advertise and even if they want from their parents - their income is low. So, advertisement would have some values but not much.

On the other hand if the investors do not want profit only want to recover the money, then they can depends on donations.

Note: If I were Donald I would go for crowed funding instead of direct investors.

## 2 Neutrality(10 points)

- Define the term *net neutrality*.
- Argue for and against the motion on the concept of priority pricing as discussed in Kögler et.al(2011)<sup>1</sup>
- - Explain why?  
"...additional internet capacity would not lead to additional revenues because of the flat rates."<sup>1</sup>

Answer :

Net neutrality: Net neutrality means that all the resources will have the same privilege while being transmitted. ISPs would enable access to all content and application regardless of source , and without favouring or blocking particular products or websites.(google definition).

For, If priority pricing is implemented, there will be less waste. Service will be provided to those who really needed and doing it efficiently. On the other hand if it is not implemented then everybody is getting same service which most of them do not need or use inefficiently. Against, After certain level, nobody needs extra service/speed. If there is priority pricing it is possible that at certain level people will not go for high price rate. They will be at some level where their necessity is met. Which will gradually become flat.

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<sup>1</sup>Berger-Kögler, U. and Kruse, J. (2011) 'Net neutrality regulation of the internet?', Int. J. Management and Network Economics, Vol. 2, No. 1, pp.3–23.

## Important Notes

### Submission

- Solutions have to be checked into the github repository. Use the directory name `groupname/assignment12/` in your group's repository.
- The name of the group and the names of all participating students must be listed on each submission.
- Solution format: all solutions as *one* PDF document. Programming code has to be submitted as Python code to the github repository. Upload *all* `.py` files of your program! Use UTF-8 as the file encoding. *Other encodings will not be taken into account!*
- Check that your code compiles without errors.
- Make sure your code is formatted to be easy to read.
  - Make sure you code has consistent [indentation](#).
  - Make sure you comment and document your code adequately in English.
  - Choose consistent and intuitive names for your identifiers.
- Do *not* use any accents, spaces or special characters in your filenames.

### Acknowledgment

This latex template was created by Lukas Schmelzeisen for the tutorials of "Web Information Retrieval".

### $\text{\LaTeX}$

Currently the code can only be build using [LuaLaTeX](#), so make sure you have that installed. If on Overleaf, there's an error, go to settings and change the  $\text{\LaTeX}$ engine to LuaLaTeX.