

Creative Commons and OER in 30 minutes



Creative Commons licenses can help you to:

- Create & more broadly share your original works
- Legally (and easily) incorporate CC-licensed works authored by others in your own work



Added bonuses:

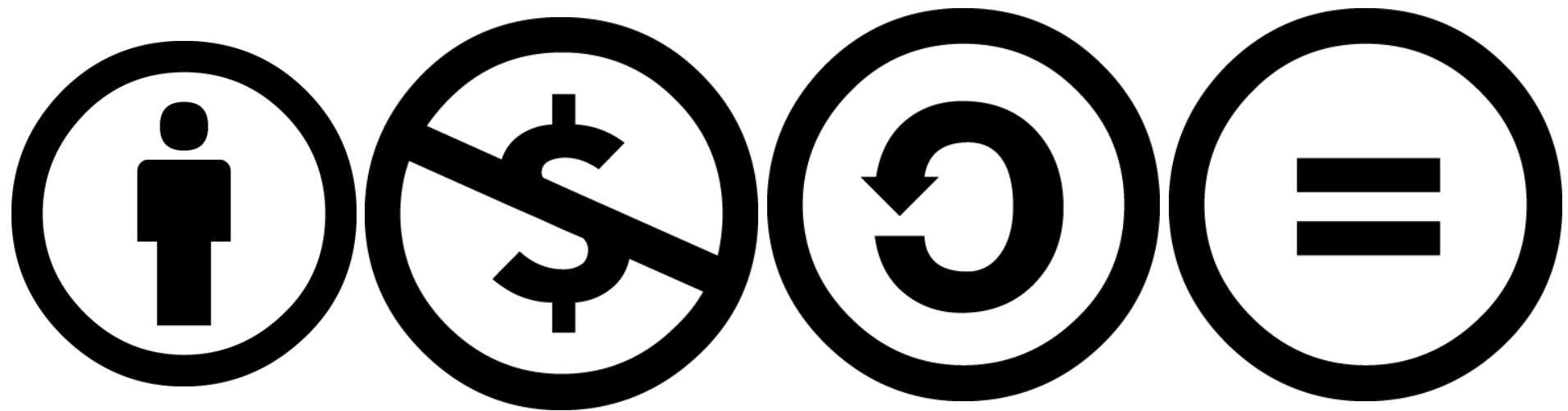
Using CC-licenses may:

- Extend your impact, audience and the reach of your work
- Start (and build on) a virtuous cycle of sharing
- Save money for your students and other readers



Discussion: Have you heard of OER or CC-licenses?

