The Idea Of Digital Age Intellectual Property

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Introduction

Creativity is a rare trait, and it should be protected in every way possible. Intellectual property is an intangible material that is the outcome of creativity. Patents, copyrights, trademarks, and designs are under the category that is used to protect the work from copying. It helps the rightful owner to protect his rights under the umbrella of the law. There are laws for intellectual property on an international level, but this legislation may differ according to country. Dyson presented the idea of intellectual value in 1995. In this article, he presented the idea of the future digital age and the way intellectual property will be used and protected. Now, in the book "A Gift of Fire," the idea of intellectual property in the digital age is given. In the discussion below, Dyson's view will be compared to modern-era intellectual property.

Discussion

Dyson's View about the future of Intellectual property in the "Digital Age."

Dyson presented his article about Intellectual value in 1995, and at that time, the era of the internet had just started. According to Dyson, the economics of content will entirely change because the net is the place of copy and paste, so it will be difficult to protect intellectual property (Dyson et al.). For him, many challenges were coming from the writers, publishers, sellers, and creators. It is difficult in this new world to fund information, but copying any material is an easy task. The future of intellectual property was perceived to be less secure because of less commercial life but more intrinsic value. The quality of material would decrease, whereas creativity would be a lot more. Dyson identified all these things, and they were completely true. He referred to it as different as it is for a person to be in a mood.

In the real digital world, the fair use doctrine is followed, and most of the content is protected so that the publishers and authors can get true value for their work (Baase and Henry). There are different packages and policies related to copyright that come at different prices. Dyson analyzed this correctly by identifying that not all the content would be free and would serve as an advertisement. However, to improve the attractiveness of the digital market, most of the material will be offered free for

copying. At that time, the advertisement was a poor tool because it was made for a mass market, while it was identified that in the digital market, where there will be one-to-one relations, the advertisement would be of high quality (Dyson et al.). His main concern was that the lifetime of value would be reduced to half. Disruptive innovation will become so common that technologies will come and go in days. This same thing is happening in this modern world. In the past, it was difficult to replace items with one another; however, now, content of the same quality is available everywhere, and it seems like seeing one thing is seeing all. Most of the things were described from the perspective of software, and it is true that the software industry is the one that is affected by the internet the most. Now, there is much software that is available free of cost just because of the internet.

Accurate or Close Accurate Views since the Article was published.

Many views were described in the article “Intellectual Value” that proved to be true in this digital age. The things identified about free-of-cost and low-cost content are evident, with most of the websites operating based on advertisements. He mentioned that advertisements would be the main source of the websites. It was said that the payments would not come from the readers or viewers, but advertisers would pay for the content (Dyson et al.). This same thing is happening now, as there are many famous people or influential celebrities who are contracted to market the products and companies. All these things have made entertainment cheaper for the audience. There are tools available that can be used to share content legally without paying any money (Baase and Henry).

Another fact that was identified states that though cyberspace has no boundaries, it can be limited by the quantity of attention given to it. The more value a person or community places on it, the wider its area becomes. There is also a problem with the creators because it makes them worried about whether they will be paid for their creativity or not (Dyson et al.). This thing was frightening for most people; however, it is shaped by the supply and demand law. However, intellectual property rules have made it easy because people can now secure their rights.

Conclusion

The comparison between the current digital world and how Dyson perceived it 23 years back is made in the above discussion. It seems like most of his predictions were correct. Even the concept of data metering was identified, where instead of paying a long-term fee at a time or charging an hourly fee, companies charge users according to the amount of data they use. It also protects the rights of customers because they do not have to pay for the data they do not have access to. These things show that Dyson had a clear idea about what would happen in the future with intellectual property. He gave details of all the property rights, including software, content, and multimedia, because he had a clear idea about what the digital era would do with intellectual property.

Works Cited

Baase, Sara and Timothy Henry. A gift of fire: social, legal, and ethical issues in computing technology. 2018.

Dyson, Esther et al. “Intellectual Value.” WIRED. N. p., 1995. Web. 4 Apr. 2018.