

# Part Seven

## More Multimedia Tools and Techniques

### CHAPTER 33

Downloading Multimedia Resources from the Internet

### CHAPTER 34

Image Capture and Manipulation

### CHAPTER 35

Digital Video Recording and Editing

### CHAPTER 36

Drawing Lines, Arrows, Curves, and Freehand Shapes

### CHAPTER 37

Slide Masters and Design Templates

### CHAPTER 38

Creating Charts, Graphs, Tables, and Equations

Now that you have completed the *History of Flight* tutorial, it is time to learn more multimedia tools and techniques that you can use to create advanced applications. Specific tools and techniques you will learn include:

- Downloading multimedia resources from the Internet, which enables you to take full advantage of the richest source on the planet for finding audiovisual material for use in multimedia productions.
- Image capture and manipulation, which enables you to grab images and prepare them for presentation in multimedia applications and Web pages. Windows users will learn how to use Paint Shop Pro, and Macintosh users will learn Graphic Converter.
- Video recording and editing, which enables you to produce video clips for use in multimedia applications. Both Windows and Macintosh users will learn how to use QuickTime Pro, which is available for both platforms.
- PowerPoint drawing tools, with which you can enhance the look and feel of multimedia screens.
- Master layout, which helps you create and apply a common user interface to a PowerPoint application.
- Charts, tables, and graphs, which extend the scope of the information you can communicate in a multimedia application.

# Downloading Multimedia Resources from the Internet

*After completing this chapter, you will be able to:*

- **Use Internet search engines to locate resources in specific application content areas**
  - **Download text and graphics from the Internet**
  - **Download audio and video resources from the Internet**
  - **Use proper bibliographic style when citing sources from which Internet materials were downloaded**
  - **Use good judgment in deciding what is a fair use, and what requires copyright clearance, when downloading materials from the Internet**
- 
- The richest source of multimedia materials on the planet is at your fingertips when you are connected to the World Wide Web. Never before have students had such a fantastic resource for scholarship and research. Millions of texts, images, audios, and videos await you on the Web.

This chapter teaches you how to use search engines to find materials that pertain to your application's content area. You will learn how to use Yahoo to perform subject-oriented searches, and AltaVista to perform key word searches that can locate specific documents, pictures, and sounds. You will be amazed how quickly you can have just the right multimedia resources on your screen.

After you learn how to locate resources on the Internet, this chapter proceeds to teach you how to download multimedia objects to your computer's hard drive. Before using a resource downloaded from the Internet, however, you need to determine whether your purpose falls within the Fair Use guidelines; if not, you must seek copyright clearance in order to obtain the legal right to use the material. Finally, you will learn the proper bibliographic form for citing electronic information.

## Internet Search Engines

Figures 33-1 through 33-5 illustrate several search engines on the Internet that can help you locate resources in your application's content area. You access the search engines by pointing your World Wide Web browser at the addresses listed in Table 33-1. The search engine will provide you with a blank field into which you type one or more search terms or key words that indicate what you seek.

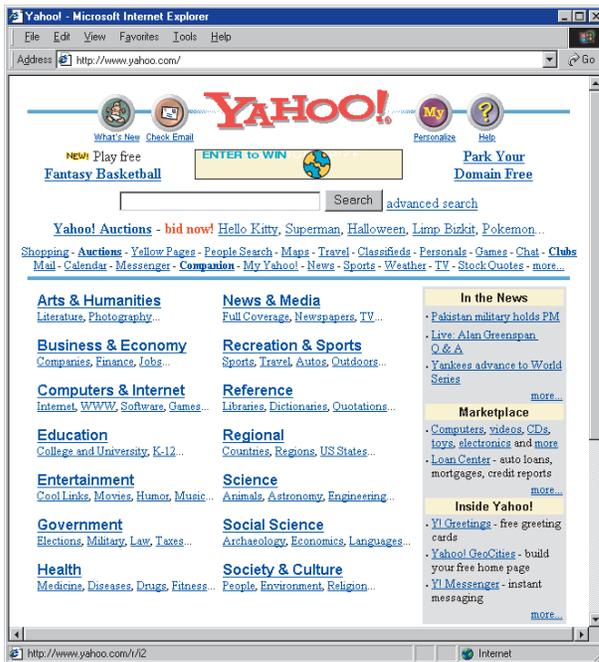


Figure 33-1 The Yahoo search engine.

Reproduced with permission of Yahoo! Inc. YAHOO! and the YAHOO! logo are trademarks of Yahoo! Inc.

