



Get Creative (and stay legal):

Copyright Compliance with Creative Commons and Open Educational Resources



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August 20, 2014





Hello
my name is

Anita Walz

Assessment, Open Education & Online Learning Environments Librarian

Virginia Tech Libraries

arwalz@vt.edu



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An **invitation** to learn about:

1. Copyright, a few facts
2. **Open licensing** via Creative Commons
3. Overview of **Creative Commons** licenses
4. **How to use** openly-licensed materials
5. **Finding** openly-licensed works
6. How (and **why**) to openly license



Copyright Basics

Works that **can** be copyrighted:

- Literary works, musical, and dramatic works
- Pantomime & choreographical works
- Pictorial, graphic and sculptural works
- Sound recordings
- Motion pictures and other audiovisual works
- Computer programs
- Architectural works

Works that **cannot** be copyrighted:

- Ideas, procedures, and methods
- Titles, names, slogans (may be trademarked)
- Facts, news, and research data
- Works in the **public domain**
<http://librarycopyright.net/resources/digitalslider>
- Unrecorded, unwritten, un“fixed” works

Copyright Basics

Copyright holder's **exclusive** rights:

- Reproduce the work
- Distribute the work
- Publically perform the work
- Publically display the work
- Publically perform sound recordings by means of a digital audio transmission
- Create derivative works



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Faculty Authors & VT Policy 13000

- VT employees own copyright to their “traditional works of scholarship” (unless they are “works for hire”)
- “...university rights are limited to free (no cost) use in teaching, research, extension, etc. in perpetuity”

VT Faculty Author Rights

- The author is **THE** copyright holder unless you sign away your rights.
- As copyright owner, you have certain exclusive rights & control your work
- Authors who have transferred their copyright **without retaining any rights** may not be able to place the work on course websites, copy it for students and colleagues, deposit the work in a public online archive, or create derivatives.
- Consider using an Author Addendum to allow your work to be displayed and distributed, AND to retain some of your rights:
<http://www.sparc.arl.org/resources/authors/addendum>

Copyright Basics

In the U.S. works are divided into three categories

– Public Domain (*most* US Gov works) and works with expired copyrights <http://librarycopyright.net/resources/digitalslider>



– Protected by Copyright (**owned** by someone else)

– Protected by Copyright (owned by **YOU**)

Teaching Faculty **may want to** (legally) ...

- Reproduce
- Distribute
- Publically perform
- Publically display
- Publically perform by means of a digital audio transmission, and/or
- Create derivations of . . .



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. . . works for which someone else owns copyright

Ways to (legally) respond:

