

# Introduction to Creative Commons



These slides: <https://tinyurl.com/kborcc>

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Presented by the KBOR OER Steering Committee

# 3rd of 4 Fall 2020 Webinars

1. OER Jargon/Free v. Digital v. Open
2. The Case for OER: Cost & Pedagogy
- 3. Intro to Creative Commons**
4. Repositories & Platforms - Dec. 2, 3:30

Let us know what topics you'd like covered in future webinars!

# Agenda:

1. OER (very brief intro)
2. Intro to Creative Commons
3. Q & A

Open

Educational

Resources

## Hewlett Foundation Definition:

“OER are teaching, learning, and research resources that (1) reside in the public domain or (2) are released under an intellectual property license that **permits their free use and repurposing by others**”

# Open = Free + Permissions

## 5 Rs:

- Retain
- Reuse
- Revise
- Remix
- Redistribute

# Spectrum of Rights



## Copyright

### All Rights Reserved

- Re-use requires the permission from the copyright owner.



## Creative Commons

### Some Rights Reserved

- Re-use is permitted without permission under the specifications shared in the license.



## Public Domain

### No Rights Reserved

- May be used without permission.

# What is Creative Commons?

- Global Non-Profit organization that provides free legal tools to enable sharing of works
- Provides licenses that work within copyright to allow creators of content to facilitate the sharing of their materials at a variety of levels
- Provides support to institutions and governments to increase the amount of openly available knowledge worldwide
- Develop technology that makes openly licensed material easier to find and use



# How does Copyright work with CC?

- It is not “anti-copyright” they depend on copyright licenses to work
- CC licenses are legal tools that creators and other rights holders use to offer certain usage rights to the public, while reserving other rights.
  - Copyright- exclusive rights to the creator
  - CC offers a spectrum of choices for the creator from “All rights reserved” to public domain as well as “Some rights reserved”



CC is not a law firm but does allow creators to self- select licenses and apply to the work

# How CC licenses function?

High Level

3- Modes

Legal, Human, Machine readable

Enable reuse including conditions



## Share your work

Use Creative Commons tools to help share your work. Our free, easy-to-use copyright licenses provide a [simple, standardized way to give your permission to share and use your creative work](#)—on conditions of your choice. You can adopt one of our licenses by [sharing on a platform](#), or choosing a license below.

### Choose a license

This chooser helps you determine which Creative Commons License is right for you in a few easy steps. If you are new to Creative Commons, you may also want to read [Licensing Considerations](#) before you [get started](#).



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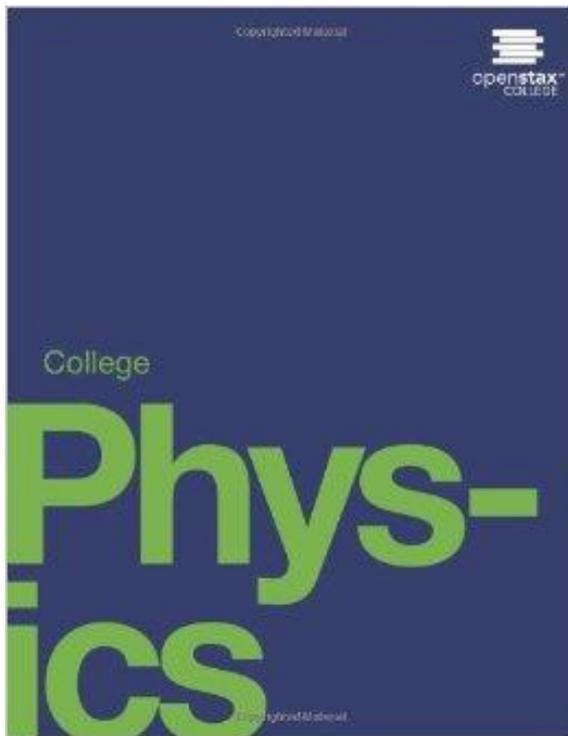
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Get  
License

Get Started

# Examples of OER: OpenStax Physics



## Details

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# Examples of CC Licensed Content: TED Talks

Richard Baraniuk:

## The birth of the open-source learning revolution

TED2006 · 18:34 · Filmed Feb 2006  
Subtitles available in 26 languages

 View interactive transcript



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boat



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wooden



party



old





# 4 Terms



## Attribution

You let others copy, distribute, display, and perform your copyrighted work — and derivative works based upon it — but only if they give credit the way you request.

**BY**



## Share Alike

You allow others to distribute derivative works only under a license identical to the license that governs your work.

**SA**



## Noncommercial

You let others copy, distribute, display, and perform your work — and derivative works based upon it — but for noncommercial purposes only.

