

Corinne Tan

# Regulating Content on Social Media

Copyright, Terms of Service and Technological Features



**Dr Corinne Tan**

Sessional Lecturer and Honorary Fellow, Melbourne Law School

**Chairperson: Professor David Tan**

Professor, NUS Law

**14 NOVEMBER 2018, (WEDNESDAY), 5.30PM TO 6.40PM (REGISTRATION STARTS 5.00PM)  
NUS LAW (BUKIT TIMAH CAMPUS), BLOCK B LEVEL 4, SR 4-1**

## ABOUT THE SEMINAR

How are users influenced by social media platforms when they generate content, and does this influence affect users' compliance with copyright laws?

These are pressing questions in today's internet age, and *Regulating Content on Social Media* answers them by analysing how the behaviours of social media users are regulated from a copyright perspective. Corinne Tan, an internet governance specialist, compares copyright laws on selected social media platforms, namely Facebook, Pinterest, YouTube, Twitter and Wikipedia, with other regulatory factors such as the terms of service and the technological features of each platform. This comparison enables her to explore how each platform affects the role copyright laws play in securing compliance from their users. Through a case study detailing the content generative activities undertaken by a hypothetical user named Jane Doe, as well as drawing from empirical studies, the book argues that – in spite of copyright's purported regulation of certain behaviours – users are 'nudged' by the social media platforms themselves to behave in ways that may be inconsistent with copyright laws.

The topic will be introduced in a 40-minute presentation by Dr Corinne Tan and further explored in a 15-minute follow-up panel session and a 15-minute Q&A session.

## ABOUT THE SPEAKER & PANELLISTS



### Dr Corinne Tan

Corinne Tan is a Sessional Lecturer and Honorary Fellow at the Melbourne Law School. She currently teaches Legal Ethics in the Juris Doctor program.

Corinne is an internet governance, intellectual property and media law researcher. In particular, she is interested in exploring the intersection of law and technology on new media platforms, as well as the contextual factors that affect the effectiveness of various laws on the behaviours of regulatees. She has published widely in international law journals. Her monograph 'Regulating Content on Social Media – Copyright, Terms of Service and Technological Features' will be published by UCL Press in March 2018.

Corinne holds a PhD and LLM from the Melbourne Law School, as well as a LLB from the National University of Singapore. She has taught in Singapore and in Melbourne since 2012. She was called to the Singapore Bar in 2007 and practised as a lawyer for many years.



### Professor David Tan

David Tan holds a PhD from Melbourne Law School, a LLM from Harvard, and graduated with a LLB (First Class Honours)/BCom from the University of Melbourne. He has taught courses at Melbourne Law School (Intellectual Property & Popular Culture; Constitutional Law) and University of Hong Kong, Faculty of Law (Entertainment Law). David was formerly with the Singapore Administrative Service, serving as Director of Sports at Ministry of Community Development, Youth & Sports (MCYS) and Director of International Talent at Ministry of Manpower (MOM). In the area of law, he has published in a diverse range of journals such as the Harvard Journal of Sports & Entertainment Law, Yale Journal of International Law, Sydney Law Review, Law Quarterly Review, Media & Arts Law Review, Singapore Journal of Legal Studies, Torts Law Journal and Australian Intellectual Property Journal. In 2017, David launched his monograph *The Commercial Appropriation of Fame on celebrity personality rights* published by Cambridge University Press.

David is also an accomplished fine art fashion photographer having published a coffee-table book *Visions of Beauty* in association with Versace, and "Tainted Perfection" in collaboration with Cartier in Singapore. His works have appeared in *Vanity Fair*, *Harper's Bazaar*, *Marie Claire* and *The New Yorker*.



### Mr Mark Lim

Mark Lim is Senior Faculty at IP Academy, and Director/Chief Legal Counsel of the Hearings and Mediation Department at the Intellectual Property Office of Singapore (IPOS).

Prior to joining IPOS in 2010, Mark was a lawyer in private practice for 15 years. At his last firm, a medium-sized law firm in Singapore, he established and headed the IP, Media & Entertainment Department. Mark's work encompassed all areas of intellectual property law, including both contentious as well as non-contentious IP matters.

Mark was the Vice-Chairman for the Singapore Law Society's IP Committee for several years until he joined IPOS. He has published many articles in both local and international journals, including the Singapore Academy of Law Journal, European Intellectual Property Review, Journal of International Arbitration, Copyright World and Trademark World. He is also a co-author of the volume on IP in Halsbury's Laws of Singapore. He has been recognised as a leading IP lawyer in a number of international publications.

## REGISTRATION

There is no registration fee for this seminar but seats are limited.

Visit <https://goo.gl/B3uEpE> or  
Scan the QR Code below to register by  
9 November 2018 (Friday) 12 noon



Chris Chan  
(E) [rescle@nus.edu.sg](mailto:rescle@nus.edu.sg)  
(T) +65 66013573

**Public CPD Point: 1**  
**Practice Area: Intellectual Property**  
**Training Level: Intermediate**



*Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes signing in on arrival and signing out at the conclusion of the activity in the manner required by the organiser, and not being absent from the entire activity for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.silecpdcentre.sg> for more information.*