



DIGITAL COPYRIGHTS: ADDRESSING CHALLENGES IN THE INTERNET AGE

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Abstract: Copyright law evolves with technology. Today, digital advancements like the Internet and personal computers pose both opportunities and challenges for stakeholders in creative works. Balancing these interests is complex but reflects the ongoing adaptation of copyright law to new developments. The advent of the Internet and the widespread adoption of personal computers have ushered in an era of unparalleled connectivity and accessibility to creative works. However, alongside these transformative developments emerge a myriad of challenges that confront stakeholders involved in the production, dissemination, and consumption of copyrighted content. This analysis uses a literature review method which explores a variety dimension of digital copyright in the Internet age, delving into the intricate interplay between technological progress and legal frameworks. The rise of digital piracy, the proliferation of user-generated content platforms, and the emergence of new distribution models present profound challenges to traditional notions of copyright enforcement and intellectual property protection. Moreover, the global nature of the digital economy complicates regulatory efforts, as legal frameworks struggle to keep pace with the borderless nature of online transactions and digital content consumption. This review examines the evolving strategies employed by policymakers, industry stakeholders, and legal scholars to navigate these challenges, ranging from legislative reforms to technological innovations in content management and digital rights management (DRM) systems. Through a comprehensive analysis of the existing literature, this review sheds light on the ongoing dialogue surrounding digital copyrights in the Internet age, offering insights into the complexities, debates, and future trajectories of copyright law in the digital era.

Index Terms - Internet, copyright, intellectual, protection, law.

1. INTRODUCTION

The emergence of digital technology has played a pivotal role in societal progress by enhancing the availability and accessibility of information. Digital technology and electronic networks offer opportunities to promote public interests through facilitating access to electronic resources for academic, research, and leisure purposes. Moreover, these advancements enable simultaneous access to online materials by multiple users and facilitate remote searching, eliminating geographical barriers to information access [1]. Nonetheless, this innovation has presented copyright holders with new and distinct challenges, particularly concerning the unauthorized upload and dissemination of copyrighted works without proper licensing, authorization, or lawful justification.

Copyright is among the various intellectual property rights granted to authors of literary and creative works upon their creation. According to the Berne Convention, this right applies regardless of whether the work is published, as long as it meets the fundamental criteria of originality, fixation, and reciprocity [2].

In the rapidly evolving digital landscape, copyright law stands at the nexus of technological innovation and creative expression. With the proliferation of the Internet and personal computers, access to and dissemination of copyrighted content have reached unprecedented levels. However, alongside these advancements come a host of challenges for stakeholders involved in the creation, distribution, and consumption of digital works [3].

This study explores the dynamic intersection of technology and copyright law in the Internet age, delving into the complexities of balancing the interests of creators, distributors, and consumers. This research attempts to provide light on the multiple aspects of digital copyright enforcement by investigating the increase of digital piracy, the influence of user-generated content platforms, and the creation of new distribution methods. Moreover, it investigates the regulatory and technological responses deployed by policymakers, industry stakeholders, and legal scholars to address these challenges. Through a comprehensive analysis of existing literature, this review seeks to provide insights into the ongoing dialogue surrounding digital copyrights, offering a foundation for understanding the complexities, debates, and future trajectories of copyright legislation in the digital age

1.1. Need of the study

The study is crucial to comprehend the evolving landscape of copyright legislation in the electronic age its implications for various stakeholders. With the rapid advancement of digital technology and the internet, access to and dissemination of creative works have expanded exponentially. However, this growth has also brought about new challenges, particularly concerning copyright infringement and unauthorized use of copyrighted materials.

The study's goal is to identify and examine these difficulties by investigating the interface of digital technologies and copyright laws. To establish successful copyright protection and enforcement methods, policymakers, legal experts, industry stakeholders, and content producers must first understand the nature and scope of digital copyright infringement. Moreover, as the digital

environment transcends geographical boundaries, the study will explore how copyright laws adapt to this globalized landscape. This understanding is vital for ensuring harmonization and coherence in copyright regulations across different jurisdictions. Additionally, the study will shed light on the impact of digital copyright issues on access to information, creativity, innovation, and cultural expression. Through analyzing these challenges, the research hopes to contribute to the continuing discussion about copyright law and its role in nurturing innovation, protecting proprietary rights, and facilitating digital information access.

