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Fair Use and Social Media

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Fair Use and Social Media

Abstract

This poster was created in a collaborative effort by Musselman Library's Copyright Committee as part of a display for Fair Use Week 2018. The poster was intended to get viewers to think about the 4 factors of fair use in the context of two art projects that used social media photos: *Yolocaust* by Shahak Shapira and *New Portraits* by Richard Prince. It was also intended to get viewers thinking about the ways their social media content might get used beyond the original intention.

Keywords

Fair Use, Copyright, Fair Dealing, Yolocaust, New Portraits

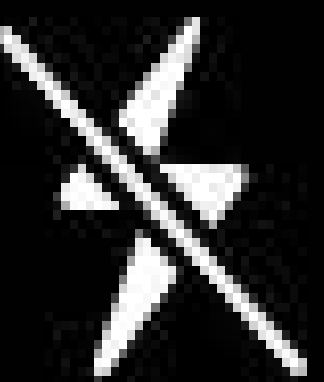
Disciplines

Intellectual Property Law | Internet Law | Library and Information Science

Comments

Displayed on the main floor of Musselman Library from February 26th, 2018 to March 2nd, 2018, during [Fair Use and Fair Dealing Week 2018](#).

Fair Use and Social Media



Yolocaust

In 2017, Shahak Shapira created an online project called *Yolocaust* that combined social media photos taken at the Berlin Holocaust Memorial with actual Holocaust photos.



Shapira's goal was to criticize the way people were behaving in a commemorative space. The project was non-commercial, but both sets of photos are protected by copyright.

Is this Fair Use?

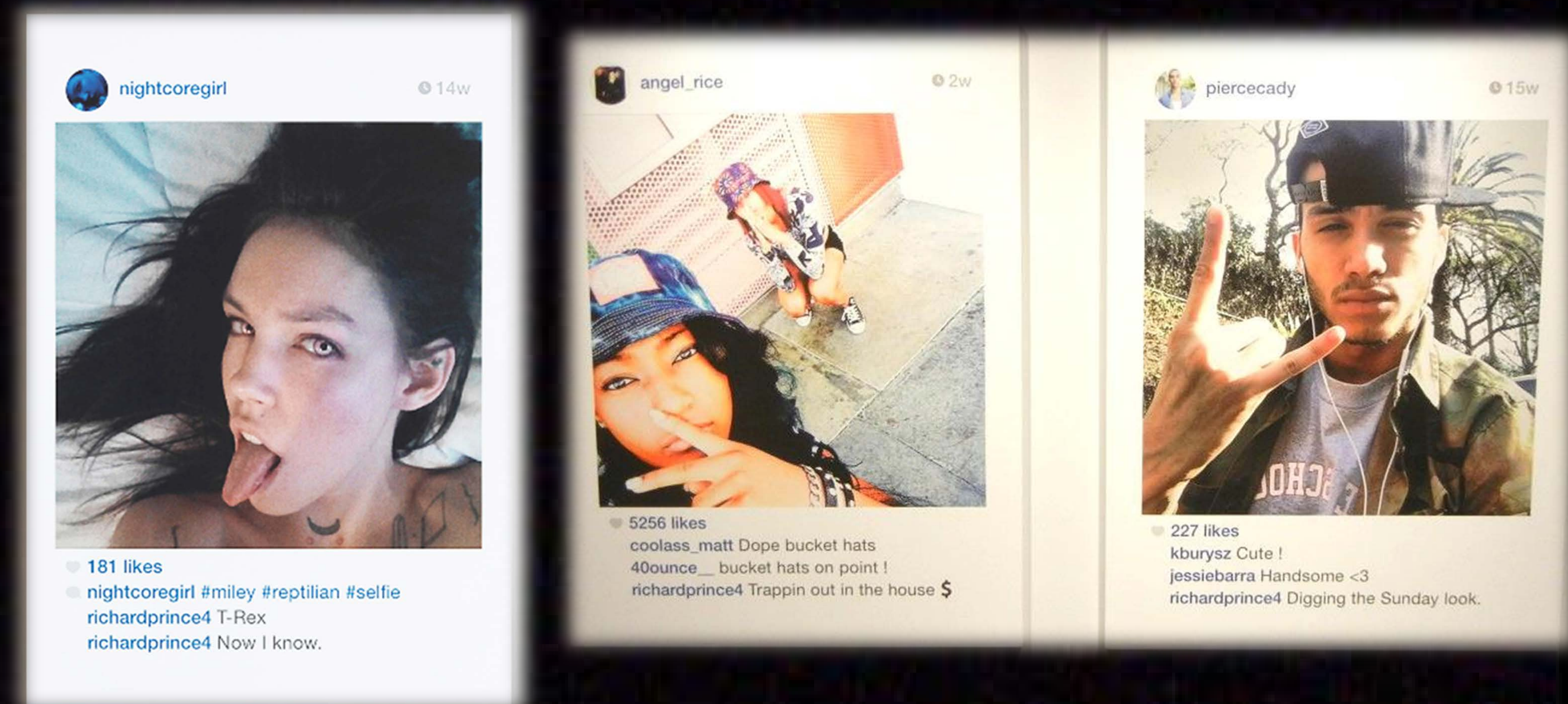


New Portraits

Artist Richard Prince created an exhibition in 2014 called *New Portraits* by commenting on Instagram photos and then making prints.



Instagram users retain copyright of their photos when they use the platform. Prince didn't ask permission to use most of the photos, and many of his prints sold for up to \$90,000.

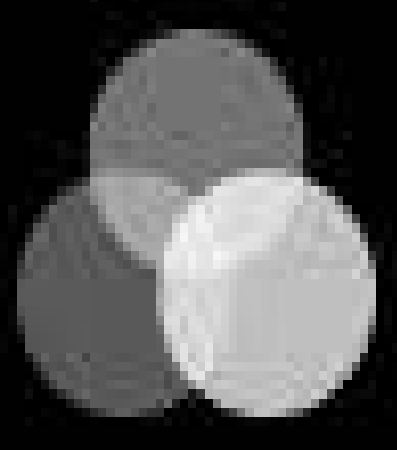
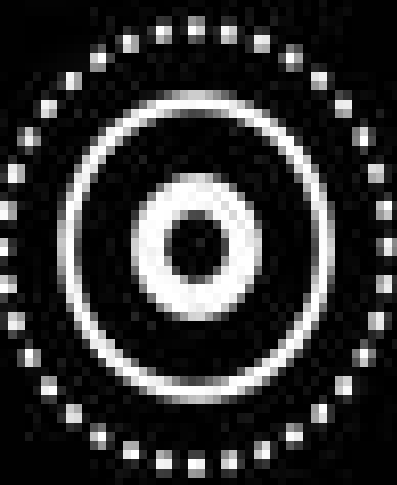


Prince says that commenting on, cropping, and recontextualizing the photos are transformative acts.

Is this Fair Use?



HDR



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