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Exploring Copyright Infringement Patterns on Online Platforms: An Analytical Investigation

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ABSTRACT

An increasing number of people have decided to use the Internet to search for the resources and information they require since it became widespread. The Internet has progressively transformed people's life. Copyright is one of them. for that we need to understand copyright and its use, advantages and more important its infringements on online platforms. Numerous websites employ different strategies to safeguard copyright, including user agreements, takedown policies, and content identification technologies. With the aid of analysis, this non-doctrinal study explores the complex terrain of copyright infringement on digital platforms. The research attempts to identify underlying patterns, trends, and difficulties related to copyright infringement in digital contexts by utilizing both qualitative and quantitative approaches. The research aims to provide insight into the nuances of online copyright infringement by thoroughly examining real-world situations and use data analytic tools. The results of this study improve our knowledge of the relationship between copyright law and digital platforms by providing information that can guide the creation of new laws, technological advancements, and policy measures that lessen copyright infringement online.

Keywords: Copyright, Infringement, Online, Internet.

I. INTRODUCTION

The spread of internet platforms has revolutionized the way we exchange and consume content, providing previously unheard-of access to a huge variety of creative works. But the digital revolution has also brought out new difficulties, especially with regard to copyright infringement. Legality, ethical, and enforcement issues have grown more complicated as people freely share protected content on these networks.

The goal of this non-doctrinal research is to investigate the complex web of online platform copyright infringement tendencies. This inquiry takes an analytical approach, aiming to identify

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the underlying patterns, actions, and motives that propel copyright infringement in the digital sphere, in contrast to typical legal analyses that concentrate on doctrinal interpretations of copyright law. In the end, this research hopes to educate decision-makers in policymaking, content producers, platform owners, and attorneys on the realities of copyright infringement in digital spaces. A better knowledge of the underlying dynamics and patterns will help stakeholders balance the interests of platform operators, users, and creators in the digital ecosystem while addressing and mitigating copyright infringement.

(A) Methodology of Data Collection:

The method used by the researcher or any organization to obtain data for a study or research project is called a method of data collection. Although any organization or researcher is free to choose any approach that is simple and appropriate for their research, there are a few standard techniques for gathering data that include like Survey method, Interview method etc. In this Non-Doctrinal Research Researcher used only two methods:

The sources we used for this research work can be categorized as follows:

1. Primary Sources:

One tool that is frequently used for conducting surveys is the questionnaire. There are several inquiries about the purpose of the study. The goals of the study were taken into consideration when creating the questionnaire to be used for the survey. Every question in the questionnaire was added with a specific goal in mind. There are thirteen questions created in total. The final question is open-ended, whereas the other twelve are closed-ended. Our surveys was based on local area as well as people who are easily able to contact and use social media on daily basis, both those with and without legal status. We chose a random sample of twenty plus individuals. In order to better understand the thoughts of the respondents and to enable cross-analysis of responses and viewpoints from individuals across various age groups, a random sample of respondents was chosen to participate in the survey. Comparing the opinions of every age group respondent revealed discrepancies that we also analyzed. When all the answers had been gathered, we totaled up each question's responses and used pie charts to perform statistical analysis. Pie charts are easy to read and comprehend while also being visually striking, which is why we chose this style. Also, even a layperson may understand it with the aid of the key and the different colors.[3]

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[3]Pritee Kishore, *METHODS OF DATA COLLECTION IN LEGAL RESEARCH,* Vol No.28, SUPREMO AMICUS,2456-9704, February 2022, available at https://supremoamicus.org/wp-content/uploads/2022/02/Pritee-Kishore.pdf ,last seen on 19/3/2024.

2. Secondary Sources:

We used a lot of different sources in our research to give our study thorough insights and support. These secondary sources included a variety of academic publications from reliable sources in the subject, including books, journals, reports, and scholarly articles.

We were able to contextualize our data, support our claims, and guarantee the soundness of our conclusions by consulting prior research and professional analysis. By using this method, we were able to take advantage of the perspectives and aggregate knowledge of experts, which enhanced the scope and depth of our research findings.[4]

II. SAMPLE SIZE

The observations made after evaluating the survey are listed below. The observations provide insight into people's awareness levels, the ways in which copyright act known to them or not, and the desire and capacity of the average person to promote systemic change. Each question has an explanation of the observations, which have been carefully examined using statistical data.

