Nine Dates with Content and Coffee

Date 9: Credits and Other Legal Pitfalls
Credits to:

- Reporters
- Interviewers
- Writers
- Photographers
- Graphic artists
- Students
Reprints and photo credits

- Intertextuality
- Reprints OK but note that the same text may mean different things to different readers in a different context
- Good to have standard wordings
Reprints Standard Clauses

Reproduction of any article contained in the ISO publications should maintain the integrity of its text. Alterations to the reproduced article should not be made without permission from ISO. A credit line acknowledging the original source should be included. Examples of acknowledgement statement:

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Photo Credits Standard

Clauses

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Other Pitfalls

- Content duplication (or, plagiarism)
- Image rights
- Defamation
- Personal data
- Sensitive issues: gender, race, sexual orientation, professions, etc.
Content Duplication

- Easy to copy and paste from the web
- Difficult to oversee others’ (colleagues, students, freelancers, etc.) work
- Texts and pictures
- No proper citation or acknowledgment
Ms Sheila Guo, ITSC, “Fine Line Between Duplication and Plagiarism of Web Contents”:

Image Rights

Presentation by Research Placement Students from the UK and Canada
Defamation

- Untrue statement of fact that lowers a living person in the estimation of others.
Personal Data

Any medium that can identify a living person

- Purpose of collection
- Excessive
- Right to inspect and amend
- Informed consent, opt-in
Potentially sensitive issues

- Gender – language, images
- Race
- Sexual orientation
- Professions

  astronomer vs astrologer
  doctors vs nurses, physiotherapists, chiropractors, dentists
To Recap Our Nine Dates

- House-styles (Chinese and English)
- Content-making
- Use of freelancers
- Web writing
- E-newsletters
- Legal awareness
Content-making

- Interviewing
- Headlines and captions
- Translating
- Sub-editing and proofreading
- Photos
- Cover design and publication templates
Our Role as Editor-in-Chief?

“The role of the professor now is part party host, part traffic cop, full-time enabler.”