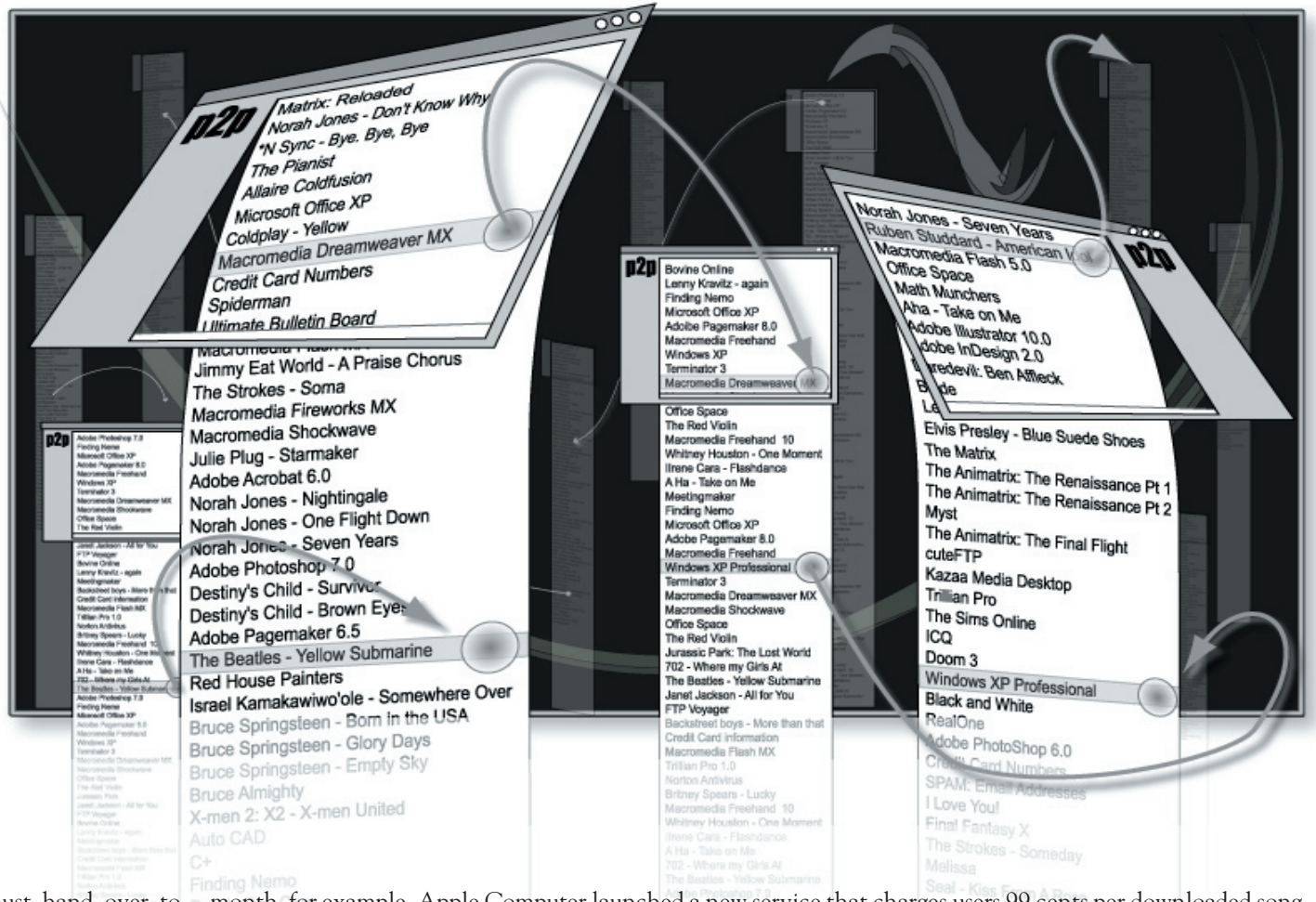


TIMES

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Free Media Downloads Exact New Price Campus Enforces Digital Copyright Regulations



A studious UC Davis senior with a clean disciplinary record, “Julie” was recently shocked to receive an email notification from Student Judicial Affairs requiring that they meet to discuss a policy violation. Her offense? A day earlier, she had downloaded a Shakira song.

