

Issue Study 4 - Intellectual Property

Instagram is a platform where users can share photos and videos. Some people like youtubers, content creators, influencers and more use this app to share their creativity. There have been cases where other users copy the ideas of a creator and create a similar video/picture for virality. If an account holder thinks someone has used their content they can report the copyright infringement by following the steps listed on their website. However, Instagram advises users to contact the account personally to resolve the issue by messaging them without contacting Instagram. I think this took a different approach to the situation because we would think that we always need a moderator to fix the issue. Instagram also allows account holders to withdraw a copyright infringement claim if the issue has been resolved by having a conversation among themselves or if the claim was made on accident. To make a claim on intellectual property infringement one must make sure it follows the copyright or trademark guidelines. If the account holder is unsure then Instagram suggests to get legal guidance. On the help section of the Instagram website there are other important information about copyrights listed. I think Instagram believes in giving users all the information they require to go about the situations they might have. This is very helpful as some social media don't have enough information about this. It also states that copyright protection does not last forever. As the content gets older and is a public domain now people are open to use the content. Instagram does this to keep a balance for the users to access these content and use them in their work. This is interesting because I would not think that the app would have a balance for the users and the creators and allow people to use the content without permission after the copyright has expired.