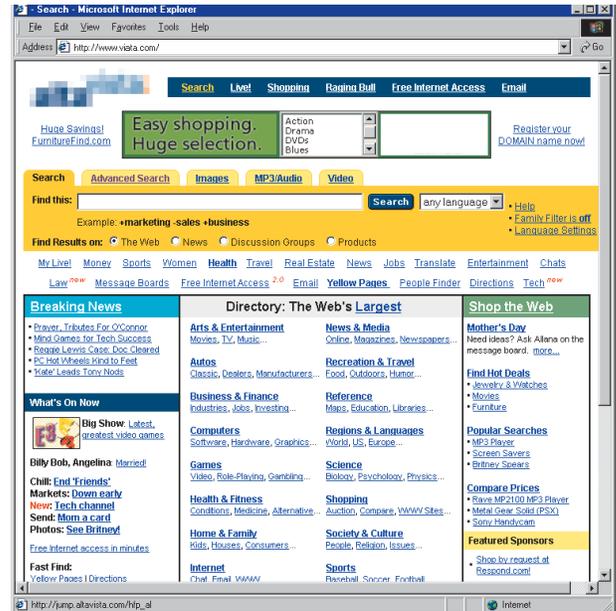


Figure 33-2 The AltaVista search engine.

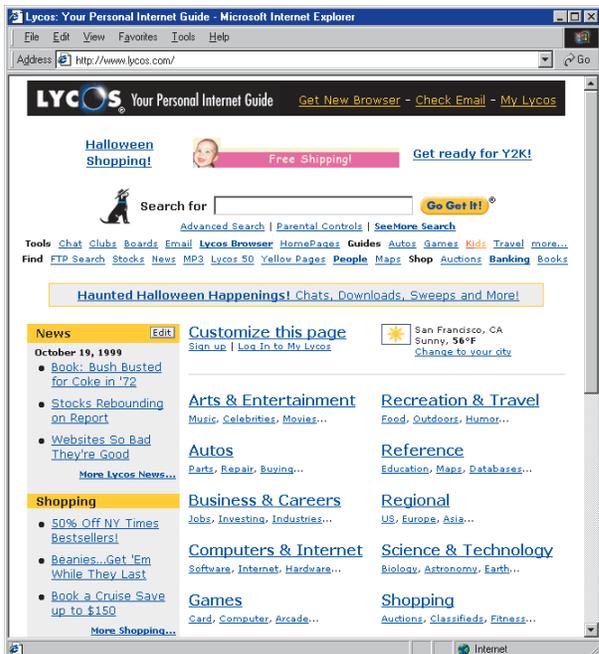


Figure 33-3 The Lycos search engine.

©2000 Lycos, Inc. Lycos® is a registered trademark of Carnegie Mellon University. All rights reserved.

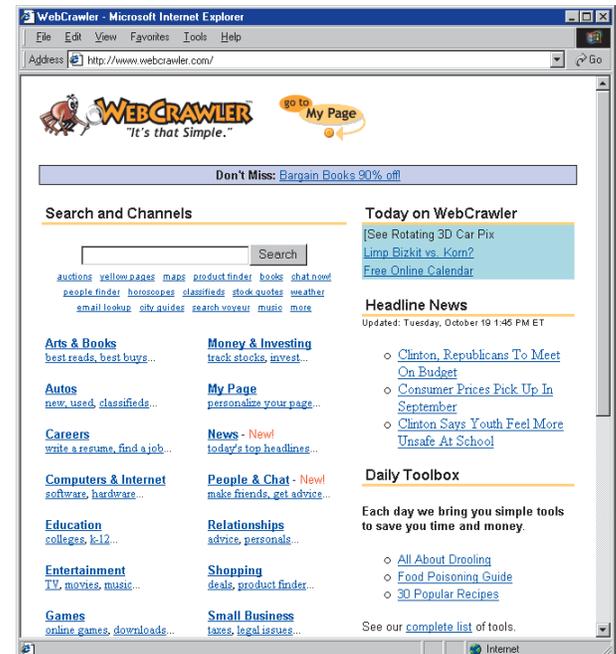


Figure 33-4 The WebCrawler search engine.



Figure 33-5 The Excite search engine.

Table 33-1 World Wide Web Addresses of Internet Search Engines

Search Engine	Kind of Search	Web Address
Yahoo	Subject-oriented search	<a href="http://www.yahoo.com">http://www.yahoo.com</a>
AltaVista	Searches for key words in documents	<a href="http://www.altavista.com">http://www.altavista.com</a>
Lycos	Searches Carnegie Mellon University's Worldwide Internet Catalog	<a href="http://www.lycos.com">http://www.lycos.com</a>
WebCrawler	Global Network Navigator search engine licensed by America Online; powered by Excite	<a href="http://www.webcrawler.com">http://www.webcrawler.com</a>
Excite	Concept search or key word search	<a href="http://www.excite.com">http://www.excite.com</a>

## How to Do a Yahoo Search

As this book goes to press, the most famous search engines are Yahoo and AltaVista. Yahoo is a good place to begin your search. Yahoo has robot computer programs called spiders that are constantly searching the Web for new information. The people who run Yahoo organize what the spiders find into a hierarchically organized directory of topics and subtopics. When you do a Yahoo search, you find out whether your search terms match any of the items in the Yahoo directory. All of the items listed are hyperlinked to their Web pages, so you can quickly access information by clicking its entry in the directory. A nice feature of Yahoo is that if you do not find what you want, Yahoo provides buttons you can click to try other search engines.