It wasn't the pop singer's racy lyrics that got Julie in trouble but the very act of downloading the song for free and making it available for others to download, a violation of copyright law. As the entertainment industry sees it, Julie's offense is no different from going into a store and taking a CD without paying for it. Yet digital thievery is occurring in masses, and the laws for cyberspace don't seem as tangible to people as they do in a record store.

It's not surprising then, that digital copyright law has spurred a legal mess nationwide over just what constitutes a copyright violation and who is responsible for it. A federal judge recently ruled that Verizon, an Internet service provider (ISP), must hand over to the Recording Industry Association of America (RIAA) the names of its customers suspected to be trading copyrighted music files via file-sharing programs like KaZaA. This means that the Internet is no longer an anonymous safeguard by which copyright infringers can avoid legal action.

In another case, to the dismay of the music and movie industries, a federal judge ruled in favor of Grockster and StreamCast Networks — which makes the popular peer-to-peer program Morpheus — after the entertainment companies took legal action to shut down the service. In this post-Napster era, peer-to-peer (P2P) services no longer run on a centralized server; files are routed through thousands of users' computers, which act as mini-servers and make it difficult to call the services themselves culprits of copyright violation. But this simply means that the industries are more inclined to immobilize copyright-infringement on an individual level. Such was the case for four college students sued by the RIAA for running small file-sharing networks on their campus' in New York, New Jersey, and Michigan. Settlements ranged from \$12,000 to \$17,000 per student.

The surge in college students' copyright infringements over campus networks, especially by typically law-abiding students like Julie, has forced colleges to evaluate the issue more closely. Last month UC Davis Provost Virginia Hinshaw, Vice Provost John Bruno and Vice Chancellor Stan Nosek issued a letter to the campus community addressing the nearly threefold increase seen this year in violations on campus and warned of the possible consequences for individuals who use file-sharing software illegally.

“The letter [from the administrators] represents how seriously the issue is being taken,” says Student Judicial Affairs Officer Donald Dudley.

Downloading copyrighted media through campus networks has long been a popular reality. After all, what more conducive environment for the downloading of free media than the college campus — a place where bandwidth is plentiful and students' pocket money scarce; where music, movies and games are a staple of dorm life? But media industries have been in a flurry lately to put an end to their unprecedented sales decline, which is due at least in part to the ease and thrift with which people download files and burn them onto blank CDs or DVDs.

Movie and music companies are not only strategizing new anti-piracy efforts, but are also starting to rethink the way they do business. Last

month, for example, Apple Computer launched a new service that charges users 99 cents per downloaded song. An assortment of other legal “pay-to-play” services are available for a monthly fee, but access to media files is still restricted. And the reality is, as long as files can easily be downloaded for free, pay-to-play services will be largely ignored, estimates UC Davis IT Policy Analyst Randy Moory.

Until the industries find a lasting solution to their predicament, they're hiring more people and developing robots specifically to scope out networks for violations. These piracy detectives can identify just about any piece of information about the violation, including what the file was and when it was downloaded.

“There's been a real growth in file sharing, and there are more fishermen out there,” says Moory.

Under the Digital Millennium Copyright Act of 1998 (DMCA) UC Davis and other college campuses have an option to respond to the industries' infringement claims and avoid being liable themselves. The law states that ISPs may avoid liability for their users' copyright violations provided that they block access to any infringing material of which the copyright holder has made them aware. In short, copyright holders (like Universal Studios) send notifications to ISPs (like UC Davis) when they discover files have been illegally transferred over the ISP's network.

“The RIAA is becoming very aggressive in finding systems that are serving copyrighted materials,” Moory continues. “There has been evidence of this aggression by the increased number of notices the campus receives.”

When UC Davis receives a DMCA notice involving a student offender, the Business Contracts office sends the alleged copyright violator an email notification, and the Internet port is disconnected from the network (or dial-in access terminated) until the matter is resolved. Business Contracts refers the matter to Student Housing Judicial Affairs, Student Judicial Affairs, department administration or other authority as appropriate. In the event that a student violator does not live in the residence halls, a mandatory meeting is scheduled between SJA and the violator, during which the violator signs a written agreement acknowledging the violation and assuring that the violation won't occur again. Individuals living in residence halls must meet with an Area Conduct Coordinator to discuss the violation. Second-time offenders may get their computer use privileges terminated indefinitely.

“When students' ports are turned off, they realize how important it is to use the network for studying as opposed to downloading and sharing files,” says Dudley.