**NC**



## No Derivative Works

You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

**ND**





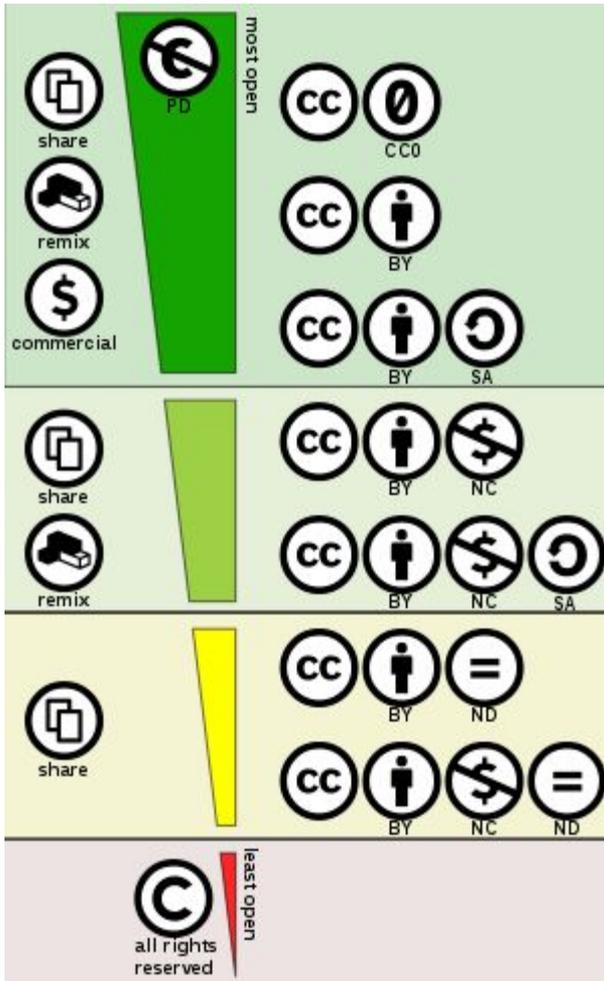
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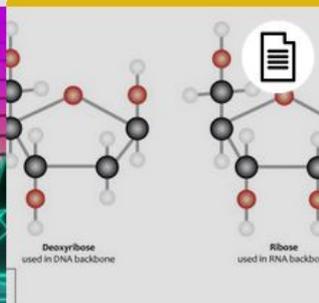
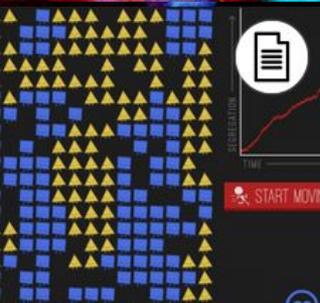
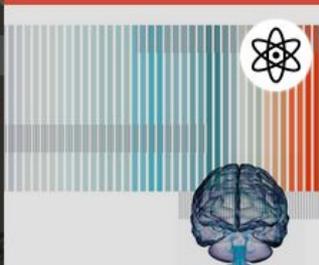
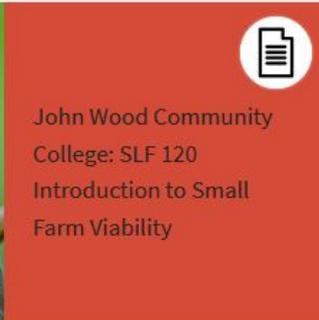


More open

Less open

# THE GROWING COMMONS

**1.6 billion works and counting.** Explore these featured Creative Commons Licensed resources below — from literary works, to videos, photos, audio, open education, scientific research and more! Or you can **share your work**, and help light up the global commons!



# *Using* CC licensed content - Licensee

- Posting chapter from a CC-BY textbook in LMS
  - Emailing it to students?
  - Using images from it in teaching slides?
- Linking to a TED Talk (CC-BY-NC-ND), flipped model
  - Embedding TED Talk in LMS
  - Streaming same during class
- Embedding CC-BY-ND images in slides
  - Constitute “adaptation” (i.e. new copyright?)

# Applying a CC license - Licensor

## SELECT YOUR LICENSE

Selected language



E

Follow the steps to select the appropriate license for your work.

### 1 Do you know which license you need?

- Yes. I know which license I need.
- No. I need help selecting a license.