**Q.1.Age group of Respondents: (21 to Above 35)**
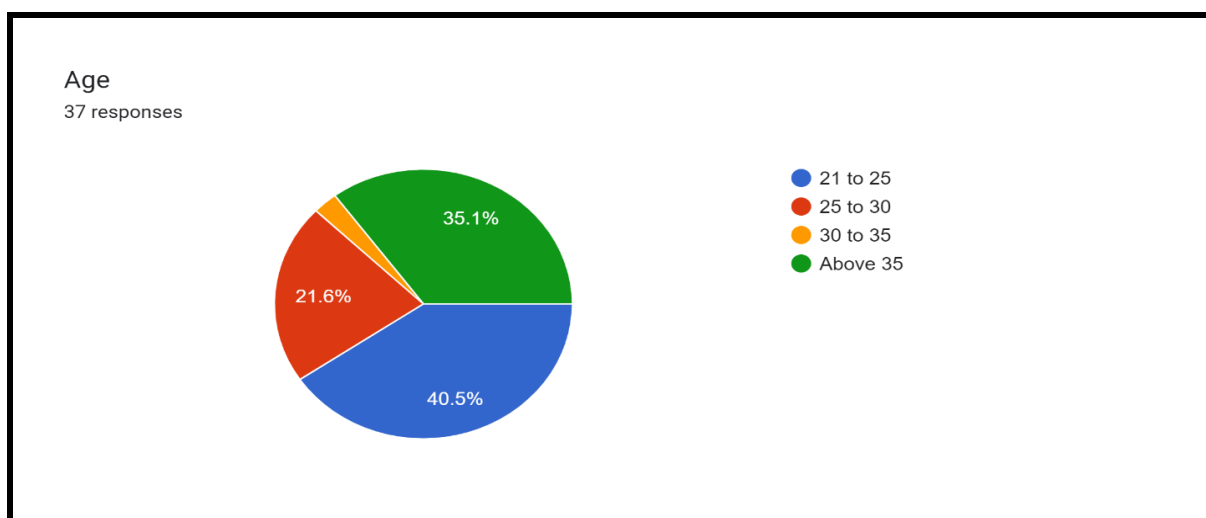
For this non-doctrinal research, email addresses and age information have been gathered. The majority of respondents were from group of younger students, Common people, Law Practitioners and Advocates. i.e. 40.5%, 35.1% and remaining 21.6%. Participants were made aware of the data gathering process, and precautions were taken to secure and maintain the privacy of the data. Participant consent was obtained and the data collection procedure followed ethical requirements.

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[4] *Ibid.*

This age group frequently consists of entrepreneurs, working professionals, and content producers who may be directly impacted by copyright violations or involved in the production and dissemination of materials protected by copyright. In order to effectively manage copyright issues online, content creators, online platform operators, and legislators can all benefit from having a better understanding of how people behave, think, and perceive copyright infringement.

**Q.2. Which platform do you use regularly?**
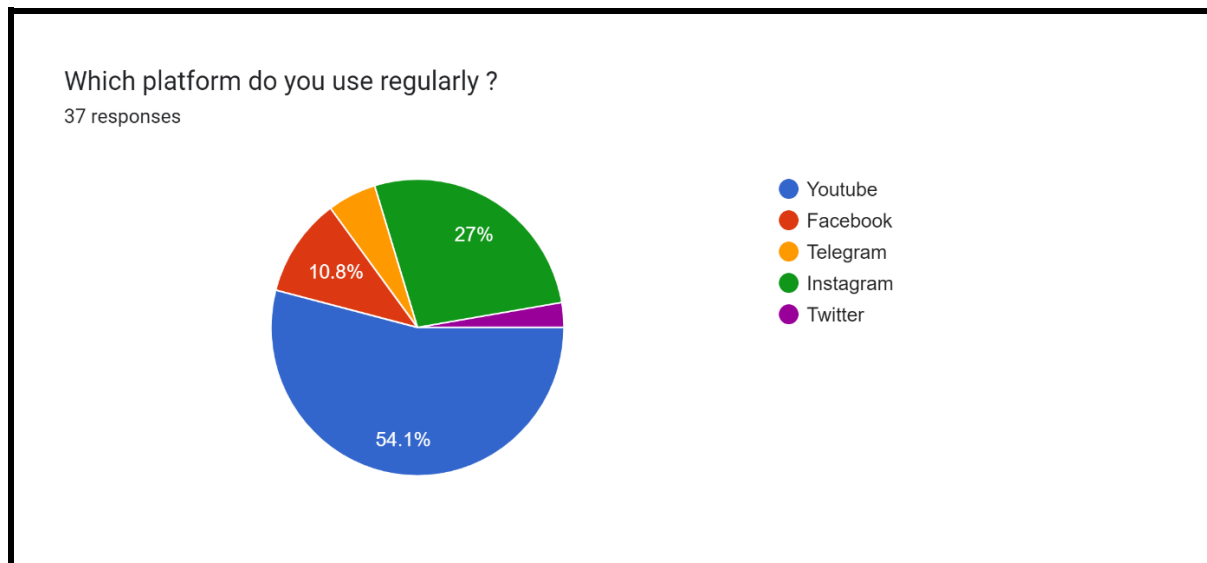
The purpose of the question was to find out what the general public thinks about the platform that they regularly utilize. This accomplishes the dual goals of drawing in questionnaire respondents and directing them toward the subject of online platform copyright infringement.