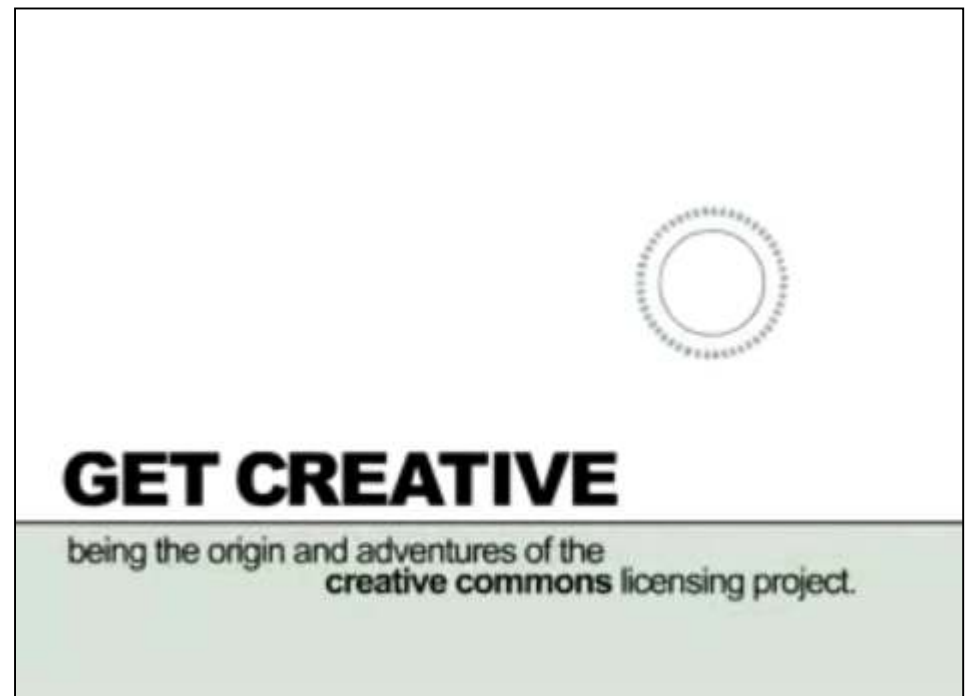


- 1) Obtain permission/license rights for use of copyrighted materials
- 2) Identify an exempt or fair use under U.S. Copyright law

5 Ways to (legally) respond:

- 1) Obtain permission/license rights for use of copyrighted materials
- 2) Identify an exempt or fair use under U.S. Copyright law
- 3) Utilize Library links, reserves & eReserves
- 4) Use materials from the public domain
- 5) Use openly licensed materials

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© Creative Commons [CC BY-NC-SA](https://creativecommons.org/licenses/by-nc-sa/4.0/)

<https://www.youtube.com/watch?v=io3BrAQl3so>

5 Ways to (legally) respond:

- 1) Obtain permission/license rights for use of copyrighted materials
- 2) Identify an exempt or fair use under U.S. Copyright law
- 3) Utilize Library links, reserves & eReserves
- 4) Use materials from the public domain
- 5) Use openly licensed materials (CC, GNU...)

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Attribution

Others can copy, distribute, display, perform and remix your work if they credit your name as requested by you



No Derivative Works

Others can only copy, distribute, display or perform verbatim copies of your work



Share Alike

Others can distribute your work only under a license identical to the one you have chosen for your work



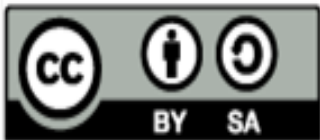
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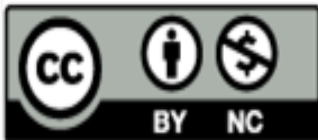
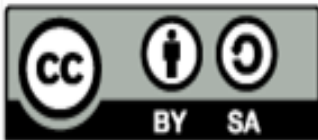
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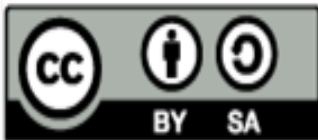


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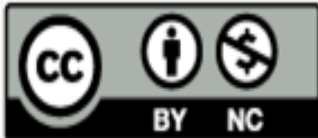
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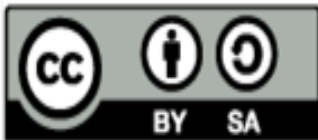


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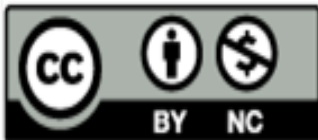
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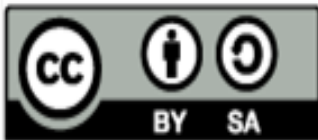


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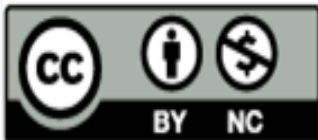
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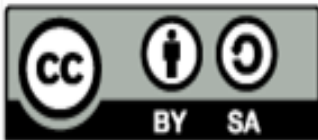


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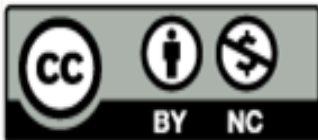
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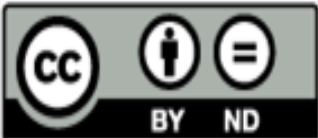
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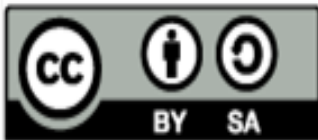