II. RESEARCH METHODOLOGY

To explore the complex dynamics of digital copyrights in the Internet age, this study employs a literature review methodology. A detailed investigation of existing scholarly articles, legal analyses, industry reports, and policy documents forms the basis of this research. The literature review technique enables a comprehensive review of the many aspects of digital copyright enforcement and its repercussions.

First, relevant literature on digital copyrights, technological advances, and legal frameworks is identified through comprehensive database searches and citation tracking. Key terms such as "*digital copyright*," "*internet age*," "*copyright enforcement*," and "*intellectual property protection*" are used to guide the search process.

Next, selected articles and documents are critically reviewed and analyzed to identify key themes, trends, and debates in the arena of digital copyright law. The literature is synthesized to provide insights into the challenges, strategies, and future trajectories of copyright law in the digital era.

Throughout the research process, attention is paid to the credibility and relevance of the sources, ensuring the reliability and validity of the findings. This study uses a literature review technique to contribute to the current body of knowledge on digital copyrights while also informing policy discussions and decision-making in the field of copyright law.

III. LITERATURE REVIEW

In recent decades, the rapid advancement of digital technologies, particularly the widespread adoption of internet access, has transformed the terrain of copyright law. Copyright law has historically evolved in response to changes in technology, reflecting society's need to balance principles of creators, distributors, and consumers of artistic works. With the advent of printing presses in the 15th century, copyright emerged as a means to protect the rights of authors and publishers over their literary and artistic creations. Over time, copyright laws have been updated to accommodate advancements such as photography, film, and broadcasting, expanding in the context of protection to new forms of expression [4]. In the age of technology, copyright law faces unprecedented challenges due to the simplicity of reproducing and distributing electronic material. The digitization of artistic works has blurred the boundaries between traditional media formats, leading to complex legal issues surrounding ownership, licensing, and enforcement. Copyright statutes worldwide have been amended to address these challenges, with provisions for digital rights management (DRM) systems, anti-piracy measures, and fair use exceptions [5].

The rise of digital technologies and the Internet has revolutionized the way creative works are produced, distributed, and consumed. Content creators now have unprecedented opportunities to reach global audiences through online platforms, social media, and digital marketplaces. However, these opportunities also bring challenges, as creators must navigate issues such as online piracy, unauthorized distribution, and digital rights management. Similarly, distributors and publishers face new challenges in protecting copyrighted content from unauthorized use and ensuring fair compensation for creators. The rise of online streaming services, e-books, and digital music platforms has disrupted traditional distribution models, requiring industry stakeholders to adapt to changing consumer preferences and technological innovations. Consumers, too, are affected by digital advancements copyright legislation applies. While digital technologies offer greater access to a vast array of cultural and artistic works, consumers must navigate complex licensing agreements, digital rights restrictions, and copyright infringement risks. The tension between preserving creators' rights and promoting the public can access information and culture is a central concern in the electronic age [6].

The electronic era presents unique challenges in balancing the needs of creators, distributors, and consumers of creative labor. On one hand, copyright law seeks to encourage inventiveness and innovation by granting authors exclusive access to their works. On the contrary side, copyright law must find a balance between protecting these rights and promoting broader access to information and cultural expression. The advent of digital technologies complicates this balance, as it enables rapid and widespread dissemination copyrighted material, often without the consent of rights holders. Online platforms and social media networks have become hotbeds for copyright infringement, as users share, remix, and distribute copyrighted works with ease. Moreover, the global nature of the web blurs traditional jurisdictional boundaries, making the protection of copyright law across international borders challenging. Legal frameworks must adapt to the borderless nature of digital transactions and content distribution, requiring international cooperation and coordination [7].

3.1. Challenges confronting digital copyright enforcement

The rise of digital piracy poses a significant challenge to implementation of copyright regulations in the digital space. Digital piracy refers to the unauthorized reproduction, distribution, or use of copyrighted material without the consent of the rights holder. This phenomenon has become increasingly prevalent because of the ease of sharing digital material via online platforms, file-sharing networks, and peer-to-peer (P2P) file sharing [8].