In addition, peer-to-peer software allows users' files to be downloaded by others, sometimes without their knowledge. Every time the computer is connected to the Internet, material on it is available to the peer-to-peer service to answer the requests of all the other peer-to-peer service users.

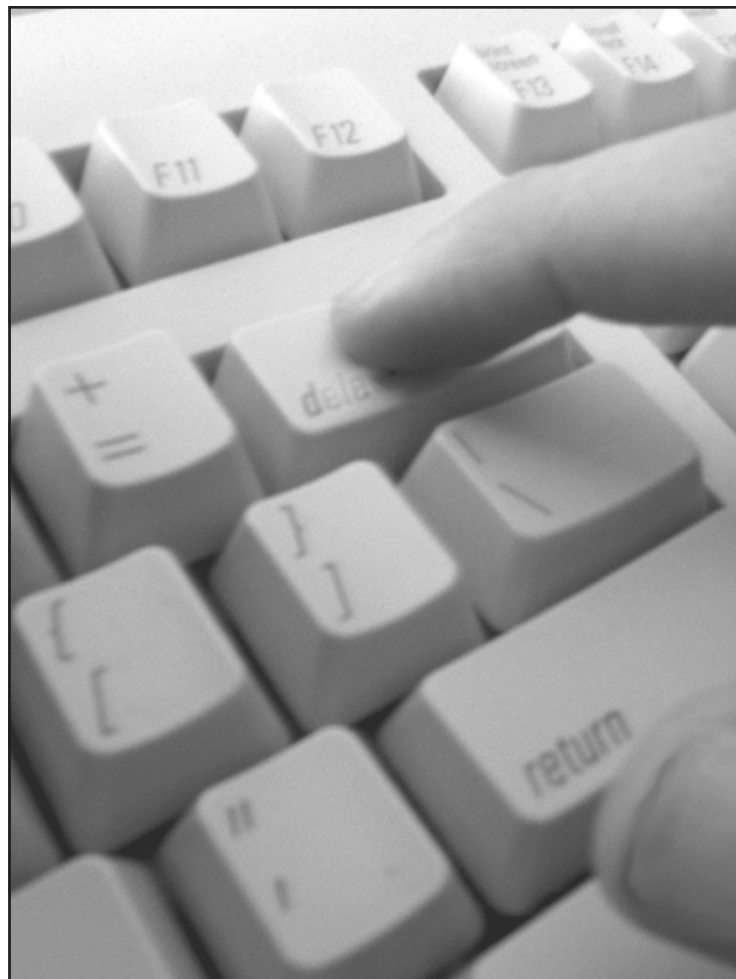
“Many students are not aware that they are sharing their files, and are more than happy to get rid of [the peer-to-peer service] when they find this out,” Dudley says. It's important to ask, Dudley points out, “Do you really want your computer acting as a server?”

In some cases copyright violators aren't even aware of their wrongdoings. Though the majority of infringements are by students, there are staff violations as well. Nearly 50 percent of staff violations occur when

The surge in copyright infringements over campus networks has forced colleges to more closely evaluate the issue.

UC Davis Implements Solution to Spam

Unsavory Email Reduced by New Filtering Software



If you've been wearing out your delete key lately, you may be interested in the campus' new spam-fighting tactic.

Not so long ago, spam was almost a novelty—a quirky email from a stranger in a far away place promising super low-interest mortgage loans, amazing appendage-enlarging vitamin supplements, and offers to transfer millions of dollars into your bank account just for sending along your account number. Whether you use email at home or work or both, you have probably received more than your fair share of these flashy advertisements, annoying solicitations, and poorly written letters. Given the sheer volume of spam on campus lately (an increase from about 6 percent to an estimated 40 percent of all email in recent months), the novelty of spam has likely worn off by now—if you've ever thought it was a novelty at all.

The Campus Puts a Fork in Spam

Responding to a rapid increase in spam and recognizing the challenges of preventing it altogether, last October Information and Educational Technology (IET), in consultation with campus groups, began looking for ways to prevent campus email inboxes from becoming inundated with spam. After assessing the campus' needs and evaluating possible spam-reduction options (to date, there is no single method of eliminating spam altogether), the project team recommended SpamAssassin. This free, open-source anti-spam software program was then installed on campus email servers and on May 1, 2003 began scanning and tagging both incoming and outgoing email. According to Dave Zavatson, project team member and Data Center systems architect, campus departments who run their own servers have been contacting the Data Center so they too can take advantage of the effective service.