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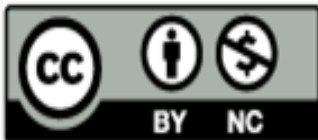
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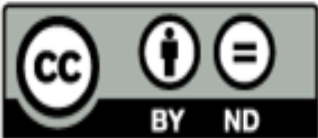
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This license is the most restrictive of the six main licenses, allowing redistribution. This license is often called the “free advertising” license because it allows others to download works and share them with others as long as they mention the original author and link back to them, but they can't change them in any way or use them commercially.

How to use **openly licensed** materials

Use of **ANY** and **ALL** Creative Commons licensed works **requires attribution**

- Credit the author or other parties (as they specify)
- indicate the title & URL of the work (if available)
- Indicate the license & URL of the license



Examples:

"Copyright Camp" by Greg Grossmeier from <http://www.flickr.com/photos/grggrssmr/4846187035>, used under a Creative Commons Attribution-ShareAlike license: <http://creativecommons.org/licenses/by-sa/3.0> (Adapted)

OR

Adapted from "[Copyright Camp](#)" by Greg Grossmeier [CC BY-SA](#)

(See also https://wiki.creativecommons.org/Best_practices_for_attribution and making notices machine readable: https://wiki.creativecommons.org/Marking_Works_Technical)

Attribution for various formats

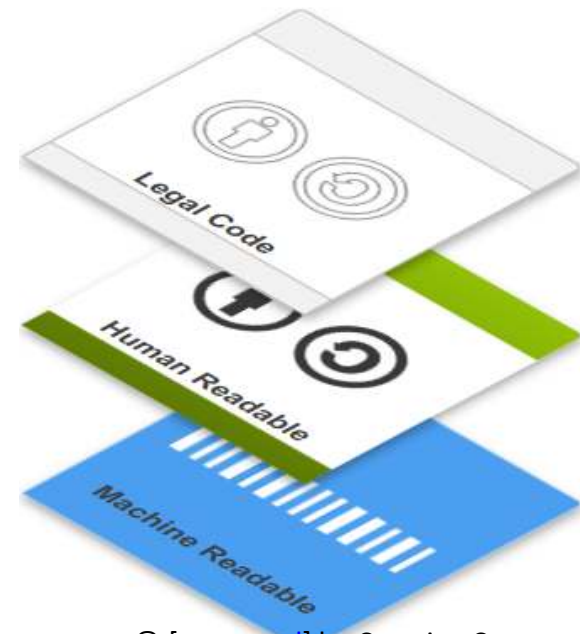
- Text document or webpage → works cited/bibliography
- Audio → Read aloud at the end or include in written description.
- Image → Caption
- Video → Include in credits at the end



