

Illegal file sharing can get you in **BIG** trouble. It can even get you prosecuted.

UCLA isn't the one keeping tabs. Recording, film and software companies are. They tell us when there's a violation. And when they do, UCLA is going to respond.

We may restrict your computer access. We may even suspend you.

Get Legal instead!! read about our policy and check out legal options at <http://www.getlegal.ucla.edu>

Or contact:
 Kenn Heiler
 Assistant Dean of Students
kheiler@saonet.ucla.edu

Fines

Don't get in trouble, "GET LEGAL!"

UCLA has contracted with three great vendors of digital entertainment:

- Rhapsody - free music downloads
- iTunes - rebates UCLA student councils
- MindTunes - independent artists

PROTECT YOUR EDUCATION: GET LEGAL

\$177,000

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Fines paid by UCLA students 2006-07

A Student Life Approach to Curbing Illegal File Sharing

Common Solutions Group
January 8, 2008

Kent Wada
Director, IT Policy - UCLA
kent.bol.ucla.edu

UCLA Approach

- We see this as a **STUDENT LIFE ISSUE**: part of our educational mission to prepare students for life beyond our walls as ethical and informed citizens
- Violations are violations of the Student Conduct Code, not of network AUP
- Our goal is to **DURABLY SHIFT STUDENT BEHAVIOR**, and not just for the ~20% who live in our residential halls
- "Voluntary"

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It's All About Education

- **AWARENESS**: presentations, flyers, ads, articles, parents' orientation, etc.
- **JUDICIAL**: Using DMCA claims as "teachable moments" through the Quarantine process
- **LEGAL OPTIONS** for online entertainment services: getlegal.ucla.edu
- **ACADEMIC**: *Fiat Lux* class on © and IP (for credit) and student field study jointly sponsored with the MPAA
- Awareness, con't: **BAYU** likely coming soon.

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“Compliance” with the DMCA

- Upon receipt of a DMCA claim, the identified computer is put in quarantine, stopping network access except to campus resources so that academic work may still continue even while the judicial process takes place.
- Fully complies with the letter and the spirit of the law while ensuring privacy and due process.
- Being put into quarantine is not in and of itself a sanction, nor does it imply any judgment or judicial decision on UCLA's part.

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Teachable Moments

- Judicial sanctions are set in the context of all judicial matters.
- Academic implications versus legal ones
- Students receiving a first allegation must attend a group discussion session led by the Dean of Students.
- Students receiving a subsequent allegation must meet with the Dean of Students for sanctioning and attend ethical decision-making workshop; write a five-page essay on misunderstandings and what would make things better; have a mandatory technical review of their computer.

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The Informed & Ethical Student

- All of our educational activities are to try to help students avoid getting to a place where we can no longer help them ... it's too late when they're sued.
- Does it work?
 - Metrics: recidivism
 - Feedback loop
 - “Digital Disarray”

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Supportive Technology

- Technology is used to automate our quarantine (ACNS framework + tools for our Dean of Students)
- Home-grown technology from 4 years ago; can we do better now?
- BAYU

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Concerns of the Academy

- It's not content monitoring that's of concern per se, but when the routine, automated inspection of traffic crosses the threshold into surveillance, or the **MONITORING OF BEHAVIOR**.
- Commercial ISPs are moving to adopt content filtering.

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Concerns of the Academy (2)

- Respect for intellectual property
 - IP \neq tactics used to protect IP
 - IP \neq ©
- What message are we sending?
 - "downloading" \neq bad
 - P2P \neq bad

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Working with the Entertainment Industry

- Our mission is fundamentally different from that of the entertainment industry
 - We need to partner by doing what we do best: research and education.
- internetentertainmentworkshop.com
- Joint research and educational projects

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A Fine Line

- Perception
- Advocacy
- Realities

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