Success Rate of the Filter

Many email programs (including Eudora and Outlook) allow you to set up filters that automatically recognize words and phrases you specify, and they can also recognize tags assigned by programs like SpamAssassin. With a spam-tagging program, setting up filters becomes easier because rather than setting up numerous filters to catch various types of spam, you need only set up a single filter that recognizes tags. Unfortunately, no matter which method you use, filtering is not perfect and the process may fail to identify spam as such (otherwise known as a 'false negative') or may misidentify desired messages as spam (a 'false positive'). Still, many folks on campus are finding the filter successful. Sharie Sprague, Manager, Information Systems Planning & Support, Office of the Chancellor and Provost, points out that since implementation she's "encountered no false positives, and only a few false negatives." For more detailed information about options and instructions for setting up spam filtering on commonly-used email programs, visit <http://security.ucdavis.edu/spam.cfm>.

Filtering Available for Electronic Mailing Lists

If you subscribe to electronic mailing lists, you may have noticed that you have received a considerable number of spam email messages via those lists since the May 1 implementation of spam filtering. This is because the mechanism for filtering spam email did not yet apply to messages sent to electronic mailing lists. Phase two, which began on June 1, 2003, includes this filtering function.

List owners can now choose to filter spam sent to their electronic mailing lists. If you are a list owner and you choose not to set up spam filtering on your lists, members on your lists who have not set up spam filtering on their individual campus email accounts will still receive all spam sent to the list.

To enable spam filtering on your existing electronic mailing list, visit <http://listproc.ucdavis.edu>. If you are planning to create a new mailing list, you will be asked if you would like to enable spam filtering during the list set-up process.

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Digital Copyright Regulations

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a staff member's computer is hacked into and used by another party to transfer copyrighted material. This phenomenon is another reminder that all campus constituents should run updated virus-protection software, safeguard all passwords, and regularly apply corrective patches from software vendors. Staff and faculty may obtain inexpensive anti-virus software by purchasing the campus Internet software CD, Bovine Online, at the Campus Bookstore Computer Shop in the MU, or by visiting the software site available from <http://my.ucdavis.edu/>.

Of course, some staff, like students, are knowingly downloading copyright-protected media. The campus is currently determining how to deal with this relatively new problem.

"We've always had Student Judicial Affairs to deal with student wrongdoings, such as plagiarism or test-cheating. So it was natural for them to get involved in enforcing the copyright rules to students. But copyright compliance issues for staff or faculty require a different mechanism," explains Robert Ono, the campus IT Security Coordinator.

As a result, Ono and Human Relations' administrators are meeting with the Campus Misuse Committee to help promote compliance with copyright laws among faculty and staff.

The copyright violators aren't the only ones affected by

the punishment to this crime. For example, English professor Andy Jones, who says a great deal of his communication with students occurs over email, recently encountered a communication barrier when one of his students was disconnected from his Internet port for a DMCA violation. One person's violation can become another person's inconvenience.

The need to disseminate this message was the driving force behind the letter that UC Davis issued, but mere awareness of the impact of illegal file sharing doesn't seem to be enough to get people to stop doing it. After asking several students on campus whether the letter had any impact on their decision to violate copyright laws, the responses all turned up a negative. Much of their apathy seems to stem from a lack of sympathy for the Big Media Moguls, not to mention the fact that many students have never known any different. Growing up with services like Napster has made many students accustomed to freebies.

Nonetheless, as an ISP, the campus has an obligation to uphold the law. As such, campus officials have been wondering what measures it must take to get people to stop copyright infringement. Possible considerations have included harsher penalties for first-time offenders and the institution of a fine structure in which the violator must pay a fee to have their port turned back on, says Dudley. Any discussion on penalties would require careful thought and campus consultation to determine the scope of such penalties and how they might apply to students and non-students.

The campus will also continue a widespread education campaign about the do's and don'ts of copyrights. There still remain legitimate uses of file-sharing for educational purposes. In order to help everyone keep all this information straight, the UC Office of the President is currently working with each of the campuses to create a UC-wide copyright Web site with resources for understanding the rules and ramifications of breaking them. Also, a handy FAQ sheet is on the Business Contracts Web site at <http://vcadmin.ucdavis.edu/contracts/FAQ.html>, with further copyright information at <http://vcadmin.ucdavis.edu/contracts/Copyright%20Resources.html>. Whatever lengths the campus is willing to go to, it is certain that the battle will not be an easy one. Copyright infringement has become so mainstream that many people have become desensitized to its implications and consequences.