The repercussions of digital piracy are numerous, going beyond just financial losses for rights holders. Firstly, it undermines the economic viability of content creators and industries by depriving them of revenue streams from legitimate sales and licensing agreements. Moreover, the spread of pirated content diminishes the perceived value of intellectual property, leading to a devaluation of creative works and disincentivizing future innovation and artistic endeavors [9].

Furthermore, digital Piracy presents enormous obstacles to copyright enforcement efforts, as it often transcends national borders and operates within legal gray areas. The anonymity afforded by online platforms and encryption technologies complicates the recognition and prosecution of perpetrators. Additionally, the sheer volume of pirated content circulating on the internet overwhelms traditional enforcement mechanisms, making it difficult for rights holders to successfully fight infringement [9].

To address the rise of digital copying, policymakers, industry stakeholders, and legal scholars have proposed various strategies, including the execution of stricter copyright laws, enhanced technological protection measures, and educational campaigns to

increase awareness about the importance of intellectual property rights. However, finding a comprehensive solution to this complex issue remains elusive, requiring a concerted effort from multiple stakeholders to strike a balance between copyright enforcement and promoting access to information and cultural expression [10].

The proliferation of user-generated content platforms, such as social media networks, video-sharing websites, and online forums, has revolutionized the way individuals create, share, and interact with digital content. While these platforms have democratized content creation and enabled unprecedented levels of user engagement, they also present significant challenges in terms of property protection and intellectual property protection [11].

User-generated content platforms operate on a model of user-generated contributions, where individuals upload, share, and disseminate content ranging from text, images, videos, and audio recordings. However, the decentralized nature of these interfaces makes it tough to monitor regulate the vast amounts of user-generated content being uploaded daily [12]. One of them key challenges posed by user-generated content platforms is the issue copyright violation, as users may upload using copyrighted content without the proper permits or licenses from rights holders. This raises questions about the liability of platform operators for facilitating or allowing copyright infringement and the responsibility of users to respect the rights to intellectual property.

Moreover, the emergence of algorithms and automated content moderation tools introduces additional complexities in copyright enforcement. While these tools may assist identify and delete unauthorized content, they also risk overzealous censorship and the erroneous removal of non-infringing material, potentially stifling freedom of expression and creativity. To address these challenges, user-generated content platforms must implement robust mechanisms used to enforce copyright, including content identification algorithms, user reporting systems, and clear policies regarding copyright infringement. Additionally, collaboration between platform operators, rights holders, and policymakers is essential to develop effective solutions that balance the interests of creators, users, and platform operators while upholding copyright law [13]. The rise of digital transmission models, such as streaming services, online marketplaces, and subscription-based platforms, has transformed the way creative works are distributed and consumed in the electronic age. These innovative distribution models offer consumers greater convenience, flexibility, and access to a vast array of digital content, ranging from music and movies to e-books and gaming [14].

However, the adoption of emerging distribution models also raises complex legal implications for enforcement of copyright and intellectual property rights One of the primary challenges is ensuring that rights holders receive fair compensation for the use and distribution of their copyrighted works in digital formats. The shift from physical traditional income streams have been affected due to digital distribution creators and industries, leading to debates over royalty rates, licensing agreements, and revenue-sharing models.

Moreover, the borderless nature distribution digitally complicates the enforcement of copyright laws, as digital content easily accessible and spread throughout international borders without regard for territorial restrictions. This raises questions about jurisdictional issues, legal harmonization, and the extraterritorial application of rules for copyright in the digital age [15]. Additionally, the emergence of new business models, such as subscription-based streaming services and pay-per-view platforms, introduces novel legal challenges related to copyright licensing, exclusivity agreements, and digital rights management. Rights holders must navigate complex contractual arrangements and negotiate with multiple stakeholders to ensure that their intellectual rights to property are adequately protected and monetized in electronic marketplace [16].

To address these challenges, policymakers, industry stakeholders, and legal scholars must collaborate to develop comprehensive regulatory frameworks and legal standards that strike a balance between preserving intellectual property rights, promoting innovation, competition, and consumer access to digital material. This requires ongoing dialogue, adaptation, and innovation to keep pace with the evolving landscape digital distribution and rights protection in the Internet age [17].

3.2. Regulatory and technological approaches to digital copyright challenges

In reaction to the issues presented by digital copyright infringement, policymakers and legislative bodies have initiated various policy measures and legislative reforms aimed at strengthening in the digital era, copyright enforcement and intellectual property protection are critical. These initiatives encompass a variety of strategies, including the enactment of new copyright laws, amendments to existing legislation, and international agreements to address cross-border copyright issues [18].

