

How Copyright Owner Protect their Rights on Social Media: A Critical Study*

Dr. Nehaluddin AHMAD, Rafidah Mohd RAFFI and Mas Afiqah Syazwani SULAIMAN

Faculty of Law, Sultan Sharif Ali Islamic University, Brunei

Correspondence should be addressed to: Nehaluddin AHMAD; ahmadnehal@yahoo.com

* Presented at the 37th IBIMA International Conference, 30-31 May 2021, Cordoba, Spain

Copyright © 2021. Nehaluddin AHMAD, Rafidah Mohd RAFFI and Mas Afiqah Syazwani SULAIMAN

Abstract

The invention of the internet evolves the social media platforms and it achieves its prominence during the 21st century. With high-speed internet and the easy sharing features available in the platform allows easy content sharing for the users. Copyright law exists to protect creativeness and at the same time allows for the dissemination of their work. As such, this creates problems for creative workers as it permeates the easy exploitation of their work without their prior permission. This paper discusses the basic elements of copyright and how copyright exists in social media. It also examines deeply on how infringement occurs and the methods applied by social media such as Facebook, YouTube, Twitter and Instagram, in battling and preventing stealing from other user's duplication.

Keywords: Copyright, social media, copyright infringement.