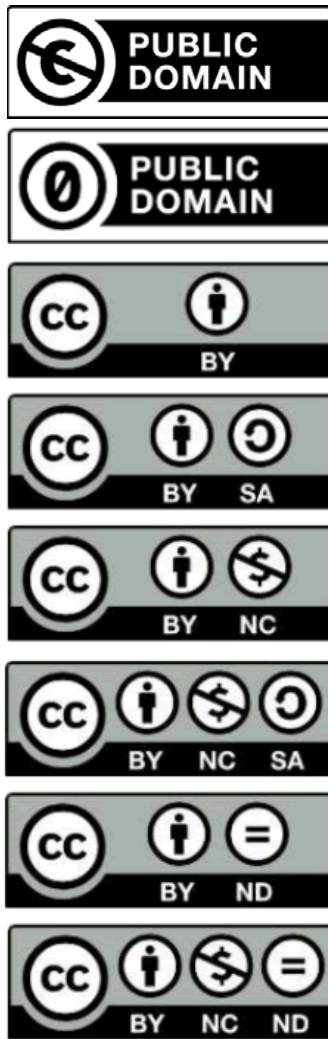




most freedom



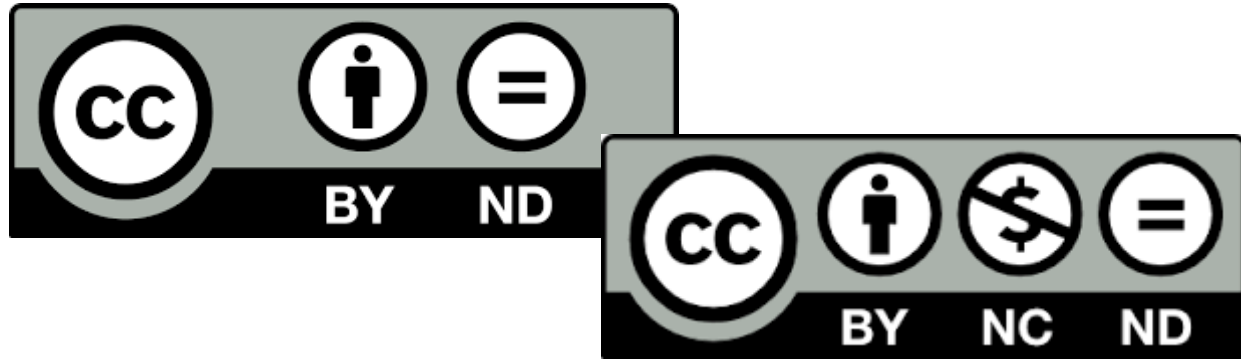
least freedom



OER

Not OER

Not all CC-licenses allow derivatives



These licenses (ND) are not “open licenses” as they do not allow derivatives.



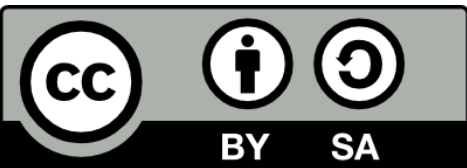
No known copyright



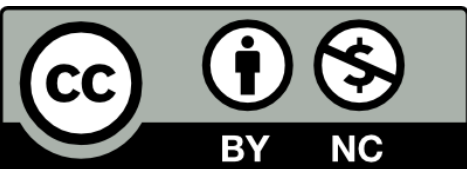
Donated to the public domain (and marked as such)



Creative Commons Attribution License (CC BY)



Creative Commons Attribution Share-Alike License (CC BY SA)



Creative Commons Attribution Non-Commercial License (CC BY NC)



Creative Commons Attribution Non-Commercial ShareAlike (CC BY NC SA)

What can I do with OER?

Retain - Make, own, and control copies of the content (store, manage, download, duplicate)

Reuse - Use the content in various ways (in class, study group, extension, journal article, on the radio, in a video, website etc.)

Revise - Adapt, modify, alter the content (reformat or translate)

Remix - Combine revised or original content with other materials to create something new (i.e. mashup)

Redistribute - Share copies of original content, revised content, or remixes with others

Questions?