Unless, of course, you're one of the four students sued last month by the RIAA.

"When parents have to pay upwards of twenty thousand dollars for a settlement to the recording industry and attorney fees, then people will care," says IT Security Coordinator Robert Ono. □

When a PDA is a Hot Potato

Pocket PC Game Developed for Plant Biology Course

"It's a short, woody perennial," one student shouts out to the rest of his Plant Biology (BIS 1C) discussion group team. He fidgets with the PocketPC, lent to him by his professor. The colorful round circle at the top of the PC screen turns emergency red. His classmates ponder what he is talking about. "BUSH!" another student shouts just as the PocketPC beeps and the words "Game Over" flash on the screen. "We were so close!" another student mutters. "Let's play again!"

While this lively group of students may seem to be playing a video game instead of tending to coursework, they are actually doing exactly as their professor asked. They are working their way through Pomology Professor Ken Shackel's "Beat Around the Short Woody Perennial" (or "Beat" for short), an interactive Personal Digital Assistant (PDA) game that allows them to practice explaining their plant biology vocabulary words. It is also the first technology tool created for a PDA product by Mediaworks, according to Elizabeth Gibson, Manager of Mediaworks' Educational Technology group.

Program developer Earl Schellhous says "Beat" is like a high tech version of "Hot Potato." After a clock on the PDA is set, one player is given a word (such as "bush") for which he must provide hints to his team in order to provoke them to guess the word. This forces the student to use scientific terminology ("short, woody perennial" for "bush"). When the team guesses correctly, they pass the PocketPC to the next team. The team that has the PDA when time runs out loses.

The PDA "hot potato" features an animated circular timer. "As time runs out in the game, the small circle at the top of the screen moves from green to yellow and from yellow to red," Schellhous explains.

Ken Shackel proposed the idea for the game to Mediaworks in hopes that it would make the vocabulary-learning process easy, enjoyable and interactive for his students. "The game allows the students to have fun with the vocabulary and think about how it is related to other concepts they're learning," he says.

Shackel originally presented a draft version of the game to his Winter Quarter BIS 1C class. He was pleased to find that "many of the students enjoyed it."

"We are very pleased that the game worked well for Professor Shackel," Gibson explains. "We are now putting together some finishing touches that will give the game a more professional and interesting appearance."

According to Shackel, students can download the game from his Web site (<http://pom.ucdavis.edu/TheShack/wordgame.zip>) and upload it onto their PocketPCs. The program isn't yet available for Palm devices.

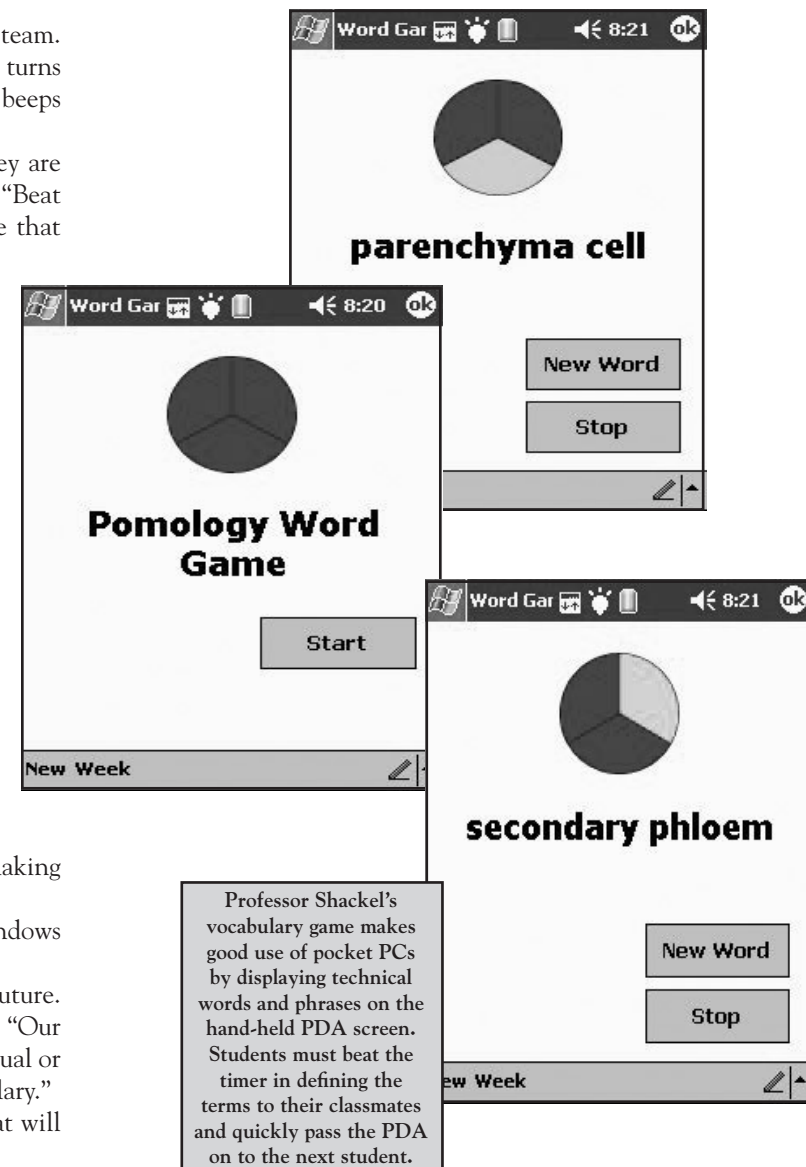
Schellhous adds that although the game currently runs only on certain Windows CE platforms, he is working on making the program more compatible for multiple kinds of PDA devices.

