

PROTECTING COPYRIGHT ON CONTENT EXCHANGE PLATFORMS, LIKE FACEBOOK, INSTAGRAM, OR YOUTUBE

Mamura Turgunbaeva

Research Assistant at Westminster International University in Tashkent.

Email: mturgunboyeva@wiut.uz

Abstract

the rapid growth of content sharing sites such as Facebook, Instagram, and YouTube has revolutionized user creation, dissemination, and consumption of digital content. However, this has also brought along with-it critical problems in copyright protection. This article addresses the issues and solutions relating to the protection of intellectual property rights on the sites. It addresses the prevailing legal systems, the function of the platform policy, and the effectiveness of technological measures in averting copyright infringement. Based on case studies and experiences, the article seeks to offer insights on the ongoing battle between creators and copyright violators and end up proposing means of enhancing copyright protection in the digital world.

Keywords: Copyright protection, content sharing websites, intellectual property, digital content, copyright infringement, legal frameworks, platform policies.

Introduction

The emergence of the digital age has brought with it content sharing websites like Facebook, Instagram, and YouTube that have transformed the landscape of media consumption and production. Through these sites, users are able to share their creativity with the world, thereby generating a rich and diverse ecosystem of user content. But along with this democratization of content creation, it has also led to some major problems in protecting the rights of the original creators. Copyright infringement became so ubiquitous that unauthorized use of copyrighted materials is occurring at an alarming rate. Thus, the implementation of proper mechanisms of copyright protection in these web pages has never been more important. This paper aims to explore the complexity of copyright protection for content exchange platforms, examining available legal tools, policies of platforms, and technological controls that can help in safeguarding intellectual property rights.

MAIN PART

Copyright (Eng. copyright) is a set of exclusive rights that regulate the expression of an idea (thought) or information in a certain form. In general, literally, it is the "right to copy." Basically, these rights are limited in duration. The copyright symbol is © and may be additionally designated by (c) or (C) in some jurisdictions. Copyright can manifest itself in a wide variety of creative, intellectual, and artistic forms of "works." These include poems, theses, stage plays and other literary works, films, choreographic works (dance, ballet), musical compositions, audio recordings, paintings, drawings, sculptures, photographs, computer programs, radio and television broadcasts, and industrial design in some jurisdictions. Social media gives companies



a way to reach a wider audience by producing interesting and well-planned content, but the rise in unique content also raises questions about copyright protection. Businesses should take important precautions to prevent copyright infringement of their intellectual property, secure their digital assets, and preserve their brand, even if deciphering the complex restrictions of social media platforms can be challenging. As long as your content is eligible, posting creative work on social media usually keeps you in control of your copyright. However, some safeguards may be lost based on the terms and conditions you accepted when setting up your social media account. As long as your content is acceptable, posting creative work on social media usually gives you control over your copyright. However, some rights may be lost based on the terms and conditions you accepted when setting up your social media account [1]. This is due to the fact that posting on websites like YouTube or X, formerly known as Twitter, entails accepting their conditions, which typically include granting the platform permission to utilise the content you have uploaded there. Social media sites, however, never acquire ownership of your content. When you share your work on social media, other users are not allowed to copy or utilise it without giving you due credit as the original author. For instance, someone can retweet a meme you made, but they can't take it and repost it as their own, especially beyond the platform, as that doesn't usually fall under fair use or follow platform guidelines [2].

Design or industrial design may have separate legislation or general legislation regulating them in some jurisdictions. Copyright is a branch of law that is part of the intellectual property law system. Copyright covers only the "material" form of an opinion or information. It does not protect and is not intended to protect the true thought, idea, concept, facts, direction, or rule (technique) embodied in or based on a copyrighted work. For example, the character in Disney's famous Chip and Dale cartoon, say Chip, is protected by copyright. However, this protection relates to Chip's appearance, facial expressions, and clothing in that particular cartoon, and doesn't restrict anyone from creating a cartoon character based on another person's squirrel character. In some jurisdictions, annotated or satirical editing of works protected by copyright is permitted. Copyright is standardized in some countries by international treaties such as the Berne Convention and is required by members of international organizations such as the European Union and the World Trade Organization [3].

Artificial intelligence has become the most controversial topic in creative fields. Today, there are programs that write a novel with a single command, neural networks that draw like professional artists, or algorithms that compose a song in a matter of minutes. The question arises: who is the author of this work? A program? The company that created it? Or is it just a user who wrote a "prompt"? The legislation does not yet give a clear answer to this question. For example, in the USA, artificial intelligence is not recognized as an independent author. In 2023, the U.S. Copyright Office refused to register comic images created with the help of Midjourney. The court also supported this position, arguing that copyright belongs only to human creativity. Therefore, according to this logic, if AI has created any creative work, it is the property of common use. If there are human modifications and edits, that part can be protected [4].

A similar approach exists in the European Union. European courts require the criterion of "originality," that is, there must be a creative decision behind the work. However, the EU is much more active in this area: the AI Act, adopted in 2024, also provides for transparency. Now developers of large models must publicly announce what data they were trained on.



Great Britain has chosen its own path. In the law of the United Kingdom, there is a concept of "computer-generated work." In this case, the author is the person who organized the process of creating the work, usually the person who used the program. The protection period is shorter than usual - 50 years.

