

Fostering Engaged Learners and Teachers

OPENING AVENUES OF COMMUNICATION TO ENGAGE LEARNERS ABOUT COPYRIGHT

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ABSTRACT

The MassArt Library has designed an interactive game show called JeopARTy to provide students with information about copyright issues surrounding the appropriation of art. It presents case studies of appropriation that consist of homage, satire, critique, as well as outright theft. After getting an overview of each case, audience members use their phones and laptops to vote on whether they think these acts of appropriation are fair or not using PollEverywhere, an electronic voting website. In the course of the game, participants learn about copyright law and fair use and are placed in the position of comparing their own sense of what is fair with what they discover to be legal. In the TLC session, attendees will play a condensed version of the game and reflect on how best to use communication strategies to elicit student participation. The use of electronic voting is an obvious way to get students involved in a lesson. More profoundly, however, querying learners about their sense of what is fair and prompting them to express their values and convictions are reliable methods of fostering engagement.

SUGGESTED PRACTICES

- *Encourage Participation with Interactive Technology*
- *Promote Expression of Dissenting Views through Anonymous Polling*
- *Ensure Contingency Plan in the Event of Technology Failure*

LINKS AND REFERENCES

- *MassArt Guide on Copyright* (<http://2tag.nl/N04B53->) (Scan QR code below.)
- *Electronic Frontier Foundation* (<https://www.eff.org/>)
- *Center for Social Media* (<http://www.centerforsocialmedia.org/>)
- *ALA Webpage on Copyright* (<http://www.ala.org/ala/issuesadvocacy/copyright/index.cfm>)
- *Aufderheide, Patricia and Peter Jaszi, Reclaiming Fair Use: How to Put Balance Back in Copyright* Chicago: University of Chicago Press, 2011. Print.
- *Hyde, Lewis, Common as Air: Revolution, Art and Ownership*. New York: Farrar, Straus and Giroux, 2010. Print.