AltaVista is a search engine created by the Digital Equipment Corporation. Like Yahoo, AltaVista has spiders that are constantly combing the Web and feeding information into a database. Unlike Yahoo, AltaVista does not organize the Web according to subject

areas; rather, AltaVista lets you search for key words in documents, regardless of the “subject” of the documents. AltaVista is, therefore, likely to produce more “hits” than Yahoo, but the hits may not be as relevant to your subject. AltaVista sorts the hits according to the relevance or level of importance of the information found. As this book goes to press, AltaVista indexes 140 million Web pages. According to Digital, AltaVista is the fastest search service available (0.4 to 0.5 seconds average response time), with the most up-to-date content (refreshed every 28 days). For the latest statistics, follow the Multilit Web site link to information about AltaVista.

Search engines are undergoing a lot of research and development on the Internet. By the time you read this, new search engines will have been announced that were not available when this book went to press. You can use Yahoo to find out the latest information about new search engines and what they do. Point your Web browser at <http://www.yahoo.com>, go to the Yahoo section on Computers and Internet, and do a search for the key word *search*. The search engine sites are also taking on more capabilities in addition to searching. In its competition to attract users from other search sites, for example, excite.com now offers free Web-based e-mail, instant messaging, chat, and online shopping.

To perform a Yahoo search, follow these steps:

- ▶ Point your Web browser at <http://www.yahoo.com>; the Yahoo home page appears.
- ▶ If you want to search all of Yahoo, type your key word(s) into the blank search field and click the Search button.
- ▶ If you want to search within a Yahoo subject area, scroll down through the subjects listed on the Yahoo home page and click on the subject area you want; the Yahoo subject area page appears.
- ▶ If subtopics are listed on the subject area page, scroll through the subtopics and select the one you want. Repeat this process until you have narrowed the subject area of your search.
- ▶ When you are ready to conduct a search, type your key word(s) into the blank search field.
- ▶ Click the option to search all of Yahoo, or just the subject area you have chosen.
- ▶ Click the Search button; Yahoo will perform the search and display the items that match your key word(s).
- ▶ Scroll through the matches to see what Yahoo found. All of the matches are hyperlinked; to see an item, click a highlighted word.
- ▶ If there are more matches to be displayed, you will find “Next 20 matches” printed at the bottom of the search results. Click “Next 20 matches” if you want to see more.

By default, Yahoo combines your search terms with the Boolean **AND**, which means that you will get a match only when all of the search terms are found together in an item. If you want a Boolean **OR** done instead, click the phrase *Advanced Search* next to the Search button, and the advanced search screen appears as shown in Figure 33-6. In addition to letting you set the Boolean **OR** option, the advanced options let you choose whether to search Usenet newsgroups or the Yahoo index. You can specify whether you want to search for exact phrases or do an intelligent search, which means that if the search term appears as part of a larger word, you want Yahoo to consider that a match. You can also change the number of entries that Yahoo will return on each Web page of your search results; the default number is 20 entries per page.

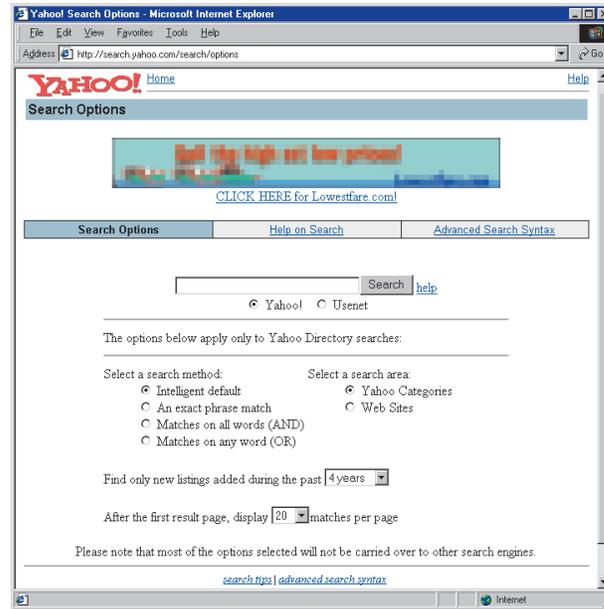


Figure 33-6 Yahoo's advanced search screen.

Reproduced with permission of Yahoo! Inc. ©2000 by YAHOO! Inc. YAHOO! and the YAHOO! logo are trademarks of YAHOO! Inc.

## How to Do an Advanced Search with AltaVista

To make the most effective use of AltaVista, you need to know how to do an advanced search. To perform an advanced search, follow these steps:

- ▶ Point your Web browser at <http://www.altavista.com>; the AltaVista home page appears.
- ▶ Click the Advanced Text Search option; the advanced search screen appears as shown in Figure 33-7.