The popularity of the Internet and the proliferation of online platforms have made it easier to copy and distribute creative works. Many users are downloading, distributing, and sharing copyrighted materials without permission. This is especially true for creative products such as videos, music, e-books, and software. One of the most common forms of unauthorized copying is piracy. Digital technologies have not been effective in preventing piracy, as materials are copied and distributed so quickly and easily. Plagiarism, the act of claiming someone else's work as your own, has taken on new forms in the digital age. The vast libraries and resources available on the Internet make it easy to steal works. Plagiarism is common on blogs, websites, and social media. In this case, authors are faced with the illegal use and distribution of their works by others. Artificial intelligence (AI) and automatic content generation technologies are also posing new threats to copyright. Works created with the help of AI, such as musical compositions, images and videos, raise many copyright questions. It is difficult to determine whose work it is, because the work is created by a computer, not a human. This situation requires new approaches to copyright protection, in particular.

Digital actors and movement in virtual worlds (metaverse) are also complicating copyright issues. Works of art and other intellectual property can be sold in digital format through NFT4 (Non-Fungible Token) technology, but many legal issues arise in determining the true owner of these digital works. In addition, the legal protection of content created in virtual environments such as the metaverse is also becoming a pressing issue. This area has not yet developed its own legal framework, which in turn creates new threats. It's more interesting in Asia. Japan has granted almost complete freedom for the development of Chi: any information can be accessed. Therefore, Japanese researchers have great potential in this area. China is issuing different decisions: some courts protect AI products with copyright, while others reject them. This approach has not yet entered the general system. The biggest debate is about training data. Millions of texts, photos, and videos collected from the Internet were used to "train" artificial intelligence. But they could be someone's work. This is causing discontent among publishers, musicians, and the media [5]. The European Union has granted authors the right to "opt out" in this regard: if they indicate on the website or file that "this material cannot be used in "teaching" AI," model developers must comply with this. In the USA, there is no such clarity; the issue is being debated within the framework of the concept of "fair use," that is, fair use. Meanwhile, AI companies began contracting with major media representatives to avoid legal proceedings and liability risks. The popularity of the Internet and the proliferation of online platforms have made it easier to copy and distribute creative works. Many users are downloading, distributing, and sharing copyrighted materials without permission. This is especially true for creative products such as videos, music, e-books, and software. One of the most common forms of unauthorized copying is piracy. Digital technologies have not been effective in preventing piracy, as materials are copied and distributed so quickly and easily. Plagiarism, the act of claiming someone else's work as your own, has taken on new forms in the digital age. The vast libraries and resources available on the Internet make it easy to steal works. Plagiarism is common on blogs, websites,



and social media. In this case, authors are faced with the illegal use and distribution of their works by others.

Artificial intelligence (AI) and automatic content generation technologies are also posing new threats to copyright. Works created with the help of AI, such as musical compositions, images and videos, raise many copyright questions. It is difficult to determine whose work it is, because the work is created by a computer, not a human. This situation requires new approaches to copyright protection, in particular.

Digital actors and movement in virtual worlds (metaverse) are also complicating copyright issues. Works of art and other intellectual property can be sold in digital format through NFT4 (Non-Fungible Token) technology, but many legal issues arise in determining the true owner of these digital works. In addition, the legal protection of content created in virtual environments such as the metaverse is also becoming a pressing issue. This area has not yet developed its own legal framework, which in turn creates new threats.

Content sharing websites have changed how users interact with content. They provide a platform where one can upload videos, images, and other materials, often minimizing the line between individual use and business intent. This innovation has provided a unique platform where issues of copyright issues are rampant because users unknowingly or knowingly infringe the rights of others. The legal framework for copyright protection is complex and jurisdiction-specific. Copyright law in most countries is designed to protect creators' rights, holding exclusive right to their work. The topic has been dominated by the rapid advancement in technology, but the laws were tardy to catch up with it. The outcome has been gaps in protection. The United States' Digital Millennium Copyright Act (DMCA), for example, provides a way of addressing copyright infringement online, although its effectiveness is always debated. Various policies have been established by social media platforms to address copyright infringement. YouTube's Content ID system, for example, allows copyright owners to recognize and control their works on the site. But these technologies are not foolproof and can lead to disputes regarding fair use and rights of creators. Additionally, copyright enforcement is in the hands of the content producers in most situations, which imposes too much burden on creators who may not have the means to protect their work adequately.

Technological advancement leads to potential solutions for enhancing protection of copyrights on content trading platforms. Technologies such as digital watermarking, blockchain, and artificial intelligence can help in monitoring and regulating use of copyrighted material. They can allow creators greater control over their work and facilitate better enforcement of rights.

CONCLUSION

With content trading websites becoming ever more popular, the necessity for solid copyright protection mechanisms is ever more pressing. Although current legal provisions and platform guidelines do offer some form of protection, they usually fail to meet the demands of the complexities of the online environment. By taking advantage of technological innovation and promoting cooperation among creators, platforms, and policymakers, it is feasible to strengthen copyright protection and build a more balanced platform for content creators. Protecting copyright on content exchange platforms is ultimately important not only to protect the rights of individual creators but also to encourage innovation and creativity in the age of the Internet.



REFERENCES

1. Quintais, J. P., De Gregorio, G., & Magalhães, J. C. (2023). How platforms govern users' copyright-protected content: Exploring the power of private ordering and its implications. *Computer Law & Security Review*, 48, 105792.
2. Alharbi, A. A. How the Copyright Law Protects the Users' Works of Social Media (Facebook & YouTube as Examples). *Journal EIMJ*, 2.
3. Alm, J. G. (2014). Sharing copyrights: The copyright implications of user content in social media. *Hamline J. Pub. L. & Pol'y*, 35, 103.
4. Wichtowski, R. (2016). Increasing copyright protection for social media users by expanding social media platforms' rights. *Duke L. & Tech. Rev.*, 15, 253.
5. Tang, X. (2022). Privatizing Copyright. *Mich. L. Rev.*, 121, 753.