One key aspect of policy initiatives involves updating copyright laws to reflect the realities in the digital environment. This includes clarifying the scope of copyright protection for digital works, establishing mechanisms for addressing online piracy and infringement, and harmonizing copyright regulations across jurisdictions to facilitate international cooperation and enforcement. For example, the Digital Millennium Copyright Act (DMCA) in the US introduced provisions for combating internet copyright violations, such as the notice-and-takedown system and the prohibition of circumvention of technological protection measures. Furthermore, policymakers have sought to strike a balance between copyright enforcement and promoting access to information and cultural expression through extensions and limits to copyright law. These exceptions include provisions for fair use/fair dealing, which permit the use of copyrighted material for the purpose of critique, commentary, education, and research without the need for prior authorization from rights holders [19].

In along with regulatory measures, industry stakeholders have implemented various strategies to address digital copyright challenges and protect their intellectual property rights. Content creators, distributors, and copyright holders have taken a diverse strategy, including aggressive enforcement measures, technical solutions, and collaboration with other parties. One strategy employed by industry stakeholders is the use of digital rights management (DRM) systems to control access to and usage of copyrighted digital content. DRM technologies employ encryption and access controls to prevent unlawful copying, sharing, and alteration of digital data files, thereby safeguarding the rights of content creators and consumers. However, DRM schemes have been criticism for their potential to restrict legitimate uses of copyrighted works and hinder interoperability between different platforms and devices [20].

Additionally, industry stakeholders have implemented strategies to promote legal alternatives to piracy, such as offering affordable and accessible digital content through licensed streaming services, online marketplaces, and subscription-based platforms. Moreover, industry collaboration and partnerships have played a crucial role in combating digital copyright infringement. Content creators, distributors, internet service providers (ISPs), and technology companies have formed alliances and coalitions to develop best practices, share resources, and coordinate enforcement efforts against online piracy. These collaborative initiatives include the establishment of industry-specific anti-piracy organizations, voluntary agreements between stakeholders, and public-private partnerships to address digital copyright challenges collectively [21].

Technological innovations have also played a pivotal role in addressing digital copyright challenges by enhancing content management and DRM systems. Content identification technologies, such as fingerprinting and watermarking, enable rights holders to track and monitor the use of their copyrighted works across digital platforms and detect instances of infringement. Additionally, advances in artificial intelligence (AI) and machine learning algorithms have facilitated the automated detection and removal of infringing content from online platforms through content recognition and analysis [22]. Furthermore, emerging blockchain technologies hold promise for revolutionizing copyright management and licensing by providing decentralized, transparent, and tamper-proof systems for recording and tracking digital transactions and rights ownership. Blockchain-based solutions offer potential benefits such as improved transparency, traceability, and efficiency in copyright management, as well as enhanced security and trust in digital transactions [22].

3.3. Future trajectories and debates in digital copyright law

The probable future of digital copyright law is likely to be shaped by the ongoing difficulties faced by globalization and the borderless nature of digital transactions. As digital content continues to be disseminated across international borders with ease, regulatory frameworks must evolve to address jurisdictional issues and ensure effective enforcement of copyright laws on a global scale. One key aspect of addressing globalization challenges involves harmonizing copyright regulations across jurisdictions to facilitate international collaboration and enforcement. This may entail the negotiation of international treaties and agreements aimed at establishing common standards for copyright protection, enforcement mechanisms, and dispute resolution procedures. Furthermore, policymakers and legal scholars must grapple with the complexities of applying domestic copyright laws to cross-border digital transactions and online activities. This includes determining the appropriate jurisdiction for adjudicating copyright disputes, resolving conflicts of laws, and ensuring that rights holders can effectively enforce their copyright rights in an increasingly interconnected world [23].

The future of electronic copyright laws will also be shaped by ongoing debates surrounding the efficacy and fairness of digital copyright enforcement methods. As technology advances, evolve, stakeholders must consider the implications of various enforcement mechanisms for promoting innovation, preserving freedom of expression, and safeguarding users' rights. One contentious issue is the use of technological regulations such as digital rights management systems and website blocking, to prevent infringing copyright and protect digital content. While these measures may help deter piracy and defend intellectual property rights, they also express concerns regarding potential restrictions on users' rights, interoperability issues, and the circumvention of DRM defenses.