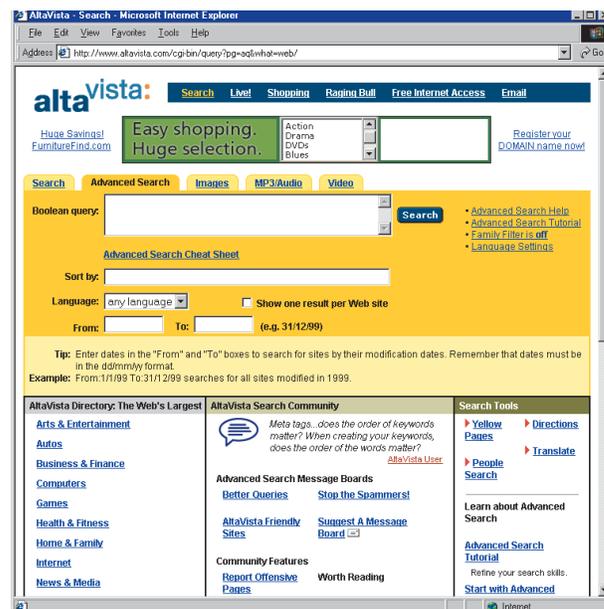


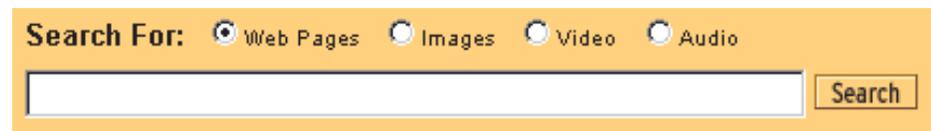
Figure 33-7 AltaVista's advanced search screen.

- ▶ In the Boolean Expression field, type your search terms using Advanced Search Syntax, which allows you to:
  - Put quote marks around phrases you want treated as search terms; for example, **“Martin Luther”** will search for the words *Martin* and *Luther* appearing next to each other
  - Use the operators AND, OR, NOT, and NEAR; for example, to search for *Martin Luther* but not *Martin Luther King*, you would enter **“Martin Luther” AND NOT “Martin Luther King”**
  - Use parentheses to group search terms, such as **“Martin Luther King” AND (“I Have a Dream” OR “Letter from a Birmingham Jail”)**
- ▶ In the Ranking Keywords field, you have the option of specifying words for AltaVista to use in sorting the matches it finds; if you do not want the matches sorted, leave this field blank.

Almost anything in the world that you want to know is retrievable once you develop skill at using the Advanced Search Syntax. The exercises at the end of this chapter will help you develop this skill. For more information about advanced searching, click “Help” on the AltaVista advanced search screen.

## Searching for Pictures, Sounds, and Movies

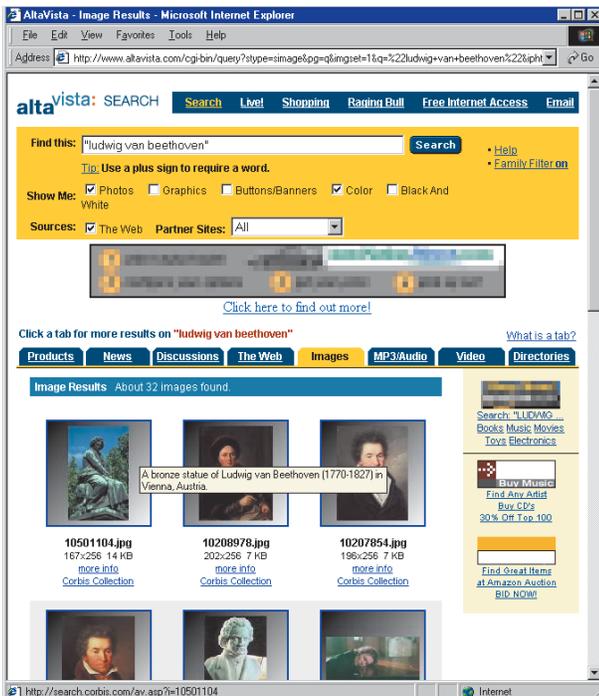
If you look closely at the AltaVista search screen pictured above in Figure 33-2, you will notice that AltaVista lets you search not only for text, but also for pictures, sounds, and movies, via the following radio buttons:



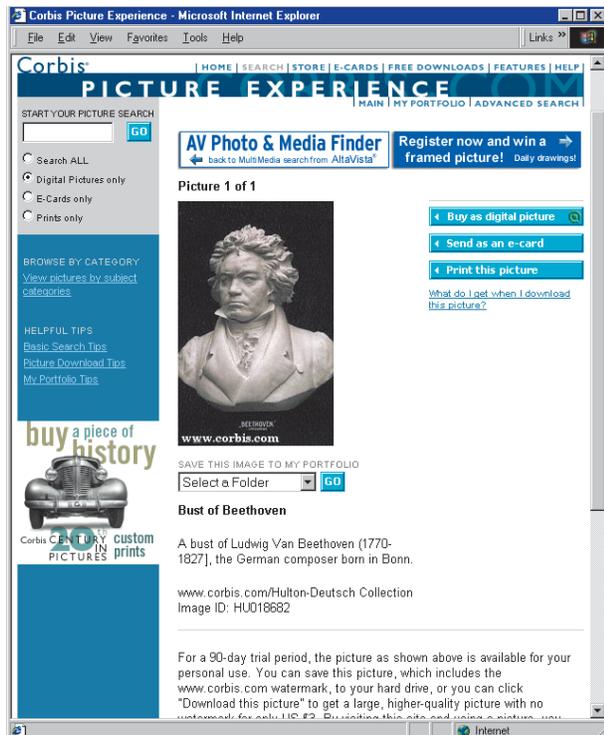
You may have also noticed that in Figure 33-3, the Lycos search screen lets you search for MP3 audio files and online radio stations. As this trend for search engines to include multimedia objects continues, multimedia authors will be able to use the Web as a worldwide source of audiovisual content for use in multimedia applications.

Suppose you are looking for pictures of Ludwig van Beethoven, for example. Figure 33-8 shows the result of clicking the Images button to search for his picture at AltaVista. If you move your mouse over one of the reduced images, a text box pops up explaining what the picture is about. When you find a picture that interests you, click the picture to retrieve it full size, as illustrated in Figure 33-9. Be sure to scroll down and read the licensing information that tells how you are permitted to use the picture.

Once you find a desired multimedia object on the Web, your next task is to download it to your computer. Read on to learn how to download text, graphics, audio, and video for use in your multimedia applications.



**Figure 33-8** Moving the mouse over an image pops up a message box explaining what the picture is.



**Figure 33-9** The result of clicking an image in Figure 33-8. Copyright © Corbis Corporation Archive Iconografico, S.A./Corbis.

## Downloading Text from the Internet

The quickest way to download text from the Internet is to copy the text onto the Windows Clipboard, from which you can paste the text into any other window on your screen. Most Web browsers let you copy text onto the Clipboard. To download text this way, follow these steps:

- ▶ Use your Web browser to display the text you want to download.
- ▶ Drag the mouse over the text you want to copy; the selected text will appear highlighted. Or, if you want to select all of the text on the Web page, pull down the browser's Edit menu and choose Select All.
- ▶ Press the Copy key (**Ctrl**-**C**) in Windows or (**⌘**-**C**) on Macintosh) or pull down the browser's Edit menu and choose Copy.
- ▶ If the application into which you want to paste the text is not already running, get it running now.
- ▶ Position the cursor at the spot in the window to which you want to paste the text.
- ▶ Press the Paste key (**Ctrl**-**V**) or (**⌘**-**V**) or pull down the application's Edit menu and choose Paste.

Most Web browsers permit you to download the HTML source code of the Web page on the screen. To download all of the HTML source code, follow these steps:

- ▶ Pull down the browser's File menu and choose Save As; the Save As dialog will appear.
- ▶ Type the path/filename under which you want the HTML to be saved.
- ▶ Click OK to save the HTML.

If you want to download only part of the HTML, pull down the browser's View menu and choose Document Source. When the HTML source code appears, drag the mouse to select the HTML codes you want and press the Copy key (**Ctrl**-**C** or **⌘**-**C**). Then position the cursor where you want to paste the HTML, and press the Paste key (**Ctrl**-**V** or **⌘**-**V**).

## Downloading Graphics from the Internet

---

The quickest way to download a graphic from the Internet is to use your Web browser's option for saving the image to a file. For example, if you are using Microsoft Internet Explorer or Netscape, you can usually save a graphic to a file by right-clicking the graphic.

A popout menu will give you an option to "Save this image as . . ." or "Download Image to Disk." When you select that option, the Save As dialog appears. In the filename field, the name of the file will appear. If you change the name of the file before you save it, you must not change the filename extension. If the file has a *.gif* filename extension, for example, do not change it to *.jpg* or *.bmp* or some other type of file, because the Save As dialog cannot change the file's type.

If you want to change the file's type, you can grab the graphic with Paint Shop Pro (Windows) or Graphic Converter (Macintosh), which can convert graphics into a wide range of file types. You will learn how to use Paint Shop Pro and Graphic Converter in Chapter 34.

