COPYRIGHT & CREATIVE COMMONS: WITH REGARDS TO OPEN EDUCATIONAL RESOURCES (OER)

Cox, G.;

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IDRC Grant/ Subvention du CRDI: 107311-001-Research into Open Educational Resources for Development
Copyright & Creative Commons:
With Regards to Open Educational Resources (OER)

Glenda Cox

University of South Africa (UNISA) : 18 March 2015
A little about me: Glenda Cox

**Transition to Library-Training**

**Advocacy**

**Support**

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**PhD**

**Research**

**Management**

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**UCT OpenContent**

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**OpenUCT**
GENERAL OBJECTIVE:
IMPROVE EDUCATIONAL POLICY, PRACTICE and RESEARCH in developing countries by better understanding the use and impact of OER
Copyright

A collection of exclusive rights, given to creators and authors to protect their original works.
Meaning of Terms

- What can be copyrighted? – Any work which is not an exact copy of someone else’s work.
- Can ideas be copyrighted? No... only expression of ideas are copyrighted...
- Can copyright be transferred? Yes, an author can assign copyright to another person, as in the case of property.
All rights reserved

• May not reproduce
• Fair use / Fair dealing for classroom use
• Permission / royalty payments for reproduction
• May not use on the Internet
Is copyright a little fuzzy?
The problem:

Traditional © is designed for old distribution models
Alternative copyright licensing

Previously copyright was binary: All rights retained or public domain

<table>
<thead>
<tr>
<th>Copyright ©</th>
<th>Public domain</th>
</tr>
</thead>
</table>

Now alternative licensing options such as the GNU General Public License and Creative Commons provide a range of options where some rights are reserved
Our vision is nothing less than realizing the full potential of the Internet – universal access to research, education, & full participation in culture, driving a new era of development, growth, & productivity.

Creative Commons is a nonprofit that enables the sharing and use of creativity and knowledge through free technologies and licenses. Develops, supports, & stewards legal and technical infrastructure that maximizes digital creativity, sharing, & innovation.

What is Creative Commons?

Creative Commons is a nonprofit that enables the sharing and use of creativity and knowledge through free technologies and licenses.

http://creativecommons.org/about
Number of Creative Commons-licensed works

- 2006: 50 million
- 2010: 400 million
- 2014: 882 million
Creative Commons license use

58% allow commercial use
76% allow adaptations

Free culture licenses
2010: 40%
2014: 56%
Licenses that don't restrict commercial use or adaptations.
Where CC-licensed works are published

- **37%**
  - NORTH AMERICA

- **34%**
  - EUROPE

- **16%**
  - ASIA-PACIFIC

- **10%**
  - LATIN AMERICA

- **1%**
  - AFRICA

- **2%**
  - ARAB WORLD
WIKIPEDIA
34 Million Articles
flickr
307 Million Photos
YouTube
10 Million Videos
Scribd
50 Million Documents
jamendo
400,000 Songs
PLOS
100,000 Articles
500
500,000 Photos
wattpad
300,000 Stories
9 MILLION WEBSITES USE CREATIVE COMMONS LICENSES
14 COUNTRIES HAVE MADE NATIONAL COMMITMENTS TO OPEN EDUCATION

Legislation or projects that lead to the creation, increased use, or improvement of open educational resources by requiring an open license like CC BY.
<table>
<thead>
<tr>
<th>Creative Commons licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="cc-by.png" alt="Attribution" /></td>
</tr>
<tr>
<td>Attribution</td>
</tr>
<tr>
<td><img src="cc-by-sa.png" alt="Attribution - ShareAlike" /></td>
</tr>
<tr>
<td>Attribution - ShareAlike</td>
</tr>
<tr>
<td><img src="cc-by-nd.png" alt="Attribution - NoDerivs" /></td>
</tr>
<tr>
<td>Attribution - NoDerivs</td>
</tr>
<tr>
<td><img src="cc-by-nc.png" alt="Attribution - NonCommercial" /></td>
</tr>
<tr>
<td>Attribution - NonCommercial</td>
</tr>
<tr>
<td><img src="cc-by-nc-sa.png" alt="Attribution - NonCommercial - ShareAlike" /></td>
</tr>
<tr>
<td>Attribution - NonCommercial - ShareAlike</td>
</tr>
<tr>
<td><img src="cc-by-nc-nd.png" alt="Attribution - NonCommercial - NoDerivs" /></td>
</tr>
<tr>
<td>Attribution - NonCommercial - NoDerivs</td>
</tr>
</tbody>
</table>
Some rights reserved but sharing made easy and legal.
Working with Creative Commons