Moreover, the effectiveness of traditional enforcement strategies, such as litigation and cease-and-desist notices, in deterring digital copyright infringement remains a subject of debate. Critics argue that these approaches may be ineffective in addressing the root causes of online piracy and may disproportionately impact individuals and small-scale infringers [24].

Looking ahead, several anticipated trends and developments are likely to shape the future trajectory of digital copyright law. These include the continued evolution of licensing and business models in response to changing consumer preferences and technological innovations, such as the rise of subscription-based streaming services and blockchain-based content distribution platforms. Additionally, advancements in artificial intelligence (AI) and machine learning are expected to have profound implications for copyright enforcement, content management, and rights management in the digital age. AI-powered content recognition technologies may enable more efficient detection and removal of infringing content from online platforms, while AI-driven copyright registration and licensing systems may streamline the management of intellectual property rights and facilitate the monetization of digital content [25].

Furthermore, the ongoing digitization of cultural heritage materials and the growing prominence of open access initiatives are likely to influence debates surrounding copyright exceptions and limitations, fair use/fair dealing, and the balance between copyright protection and public access to information and culture. In conclusion, the future of digital copyright law will be shaped by a multitude of factors, including globalization challenges, debates surrounding enforcement methods, and anticipated trends and developments in technology and business models [26].

IV. DISCUSSIONS

The discussions originating from the exploration of digital copyright challenges and responses underscore the complexity of balancing the goals of various stakeholders in the digital age. The developing landscape of digital technology, coupled with globalization and shifting consumer behaviors, provides both opportunity and problems for copyright enforcement and intellectual property protection.

One key discussion revolves around the need for harmonized regulatory frameworks to address the globality of digital transactions and content distribution. As digital files flow across international borders effortlessly, policymakers and legal scholars must collaborate to develop common standards and enforcement mechanisms to ensure effective copyright protection on a global scale. This requires international cooperation and coordination to resolve jurisdictional issues, harmonize copyright laws, and facilitate cross-border enforcement efforts.

Moreover, discussions surrounding the efficacy and fairness of digital property enforcement methods highlight the ongoing debate between safeguarding intellectual property rights and promoting user rights and access to information. While technological measures such as DRM systems and content identification technologies offer potential solutions to combat digital piracy, concerns about user privacy, freedom of expression, and interoperability remain prevalent. Striking a balance between copyright regulation, user rights require careful consideration of the implications of enforcement mechanisms on innovation, creativity, and cultural expression.

Furthermore, discussions about anticipated trends and developments in digital copyright law underscore the need for adaptability and innovation in response to changing consumer preferences and technological advancements. The rise of subscription-based streaming services, blockchain-based content distribution platforms, and AI-driven content recognition technologies herald a new era of copyright management and enforcement. Policymakers, industry stakeholders, and legal scholars must stay abreast of these developments and collaborate to develop regulatory frameworks that foster innovation, protect intellectual property rights, and promote access to digital content.

V. CONCLUSIONS

In conclusion, the dynamic intersection of digital technologies and copyright law in the Internet age presents a myriad of challenges and opportunities for stakeholders involved in the production, distribution, and consumption of creative works. The use of computers has evolved revolutionized the way content is produced, disseminated, and consumed, leading to unprecedented levels of connectivity and accessibility. However, this digital in addition, change has led to new challenges, particularly concerning copyright enforcement, intellectual property protection, and the balance between creator rights and public access to information and culture.

The discussions surrounding digital copyright challenges and responses underscore the necessity for collaborative efforts among policymakers, industry stakeholders, legal scholars, and content creators to address these challenges effectively. Harmonized regulatory frameworks, technological innovations, and adaptive business models are essential to ensure the continued protection of intellectual property rights while promoting innovation, creativity, and cultural expression in the digital age.

Moving forward, it is essential for stakeholders to engage in ongoing dialogue, adapt to emerging trends and developments, and embrace innovative solutions to navigate the complexities of digital copyright law. By fostering collaboration and innovation, stakeholders can work towards a future where copyright law effectively balances objectives of creators, distributors, and customers in the digital age.

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