

a student life approach to combating
illegal file sharing at ucla

the
teachable moment
is how we strive to
shift behavior

a student life approach to combating
illegal file sharing at ucla

the
teachable moment

is triggered by receipt of a dmca claim of
infringement and its timely delivery to the
student

is infused by education and awareness

keys on the student judicial process

the
teachable moment
is underpinned by
technology (acns.net)
to automate those
parts of the process
not requiring human
judgment

is triggered by receipt of a dmca claim of
infringement and its timely delivery to the
student

is infused by education and awareness

keys on the student judicial process

the
teachable moment
uses orientation
sessions, web sites,
workshops,
promotional activities,
policies and the annual
letter to inform
students and the
community
(getlegal.ucla.edu)

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strike one, strike two, ?

a feedback loop

academic implications versus legal ones

confusion about legality of sources

how to measure the
success of the
teachable moment

recidivism as a metric

intense interactions with students

UCLA Quarantine Approach
and Studios Working Group

A Student Life Approach to
Combating Infringement at UCLA

HEOA

2003

2004

2005

2006

2007

2008

2009

2010

2011

>

legal framework

legal options

education, awareness

state/federal advocacy

policies, judicial process

research and teaching

technology

ucla/mpaa study

partnerships

clicker partnership

ucla study II

the higher education opportunities act of 2008...

...requires higher education institutions to develop and implement “written plans to effectively combat the unauthorized distribution of copyrighted material by users of the institution’s network without unduly interfering with the educational and research use of the network.”

codifying existing practice circa 2007 ?

heoa p2p provisions

community education and annual disclosure

technology-based deterrents

legal alternatives

periodic plan review and assessment

bandwidth shaping
traffic monitoring to
identify the largest
bandwidth users
heoa p2p provisions
a vigorous program
of accepting and
responding to dmca
notices
a variety of
commercial products
to reduce or block
illegal file sharing

community education and annual disclosure
technology-based deterrents
legal alternatives
periodic plan review and assessment

based on relevant
assessment criteria

hear an opportunity to

review what your
program looks like
relative to the goal
rather than a
documentation
exercise

community education and annual disclosure
technology-based deterrents
legal alternatives
periodic plan review and assessment

a rule for 2006
heoa p2p provisions
sufficient to point to
a reference such as
EDUCAUSE's list of
legal alternatives for
digital entertainment

community education and annual disclosure
technology-based deterrents
legal alternatives
periodic plan review and assessment

UCLA on Clicker - Your connection to tv shows, music, movies and more.

UCLA on clicker 
What's On Online

Search by Show or Topic

FIND 

Browse videos by:

Title | Categories | Trending | TV | Web



Bottle Rocket

Source: Crackle



Opportunity Green

Source: UCLA




what i want, when i want it → a cobranded discovery tool to seamlessly integrate search and discovery of legal television content together with ucla content


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What's On Online

Search by Show or Topic **FIND**

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Title | Categories | Trending | TV | Web

 **Bottle Rocket**
Source: Crackle

 **Opportunity Green**
Source: UCLA

 Campus  Classroom  Student Life

exposes ucla
content
enhances content
discovery
reduces confusion
over legitimacy of
sites

much of the campus anti-infringement program is about making it hard(er) to do the wrong thing.

ucla on clicker is about making it easy to do the right thing.

where do we go from here ?

The UCLA logo, consisting of the letters "UCLA" in a bold, blue, sans-serif font, is centered within a white rectangular box.

kent wada

director, strategic it and privacy policy
office of information technology

addressing illegal file sharing on campus
networks: the next phase

cenic annual conference
uc irvine, march 7, 2011

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references

UCLA Quarantine Approach and Studios Working Group, 2004.

<http://p2p.ucla.edu/related-material/jd-testimony-20041005.pdf>

A Student Life Approach to Combating Infringement at UCLA, 2007.

<http://p2p.ucla.edu/related-material/jd-testimony-20070308.pdf>

UCLA HEOA compliance site.

p2p.ucla.edu

EDUCAUSE HEOA Resource Page.

<http://www.educause.edu/Resources/Browse/HEOA/34600>