Issues Related To Intellectual Property And Copyright Of Students' Art Works In Digital Transformation Of Education

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Abstract
This study examined the factors affecting the copyright of students' applied art works during online learning due to Covid-19.

The research results show that there is a relationship between the teacher's reminders about copyright issues and the control of copyright infringement for applied art works. That means that when the activity of reminding teachers about copyright issues increases, the control of copyright infringement and students' awareness increase.

Keywords: digital transformation, education, factors, copyright, artwork, students, online learning

1. Introduction
Smart education integrates new technologies and new learning models. The attractiveness and adaptability of the technologies of Industry 4.0 have promoted the digital transformation in education that has been taking place in most countries and territories around the world (Sirkka Freigang). Lars Schlenker and Thomas Köhler, 2018; Tore Hoel and Jon Mason, 2018). Contemporary trends are being mentioned frequently such as augmented reality, virtual reality and mixed reality; Classroom set of devices; redesigned learning spaces; Artificial intelligence; personalized learning; Gamification has become the focus of education because of the way in which these trends are impacting teaching and learning activities of teachers and students (Mettler Tobias and Pinto Roberto, 2018).
The coronavirus has had a major impact on employment, education, energy, agriculture and many other sectors of the global economy, taking a heavy toll on humanity physically and mentally (Banks et al., 2020; Thompson, 2020; Tripathi & Amann, 2020). The outbreak of the Covid-19 pandemic has changed our habits, face-to-face contact is replaced by indirect. During the COVID-19 outbreak, school closure policies in different countries took place consecutively, rapidly and massively. During the first week of April 2020, the United Nations Educational, Scientific and Cultural Organization reported that 195 countries had enforced school closures, affecting nearly 91.3% of students worldwide (UNESCO, 2020). Online learning is the most appropriate adaptation measure in this period. But it also poses certain obstacles and challenges. For teachers, this transformation forces them to adapt to new techniques without adequate training and preparation (Dwivedi et al., 2020). The brief transition of offline to online lectures also requires instructors to have varying degrees of readiness to use different teaching methods with certain competencies (Marioni G., 2020). Students must adapt to the use of learning technology and online lectures.

2. Theoretical basis and research model
Intellectual property is considered as a set of rules by which societies have developed to regulate access to cultural and intellectual knowledge dependent on social and technological developments. The Anne Act (1709) was the first copyright act to provide for an individual's right to print. Previously, the British Royal Family regulated access to print information by granting selective royal privileges to craft associations that respected royal censorship standards (Drahos, 1996).

3. Research data and methods
The study examined the personal experiences of 460 university students studying applied arts at a public university in Hanoi with a history of more than 70 years of applied arts training. These students belong to 08 classes, are in the 8th semester, studying in different programs in the following majors: graphic design, fashion design, interior and exterior decoration design, industrial design, design jewelry design and painting (textile art, lacquer painting). To protect the privacy of the participants and allow them to speak freely, their identities and university names were kept private. We used the class name (18A,18B,18C,18D, 18E, 18F, 18G, 18H), followed by a number to identify each individual in the analysis and data discovery. Before data collection, we clarified the nature and purpose of the study, and informed consent of all students participating in the study. If they feel uncomfortable, they have the right to withdraw from the study without questioning.

This study examined the factors affecting the copyright of students' applied art works during online learning due to Covid-19.

4. Research results

4.1. Evaluate the reliability of the scale
Result of factor analysis
Considering the correlation between factors together in Promax rotation seems to be more suitable for Principle Axis Factoring extraction to discover latent structures, while Varimax rotation is more suitable for Principle Component Analysis extraction with the purpose is to reduce the number of observations about the representative factors with the largest extracted variance.

Table 3: Relationship between independent and dependent variables in the model

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<th>Source: compiled from AMOS software</th>
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To evaluate the fit of the factors in the model and test the discriminant validity of all the research concepts considered, a critical model was established. The results of the linear structural analysis show that the critical model is very suitable with the survey data, the values meet the requirements (CMIN = 721.526; df = 360; p = 0.000; CMIN/df = 2.004; GFI = 0.868; TLI = 0.943; CFI = 0.949; RMSEA = 0.56). The coefficients in the model show a good agreement with the actual data. The results are shown in the model of confirmatory factor
analysis (CFA). The correlation coefficients of observed variables > 0.5, and the relationship between the independent variables and the dependent variable are significant < 0.05. Thus, it can be concluded that the factors affecting the copyright of students' fine art work have a basis for inclusion in the analysis of structural equation modeling (SEM).

5. Conclusions and Implications

For internal regulations and technological measures to monitor copyright infringement.

Legal regulations are rules of conduct that subjects need to perform by their specific behavior when participating in social relationships. Due to the ease of copying and editing, especially in the digital environment, it becomes more difficult to control piracy of fine art works.

The research results show that there is a relationship between the teacher's reminders about copyright issues and the control of copyright infringement for applied art works. That means that when the activity of reminding teachers about copyright issues increases, the control of copyright infringement and students' awareness increase. More than anyone else, lecturers are the ones who directly interact with students during online lessons. At the same time, they are also the ones who check and evaluate the learning process of students. When specialized instructors can become good facilitators, understand student psychology, and fully master the online classroom, students will also prepare their work and make presentations more effective.

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