

In 2014, Facebook bought a super popular messaging app for a whopping \$19 billion. What's the name of that messaging app?

- a) WhatsApp
- b) Snapchat
- c) Instagram
- d) Twitter

aesthetics

a) WhatsApp.

Digital platforms often leverage proprietary algorithms to determine various aspects of their services, such as content recommendations, user experience, and targeted advertising. Regarding access to proprietary algorithms, what is the stance of the Digital Markets Act (DMA) on compelling digital platforms to provide such access?

- a) It requires complete transparency of algorithms
  - b) It bans any form of algorithm sharing
  - c) It allows for reasonable access to algorithms in certain cases
  - d) It has no specific stance on algorithms
- c) It allows for reasonable access to algorithms in certain cases.

Platform lock-in refers to a situation in which a user becomes dependent on a particular technology platform or service and faces significant obstacles or costs when trying to switch to an alternative. Which factor contributes to platform lock-in?

- a) Open standards
- b) Proprietary formats
- c) Interoperability
- d) Network effects

aesthetics

b) Proprietary formats.

What famous toy, known for its interlocking plastic bricks, is one of the most protected intellectual properties globally, with various patents and trademarks covering its design and functionality?

- a) Barbie
- b) LEGO
- c) Teddy bear
- d) Hot Wheels

aesthetics

b) LEGO.

Which big tech company became famous for patenting a super-easy 'one-click' online shopping method, sparking debates about patenting everyday online buying practices?

- a) Microsoft
- b) Apple
- c) Amazon
- d) Google

aesthetics

c) Amazon.

In 1982, a basic video game caused a stir in the gaming world because it looked a lot like a famous movie character. What was the name of this game that led to a legal fight over copying someone's ideas?"

- a) Pong
- b) Space Invaders
- c) Pac-Man
- d) Donkey Kong

aesthetics

d) Donkey Kong.

What's the idea behind Creative Commons licenses online?

- a) Virtual art gallery for online masterpieces
- b) Legal way to share and use creative works with clear rules
- c) Music band formed in the digital space
- d) New social media platform for creative people

aesthetics

- b) Legal way to share and use creative works with clear rules.

What does "fair use" mean for digital content?

- a) Sharing memes without rules
- b) Politely using someone's content without permission
- c) Hosting online parties for content creators
- d) Playing fair in online games

aesthetics

- b) Politely using someone's content without permission.



What is a "trademark" in the digital world?

- a) A special symbol for online superheroes
- b) A sign that shows a product or service comes from a specific source
- c) A virtual game for guessing brand names
- d) A type of digital currency used in online shopping

aesthetics

- b) A sign that shows a product or service comes from a specific source.

What's the purpose of a "patent" in the digital sphere?

- a) A virtual map for finding cool websites
- b) A way to protect new inventions or ideas
- c) A game where you guess online passwords
- d) A special code for accessing private online content

aesthetics

- b) A way to protect new inventions or ideas.

Why do some websites ask you to agree to their "terms of service"?

- a) To see if you like their website design
- b) To make sure you're a nice person online
- c) To set rules for using the website and its content
- d) To find out your favorite online games

aesthetics

- c) To set rules for using the website and its content.

What does the term "public domain" mean in the digital world?

- a) A virtual park where people share their favorite songs
- b) A place where everyone can access and use creative works freely
- c) A secret code used by online detectives
- d) A game where people compete to create new digital content

aesthetics

- b) A place where everyone can access and use creative works freely.

What does it mean when a digital work is "open source"?

- a) A digital library with open doors for everyone
- b) A secret online club for creative people
- c) Free for anyone to view, use, and even improve
- d) A special code for unlocking hidden online content

aesthetics

- c) Free for anyone to view, use, and even improve.

Which is considered to be the first intellectual property law?

