

15. Internet Society and Law

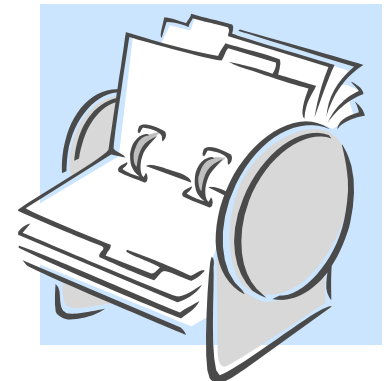
Internet Society and Law



- Code: 166145-01
- Course: Electronic Commerce Marketing
- Period: Autumn 2011
- Professor: Sangwon Lee, Ph.D.

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- **15. Internet Society and Law**



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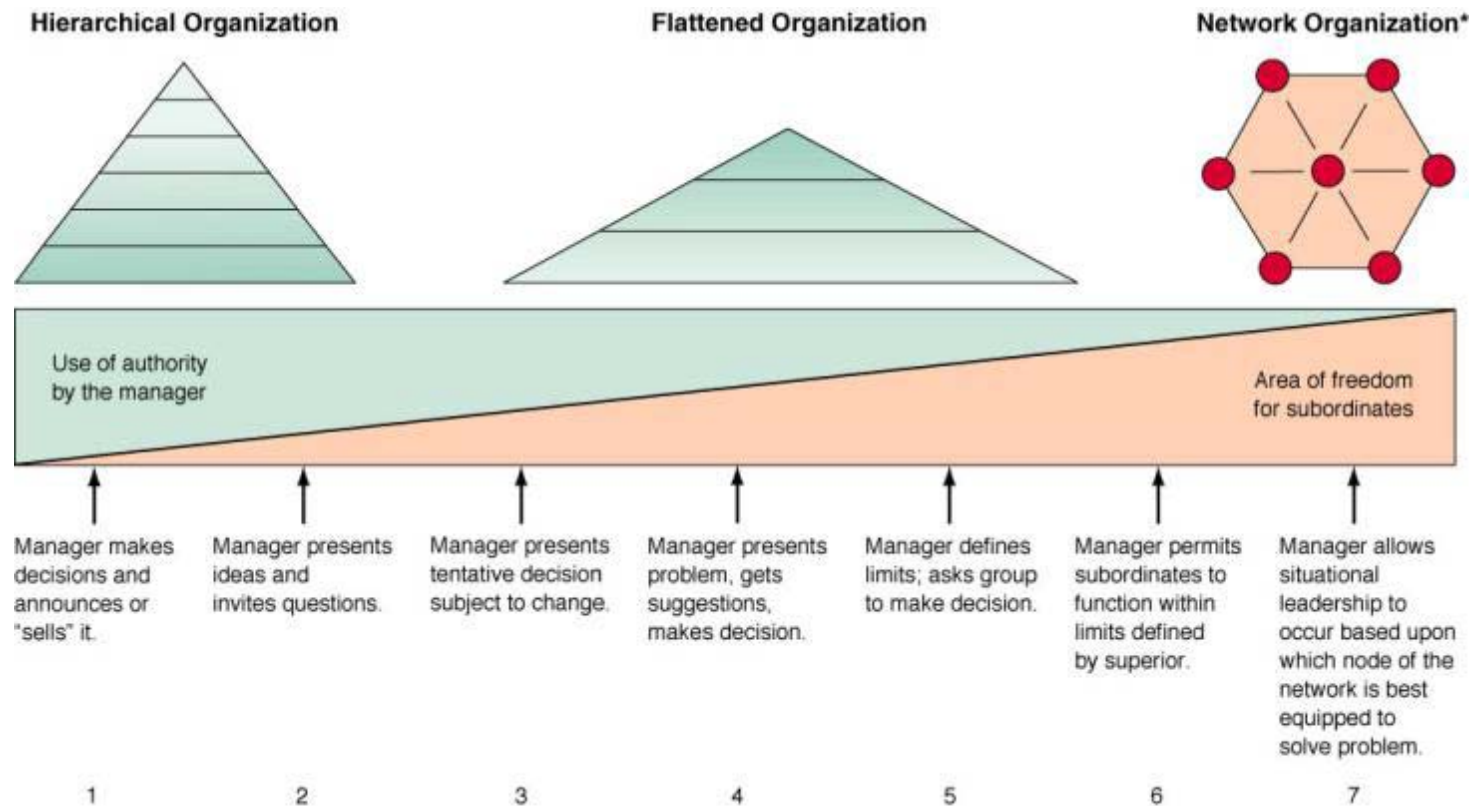
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01. Changes by Internet