## Downloading Audio and Video from the Internet

---

If your Web browser supports the option to download links, you can download any audio or video file that has been linked to a Web page. Follow these steps:

- ▶ Right-click the hot spot that you normally click with your left button to play the object. The Options menu will pop up.
- ▶ Choose the option to "Save this link as" or "Download this link to disk." The Save As dialog will appear.
- ▶ In the filename field, the name of the file will appear. If you change the name of the file before you save it, you must not change the filename extension. If the file has a *.mov* filename extension, for example, do not change it to *.avi* or *.mpg* or some other type of file, because the Save As dialog cannot convert files to different types.
- ▶ Press **↵** or click the Save button to save the file.

## Bibliographic Style for Citing Internet Resources

---

Scholarly writing is not done in a vacuum. Rather than writing about your thoughts on a topic, you conduct research to find out what other people have discovered and documented. When you write your paper, you refer to this research to support your assertions, or to compare them to another point of view.

To provide a standard way of presenting and documenting references to scholarly material, style guides have been created. The three most popular style guides are the *Publication Manual of the American Psychology Association (APA)*, the *Modern Language Association (MLA) Handbook*, and the *Chicago Manual of Style (CMS)*. The APA style is normally used for papers written in psychology classes and the social sciences. MLA style is often used for papers written in English courses and the humanities. The CMS style is used across a broad range of disciplines; this book, for example, is written in CMS style.

At the *Multilit* Web site, you will find examples of term papers written in APA, MLA, and CMS styles. Unless your instructor, publisher, or employer tells you to use a specific style guide, it does not really matter whether you choose APA, MLA, or CMS style. What is important is that you follow an established style guide consistently to enable people who read your paper to locate the sources you cite.

## Citing Internet Resources in APA Style

In the APA section of the *Multilit* Web site are resources related to APA style. Among them is a sample term paper written in APA style. If you study the sample term paper, you will notice that some of the references have been linked to other documents on the Web. When a reference that you cite is available online, you should link your citation of that reference to the online resource to provide someone reading your article quick and easy access to the online reference. Printed here are the guidelines for citing Web documents in APA style. Other aspects of the APA style are documented in the *Publication Manual of the American Psychology Association*. To obtain a copy, follow the links to APA Style Guidelines at the *Multilit* Web site.

The source of the guidelines printed here is University of Vermont librarians Xia Li and Nancy Crane, who have written a book entitled *Electronic Styles: An Expanded Guide to Citing Electronic Information*. For the latest information on the availability of the Li and Crane book, follow the *Multilit* Web site links to the Li and Crane Web site. The guidelines provided here were adapted from the Li and Crane Web site in the section on citing World Wide Web resources in the APA style.

### INDIVIDUAL WORKS

Author/editor. (Year). *Title* (edition), [Type of medium]. Producer (optional). Available Protocol (if applicable): Site/Path/File [Access date].

#### Example:

Pritzker, T. J. (No date). *An early fragment from central Nepal* [Online]. Available: <http://www.ingress.com/~astanart/pritzker/pritzker.html> [1995, June 8].

### PARTS OF WORKS

Author/editor. (Year). Title. In *Source* (edition), [Type of medium]. Producer (optional). Available Protocol (if applicable): Site/Path/File [Access date].

#### Example:

Daniel, R. T. (1995). The history of Western music. In *Britannica online: Macropaedia* [Online]. Available: <http://www.eb.com:180/cgi-bin/g:DocF=macro/5004/45/0.html> [1995, June 14].

### JOURNAL ARTICLES

Author. (Year). Title. *Journal Title* [Type of medium], volume(issue), paging or indicator of length. Available Protocol (if applicable): Site/Path/File [Access date].

#### Examples:

Inada, K. (1995). A Buddhist response to the nature of human rights. *Journal of Buddhist Ethics* [Online], 2, 9 paragraphs. Available: <http://www.cac.psu.edu/jbe/twocont.html> [1995, June 21].

Johnson, T. (1994, December 5). Indigenous people are now more combative, organized. *Miami Herald* [Online], p. 29SA(22 paragraphs). Available: [gopher://summit.fiu.edu/](http://gopher://summit.fiu.edu/)

Miami Herald—Summit-Related Articles/12/05/95—Indigenous People Now More Combative, Organized [1995, July 16].

#### OTHER FORMS OF ONLINE COMMUNICATION

For other forms of online communication such as newsgroups, Web sites, and listservs, you should provide as much of the following information as you can, in the order specified.

Author. (Year). Title. [Type of medium]. Available Protocol (if applicable): Site/Path/File [Access date].

##### *Example:*

Ritchie, Collin. Emulating PRINT & COPY in a JAVA Applet. [Newsgroup]. Available: news://msnews.microsoft.com/microsoft.public.java.visualj++ [1997, July 2].

### Citing Internet Resources in MLA Style

MLA  
Style

In the MLA section of the *Multilit* Web site are resources related to MLA style. Among them is a sample term paper written in MLA style. If you study that term paper, you will notice that some of the references have been linked to other documents on the Web. When a reference that you cite is available online, you should link your citation of that reference to the online resource, to provide someone reading your article quick and easy access to the online reference. Printed here are the guidelines for citing Internet resources in MLA style. Other aspects of the MLA style are documented in the *MLA Handbook for Writers of Research Papers*. To obtain a copy, follow the links to MLA Style Guidelines at the *Multilit* Web site.