Best practices for creating & sharing OER

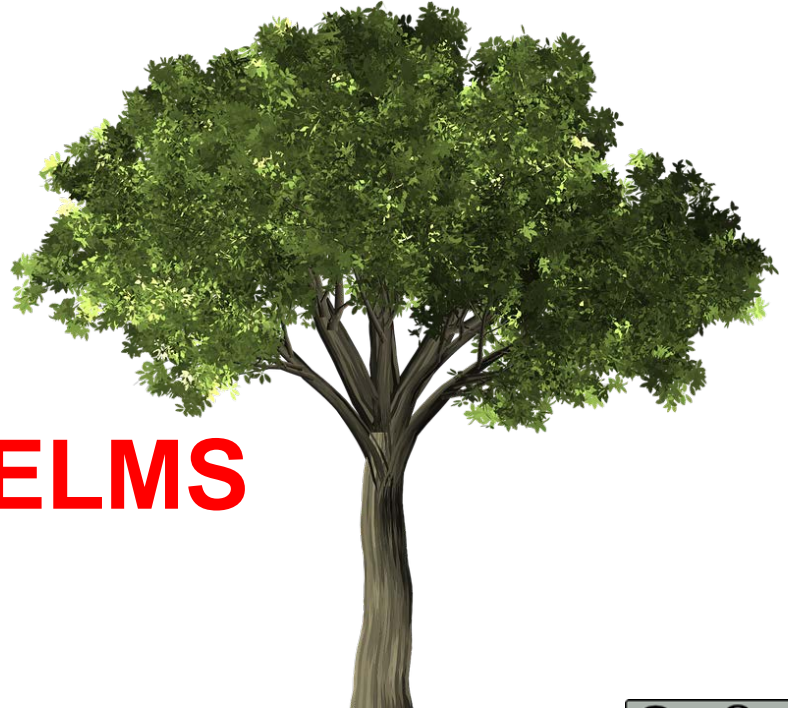
Evaluate

License

Mark

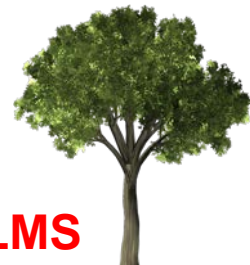
Share

ELMS



Evaluate

- Did I create (and still own) all of the content in the item?
- If not, do I have permission for my use of third party content?
 - CC-licensed content - requires attribution
 - Public domain content (pre-1923, © expired, or U.S. Government content*)
 - Written permission from the author for your use
 - Fair use (not recommended if you plan to “share with the world”)



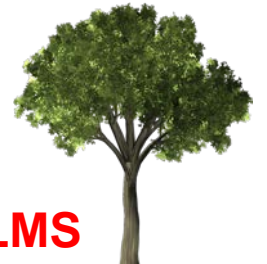
ELMS

* Public Domain in the U.S. Works of a U.S. Government employee within the scope of their official duties
What is the Public Domain? <http://fairuse.stanford.edu/overview/public-domain/welcome>

License

Example:

© MyName, Publication Year. Unless otherwise noted, licensed with a [Creative Commons Attribution License 4.0](#)



ELMS

Mark

Mark 3rd party content within the document

Permission granted by:

- Creative Commons license
- Public domain (not in copyright)
- Author-granted permission (preferably in writing)
- Fair Use (*not recommended for CC-licensed works shared with the world*)



[Back to photostream](#)

Creative Commons example



David Lenker

[+ Follow](#)

strawberry

39,914
views22
faves6
comments

Taken on October 12, 2010



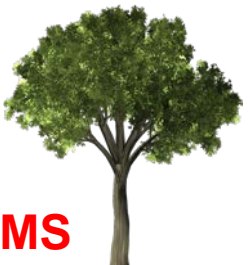
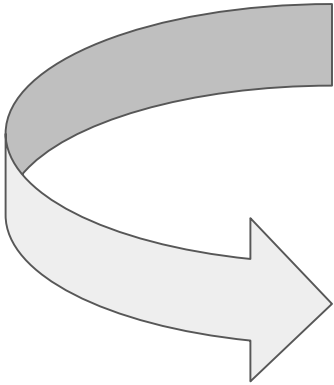
Some rights reserved

Creative Commons example



© David Lenker [Strawberry CC BY 2.0](#)

Attribution is **always required** when using CC-licensed materials.

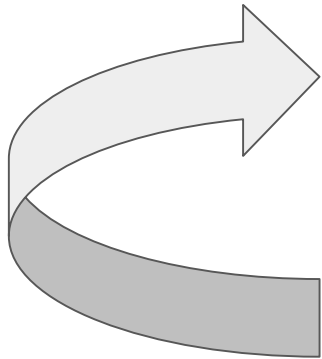


ELMS

Creative Commons example

© David Lenker [Strawberry CC BY 2.0](#)

Attribution is **always required** when using CC-licensed materials.



Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

If supplied, you must provide the name of the creator and attribution parties, a copyright notice, a license notice, a disclaimer notice, and a link to the material. CC licenses prior to Version 4.0 also require you to provide the title of the material if supplied, and may have other slight differences.