- Empowerment of IT
 - Network organization



* Multiple networks exist in organizations.

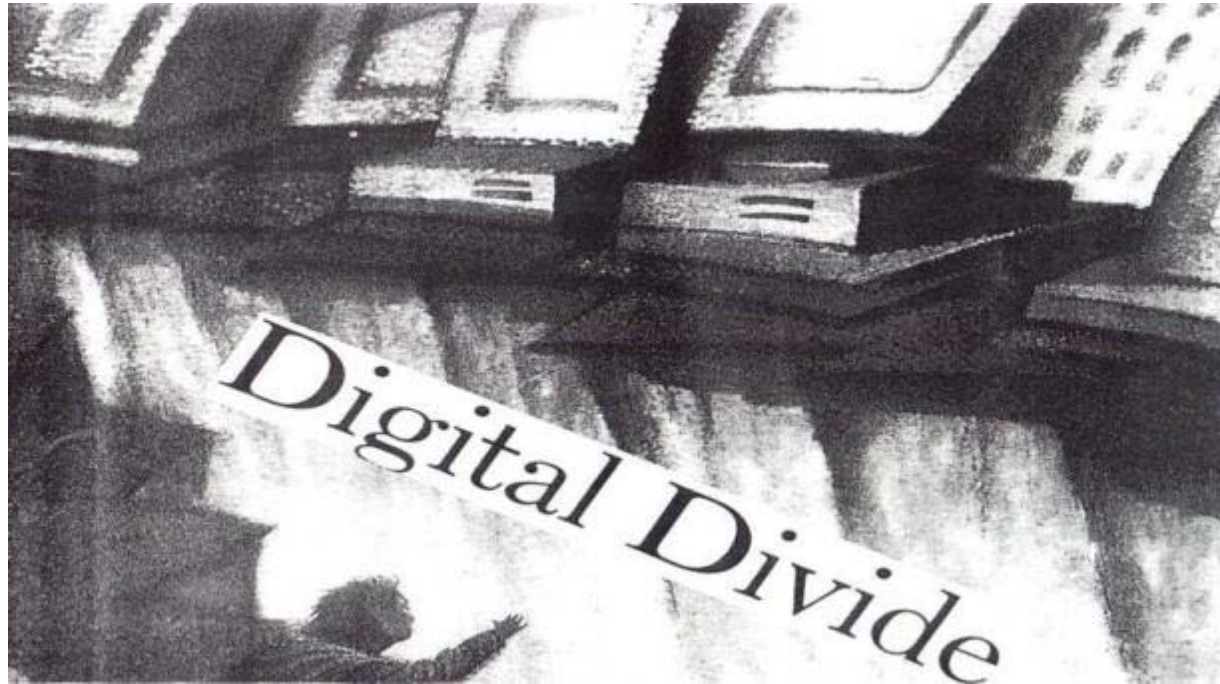
01. Changes by Internet

- E-Education (= E-Learning)
 - Cyber / virtual / open university
 - E-training
 - Eutainment = education + entertainment