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Three “layers” of licenses

- Legal Code
- Human Readable
- Machine Readable



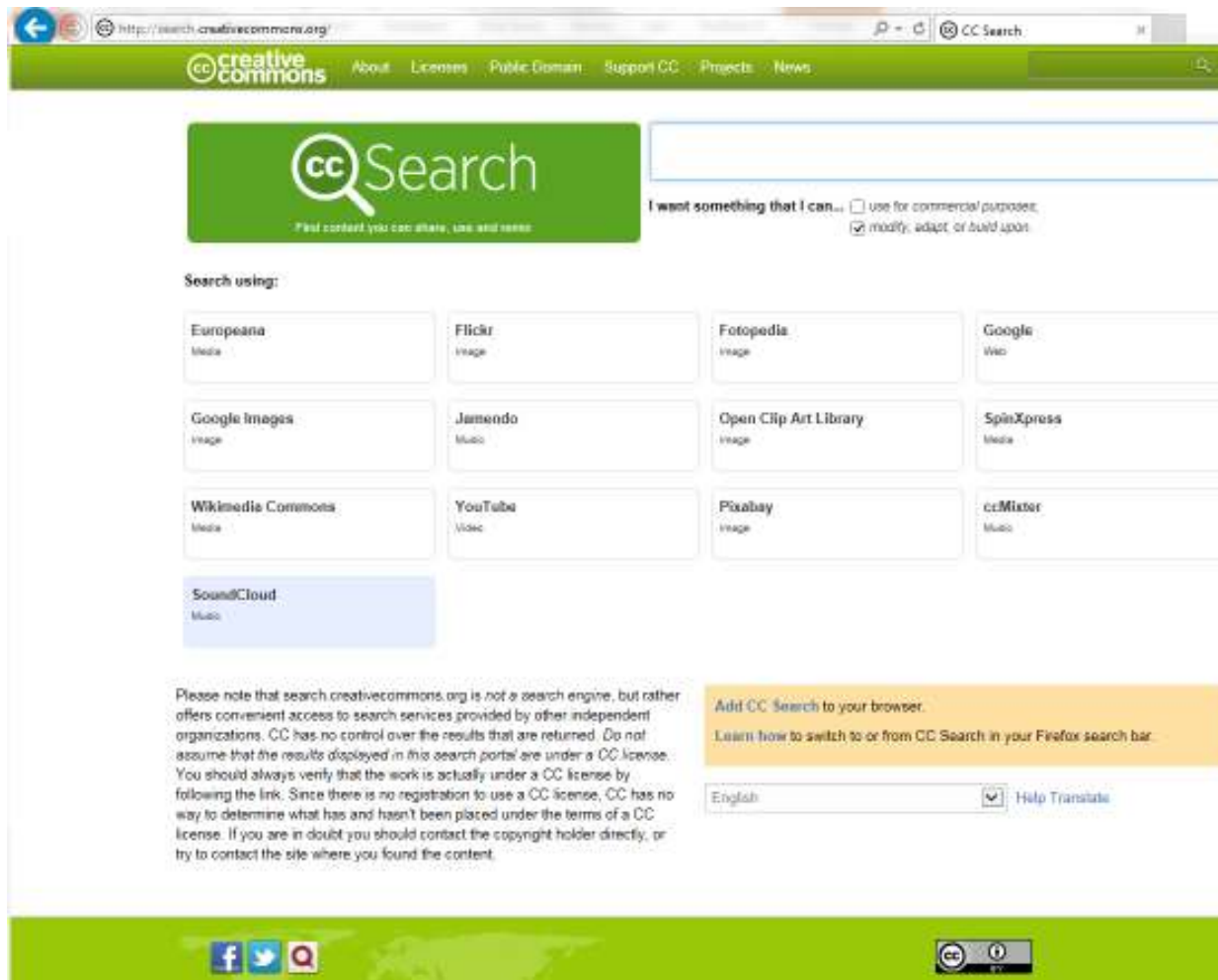
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See: Making notices machine readable:

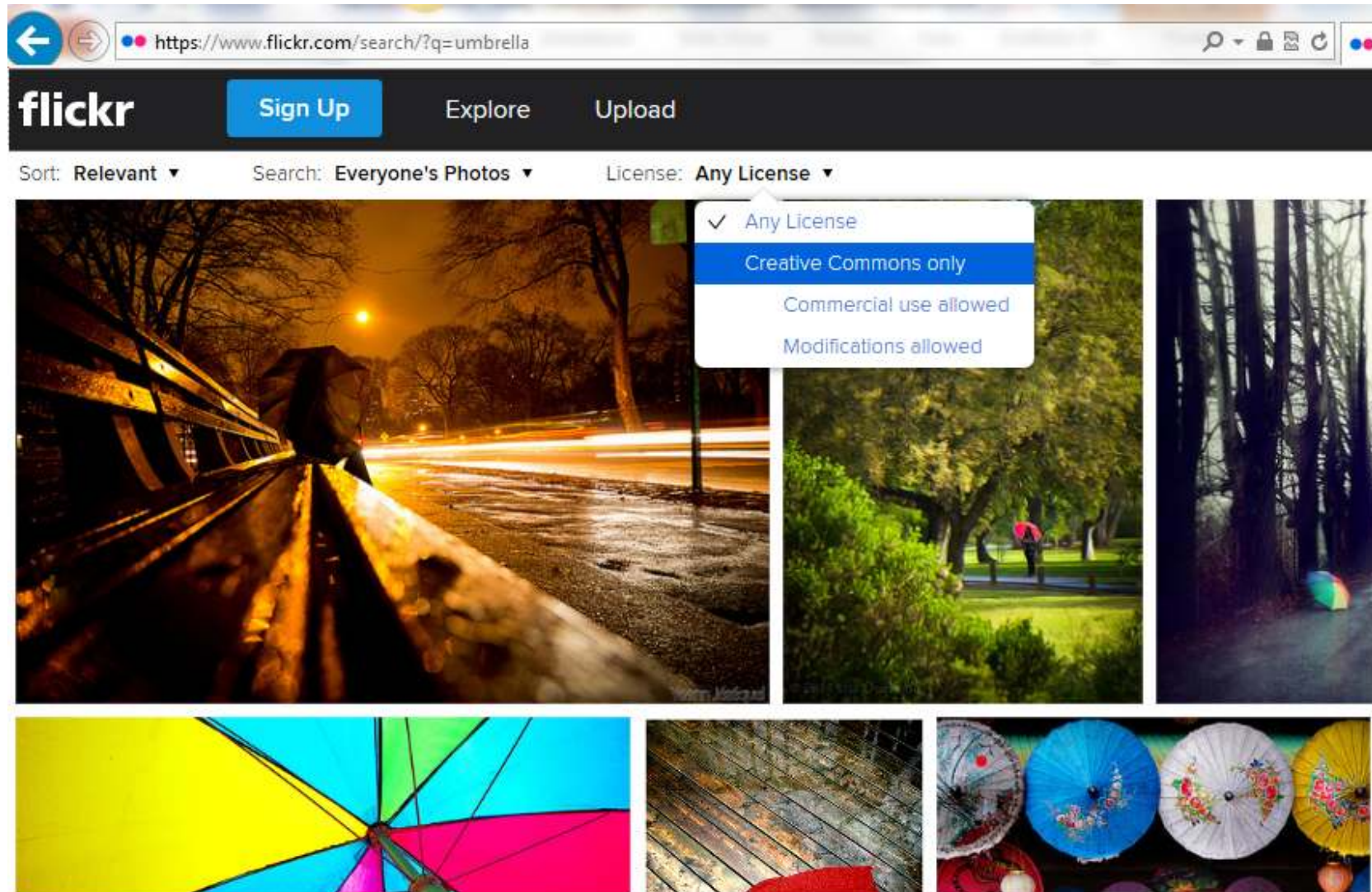
https://wiki.creativecommons.org/Marking_Works_Technical

Adapted from <http://creativecommons.org/licenses>

Finding openly-licensed works



Finding openly-licensed works



<http://www.flickr.com>

Finding openly-licensed works

The screenshot shows the ccMixer website interface. At the top, the URL is <http://ccmixter.org/view/media/pells>. The site header includes the ccMixer logo, a search bar, and navigation tabs: Home, Picks, Remixes, Samples, A Cappellas, People, Extras, and Playlists - Podcast. A search bar on the right contains the text "BIG Fest: pells, samples, remixes, all+MORE".