NEXT STEP

### 2 Attribution

### 3 Commercial Use

### 4 Derivative Works

## CONFUSED? NEED HELP?

- > [What Are Creative Commons Licenses?](#)
- > [How do the Licenses Work?](#)
- > [What do the Icons Mean?](#)
- > [Considerations Before Licensing](#)
- > [How do I Formally License my Work?](#)
- > [The Six Creative Commons Licenses](#)
- > [How are Licenses Communicated?](#)
- > [What is a Free Culture License?](#)
- > [Looking for Earlier License Versions, including Ports?](#)

<https://chooser-beta.creativecommons.org/>

# Things to consider when applying a license:

- Consider your goals; why are you openly licensing?
- Are you comfortable with the terms?
  - Review the human-readable deed
  - Caution against fear-based licensing
    - But, easier to open up than close down
- Is the selected license compatible with reused content?
  - Ex. are you creating a derivative of SA content?
- **IRREVOCABLE!**
  - Consider and commit

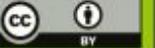
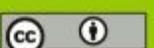
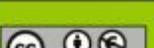
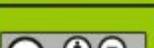
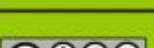
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 BY SA	✓	✓	✓	✓	✗	✗	✗	✗
 BY NC	✓	✓	✓	✗	✓	✗	✓	✗
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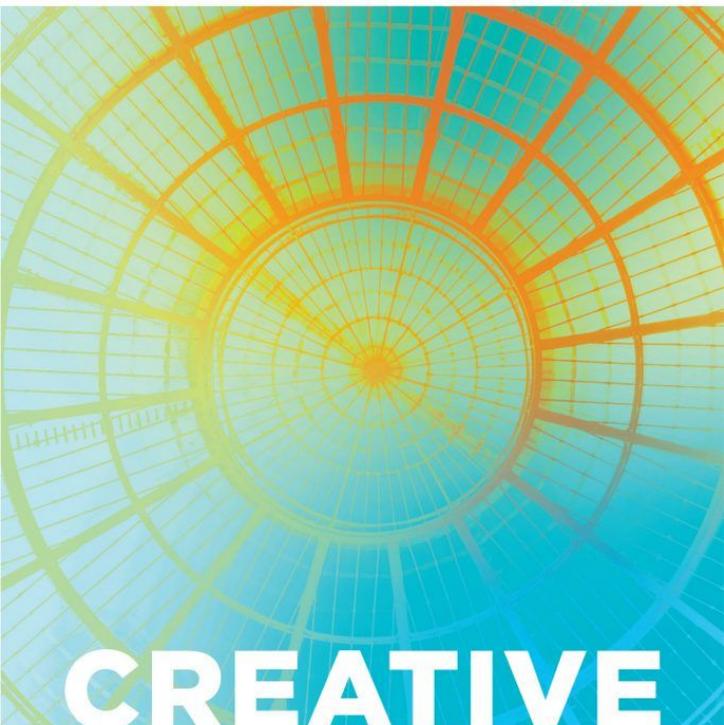
Chart by Creative Commons CC-BY [https://wiki.creativecommons.org/wiki/Wiki/cc\\_license\\_compatibility](https://wiki.creativecommons.org/wiki/Wiki/cc_license_compatibility)

# Common fears and misconceptions:

- Aren't I relinquishing rights?
- NC in a tuition-based setting?
  - [https://wiki.creativecommons.org/wiki/NonCommercial\\_interpretation](https://wiki.creativecommons.org/wiki/NonCommercial_interpretation)
- NC use of printing service?
- What if someone does something with my work that I hate?

# How to learn more?

- Read the licenses! Esp. the legal code!
- CC Certificates:  
<https://certificates.creativecommons.org/>
- CC FAQ: <https://creativecommons.org/faq/>
- CC Wiki:
  - Attribution:  
[https://wiki.creativecommons.org/wiki/Best\\_practices\\_for\\_attribution](https://wiki.creativecommons.org/wiki/Best_practices_for_attribution)
  - Marking your own work:  
[https://wiki.creativecommons.org/wiki/Marking\\_your\\_work\\_with\\_a\\_CC\\_license](https://wiki.creativecommons.org/wiki/Marking_your_work_with_a_CC_license)



**CREATIVE  
COMMONS**

*for* **Educators** *and* **Librarians**



- Companion to CC Certificate
- CC-BY
- Published by ALA
- 157 pages

<https://drive.google.com/file/d/1w2Kz8c7xpf-fRIqRvkUjqt9drSRI7MRG/view>

<https://creativecommons.org/2019/12/06/cc-for-educators-and-librarians-is-available/>

<https://www.alastore.ala.org/content/creative-commons-educators-and-librarians>



# No better teacher than experience!

- Find and use an openly licensed work in your teaching
  - From Open Textbook Library?
  - Google Images?
  - CC Search?
- Apply a license to a work of your own
  - Blog or website?
  - Slides?

# Questions

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