[More info.](#)

Source: <https://creativecommons.org/licenses/by/4.0/>

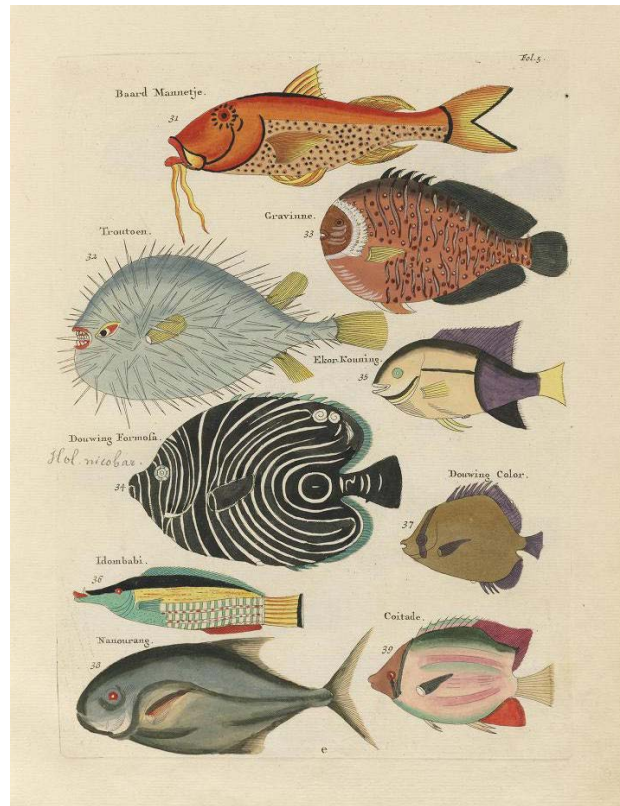
Best practice for attributing CC-licensed materials: https://wiki.creativecommons.org/wiki/Best_practices_for_attribution



Public domain example

Citations are good scholarly practice.

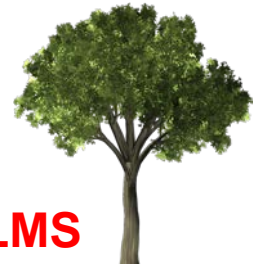
Attribution of public domain works is **not** legally required.



Poissons, Ecrevisses et Crabes (1719). Retrieved from:
<http://publicdomainreview.org/collections/images-from-the-earliest-known-colour-book-on-fish-1754> [Public domain]

About the Public Domain: <http://guides.lib.vt.edu/oer/PD>

More info on finding Public Domain works: <http://publicdomainreview.org/guide-to-finding-interesting-public-domain-works-online/>

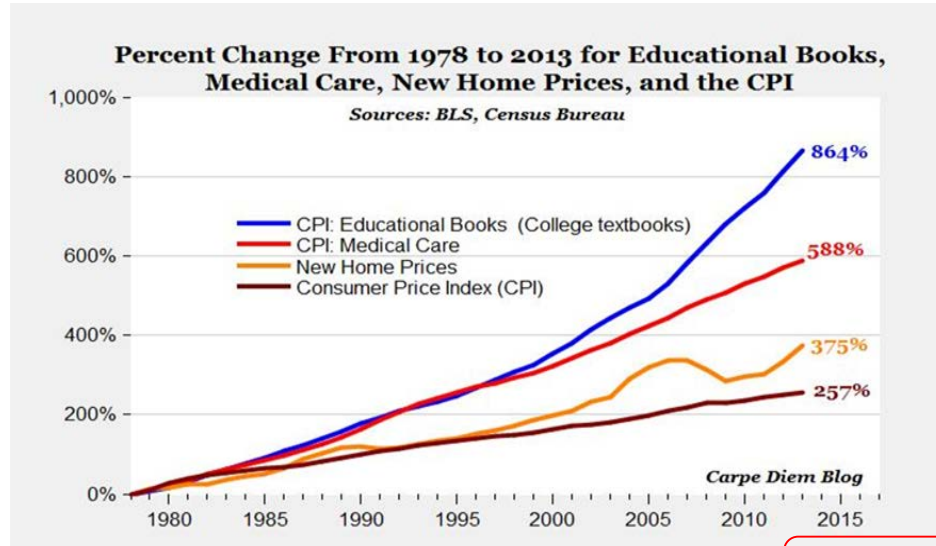


ELMS

Author permission example

The permission granter may require a particular statement.

