

# "Ethical Considerations in use of ICT platforms and Tools."

## Sub topics:-

1. Intellectual property and copyright issues
2. Ensuring originality in content creation
3. Content Accuracy and integrity

## First Sub Topic:

### Intellectual property and copyrights

#### ⇒ Intellectual property (IP)

- Intellectual property means the legal rights given to people for their ideas, creations, or inventions.
- It protects things that

Come from your mind  
like a new invention, design,  
logo, brand, name, software  
or artistic work.

- **Example:**

If you invent a new  
machine or create a company  
logo, it becomes your  
intellectual property.

## ⇒ Copyright

- Copyright is a type of intellectual property.
- It protects creative works such as books, poems, songs, movies, software, paintings, and photography.

- **Example:**

If you write a  
book or compose a song,  
no one else can copy,  
sell, or publish it without  
your permission.

## ⇒ Respecting ownership rights:-

Respecting ownership rights means not using someone else's things without their permission.

- This can be physical things like a book, mobile, or car.
- or it can be ideas, creations, and digital things like pictures, videos, music, or writings.

### • Example:

① If your friend writes a poem, it belongs to her, you can't copy it and say "This is mine." That would be disrespecting ownership rights.

② If you download a movie without paying for it,

you are not respecting  
the rights of the  
people who made it.

**In Simple words:**

Respecting ownership right =  
giving credit, asking  
permission, or paying for  
the things that belong  
to others.

⇒ **Copyright infringement  
Consequences**

**What is copyright infringement?**

It means using someone  
else's work (like books,  
music, videos, software,  
photos, etc.) without  
their permission or legal  
rights.

**Consequences (what will can  
happen when someone  
breaks copyright law?)**



## 1. legal punishment

- The person can be taken to court.
- They may have to pay fines (money).
- Sometimes, in serious cases they can even go to jail.

## 2. Financial Loss

- The person may be forced to pay compensation (damages) to the original creator.
- Their business or job may lose money because of this.

## 3. Reputation Damage:

- people may stop trusting the person or company.
- It can harm their career and brand name.

## 4. Removal of work:

- The copied content/videos

books, or websites) can be deleted or banned.

- platforms like youtube, Facebook, or Instagram remove copied content immediately.

**In short:**

Copyright infringement can cost you money, reputation, opportunities, and even freedom.

→ **Licensing and open Source usage**

**Licensing:-**

- When Someone creates software, they put rules on how others can use it.
- These rules are called as license.
- **Example:**



If you write a book, you can say "people can read it for free but not sell it." That's a license.

## open Source usage:

- open Source Software means the software's code is free for everyone to see, use, change, and share.
- But still it comes with a license that explains what you are allowed to do.
- **Example:**
  - Linux, Firefox, and Android are open Source.
- Some open-source licenses allow you to use it for anything, while others say you must also share your changes with the community.

## Inshort:

- License = Rules of usage
- open Source = Free to use and modify, but you must follow the rules written in its license.

## SubTopics of (Second Part):-

2. Ensuring originality in Content Creation.

### Sub Topics:-

=> (plag) what is plagiarism?

### Definition:-

"Plagiarism is when a person copies or borrows intellectual material— Such as text, research, artwork, music, or ideas— without acknowledging the original Source. It is a



Considered a serious academic, professional, and ethical offense."

## Types of plagiarism

### 1. Direct Plagiarism

Copying Someone's exact words without quotation marks or citation.

### 2. Paraphrasing plagiarism:

Rewriting Someone's ideas in your own words but still not giving credit.

### 3. Mosaic plagiarism

Mixing copied phrases or sentences with your own writing without proper citation.

### 4. Self plagiarism:-

Reusing your own previous work (e.g., essays or research) without permission or acknowledgment.

## 5. Accidental plagiarism:

Forgetting to cite Sources, misquoting, or unintentionally using someone else's ideas.

## How to Avoid plagiarism:

- Always cite Sources properly (APA, MLA, Chicago, etc).
- use quotation marks when directly copying
- paraphrase carefully and give credit.
- Develop original ideas and add personal analysis.

## In short:

plagiarism is stealing knowledge. To avoid it, respect intellectual property and always give credit.



where it's due.

## ⇒ Consequences of plagiarism (academic, professional, legal)

Plagiarism has serious consequences in different areas of life.

### 1. Academic Consequences:

- loss of marks or failure in assignments, tests, or entire courses.
- Expulsion or Suspension from school, college, or university.

### 2. Professional Consequences:

- job loss or demotion — if plagiarism is discovered in reports, projects, or research.
- Colleagues, clients, and employers may no longer trust



you.

### 3. Legal Consequences:

- Copyright infringement - using someone else's work without permission can lead to lawsuits.
- Fines or penalties - Courts may impose heavy fines on plagiarists.