About 54.1% Respondents uses the YouTube platform on regular basis. Instagram about 27%, Facebook 10.8% and Twitter 2.7%.

This Question shows that majority of people/Respondent uses YouTube platform on large scale. When looking for different kinds of content, people may use multiple platforms. They might use Facebook for a combination of updates, images, and videos, Instagram for visual content, and YouTube for video-based content.

Q.3. How familiar are you with Copyright Laws and Regulations?

The purpose of the question was to find out how much knowledge respondents/people have regarding copyright rules and regulations.
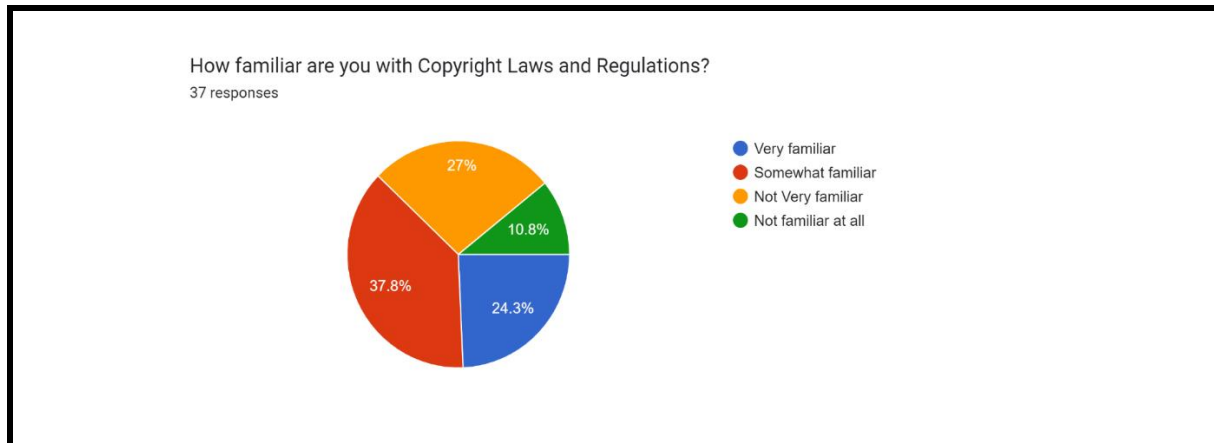
About 37.8% are Somewhat familiar to copyright laws and regulations.24.3% very familiar, 27% not familiar and the rest of the 10.8% are not familiar at all to the Copyright laws and regulations. This data shows that more awareness is needed regarding copyright laws and regulations.

This knowledge aids users in avoiding legal problems, safeguarding intellectual property, preventing the removal of information, promoting fair use, and stimulating creativity. Clear information and instruction can help users better grasp copyright regulations and promote the development and sharing of responsible material.

Q.4. Have you ever come across content online that you suspected might be copyrighted without proper authorization? How often does this occur? (Fig.1and Fig.2)

The intention behind asking this question was to ascertain whether and how frequently Respondent/people come across potentially illegally copied online material. Their Responses were as follows:

(Fig.1) About 56.8% said YES. They came across this type of online content without proper authorization. Remaining 43.2% said NO. They didn't come across such content on online platforms.
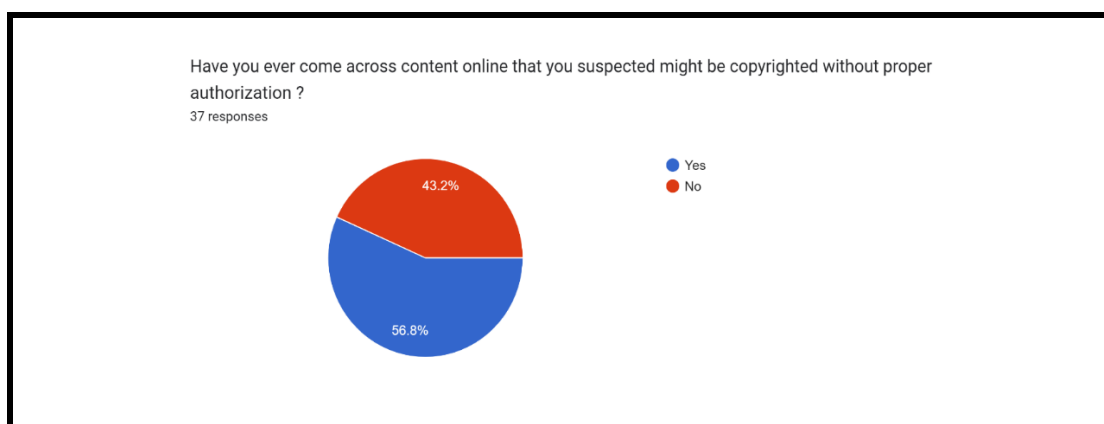

Fig.1

(**Fig.2**) About 54.1% felt that this situation occurs rarely. 29.7% felt frequently and remaining 16.2% felt occasionally.

People come across stuff all the time that they think might be copyrighted without the correct permission. The necessity for users to employ caution while engaging with potentially copyrighted information and the significance of copyright awareness are both highlighted by this situation. Utilizing copyrighted content without the required authorization may result in legal ramifications like content removal requests, accusations of copyright infringement, and even fines. Users must therefore exercise caution and obtain the necessary authorizations before utilizing copyrighted content in their own creations or disseminating it online.
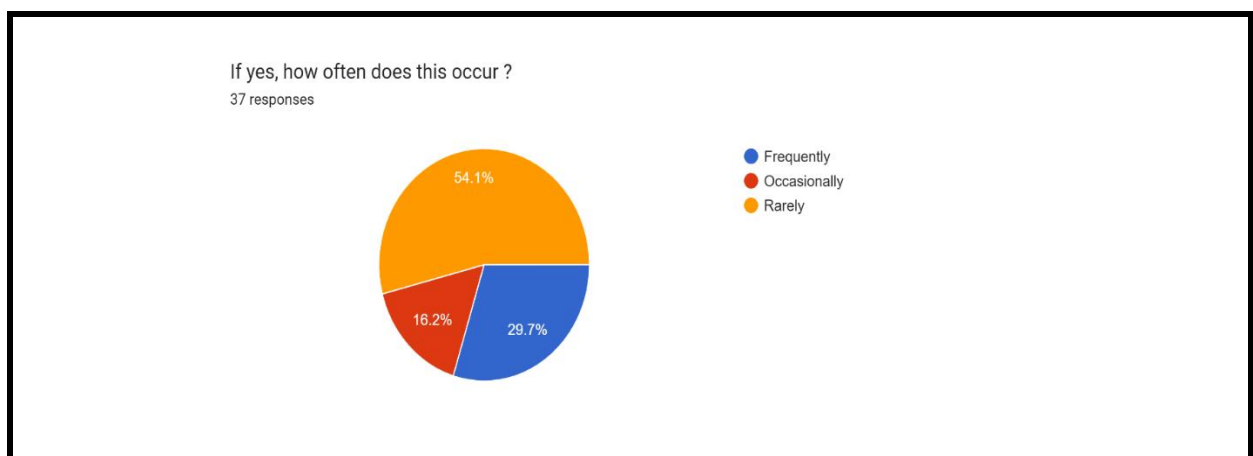

Fig.2

Q.5. To what extent do you think online platforms should be held responsible for monitoring and preventing copyright infringement on their platforms?

The purpose behind this question was to investigate views regarding the function and obligation of internet platforms to keep an eye out for and stop copyright violations.