Would you allow commercial uses of your work?
- No
- Yes
  - Wold you allow others to make modifications of your work?
    - No
    - Yes
      - Wold you allow others to make modifications of your work?
        - No
        - Yes, as long as they also share it with a CC license
  - Yes
    - Wold you allow others to make modifications of your work?
      - No
      - Yes, as long as they also share it with a CC license
Summary - Open Licenses

least restrictive  most restrictive
Work posted on Flickr under Attribution license
Used in The Iron Man feature film
If resource falls under copyright protection, either:

- **Recreate** the resources using office or online tools
- **Replace** the resource with a similar resource by finding an open source alternative or by creating your own resource
- **Obtain permission** from the author, publisher, editor, organization who holds the copyright
- **Reconsider** if the resource is really necessary
• Copyright of
  – pictures
  – graphics
  – texts

Understand the rights of copyright holders
Best Practices for Attribution:

- **Title**
- **Author**
- **Source** – Link to work
- **License** – Name + Link
Recreating Images

Figure 2-5 The Model of Human Occupation as a Framework for use in Community-Based Practice

Adapted from a model of human occupation. Theory and application (2nd ed. p. 121), by G. Kielhofner, 2002, Baltimore, Lippincott Williams & Wilkins. Copyright 2002 by Lippincott, Williams & Wilkins.

Model of Human Occupation as a Framework for use in Community-Based Practice

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New to Creative Commons? [ Considerations before licensing ] [ How the licenses work ]

Explore the Creative Commons licenses. [ Want public domain instead? ]
[ Looking for earlier license versions, including ports? ]

License Features
Your choices on this panel will update the other panels on this page.

Allow adaptations of your work to be shared?
- Yes
- No
- Yes, as long as others share alike

Allow commercial uses of your work?
- Yes
- No

Selected License
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Help others attribute you!
This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

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○ Yes, as long as others share alike

Allow commercial uses of your work?
○ Yes  ○ No

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This is a Free Culture License!

Help others attribute you!
This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

Title of work

Have a web page?

Have a web page?
License Features

- Allow modifications of your work?
  - Yes
  - No
  - Yes, as long as others share alike

- Allow commercial uses of your work?
  - Yes
  - No

License Jurisdiction:

Selected License

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This part is optional, but filling it out will add machine-readable metadata to the suggested HTML:

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- Source work URL
- More permissions URL
- Format of work
- License mark

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This work is licensed under a Creative Commons Attribution 3.0 Unported License.

Copy this code to let your visitors know!

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- Attribute work to name
- Attribute work to URL
- Source work URL
- More permissions URL
- Format of work
- License mark
This work is licensed under a Creative Commons Attribution 3.0 Unported License.
Legal and Technical

Legal Code, Human Readable Deed, Meta-Data

http://creativecommons.org/licenses/
You can edit the text for your specific project.

Go back to: http://creativecommons.org/choose
Help others attribute you!

This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

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- **Attribute work to name**: North Georgia Technical College
- **Attribute work to URL**: https://www.northgatech.edu
- **Source work URL**: 
- **More permissions URL**: 
- **Format of work**: Other / Multiple formats
- **License mark**: HTML+RDFa

Have a web page?

Welding 101 by North Georgia Technical College is licensed under a Creative Commons Attribution 3.0 Unported License.

Copy this code to let your visitors know!

```html
<a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US"><img alt="Creative Commons License" style="border-width:0" src="http://i.creativecommons.org/l/by/3.0/88x31.png" /></a> Welding 101 by <a xmlns:dc="http://purl.org/dc/terms/" property="dct:title">North Georgia Technical College</a> is licensed under a <a rel="license" href="http://creativecommons.org/licenses/by/3.0/">Creative Commons Attribution 3.0 Unported License</a>.
```

Optional fields
What if I want to add the notice to a document?

Go back to:
http://creativecommons.org/choose
Help others attribute you!

This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

Title of work: Welding 101

Attribute work to name: North Georgia Technical College

Attribute work to URL: https://www.northgatech.edu/

Source work URL: 

More permissions URL: 

Format of work: Other / Multiple formats

License mark: Offline

Non-digital works?

Downloadable license graphics.

How to mark video and other media formats.

To mark a document not on the web, add the following text to your work:

This work is licensed under the Creative Commons Attribution 3.0 Unported License. To view a copy of this license, visit http://creativecommons.org/licenses/by/3.0/deed.en_US.
Practice exercise:

http://opencontent.org/game/betagame.html

Attribution:

See Paul Stacey’s OER presentations at http://www.slideshare.net/pstacey

Thanks to Shihaam Shaikh for examples of adapting images
Practice exercise:

http://opencontent.org/game/betagame.html

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See Paul Stacey’s OER presentations at
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