spontaneously, for temporary use, not as part of an "anthology" and not as an institutional requirement or suggestion.

2) The nature of the copyrighted work.
For example, an article from a newspaper would be considered differently than a workbook made for instruction. With multimedia material there are different standards and permissions for different media: a digitized photo from a National Geographic, a video clip from Jaws, and an audio selection from Peter Gabriel's CD would be treated differently--the selections are not treated as a equivalent chunks of digital data.

3) The nature and substantiality of the material used.
In general, when other criteria are met, the copying of extracts that are "not substantial in length" when compared to the whole of which they are part may be considered fair use.

4) The effect of use on the potential market for or value of the work.
In general, a work that supplants the normal market is considered an infringement, but a work does not have to have an effect on the market to be an infringement.

How can a work reference the copyright owner of digital photographs, video, or sounds?
Include the copyright symbol and the name of the copyright owner directly on/under/around the digital material. It is virtually impossible to ensure that digital information located at any distance from the image/video would be seen by a user if the copyright notice is not directly attached to the material.

If the material is only used once for a class or a project, does the copyright owner need to be acknowledged?
Images, graphics and video should be credited to their owners/sources just as written material. Also, if you should change your mind and want to use material for commercial purposes, then it is important that you would know where and when you found the material and who is the copyright owner.

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