The main content area is titled "A Cappella Browser". It features a list of tracks with columns for Type, BPM, and Display. A dropdown menu for "All Licenses" is open, showing options: Attribution, Attribution Noncommercial (3.0), Attribution Noncommercial Share-Alike, Attribution Share-Alike, CC0 (CC Zero), Noncommercial Sampling Plus, and Sampling Plus. The list of tracks includes:

Type	BPM	Display	Track Name	Artist
Featured	All	25	Mother Earth Ai Oh Why	by DaYoungstas
			Jogo a Vera ACAPELLA	by De Leve (del...)
			termes	by robwalkerpoe...
			Two Turntables and a Microphone	by KCentric
			History + Chemistry (Vocals)	by SackJo22
			ELEMENTALITY Feat. Plegio	by COFFEE EUROP...
			City Life (Pella)	by Donnie Ozone...
			MARKED	by CiggiBurns
			Pathways of the Mind (Vocals)	by Kara Square ...
			I Can Finally Call You God	by snowflake
			Simple Story	by ike_poet (dw...
			Half Dome	by spinningmerk...
			Garnet Wine	by CiggiBurns
			da Brum pella	by panu (panumo...
			Climb	by snowflake
			Blackbird Song	by CiggiBurns
			I Can See	by Patronski
			Pull the Trigger on My Heart	by Admiral Bob ...
			Now We Are One (Vocals)	by SackJo22
			Anny Sky - All Rights Reserved	by Anny Sky (an...
			Making Monkeys	by Admiral Bob

On the right side, there are featured a cappella tracks. The first one is "Do What You Love #XOXO" by Colin Mutchler, with a license of CC BY NC. The second one is "Gett up FORENSIC" with a license of CC BY NC. A "remixed pells" section is also visible.

On the left side, there are sections for Visitors, Editors' Picks, Podcasts, and Media. The Visitors section includes links for Find Music, Forums, About, Looking for..., and Twitter. The Editors' Picks section includes links for Miss Miss Kis..., Higher, Hearts on Fir..., Life, ccMixer See ..., and More picks... The Podcasts section includes links for MMTMMP 26 Secret Sk..., MMTMMP 25 Star Gazi..., MMTMMP 23 Majestica..., MMTMMP 24 Mad Summe..., and MMTMMP 22 Eclectic ... The Media section includes links for Play this page, Stream this page, Podcast this page, and Download this page.

<http://ccmixter.org>

Finding openly-licensed works

The screenshot shows the MIT OpenCourseWare website for the 'Introduction to Algorithms' course. The URL in the browser is <http://ocw.mit.edu/courses/electrical-engineering-and-computer-science/6-006-introduction-to-algorithms-fall-2011/>. The page features a navigation bar with 'Courses', 'About', 'Donate', and 'Featured Sites' menus. A sidebar on the left lists course components: 'COURSE HOME', 'SYLLABUS', 'CALENDAR', 'READINGS', 'LECTURE VIDEOS', 'RECITATION VIDEOS', 'ASSIGNMENTS', 'EXAMS', 'RELATED RESOURCES', and 'DOWNLOAD COURSE MATERIALS'. The main content area displays the course title, a 3D Rubik's cube graphic, and instructor information: Prof. Erik Demaine and Prof. Brian Deavadas. It also lists the MIT Course Number (6.006), the term (Fall 2011), and the level (Undergraduate). A 'CITE THIS COURSE' button is visible. The footer includes logos for MIT, the Open Education Consortium, and various corporate supporters like Dow, Ab Initio, MathWorks, and Accenture.

