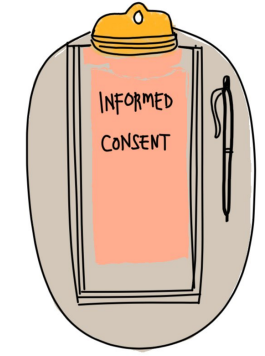


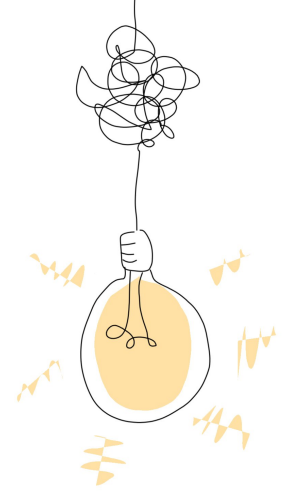
Ethical considerations for video-making



Informed Consent

- Informed consent: a process and a document that describes and explains what is being given to “the project” by whom “the participant/contributor”, under what conditions, and for what purpose
- You should obtain informed consent from any person who contributes to the video-making process, especially those who appear in the video, so that there is the possibility for all expectations to be expressed and addressed
- Any financial issues need to be clear: usually, “contribution is given freely, without compensation”
- Be transparent about where the video will be shown
- Informed consent should be an iterative process, whereby a person has the right to stay informed about the project and withdraw (e.g. they should be able to say “no, please do not include that part of the interview with me in your video!”)
- If working with minors, parental consent is required

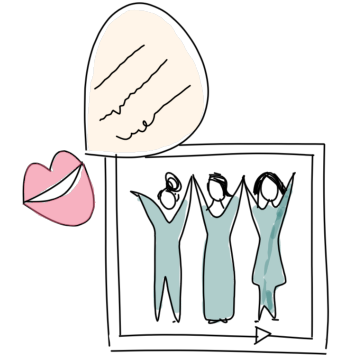
Ethical considerations for video-making



Rules of thumb to prevent legal issues

- Get informed consent from anyone who is speaking in or making a clearly recognisable appearance in your video
- Always ask before you point a camera at someone!
- Laws are different in each place, so check before you plan to shoot a video on property that is not your own. However....
- In general, filming on private property without a “permit” is illegal, unless it is open to the public (e.g. a shop)
- In public-private spaces (e.g. in someone’s shop/restaurant), check with the owner before you film
- Mostly, you are allowed to film in public places, but not for commercial purposes
- You are not allowed to use video of someone (where the face is clearly recognisable) in a public place for commercial purposes, without consent
- You cannot make and share video of someone that puts them in a false way or shares personal information about them (that can constitute slander; you may be liable)

Ethical considerations for video-making



Copyright Protection

- It is important not to include content (e.g. music) that is copyright protected
- There is a wide range of copyright-free music and content available online and often embedded within editing apps/programs, e.g. Free Music Archive
- Some creators allow their music/art to be used by other, but you must “credit” their work, that is, include a clear mention of them and a link to the source website
- Creative Commons is a non-profit organization devoted to expanding the range of creative works available for others to build upon legally and to share. The organization has released several copyright-licenses, known as Creative Commons licenses, free of charge to the public
- You can also think about whether you would like to put your own videos