About 59.5% people said that online platforms should be partially held liable. 35.1 % said fully responsible and remaining 5.4% said they should not be responsible at all.
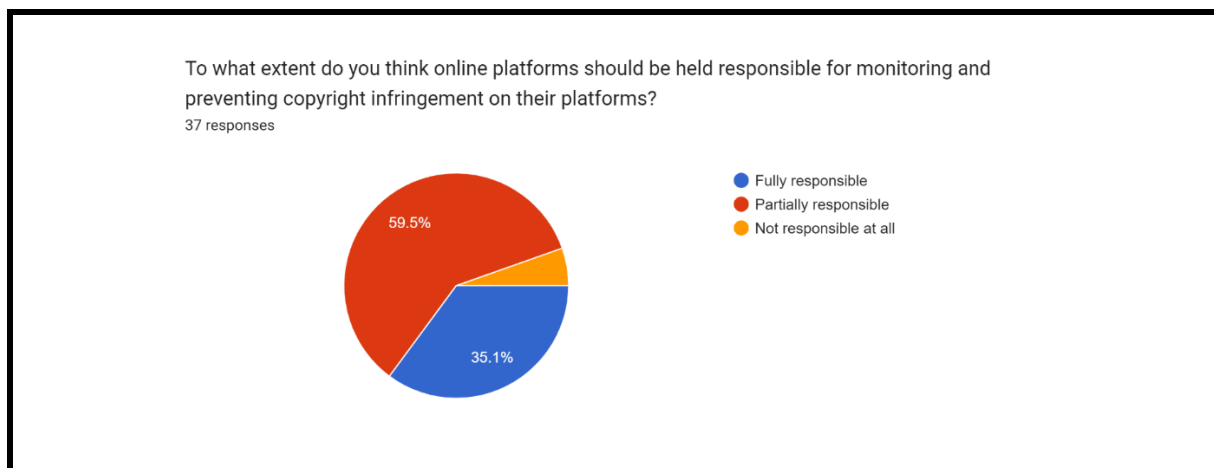
There are differing views on how much responsibility should be placed on online platforms. Given their function as middlemen who store and distribute user-generated material, some contend that platforms ought to be heavily accountable for preventing copyright infringement. They think platforms ought to put strong safeguards in place, like stringent enforcement guidelines and content filtering tools, to proactively detect and eliminate illegal content. Some contend that putting an excessive amount of responsibility on platforms may inhibit online creativity, innovation, and free speech. In their view, platforms should only act as a supportive role by offering tools for rights management and mediating disputes; content creators and rights holders should bear primary responsibility for copyright enforcement.

Q.6. Would you support stricter measures by online platforms to prevent copyright infringement, even if it means stricter enforcement and potential limitations on user content?

The purpose behind this question was to measure opinions regarding the trade-offs associated with enforcing harsher laws and copyright enforcement on internet platforms.

About 62.2% people said YES and supported for strict measures to prevent copyright infringement on online platforms even if it means stricter enforcement limitations on user content. Remaining 18.9% and another 18.9% i.e.50-50 said either NO or Not sure about this.
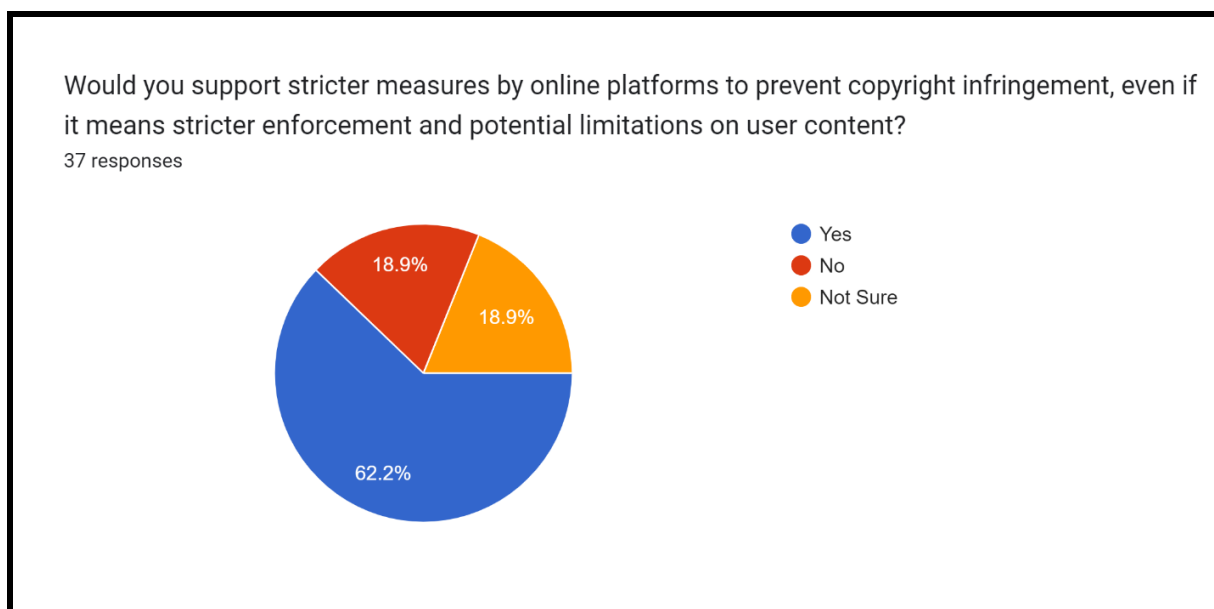

