DMCA Self-Remediation and P2P Notification

"The new automatic processing has been wonderful on our end, "out of sight out of mind" more or less, with occasional questions only."

--- UC Riverside Student Conduct Office

Campus Impact

UCR's self-service DMCA infringement remediation tool has taken a large load off of our Student Conduct office, an average of 20 cases per month with up to several hours required per case, freeing their staff up to focus on more important conduct issues.

Our implementation of the Be Aware You're Uploading program, BAYU, proactively warns students about sharing copyrighted material over a P2P network, and has contributed to an overall reduction in annual DMCA notices since its implementation in 2012.

Business Need

Increase in Infringement Claims

UC Riverside, like many other campuses, has seen an annual increase in DMCA infringement claims every year since its inception, with no end in sight. UCR currently receives an average of 20 DMCA infringement claims per month during the academic year, with peaks at the start of each academic quarter. UCR's ability to respond to these infringement claims can't scale with the increase in volume, making a better solution necessary.
**Disruptive, Time Intensive Process**

The time required from initial receipt of an infringement to its resolution was on the order of weeks, involving hours of time and staff members from two departments, as well as time from the student. During this time the student's ability to use the wireless network was impacted. UCR needed an improved process to reduce time spent by staff and to also minimize the impact to students.

**Lack of Awareness**

UCR students remained largely unaware of the DMCA despite annual campaigns to raise awareness. Students who were sharing copyrighted material often didn't realize they'd done something wrong. If they had, the students might not have shared the content and triggered an infringement claim. Educating students on the DMCA was critical to reducing our DMCA volume.

**Highlights**

- 98% reduction in DMCA complaints handled by student conduct.
- Several orders of magnitude reduction in DMCA resolution time for students, from weeks to just minutes.
- 23% average monthly reduction in DMCA infringement claims (down to 29/month from 38/month) since the deployment of our BAYU and self-remediation solutions.

**The Process: Technology and Implementation**

**Technical Highlights:**

An open-source firewall, Packet Filter (PF), is used to prevent wireless offenders from accessing the internet and redirects HTTP traffic to the DMCA self-remediation website.

The remediation website integrates with our Single Sign-On implementation, CAS, to permit the user to digitally sign our policy.

A traffic shaping device (PacketShaper) is used to classify and control wireless traffic. Logs from this device are correlated with authentication records to identify students, and send email to users engaged in sustained P2P activity. We only send one email notification to a user per academic year.

**Testimonials**

“UCR’s 'Be Aware You're Uploading' (BAYU) program mimics University of Michigan's original idea of informing students when UCR network monitoring notices they are using peer-to-peer programs (e.g. bittorrent). The information is meant to help students know they are using these protocols, many of whom may not otherwise know. In addition to the BAYU program, UCR's DMCA self-remediation effort employs a wireless gateway that prevents students from accessing the wireless service if they have a valid DMCA complaint against them. A page
appears that explains the dangers of violating copyright protected material, which students must attest to reading by checking a box on the page. Once they attest, they are allowed to access the wireless service. This feature of UCR's DMCA reduction efforts has saved countless hours of Student Conduct and Academic Integrity Program (SCAIP) personnel time. Formerly students would have to appear before someone from SCAIP in order to restore their wireless access. Now, the entire process is streamlined, making it more efficient for SCAIP and students. This is a wonderful addition to our tools that help reduce campus DMCA complaints.”

--- Russ Harvey, Director, Computing Infrastructure & Security, Computing & Communications

Timeline

October 2011 - February 2012: Implementation and testing.
March 2012: Deployment and announcement to campus

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