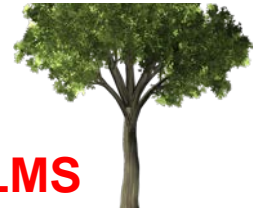
Citation is good scholarly practice.



© 2014, Mark Perry, Scholar at American Enterprise Institute for Public Policy Research. All Rights Reserved. Used with permission.

https://twitter.com/Mark_J_Perry/status/459395162032988160/photo/1

<http://www.aei-ideas.org/2012/12/the-college-textbook-bubble-and-how-the-open-educational-resources-movement-is-going-up-against>



ELMS

Mark

Mark 3rd party content within the document

- Creative Commons Example: © David Lenker [Strawberry CC BY 2.0](#)
- Public Domain Example: *Poissons, Ecrevisses et Crabes* (1719). Retrieved from: <http://publicdomainreview.org/collections/images-from-the-earliest-known-colour-book-on-fish-1754> [Public domain]
- Permission Example: © Mark Perry All Rights Reserved. Used with Permission



Share

Share in your usual places:

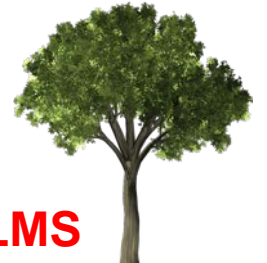
- In print
- On your website

Share to avoid eventual broken links and so that others can find your work:

- VTechWorks (VT's institutional repository) <https://vtechworks.lib.vt.edu> (Google crawls)
- Disciplinary repositories (contact your professional society)
- Open repositories: OERCommons <http://www.oercommons.org>
MERLOT <https://www.merlot.org>
Open Textbook Library <https://open.umn.edu/opentextbooks/Submit.aspx>
- More platforms for creating and sharing: <http://hdl.handle.net/10919/76739>

Tell people about your work:

- Social media channels: Twitter, Facebook, Listservs
- University communication channels & news services
- Tell your colleagues: Face to face



ELMS

Best practices for creating & sharing OER

Evaluate

License

Mark

Share

ELMS



Finding OER, Creative Commons & Public Domain Resources

Google Advanced Search (“Usage Rights” filter)

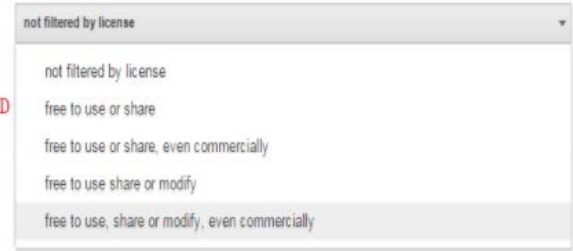
usage rights:

CC BY NC ND

CC BY ND

CC BY NC

CC BY



Images, music, media & video: <https://search.creativecommons.org>

Open (OER) Textbooks: <https://open.umn.edu/opentextbooks>

Interactive Simulations: <https://phet.colorado.edu>

And more: <http://guides.lib.vt.edu/oer>

Services offered by the University Libraries

- **Consultations & Referrals:** Where do I start? Who can help me?
- Copyright, Creative Commons/Open Licensing **consultations**
- Assistance **locating & adapting** openly licensed content
- **VTechWorks** Institutional Repository
- Open Textbook **Publishing**
- **Hosting** of Open Journals and Open Conference Proceeding
- Open Education Initiative **Faculty Grants** for development of openly licensed learning resources - <https://researchinformatics.lib.vt.edu/oeig16-17>



Thank you and discussion