Answers to this question can shed light on people's priorities when it comes to preserving intellectual property rights vs worries about possible restrictions on access, sharing, and content production. Clarifying viewpoints on how internet platforms should regulate user-generated material and guard against copyright infringement is also helpful. The main goal of posing this issue is to encourage thought and conversation about the difficulties of copyright enforcement

in the digital world and the effects of various strategies on users and content creators on online platforms.

Q.7. Are you aware of legal alternatives for accessing copyrighted content online, such as streaming services, subscription-based platforms, or purchasing content?

The purpose of this question was to highlight the value of encouraging legal access to copyrighted content as a substitute for copyright infringement.

The question hopes to encourage people to support content creators and rights holders by promoting these lawful alternatives and obtaining their work through authorized means. It also aims to increase knowledge of the ease of access and availability of legal alternatives for obtaining a variety of online content. Generally speaking, the question seeks to safeguard the sustainability of the creative industries by encouraging morally and responsibly shared and consumed content that is protected by copyright.
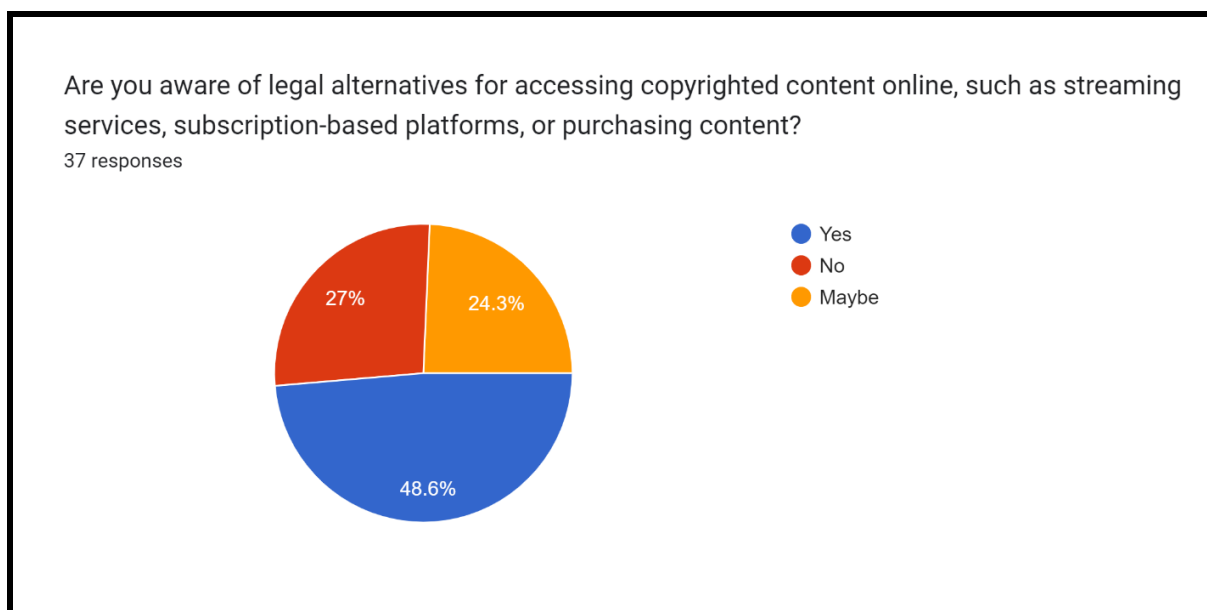
About 48.6% said YES, they are aware about legal alternatives accessing subscription based online platforms. 27% said NO they are not aware about it. Remaining 24.3% are in doubt and hence they responded as Maybe.

Q.8. How do you think the general public perceives copyright laws and their enforcement in the digital age?