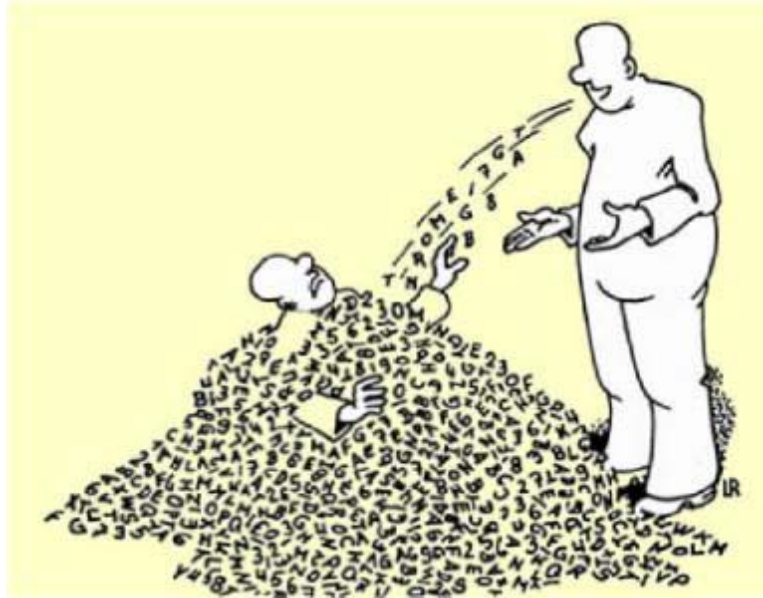
01. Changes by Internet

- Digital Divide



01. Changes by Internet

- Information Overloaded
 - Information filtering



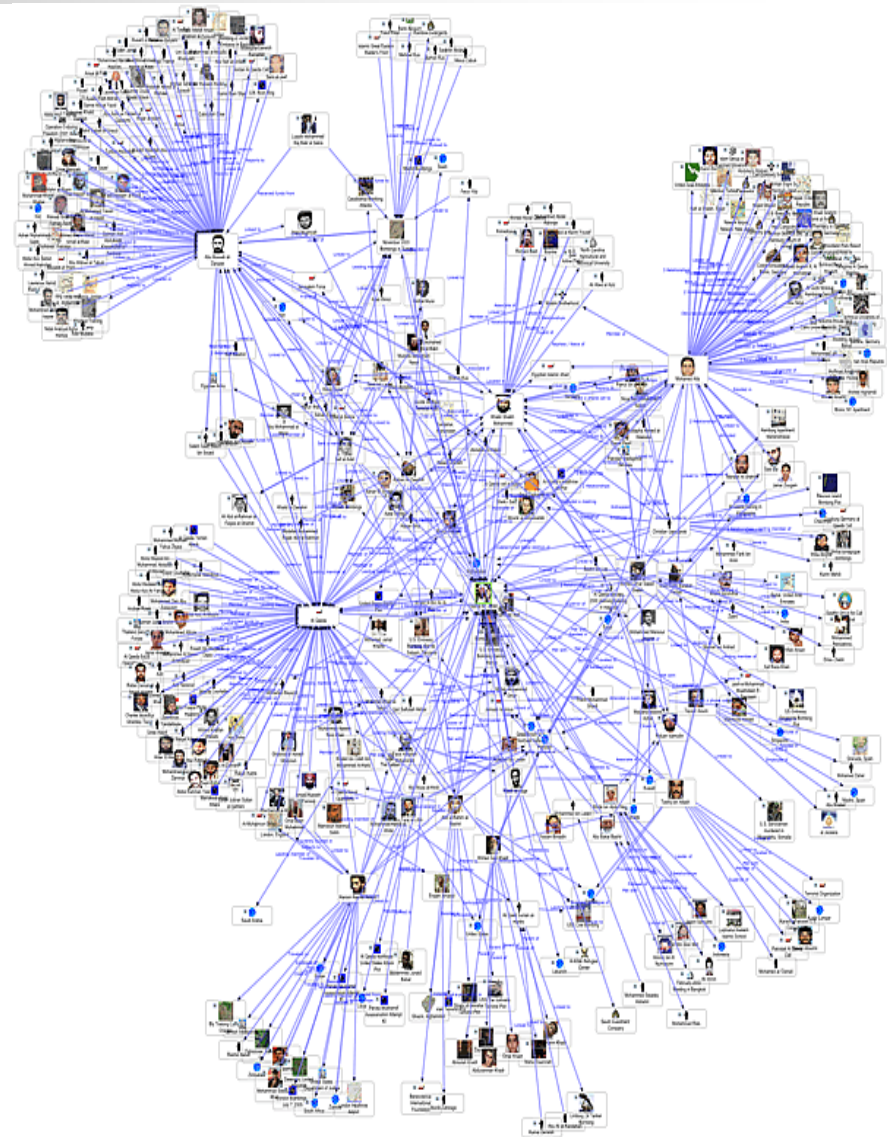
02. Issues of Internet Age

- Cyber Community
 - = Virtual community
 - = Internet community
 - A group of people with similar interests who interact with one another using the Internet



02. Issues of Internet Age

- Cyber Community



02. Issues of Internet Age

- Internet Addiction
 - = Cyber addiction



02. Issues of Internet Age

- Anti-Site
 - Example. Ddanzi.com



03. Internet and Law

- Legal Issues Related to Internet
 - Copyright
 - Ex. Napster

THE AMERICAS

Napster Chief Proposes Fee to Compensate Artists

The Associated Press

SAN FRANCISCO — The chief executive of Napster Inc., which is awaiting a decision on its fate by a federal appeals court, has unveiled an idea for saving the Internet music-sharing service: Get people to pay for the privilege so the artists can get a cut.

The music industry sued to shut down Napster, claiming it contributes to copyright infringement by allowing its purported 32 million users to download music directly from each others' computers. The recording industry considers the case pivotal in its battle against online piracy.

After arguments Monday before the 9th U.S. Circuit Court of Appeals, the Napster chief, Hank Barry, floated the possibility of resolving his company's differences with record labels by coming up with a business plan for monthly fees to download music. Artists would be compensated from the proceeds.

"Whether \$4.95 a month or \$1.99, the whole structure of this thing is trying to compensate artists," Mr. Barry said. "We're willing to pay very substantial amounts to the artists. With a very conservative estimate, the first-year payments to the artists would be in the neighborhood of a half a billion dollars."

