

## **AWARENESS TOWARDS COPYRIGHT ISSUE AMONG UNIVERSITY STUDENTS**

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### **Abstract**

The aim of this research is to identify how University of UiTM Puncak Perdana students aware about copyright issue. Copyright infringement was broadly happened without peoples notice about the happened. This paper to investigate how much the knowledge level about copyright among University students. Because according to the research result, this paper may proposes a copyright program as the best program to educate students about the existence of copyright infringement among them and the protection of copyright can give to them in their future production. The process of analyzing the copyright also included.

**Keywords:** Copyright issue, copyright infringement, copyright law, Students

### **INTRODUCTION**

Copyright is the inclusive right given by law to authors, composer or publishers to sell, reproduce or publish a work during a stated period of time. It is a form of protection for works such as novels and journal articles which result from the skill and labor of a creator and for other subject matter which is the investment of a producer such as film and more. There's a certain areas which are in need of copyright protection which is areas in terms of literature, artistic those are people who need protection in their intellectual work.

The reproduction of copyright is actually make the owner exclusively produce their material and for some material the copyright is also a right given by owner to perform their work to the public. Copyright is actually prevent others from communicating or rephrase the owner work without their permission or sell the written to someone else. In Kenya written by Olaka, (2012) found that copyright infringement causing right owner to lose a significant amount of their income.

Based on our research, we are focus on the issues among University students who are use the others written like journal, article and e-books as their source of references. We conduct the research in tertiary institutions because our background also as a students.

Our surrounding are among community in a group of students. So, we found students are using a lot of materials in completely their task gave by their lecturer. What was happened behind the using of materials somehow, students are not aware about the copyright protection on the materials. They used without citing the author and sometimes they used

Tertiary institutions in Malaysia are the avenues through which middle and top-level manpower are educated for national development and UiTM Puncak Perdana is one of the platform to educate the manpower based on the field they choose to studies. But here, there's a limited courses offer for those manpower. The course offer in this campus which is course for Faculty Information Management and Faculty Theater and Animation. Those students known as a quality product of these institution where they can producing the quality of relevant information materials especially books and journals which available for future use and they also need a lecturers writing to refer on which are related with their subject and available to them in the course of their education.

## **ISSUES**

In our research development issues, we provide two types of issues which is the issues in copyright and another one issues of copyright protection. The first issues we put under 2.1 where can be found in the literature part. The issues that was chosen to be focus on is issues in photocopying the sources. The are many types of sources can be wrongly copyrights by our target audience in this research. The types of sources include, articles, journals, proceeding, magazines and thesis. Those materials are been protect under the copyright protection laws. The reason why we choose both of this issues because of the copyright issues and the copyright protection under point of 2.2 in literature review are link between each other. Without copyright protection, there's no copyright for materials own production. So here, we want to get know the strong relationship between both issues in our research problem to get the answer for our questions about what are the important of copyright itself and why do peoples less aware about the existence.

## RESEARCH OBJECTIVE

The objective of this study will be to examine the awareness of copyright issues among University Students:

- To ensure the understanding about the important of copyright for protection own writing among University students.
- To Investigate University students misconceptions of copyright law.
- To investigate copyright issues among UiTM Puncak Perdana Students.

## RESEARCH QUESTIONS

These research questions have been considered in order to guide this study:

- How much do you know about copyright infringement?
- What are the levels of student's knowledge of copyright?
- How does the student know about the life-span of copyright?

## LITERATURE REVIEW AND PROPOSED FRAMEWORK

By past research of Lorrain, (2012) in processing a data, copyright is one of the part of managing the data become confidential information. This literature review focus on Photocopying is one of the Copyright infringement. However, in our research proposal , talk about the awareness of copyright issues among University Students.

Photocopying involves the use of an original document. This is one alternative require a process of duplicating the original document without use the original document in their form of reference. From Britannica Encyclopedia, we found The American physicist Chester F. Carlson invented the modern xerographic photocopying process in 1938. Before then, people used blueprinting or white printing processes to make copies of documents. Before, books are a key to a vast array of educational as well as recreational experiences, they are a tool for enhancing personal experience, for broadening inter-cultural understanding, for the extension and dissemination of ideas and information. But nowadays, idea from peoples interpret books are difference.

According to Pauline Dewan (2012) in her research paper, she state the tittle for the research topic is about Are books becoming extinct in academic libraries? Most research paper related with books we are trying to investigate to get some idea about the perception of printed materials among students and also academic libraries get a negative feedback where's students are less concern about printed materials after all printed materials are change into electronic one which known as e-book. Pauline Dewan(2012) said in her research paper, with continuing improvements to the technology, it is inevitable that e-books will become a popular format with students and faculty. What a related issues here, based on those research, we get some idea why University students also known as high level students nowadays are photocopying others writing without permission. This is because, on this technology era they thinks printed book materials are wasting their money when their lecturer ask to buy the book. In their mind, they must represents a thousands question why they need to buy the book if they actually can read the book through online where all the information sources are been digitize in electronic format where's technology help them to search those information just one click without wasting their money for the expensive materials.