"We just purchased a product called AppForge, which will allow us to make a version of the game that will run on Windows CE, PocketPC, Palm and Symbian systems," Schellhous explains.

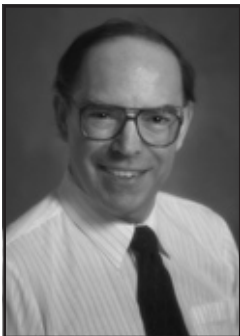
Gibson hopes that Shackel's PDA program will prove useful to other academic departments on campus in the future. "We hope to be demonstrating it to language instructors and other interested faculty in the near future," Gibson says. "Our mission is to think of projects in terms of their usefulness to the institution as a whole, rather than to just one individual or to just one course. In this instance, there are a number of departments who have similar challenges teaching vocabulary."

Schellhous adds that, "certain specialized areas, such as the medical school, encourage students to use a tool that will always have a special niche in the learning process. I'd like to see us develop more programs for PDAs."

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Mediaworks Bids Farewell to Director Harry Matthews Welcomes Newly Appointed Liz Gibson



Harry Matthews

Mediaworks, the campus' digital media and educational technology unit, will be saying goodbye to retiring Director and Professor Harry Matthews as of June 30, 2003. In addition to a total of 23 years of service to the campus in various teaching and committee positions, Matthews has contributed his talent and creativity to the new field of educational technology at Mediaworks. Vice Provost for Information and Educational Technology, John Bruno describes Matthews as "a talented scholar of national distinction and a respected pioneer in applying technology to teaching and learning."

During his three years at Mediaworks, Matthews oversaw a broad range of self-help, digital media, photography, video production, and Web development services. He also initiated the ET Partners program, which pairs students with faculty who want to learn to use technology tools for their classroom. He helped develop ten large undergraduate general education courses and produced a substantial online study aid (called MoBy). Most recently, Matthews developed a DVD outlining the challenges and rewards of implementing educational technology solutions. The DVD will benefit UC Davis and other learning institutions seeking to learn from Matthews' experiences. "The list of his contributions never seems to end," says Bruno. Matthews' role has been particularly influential since he helped shape Mediaworks in its formative years as its first director. His vision for Mediaworks and the role of technology in the classroom will surely resound for many years to come here at UC Davis.

As Matthews steps down, Mediaworks welcomes its new Director, Liz Gibson, who is currently the manager of the Educational Technology unit of Mediaworks. Rather than filling the "Faculty Director" vacancy to be left by Matthews, Gibson will work closely with a soon-to-be-formed Faculty Board of Directors, comprised of faculty and deans representing a broad range of academic disciplines.

