

Course Title: Introductory Course on Social Media & Law

Program in which it is offered: Minor

Course Category: Minor

Schedule of Offering: [Odd/Even Semesters]

Course Code: [EG221]

Course Credits: [3]

- **Lecture:** [2 Hours per week]
- **Tutorial:** [1 Hours per week]

Contact Hours per week: [3 Hours per week]

Course Co-ordinator: Sreenath Namboodiri & Nithin V Kumar **Maximum Intake:** 25

1. Introduction

The minor course titled **Introductory Course on Social Media & Law** is offered to provide basic understanding of the interface between law and the growing world of Social Media. Today every individual and entity has a social media presence to pursue their career & business, widen their social circle and influence base etc. making it inevitable part of this age. As the medium grows, it has become more complex and serious with real life implication. Therefore, for a successful exploitation of the medium there needs certain understanding about regulatory framework that sets the scope of action within the medium. This course is designed to provide a conceptual understanding of Law in this domain.

The course aims to critically understand the existing social media structure and its interface and conflicts with law. The class would deliberate over the ethical underpinnings that defines the best practices in social media, understand the basic regulatory framework and then dwell into various policy questions in the field. This would aid students to realise the resultant socio-economic implications (globally and domestically) both from an individual standpoint and commercial venture position.

2. Course Objectives

This course seeks to

1. Build conceptual understanding about the key ideas, and models involved in Social Media and its interface with law.

2. Train students in the skills and tools required to answer the legal and regulatory questions arising out of social media and its use for personal and commercial use.

3. Course Outcomes

1. Students will develop conceptual understanding about the key concepts involved in interfacing of Social Media and Law.
2. Students will acquire skills to advice and create strategies for effective implementation and creation of Social Media policy.
3. Students will learn legal frameworks with which they can aid and advise private and public institutions towards effective use of Social Media, also warding themselves from unfair practices.

4. Pre-requisites

Students would be required to have a basic understanding on Internet and Social Media platforms.

5. Readings

There shall be no prescribed single text-book for this course. However, a set of readings have been identified under each module of the course. Students will be required to access these reading materials from the library repository and make their own reading compendium.

6. Module-wise topics

Module 1: Introduction to Social Media and relevant legal frameworks

Objectives:

1. Give a detailed introduction to the students about Social Media and its growth.
2. To deliberate over the instances of Social Media impact and its conflict with law.
3. To introduce the basic understanding of relevant legal framework w.r.t. Social Media .

Topics:

- Introduction to Social Media:
 - Defining Social Media
 - Types of Social Media Platforms
 - Click Warp Contracts – Understanding T&C's of Social Media Platforms
- Introduction to Laws pertaining to Social Media:
 - Ethics and Etiquettes of Social Media

- Constitutional position & Statutory framework (Overview)
- Social Media's Conflict with Law - Case Study

Module 2: How much can you Influence? - Freedom of Expression in Social Media

Objectives:

1. To provide an understanding of International and National Legislative framework on Freedom of Expression and its impact on Social Media.
2. To enable students to analyse and conceive how Freedom of Expression impact Social Media and vice versa.

Topics

- Understanding Freedom of Expression and its limitations:
 - Constitutional Position
 - International Law
- Social Media and Censorship:
 - Hate speech
 - Defamation & Libel
 - Blasphemy
 - Cyber Bullying

Module 3: Social Media and Intellectual Property Issues

Objectives:

1. To introduce specific legal issues with Social Media marketing.
2. To enable students to analyse and conceive the practice oriented questions in Social Media marketing and its interface with law.

Topics:

- Copyright and Social Media: It's not your content to share!!
 - What is Copyright?
 - Copyright issues on social media.
 - Exceptions and leeways
- Social Media Marketing and Legal Conundrums - Trademarks and Social Media
 - What is Trade Marks/Brands? What constitute Trade mark infringement?
 - Ambush Marketing

- Social Media Policies for Businesses

Module 4: My space in our space: Social Media v Privacy and other confidentiality rights (12 hours)

Objectives:

1. To introduce specific privacy related issues in Social Media.
 2. To enable students to analyse and conceive the practice oriented questions in Social Media vis-à-vis Privacy.
- What is Privacy / Personality right?
 - Defining Privacy and its scope in India
 - Privacy Violations on Social Media
 - Third party Violations & Criminal Remedy
 - Right to forget
 - Big Data vis-à-vis Privacy
 - What is Big Data?
 - Big Data and Social Media Analytics

7. Suggested Readings:

- Amy Van Looy, *Social Media Management – Technologies and Strategies for Creating Business Value*, Springer – Springer Texts in Business and Economics, 2016.
- Jeremy H. Lipschultz, *Social Media Communication: Concepts, Practices, Data Law and Ethics*, Taylor & Francis, 2017
- Joshua Brunty, Katherine Helenek, *Social Media Investigation for Law Enforcement*, Routledge, 2014

8. Pedagogy

The sessions will be conducted as online live lectures. Live sessions will be a combination of lectures and discussions. Reading . Selected content from Module 2 and 3 will be delivered along with demonstrations. Readings and Samples of research works applicable shall be distributed as reading materials during the coursework period.

9. Evaluation Pattern

Evaluation will follow a continuous evaluation pattern, on a multiple component basis. Evaluation pattern is given below:

Total Marks (100)

- Module 1: a) Group discussion/presentation of T&C's - 10 Marks

b) Quiz – 10 Marks

- Module 2 a) Assignment on topics assigned: 10 Marks
b) Quiz- 10 Marks
- Module 3: a) Case Study discussion/ presentation: problems/issues related to the topics covered in the module will be provided for class discussion. Students are required to discuss in groups and make presentation within the given time slot – 10 Marks

b) Quiz – 10 Marks

- Module 4: a) Group Discussion/Presentation on problems: 10 Marks
b) Quiz – 10 Marks