The aim behind the question was to learn how the general public feels about copyright regulations and how they are enforced in the modern digital world.

 Views on copyright laws and their enforcement in the digital age might differ greatly among the general people. Some people might believe that copyright rules are necessary to uphold

artists rights and guarantee just reward for their contributions. They might believe that in order to prevent piracy and to create fair competition in the creative industries, enforcement actions are required.

Researchers and policymakers can learn more about the efficacy of the current copyright frameworks, pinpoint areas for improvement, and create policies that strike a balance between the interests of creators, consumers, and society at large by investigating public perceptions of copyright laws and enforcement in the digital era.

About 64.9% are not that much aware about copyright and other online factors affecting it. thus, they have given Mixed Opinions. 21.6% reacted Positively and the remaining 13.5% have Negative Response.
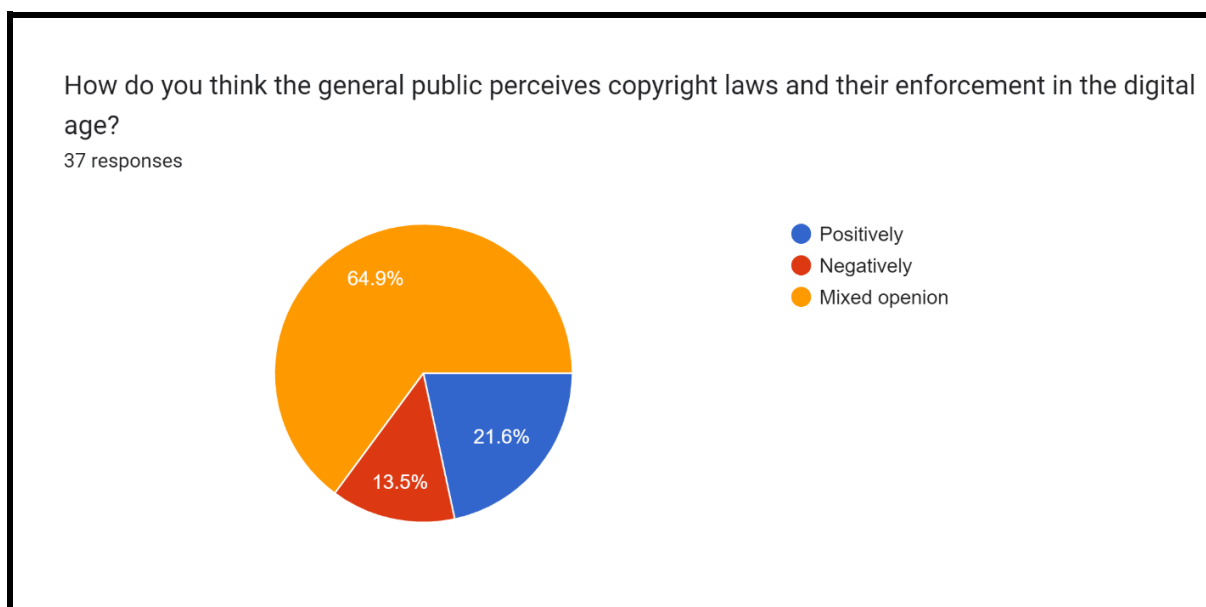

Q.9. To what extent do you think social norms influence individuals' compliance with copyright laws in online environments?

The purpose behind this question was to learn more about how social norms influence people's behavior and adherence to copyright rules in online settings.

By looking at this matter, we were able to see how societal views toward copyright, ethical conduct beliefs, and cultural norms around the sharing and consumption of media influence people's attitudes and behaviors toward copyright compliance. It made it feasible to look into the potential effectiveness of programs designed to promote copyright education, raise awareness of intellectual property rights among the general public, and foster an appreciation of artists' rights in online communities. The main objective of the inquiry is to shed light on the complex interaction between copyright compliance and societal norms in the digital age.

