



Image credit: “keep cup” taken by penguincakes and shared at: <https://www.flickr.com/photos/penguincakes/4481170708> under a Creative Commons (BY-NC-SA 2.0) license

This image I selected was the result of a Google search for “reusable coffee cup AND creative commons”, after additional refinements were made. My first search attempt for this provided a link to the Creative Commons, which resulted in a 404. When I moved over to the Images tab, I was able to further refine my search by clicking Tools and then, from Usage Rights, selecting “Labeled for noncommercial reuse”. I then, based on the learnings about repositories, opted for an image from Flickr and confirmed the CC license.

I opted to try Google because I wanted to familiarize myself with how to perform a CC-licensed image search directly from Google so that I can demonstrate it to students who may already be on Google searching for information (plus, I have already collected a few dozen images of reusable coffee cups from Pixabay). The reusable coffee cup is because I use sustainable consumerism as a case study topic when demonstrating different writing and presentation formats in Communications courses.