Editors Note: We here at IT Times will miss Harry Matthews' many contributions to our newsletter. Harry was always enthusiastic to share the latest developments in his field with us so that we could pass them along to IT Times readers. Best Wishes Harry! □



Liz Gibson

Deadline Approaches for Fall Educational Technology Partnerships

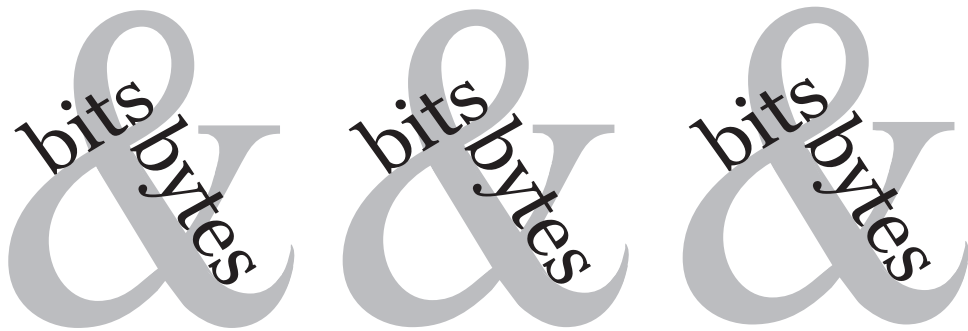
The ET Partners program – a quarter long adventure that pairs professors with technology-savvy students– is currently calling for Fall Quarter 2003 and Winter Quarter 2004 Partnership Proposals, which are due August 29.

The program provides a great chance for instructors to launch a specific course-related technology project. Steven McCurdy, associate professor of Epidemiology and Fall 2002 participant said, "Thanks to the ET Partners program, the majority of barriers between me and technology have evaporated." Forty-six faculty members from 33 departments and campus organizations have participated in the program since its beginning in Fall 2001.

Application forms for Fall 2003 partnerships are available online at <http://mediaworks.ucdavis.edu/FSG/index.htm> or in hard copy form from the Arbor in 165 Everson Hall and Mediaworks in Surge II.

To read more about the ET program and learn about past faculty-student partnerships, check out the IT Times articles at <http://ittimes.ucdavis.edu/may2002/et.html> or visit the ET Partners website at <http://mediaworks.ucdavis.edu/FSG/index.htm>. For questions regarding the application process, contact the ET Partners Program Manager Christine Sarason at cfsarason@ucdavis.edu or call 752-9545.

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New State Law on Identity Theft

The University of California Office of the President recently issued guidelines to help the campuses implement a new state consumer protection law regarding identity theft. For more information about the guidelines and a security checklist to protect against identity theft, visit <http://ittimes.ucdavis.edu/summer03/security.html>.

New Web-Based Form For Checking Port Speed

A new Web-based form is now available for folks who'd like to look up their port speeds by NAM number. The form is available at <http://cr.ucdavis.edu/forms/portspeed.cfm>. For questions or comments, contact crwebmaster@ucdavis.edu.

Network Upgrades to Cause Brief Outages this Summer

Many buildings on campus will experience internet disruption for up to four hours this summer due to network upgrades. For more information, including a schedule of upgrades by date or building, see <http://ittimes.ucdavis.edu/summer03/upgrades.html>.

Upcoming IT Security Symposium

UC Davis will host an IT Security Symposium on June 18-19. Geared toward system administrators and other technical professionals from any of the ten UC campuses, the symposium includes more than 30 presentations, hands-on-labs, and keynote speeches from leaders in information security. For symposium highlights and a link to the full symposium schedule, see <http://ittimes.ucdavis.edu/summer03/symposium.html>.

Videoconferencing Event to Join Thirty-Five Colleges

UC Davis will utilize videoconferencing equipment to meet with staff from 34 other colleges around the Pacific Rim in mid-June. To learn more about this meeting and videoconferencing services at UC Davis, see <http://ittimes.ucdavis.edu/summer03/videocon.html>.

Classroom Technology Services Changes Location

Visit Surge II for Equipment Loans and Printer Repairs

Classroom Technology Services (CTS) will be moving between June 23 and July 1. The new location will be 1440 Surge II, just west of the Silo. CTS services include Audio-Visual Equipment Repair, Computer Lab Management, Classroom Equipment Support, Multimedia Equipment Loan, Campus Printer Repair, and Videoconferencing. For more information about CTS, visit <http://ittimes.ucdavis.edu/summer03/ctsmove.html> or <http://cts.ucdavis.edu/>.

Hardware Recommendations Released

New Internet Software CD (Bovine Online) on the Way

Information and Educational Technology has upgraded the recommended computer specifications for students and has included computer recommendations for campus staff. Also, Bovine Online is being upgraded to include the latest versions of software and internet tools. For more information about this year's computer specifications and the new Bovine Online, visit <http://ittimes.ucdavis.edu/summer03/computerspecs.html>.