Napster, which was started last year in a Northeastern University dormitory room, pioneered the concept known as peer-to-peer computing, in which people share files from their own computers rather than a central server. In Napster's case, users download music from each other that is stored in the MP3 format.

During a hearing Monday, Judge Robert Beezer, a member of the three-judge panel examining a lower court judge's preliminary injunction against Napster, told a recording industry lawyer that demands that Napster scale back its activities or shut down its operations entirely might be a tall order consider-



Justin Sullivan/Reuters

Shawn Fanning, Napster founder, at the hearings on his firm's fate.

ing the nebulous nature of the Internet.

"How are they supposed to have knowledge of what comes off of some kid's computer in Hackensack, New Jersey, to a user in Guam?" Judge Beezer asked. The lawyer, Russell Frackman, representing the Recording Industry Association of America, said the answer might lie in having Napster redesign its popular service so as not to transmit copyright files.

03. Internet and Law

- Legal Issues Related to Internet
 - Privacy infringement
 - Ex. Spam mail



<http://www.b2bsocialnetwork.org>



<http://www.bk1news.com>

03. Internet and Law

- Legal Issues Related to Internet
 - Domain dispute
 - Ex. kbstar.com vs. kbbank.com



03. Internet and Law

- Legal Issues Related to Internet
 - Leal dispute
 - Ex. Tariff



03. Internet and Law

- Legal Issues Related to Internet
 - Police against cyber crimes
 - Ex. Cyber terror response center