The source of the guidelines printed here is University of Vermont librarians Xia Li and Nancy Crane, who have written a book entitled *Electronic Styles: An Expanded Guide to Citing Electronic Information*. For the latest information on the availability of the Li and Crane book, follow the *Multilit* Web site links to the Li and Crane Web site. The guidelines provided here were adapted from the Li and Crane Web site in the section on citing World Wide Web resources in the MLA style.

#### INDIVIDUAL WORKS

Author/editor. *Title of Print Version of Work*. Edition statement (if given). Publication information (Place of publication: publisher, date), if given. *Title of Electronic Work*. Medium. Information supplier. Available Protocol (if applicable): Site/Path/File. Access date.

##### *Example:*

Pritzker, Thomas J. *An Early Fragment from Central Nepal*. N.D. Online. Ingress Communications. Available: <http://www.ingress.com/~astanart/pritzker/pritzker.html>. 8 June 1995.

#### PARTS OF WORKS

Author/editor. "Part title." *Title of Print Version of Work*. Edition statement (if given). Publication information (Place of publication: publisher, date), if given. *Title of Electronic Work*. Medium. Information supplier. Available Protocol (if applicable): Site/Path/File. Access date.

*Example:*

Daniel, Ralph Thomas. "The History of Western Music." *Britannica Online: Macropaedia*. 1995. Online. Encyclopedia Britannica. Available: <http://www.eb.com:180/cgi-bin/g:DocF=macro/5004/45/0.html>. 14 June 1995.

**JOURNAL ARTICLES**

Author. "Article Title." *Journal Title*. Volume. Issue (Year): paging or indicator or length. Medium. Available Protocol (if applicable): Site/Path/File. Access date.

*Examples:*

Inada, Kenneth. "A Buddhist Response to the Nature of Human Rights." *Journal of Buddhist Ethics* 2 (1995): 9 pars. Online. Available: <http://www.cac.psu.edu/jbe/twocont.html>. 21 June 1995.

Johnson, Tim. "Indigenous People Are Now More Combative, Organized." *Miami Herald* 5 Dec. 1994: 29SA. Online. Available: [gopher://summit.fiu.edu/Miami Herald—Summit-Related Articles/12/05/95—Indigenous People Now More Combative, Organized](http://gopher://summit.fiu.edu/Miami%20Herald---Summit-Related%20Articles/12/05/95---Indigenous%20People%20Now%20More%20Combative,%20Organized). 16 July 1995. 17 July 1995.

**OTHER FORMS OF ONLINE COMMUNICATION**

For other forms of online communication, such as newsgroups, Web sites, and listservs, provide as much of the following information as you can, in the order specified.

Author. Title. (Year). Medium. Available Protocol (if applicable): Site/Path/File. Access date.

*Example:*

Ritchie, Collin. Emulating PRINT & COPY in a JAVA Applet. 1997. Newsgroup. Available: [news://msnews.microsoft.com/microsoft.public.java.visualj++.2](http://news://msnews.microsoft.com/microsoft.public.java.visualj++.2). 2 July 1997.

**Citing Internet Resources in CMS Style**

In the CMS section of the *Multilit* Web site, you will find resources related to CMS style. Among them is a sample term paper written in CMS style. If you study that term paper, you will notice that some of the references have been linked to other documents on the Web. When a reference that you cite is available online, you should link your citation of that reference to the online resource to provide someone reading your article quick and easy access to the online resource.

Instead of issuing its own guidelines for citing electronic documents, the *Chicago Manual of Style* (1993:633-4) has adopted the International Standards Organization (ISO) system. Printed here are some examples of how to cite Internet resources in the ISO style. For complete documentation of the ISO style, follow the links to CMS/ISO at the *Multilit* Web site.

Printed here are the guidelines for citing Internet resources in CMS style. Other aspects of the CMS style are documented in the *Chicago Manual of Style*. To obtain a copy, follow the links to *Chicago Manual of Style* at the *Multilit* Web site.

**INDIVIDUAL WORKS**

Author/editor. *Title*. Type of medium. Subordinate responsibility (optional). Edition. Publication information (Place of publication: publisher, date, date of update/revision). Date of citation. Series (optional). Notes (optional). Availability and access. Standard number.

*Example:*

Pritzker, T. J. *An early fragment from central Nepal*. Available from <http://www.ingress.com/~astanart/pritzker/pritzker.html> [cited 8 June 1995].

**PARTS OF WORKS**

Author/editor (of host document). Title (of host document). Type of medium. Subordinate responsibility (of host document) (optional). Edition. Publication information (place of publication: publisher, date, date of update/revision), if given. Date of citation. Chapter or equivalent designation (of part). Title (of part). Location within host document. Notes (optional). Availability and access. Standard number.