About 51.4% Responded Somewhat influence,21.6% Responded Strongly influence,18.9%

Responded Minimally influence and remaining 8.1% responded Do not influence.
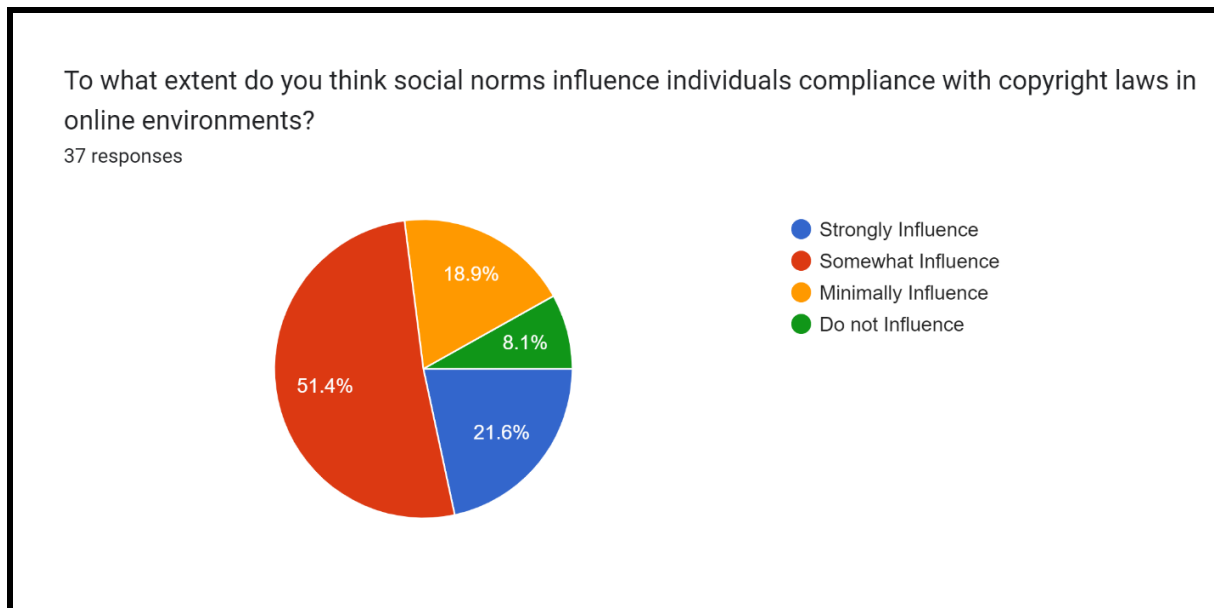
Q.10. Do you believe there should be more education and awareness campaigns about copyright laws and their implications? (Please specify)

This final question is open-ended, although the other questions are closed-ended.

Hence the answers we got through the survey questionary are in favorer of Strict implementation of copyright laws on online platforms.

Encouraging a fair digital environment and safeguarding the rights of content creators require strict enforcement of copyright laws. Strong enforcement tactics are used in this to prevent and deal with copyright infringement.

When someone or anything is proven to be infringing on someone else's copyrighted work, legal action is taken against them, including damages and civil litigation. Online platforms use content removal techniques, taking down illegal content as soon as they get legitimate copyright infringement notifications.

To stop illegal duplication and distribution of copyrighted content, technological methods such as digital rights management systems and content filtering systems are used. Awareness of copyright rules and the repercussions of violation is increased through educational activities. Developing tactics for defending protected content and thwarting piracy is made easier through cooperation with industry associations and rights holders.

Overall, Strict enforcement generally seeks to protect the financial interests of content creators, encourage innovation, and guarantee the continuous creation and dissemination of high-quality content.

III. CONCLUSION

After Analyzing both primary and secondary sources, it is evident that the patterns of copyright infringement on internet platforms necessitate a complex strategy that includes stringent legislation, public awareness efforts, and alternative solutions. Strong copyright laws must be put into place and upheld in order to discourage and punish infringement. This involves taking legal action to defend content creators' rights and bring violators accountable.

It is essential to educate the public on intellectual property rights, copyright laws, and the repercussions of infringement. Campaigns to raise awareness can prevent unauthorized use of copyrighted content and support the development of a culture that respects the rights of creators.

Reducing the frequency of content infringement can be achieved by offering accessible and lawful alternatives. In order to provide easy substitutes for illegal content, this involves marketing authorized streaming services, subscription-based platforms, and reasonably priced buying possibilities.

By using technology tools like digital fingerprinting and content recognition algorithms, platforms may identify and stop the unapproved distribution of content protected by copyright.

Cooperation is essential for tackling worldwide copyright infringement and creating uniform enforcement methods amongst governments, industry players, and international organizations.

Through this Research we Conclude that Strict legal enforcement, public awareness campaigns, alternate access methods, technical advancements, and international collaboration can be used to effectively combat online platform copyright infringement tendencies while advancing a just and sustainable digital environment.

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