Analytic Computing Support Services to be Restructured

Due to the increased availability of data analysis software for personal computer systems and decrease in demand for centralized support, over the next few months IET will be reevaluating and restructuring the analytic computing support it provides to research and academic clients. Beginning July 1, 2003, IET staff will be available to provide assistance with troubleshooting the installation of license keys for SAS and Mathematica software applications, but will no longer be available to provide more in-depth levels of consulting support. GCG databases will continue to be maintained with bimonthly updates from the vendor. Other VMS services offered on the computer system known as "Euclid" will be discontinued as of September 26, 2003. For more details on which programs will be affected, see <http://iet.ucdavis.edu/scientific/>, or contact Dana Drennan by email at aldrennan@ucdavis.edu, or at 752-0235.

Mondavi Center To Launch Online Ticketing System

On August 16 The Mondavi Center for the Performing Arts will launch its new online ticket ordering system available on <http://www.mondaviarts.org>. The end product will interface ticketing software (Paciolan) with the Mondavi Center's host Web site so that the two will be seamless to the user. Because the new performing arts season will already be in full swing, only single tickets will be available for purchase on the new system.

Keep Up With Campus Technology News This Summer

During the summer months, Information and Educational Technology (IET) works to upgrade, improve and complete many services and projects in preparation for the upcoming academic year. If you'd like to stay informed, here are two options:

- To read the latest news online, head to the IET News site at <http://iet.ucdavis.edu/whatsnew/index.cfm>.
- To receive an email update with the most current headlines, simply subscribe to the electronic mailing list, ietnews@ucdavis.edu. By subscribing, you'll stay informed about the status of IET projects, new services, virus and security alerts, as well as the latest about campus administrative computing and educational technology. To subscribe to the IET News list, go to <http://iet.ucdavis.edu/whatsnew/subscribe.cfm>.

Computer Lab Hours and Upgrades Over the Summer

Computer Lab availability changes throughout the summer as the labs upgrade software and furniture. For a schedule of lab hours and software availability, visit <http://clm.ucdavis.edu/rooms/> and click on "Computer Room Holiday Schedule 2003-2004."

Summer Institute on Technology in Teaching (SITT)

Celebrating its 10th year, SITT will take place from July 21-25 this summer. Each year the institute brings together campus instructors who want to learn educational technology to take back to the classroom. For more information, visit <http://trc.ucdavis.edu/trc/>.

Art and Photography Services Change To Meet Campus Needs

Over the last few years, the digital revolution has radically transformed technology needs of campus computer users. As campus desktops continue to become more and more powerful, the needs and expectations of these users change. Over the next six months, Information and Educational Technology (IET) will be restructuring some of its services to meet these shifting technology needs and expectations. Other services that have declined dramatically in usage due to this shift will be discontinued.

Services That Will Remain Available

Art Services: Including custom-designed certificates; photo id badges; PowerPoint presentations; original art; and poster sessions.

Digital Photo Services: Including location and studio photography (digital format only).

Digital Printing Services: Including color laser prints; photographic quality prints; and index prints.

Digital Scanning Services: Including 35mm high production scanning; and custom scanning.

Other Digital Services: Including image enhancement, manipulation and color correction, and digital flat copy work.

Other Services: Including archival negative storage, online campus image database project; and our fully functional photographic studio.

Services That Will Be Reevaluated December 31, 2003

Art Services: Poster titles

Board Art & Framing Services: Including paste-up from client provided originals; custom mounting with matte board and foam core; and board art supply sales.

Services To Be Discontinued On July 1, 2003


Traditional Photo Services: Including location and studio photography (film format only)

Traditional Film Services: Including E-6 color film processing; 35mm slide mounting and duplication; 35mm slides from flat copy and digital files; film copy work; unexposed film sales; and passport-sized application and ID photos.

Digital Services: Including poster-sized prints; 4X5 scanning back use; and digital media sales.

Board Art & Framing Services: Including custom matting and picture framing

For more details on this restructuring and the latest information about IET-Mediaworks Art and Photography services, visit the Web site (<http://iet.ucdavis.edu/art/>). You may also contact the Mediaworks Customer Service Team at mediaworks@ucdavis.edu, or by telephone at 752-2133.



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Editor: E. Cayce Dumont (530-754-5663)

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