*Example:*

Daniel, R. T. "The history of Western music." In Britannica online: Macropaedia [database online]. Available from <http://www.eb.com:180/cgi-bin/g:DocF=macro/5004/45/0.html> [cited 14 June 1995].

**JOURNAL ARTICLES**

Author. Article Title. *Journal Title*. Type of medium. Edition. Issue designations. Date of update/revision. Date of citation. Location within host document. Notes (optional). Availability and access. Standard number.

*Example:*

Inada, K. "A Buddhist Response to the Nature of Human Rights." *Journal of Buddhist Ethics* [journal online], vol. 2, 9 paragraphs. Available from <http://www.cac.psu.edu/jbe/twocont.html> [cited 21 June 1995].

**OTHER FORMS OF ONLINE COMMUNICATION**

For other forms of online communication such as newsgroups, Web sites, and listservs, provide as much of the following information as you can, in the order specified.

Author. Title. Type of Medium. Date of citation. Available Protocol (if applicable): Site/Path/File.

*Example:*

Ritchie, Collin. "Emulating PRINT & COPY in a JAVA Applet." In Visual J++ News [Newsgroup online]. [written 2 July 1997; cited 18 Aug 1997]. Available from <news://msnews.microsoft.com/microsoft.public.java.visualj++>.

## Fair Use Guidelines for Downloading Internet Resources

---

The Internet is a brave new world in which debates about copyright and fair use are ongoing. Suppose you find a diagram or an illustration on the Internet that you would like to present on-screen. Are you permitted to put the picture into your multimedia application? What about poems and songs, animations and movies that you find on the Internet? Are you permitted to include them in your multimedia creations?



To provide guidance in what is fair, the Consortium of College and University Media Centers (CCUMC) has issued a set of guidelines for the educational fair use of new media. These guidelines have been endorsed by a broad range of publishers and educational institutions. The recommendations provided here are based on the CCUMC guidelines. The full text of the guidelines is available at the *Multilit* Web site; follow the links to the *Fair Use Guidelines*.

## Downloading

According to the CCUMC guidelines, students are permitted to download into term papers certain portions of copyrighted works. These portions include:

- Up to 10% or 1,000 words of a text, whichever is less. Special rules apply to poetry; see section 4.2.2 of the guidelines for details.
- Not more than five images by an individual artist or photographer; for anthologies, not more than 10% or 15 images, whichever is less.
- Up to 10% but never more than 30 seconds of music, lyrics, and music video.
- Up to 10% of motion media or three minutes, whichever is less.
- Up to 10% or 2,500 fields or cell entries, whichever is less, from a copyrighted database or data table.

If you are not a student or an educator, however, or if you are engaging in a profit-making activity, you may not qualify for fair use. Refer to the CCUMC guidelines for detailed information on who qualifies. When in doubt, always request permission from the person or agency holding the copyright to the resource you wish to include.

Whenever you include a portion of a copyrighted work, you should always document the source with an in-text reference at the point where the object appears in your paper, and you must include a bibliographic citation at the end of the paper. If an image includes a copyright notice that is part of the bitmap of the image, it is unethical to remove the copyright notice from the image.

## e x e r c i s e s

1. Perform a Yahoo search on the key words *set-top box*. How many matches did Yahoo find? Were the documents found appropriate to the topic? Now perform an AltaVista search on *set-top box*. How many matches did AltaVista find? Were the documents retrieved by AltaVista more informative than those found by Yahoo? How do you explain why AltaVista found more matches than Yahoo?
2. Use AltaVista to perform the following searches. How many matches does each search find? Can you explain why these particular searches find progressively fewer matches?
  - "Martin Luther"
  - "Martin Luther" AND NOT "Martin Luther King"
  - "Martin Luther King" AND ("I Have a Dream" OR "Letter from a Birmingham Jail")
  - "Martin Luther King" AND "Letter from a Birmingham Jail"
3. Choose one of the documents you found in exercise 1 and write a bibliographic citation for it in APA style. Use this chapter's examples of citing Internet resources as a guide to writing your set-top box citation.
4. Get your computer's Notepad running and practice copying text from your Web browser to the Notepad. If your Web browser does not support the copying of text from a Web page, you should get a browser that does, such as Microsoft Internet Explorer or Netscape.
5. Write a letter to your U.S. senators and congressional representatives, letting them know whether or not you support the notion of Fair Use, and whether you oppose any attempt to make fair use illegal on the Internet. Because the concept of Fair Use is being challenged on the Internet, it is important for you to take a stand on the issue and let your lawmakers know what you think about it. You can obtain the mailing addresses of all U.S. senators at <http://www.senate.gov>. Congressional representatives are at <http://www.house.gov>. The Senate and House agendas and committee assignments can also be reviewed at these sites.