Name: Robert W. Gehl
Job Title: Assistant Professor
Institution: University of Utah
Title of Work Used: Alternative Social Media Sites
Copyright Holder: Various
Publication Status: Published
Publisher:
Place of Publication:

Description of Work:
Alternative social media sites exist across the Web and Internet. They are made by various people and organizations as ways to engage in social networking outside of the dominant, corporate social media sites (such as Facebook, Google+, and Twitter). Some of these sites exist as Tor hidden services or i2p eepsites; others exist on the Web; still others are peer-to-peer mobile phone applications.

Date of Evaluation: February 25, 2015
Date of Intended Use: February 25, 2015

Describe the Purpose and Character of Your Intended Use:

[+] Use is for "criticism, comment, news reporting, teaching, (including multiple print copies for classroom use), scholarship or research"
[+] Use is transformative, i.e. it uses the existing work in a new way (creates an index to the work) or for a new purpose (parody, pastiche, instructional materials, etc.) Transformative works are favored because the purpose of U.S. Copyright Law is to encourage the development and dissemination of new knowledge to benefit the public and thereby advance learning.
[+] Use is not-for-profit
[+] Use is socially beneficial (promotes the creation of new knowledge, learning, etc.) [define how]
[+] Use is clearly defined and is restricted in scope (limited duration, not iterative, restricted access, etc.)
[+] Use is one-time, or is only occasional or spontaneous
Describe the **Nature** of Your Intended Use of the Copyrighted Work:

[+] Work to be used has been previously PUBLISHED  
[-] Work contains a significant amount of new knowledge, information, or creative expression  
[-] Work is of a category of works considered highly creative (fine art, musical works, drama, artistic photography or film, etc.)  
[+] Original work was not created and/or has not been marketed for the stated purpose of the proposed use

![Fairness Scale](Image)

Describe the **Amount** of Your Intended Use in Relation to the Copyrighted Work as a Whole:

[+] Only limited and reasonable portions will be used  
[+] The portion used is not the “heart” of the work (the portion considered most central to the work as a whole)  
[+] Only the amount required to achieve the stated, socially-beneficial purpose or objective will be used (be that educational, artistic, scholarly, journalistic, etc.)  
[+] If the entire work is to be used (which would NOT favor the use being fair), it is clear that no less than the entire work will achieve the stated purpose of the use (e.g. use of a photograph, a short poem, an article, etc.)  
[+] The amount used falls within widely recognized fair use guidelines* vetted by key stakeholder groups [reference guidelines]

![Fairness Scale](Image)

Describe the **Effect** of Your Intended Use on the Potential Market or Value of the Copyrighted Work:

[+] The work is NOT currently under commercial exploitation (out of print, no licensing available, etc.)  
[+] A market for the work as it will be used is absent or is negligible & use of the work will have little or no negative impact on its value or potential value  
[+] Use of the work minimizes the potential for unauthorized use that could impact its value (i.e. steps are taken to ensure the content is not used outside of the stated purpose or audience)  
[+] Use of the work has the potential to create or improve the market for the work  
[-] The copy of the work to be used may not be a legal copy  
[+] Proper attribution will be given with the intended use
The Average "Fairness Level," Based on Your Rating of Each of the 4 Factors, Is:

[see tool disclaimer for important clarifying information]:

Other Important Criteria:

Although the Social Media Alternatives Project will capture artistic and aesthetic elements of sites (logos, interface designs, layouts), these will be static images rather than dynamic, running software.

Based on the information and justification I have provided above, I, Robert W. Gehl, am asserting this use is **FAIR** under Section 107 of the U.S. Copyright Code.

Signature: ________________________________

Date of Signature: ________________________________

*Disclaimer: This document is intended to help you collect, organize & archive the information you might need to support your fair use evaluation. It is not a source of legal advice or assistance. The results are only as good as the input you have provided by are intended to suggest next steps, and not to provide a final judgment. It is recommended that you share this evaluation with a copyright specialist before proceeding with your intended use.*