- a) Statute of Anne, 1710 (as a reaction to the invention of printing technology)
- b) The Papyrus Preservation Act, 300 BCE (to protect the content of scriptures)
- c) Gregorios Anvil Rights Act, 1235 (to protect a unique forging technique by blacksmiths)
- d) Steam Engine Patent Act (1820, to protect specific steam engine technology)

aesthetics

- a) Statute of Anne, 1710 (as a reaction to the invention of printing technology) .

What is typically the maximum duration of Copyright protection in the European Union?

- a) the duration of protection can be (indefinitely) determined by the author
- b) 100 years after the work has been created
- c) 70 years after the death of the author
- d) 99 years

aesthetics

c) 70 years after the death of the author.

Copyright can be used to protect creative works, such as music or novels. What does an author have to do so that his/her work is protected by copyright?

- a) Register his/her work at the Copyright-office
- b) Make sure that the '©' is included in his/her work
- c) Nothing, creative works are automatically protected by copyright
- d) Include a text notice that indicates a work is protected by copyright

aesthetics

- c) Nothing, creative works are automatically protected by copyright.



What is not protected by Copyright?

- a) books
- b) music songs
- c) computer programs
- d) personal data

aesthetics

d) Personal data.

In 2006, a Dutch court ruled that the following can be protected by copyright

- a) a haircut
- b) the smell of a perfume
- c) the recipe for a dutch, frikandel-based tomato sauce
- d) the articles of the GDPR

aesthetics

b) The smell of a perfume.

If you illegally download movies or computer games you can be held liable for the infringement of...

- a) copyright law
- b) data protection law
- c) patent law
- d) consumer law

aesthetics

a) Copyright law.

Which of the following is an example of a copyright that might be important for a technology company?

- a) The copyright in the source code of a software program
- b) The copyright in the design of a user interface
- c) The copyright in the documentation for a product
- d) All of the above

aesthetics

d) All of the above.

What type of intellectual property would protect the algorithm used by a new search engine?

- A) Copyright
- b) Trademark
- c) Patent
- d) Trade secret

aesthetics

c) Patent.

Which of the following is NOT a benefit of technology companies protecting their intellectual property in the European Union?

- a) It can help them to deter competitors from copying their products or services.
- b) It can help them to increase brand awareness and customer loyalty.
- c) It can help them to attract investors and raise capital.
- d) It can give them a monopoly on the market for their products or services.

aesthetics

- d) It can give them a monopoly on the market for their products or services.

What are some of the challenges that technology companies face in protecting their intellectual property in the European Union?

- a) The European Union's intellectual property laws are complex and fragmented.
- b) It can be expensive to enforce intellectual property rights in the European Union.
- c) It can be difficult to prove that intellectual property has been infringed.
- d) All of the above

aesthetics

- d) All of the above.

What are some of the challenges that the European Union faces in balancing the need to protect intellectual property with the need to promote innovation and competition?

- a) The European Union needs to ensure that its intellectual property laws are not so restrictive that they stifle innovation.
  - b) The European Union needs to ensure that its intellectual property laws are not so weak that they fail to provide adequate protection for technology companies.
  - c) The European Union needs to ensure that its intellectual property laws are effective in combating counterfeiting and piracy.
  - d) All of the above
- d) All of the above.



How can technology companies reconcile the need to protect their intellectual property with the need to comply with privacy laws?

- a) By obtaining consent from users before collecting and using their personal data.
- b) By only collecting and using personal data for legitimate purposes.
- b) By taking measures to protect the security and confidentiality of personal data.
- d) All of the above

aesthetics

- d) All of the above.

What are some of the things that technology companies can do to promote innovation and competition while still protecting privacy?

- a) Invest in privacy-enhancing technologies, such as encryption and differential privacy.
- b) Design their products and services with privacy in mind.
- b) Give users more control over how their personal data is used.
- d) All of the above

aesthetics

- d) All of the above.

# Intellectual Property

Which of the following big tech companies has been accused of infringing on other companies' intellectual property?

- a) Google
- b) Amazon
- c) Meta
- d) All of the above

aesthetics

d) All of the above.

What is the main purpose of a copyright for digital content?