In short, plagiarism affects education, career and even law.  
It's always better to create your own work.

⇒ Techniques to avoid plagiarism  
(Paraphrasing, Citation, Referencing)

#### 1. Paraphrasing:

Rewrite the original idea in your own words.

Keep the meaning same  
but change the structure  
and vocabulary.

## 2. Citation:

- Give credit to the author/  
Source from where you took  
the idea, quote or fact.
- In-text citation shows where  
the idea came from.
- Example:  
According to Smith  
(2020), plagiarism can damage  
a student's credibility.

## 3. Referencing:

- At the end of your work,  
list all the sources  
you used.
- This is the full detail of  
books, articles or websites
- Example

(APA Reference):

Smith, J. (2020). Academic writing skills. Oxford university press.

⇒ unauthorized use of Sources •  
vs. fair use policy

**Unauthorized:**

This means using someone else's work, ideas or data without proper permission or credit. It is considered unethical and often illegal.

**Example:**

- Copying text from a website without citation.
- Sharing paid study material, books or software for free without authorization.

**Result:**

Academic misconduct, copyright infringement, legal action, or loss of



credibility.

## ⇒ Fair use / Fair policy

This refers to using material from sources in a legal and ethical way, usually for education, research, criticism, or personal learning, while respecting copyright.

### Examples:

- Quoting a small portion of text with proper citation
- Using images/videos for educational review purposes (not for profit).

### Result:

Allowed under academic integrity and copyright law if used responsibly and cited properly.

## ⇒ Tools for checking

# originality (Turnitin, Grammarly, etc.)

## 1. Turnitin:

- **Purpose:** used mostly by universities, colleges and schools.
- **Function:** Compares your writing with millions of published papers, books, journals, articles and student submissions.
- Shows a similarity index (percentage) which tells how much of your text matches existing sources.
- **usefulness:** Best for academic work, research papers and assignments to detect plagiarism.

## 2. Grammarly:

- **Purpose:** writing assistant tool.
- **Functions:**
  - Checks Grammar, spelling, punctuation, and style.
  - Also has a plagiarism checker (compares with web sources)

- Helps improve sentence clarity, vocabulary, and tone.
- usefulness:  
Great for improving writing quality and avoiding unintentional plagiarism.

## Sub Topics of (Third part)

### 3. Content Accuracy and Integrity:

⇒ Importance of content accuracy in digital content:

Accuracy in digital content is very important because it directly affects trust, credibility, and the impact of the information shared.

Here is a clear explanation:

1. Build Trust and credibility:



when content is accurate people believe in it. wrong facts or misleading details can damage the reputation of an individuals brand or organization.

## 2. prevents misinformation:

Digital platform spread information very fast. If the content is inaccurate, it can cause misinformations, confusion, or even harm to people.

## 3. Supports informed Decision-making:

Accurate digital content help readers, viewers or users make choices in areas like health, education, business, or daily life.

## 4. professionalism and Reliability:

well-checked and correct content shows professionalism. It reflects that the creator

values quality and is reliable.

**In short:**

Accuracy in digital content is essential because it ensures trust, prevents harm, enhances professionalism, and help people make the right decisions.

⇒ **identifying and avoiding misinformation:**

- check the source: prefer trusted official, and credible platform.
- Cross verify: compare with multiple reliable sources.
- look for evidence: Facts, data or expert opinion should support the claim.
- Beware of emotional content: misleading info often play on fear, anger or excitement.
- Avoid sharing blindly: confirm before forwarding or posting.

## ⇒ Dangers of fake news and social impact:

### Dangers of fake news:

#### 1. Misinformation and confusion

people cannot distinguish between truth and lies, leading to wrong beliefs.

#### 2. Fear and panic:

Fake news about health, security, or disasters can create fear.

#### 3. manipulation of public opinion:

Fake news is often used for political or commercial gains.

### Social impacts of fake news:

1. Divides Society: It creates mistrust and conflict between groups (e.g. political parties, religions, or communities).



## 2. Health Risks:

Fake medical advice (like false cures or rumors about vaccines) puts life in danger.

## 3. Loss of trust in Media:

When fake news spreads, people lose confidence in genuine news sources as well.

⇒ **Best Practices for maintaining integrity (facts - Checking - citing reliable sources)**

### • verify facts:

Cross-check information from multiple reliable sources before using it.

### • use credible references:

prefer academic journals, official reports, and trusted organizations over random blogs or social media.

### • cite properly:

Always give credit to

the original author or source.

- **stay updated:**

Ensure the data or fact is current and not outdated.

- **Be objective:**

Avoid personal bias - present information as it is.

## **Conclusion -**

maintaining integrity means verifying facts, using credible sources, and giving proper credit - ensuring your work stays accurate, trustworthy, and unbiased.

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