According to figure 1, research framework represents the main cases topic to be focus on this research which is about the Awareness of Copyright Issues. Under this main topic, we are discuss about the sub topic which is about copyright issues and copyright protection. Under this framework that was represent below, there are two types of variable use which is dependent variable and independent variable. Dependent variable is the measurement of target that we put in this research experiment. It respond to the independent variable and both are related. Like in our research the dependent variable is the main topic which is "The Awareness of copyright issues among University students". For the independent variable is about variable that we need to control and choose to manipulated. It must be related to the variable topic. For independent variable content Copyright issues that was put under point of 2.1 in literature review and second independent variable is about copyright protection which put under point of 2.2 in literature review.

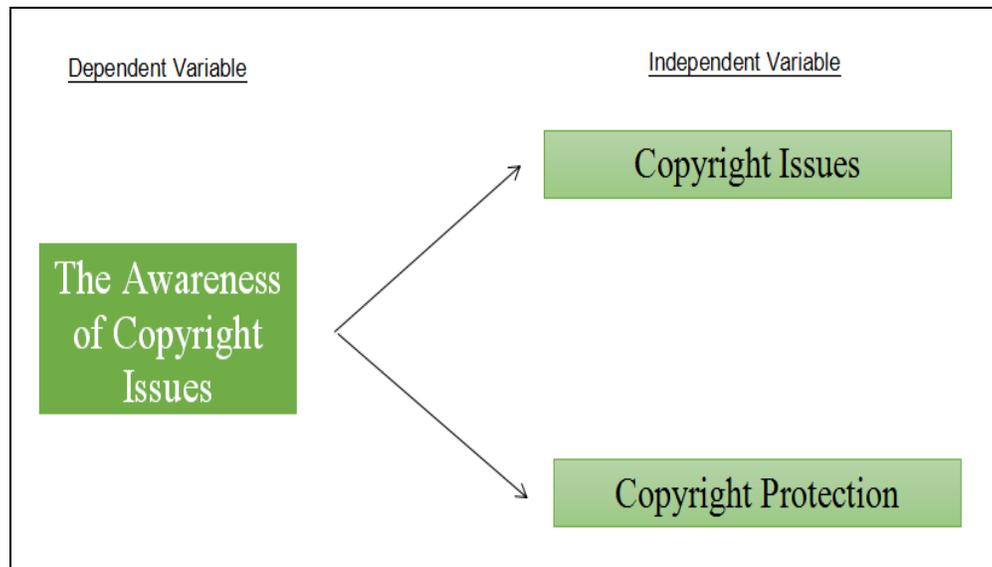


Figure 1 : Proposed Theoretical Framework

### Copyright under intellectual property

Copyright was categorized under Intellectual Property refers to in commerce world peoples nowadays producing so many own products and artistic work, symbol, images and more. All those creation are representing by their mind are need to be protect by copyright so that the protection of moral and material interests are belongs to the author. "Copyright" is one of the legal element that praise authors or other content owners both moral and financial rights (Afida Mastura,2014). Even though in the business field, copyright are use to prevent the others plagiarism the author work without permission. Same goes to this research proposal, we are finding the meaning bring beside the word of copyright. We found that copyright are for everyone who have their own personal work to publish. When the others photocopying their work without permission it means their do illegal attitudes toward the owner of the sources.

In our case, we found that this illegal attitudes are doing by University UiTM Puncak Perdana because we put our target on them.

## **Duration protection**

According to Afida Mastura Muhammad Arif , (2014), she state on her research proposal , basically, the valid duration rule under Copyright Law for the author's work is for his lifetime plus 50 years after his death.

## **The impact of copyright infringement**

Copyright is well known as purpose in protecting a creation works of public use. In involving the copyright protection, the author have their limit range of time where the copyright may function towards their works. The impact of copyright infringement by Morgon, (n.d) in his research, the penalties occur towards the victims if they was caught doing the copyright violent.. This is because the the copyright was protected under copyright act where it discourage the illegal. The protecting laws of copyright is actually help the authors generate their incomes from their writings. When this violent happened towards the writers product , it may effected their incomes from their own product. This is because it prevents the creators to generate the money from that.

## **EXPECTED OUTCOMES**

In doing this research, we expect our participants was understanding about the copyright rules and regulations of production in terms of writing, music and more. More over, by doing this we want to get some comments from participants about their awareness towards the copyright rules and copyright infringement in their daily life. We sure that students are not so concern about their actions towards the photocopying of others writing. So the result from the method that we use in this research which is Quantitative method by providing questioner to them are represents the results suit with our needs. Besides, through this study , we want to gain some more information about copyright and gain some knowledge about what copyright bring to peoples. Cooperation from the audience which is a group of sample from UiTM Puncak Perdana may accomplish well with good cooperation during the research question spread to them.

## CONCLUSION

A brief description on the objective of the study has been presented in the introductory section. The main aim of this research study is to identify the awareness of copyright among University Students Overall , the discussion about this topic are giving us more understand about the important of copyright itself. When peoples outside are think copyright is unfamiliar things and they don't know about that, it doesn't mean they are uneducated with the knowledge of copyright. Peoples can be trained as well as they want to learn about some knowledge. It is hoped that this study would increase the awareness of University Students to take a part on using copyright for their own works and also for using someone else work. Thus, we might be able to clear our mind instead negative perspectives of University Students are the educated person but not so educate in small typical things like copyright infringement

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