- a) To create passwords for online accounts
- b) To protect the exclusive rights of creators to their work
- c) To prevent computer viruses
- d) To regulate internet speed

aesthetics

- b) To protect the exclusive rights of creators to their work

Why do inventors get patents for their digital inventions?

- a) To reserve a special name for their invention
- b) To make their invention look unique
- c) To have exclusive rights to their innovative ideas
- d) To get a discount on software

- c) To have exclusive rights to their innovative ideas

What does "fair use" allow people to do with digital content?

- a) Use it for any purpose without restrictions
- b) Share it only with friends and family
- c) Use it for criticism, education, or commentary
- d) Delete it from the internet

aesthetics

- c) Use it for criticism, education, or commentary

How can creators add a layer of protection to their digital files?

- a) Changing their computer's wallpaper regularly
- b) Adding a secret ingredient to the digital recipe
- c) Using a hidden code or watermark
- d) Wrapping their computer in a digital shield

aesthetics

- c) Using a hidden code or watermark

How does a trade secret differ from a patent in the digital realm?

- a) A trade secret protects digital artwork, while a patent protects inventions
  - b) A trade secret involves sharing digital information openly, while a patent keeps it private
  - c) A trade secret requires registration, while a patent is automatically granted
  - d) A trade secret safeguards confidential business information, while a patent protects specific innovations
- d) A trade secret safeguards confidential business information, while a patent protects specific innovations



What is the purpose of Creative Commons licenses in the digital domain?

- a) To restrict access to digital content
- b) To encourage the sharing and distribution of digital works
- c) To regulate internet service providers
- d) To create exclusive digital clubs

aesthetics

- b) To encourage the sharing and distribution of digital works

Creative Commons license is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted "work". Why do creators often use Creative Commons licenses for their digital works?

- a) To keep their works completely private
- b) To encourage sharing and specify usage permissions
- c) To increase internet bandwidth
- d) To automatically register their copyrights

aesthetics

- b) To encourage sharing and specify usage permissions

Companies often use a number of technical controls to fight piracy called DRM. What does DRM stand for?

- a) Digital Rights Management
- b) Digital Resource Manipulation
- c) Data Retrieval Mechanism
- d) Digital Risk Mitigation

aesthetics

- a) Digital Rights Management

How does open-source software differ from proprietary software in the digital realm?

- a) Open-source software is normally free, while proprietary software often requires payment
- b) Open-source software is always slower than proprietary software
- c) Proprietary software is accessible to everyone
- d) Open-source software is always more secure than proprietary software

aesthetics

- a) Open-source software is normally free, while proprietary software often requires payment

What role does a software license play in the digital world?

- a) To regulate internet speed for software downloads
- b) To grant permission for the use, distribution, and modification of software
- c) To limit access to software to specific geographic regions
- d) To ensure software is only available to certain user groups

aesthetics

- b) To grant permission for the use, distribution, and modification of software

How does the concept of "copyleft" differ from traditional copyright in the digital world?

- a) Copyleft restricts the use of digital content, while copyright encourages sharing.
  - b) Copyleft allows unlimited use of digital content without attribution.
  - c) Copyleft permits modification and redistribution, ensuring derived works remain open.
  - d) Copyleft is a form of digital encryption used for secure communication.
- aesthetica
- c) Copyleft permits modification and redistribution, ensuring derived works remain open.

How does the concept of "plagiarism" relate to digital content?

- a) It refers to the unauthorized use of someone else's work without giving credit.
- b) It involves creating digital content without using any references.
- c) It signifies sharing digital content on public platforms.
- d) It is a type of software used for digital design.

aesthetics

- a) It refers to the unauthorized use of someone else's work without giving credit.

What is the purpose of a cease and desist letter in the context of digital copyright?

- a) To encourage the sharing of digital content
- b) To prevent the creation of digital works
- c) To stop unauthorized use of copyrighted material
- d) To regulate internet speed for specific websites

- c) To stop unauthorized use of copyrighted material