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Introduction to Algorithms

LECTURE VIDEOS

RECITATION VIDEOS

ASSIGNMENTS

Instructor(s)
Prof. Erik Demaine
Prof. Brian Deavadas

MIT Course Number
6.006

As Taught In
Fall 2011

Level
Undergraduate

CITE THIS COURSE

Course Description

Related Content

Course Features

- Video lectures
- Exams and solutions
- Assignment
- Recitation

MIT Massachusetts Institute of Technology

OPEN EDUCATION CONSORTIUM

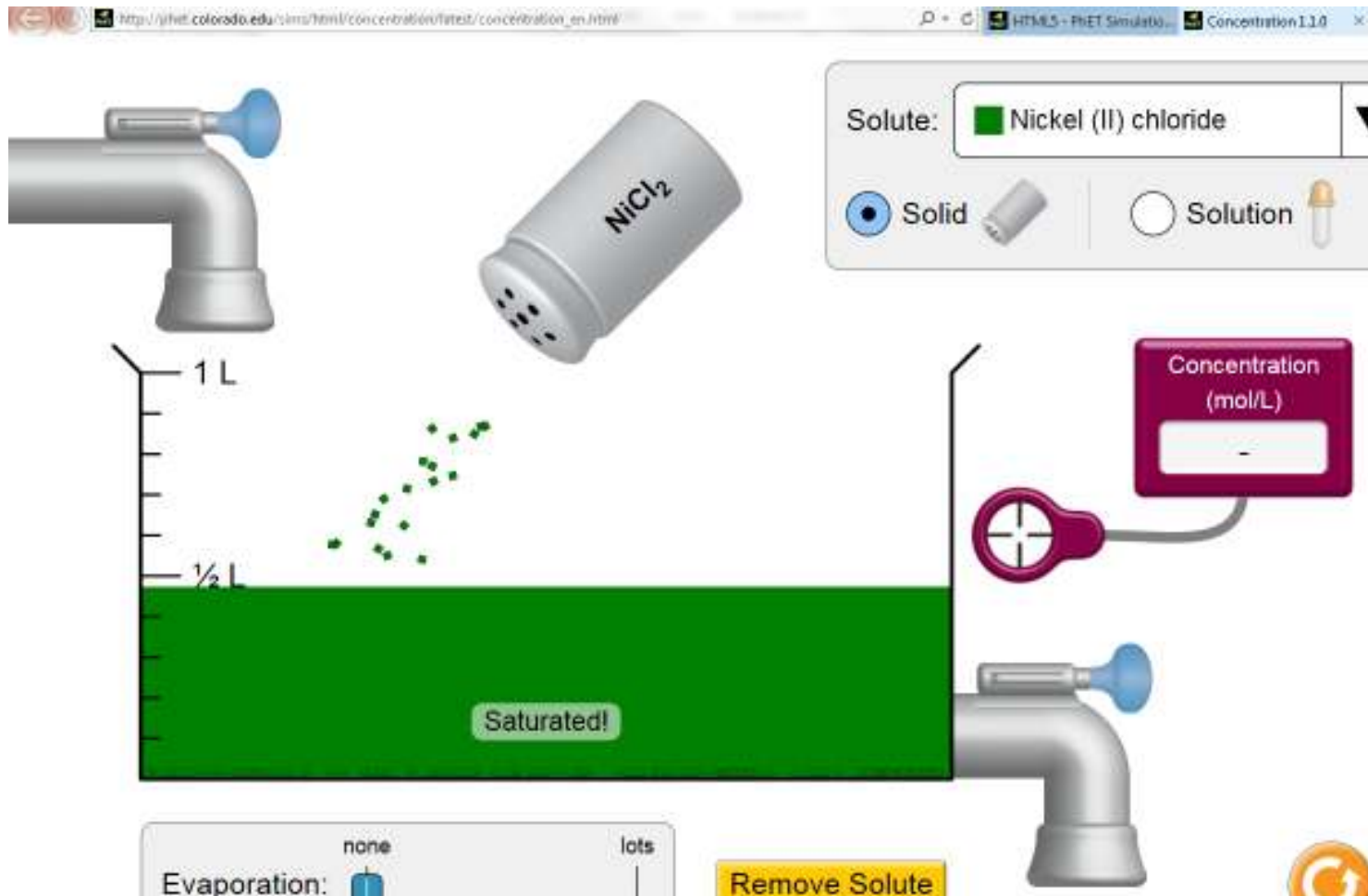
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yellowstone geyser,creativecommons

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- What to Watch
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Yellowstone geysers & hot springs (part 2)
by jsj1771 • 10 months ago • 1,903 views
Some more modern hydrothermal features (geysers and hot springs) at the Yellowstone Hotspot Volcano in northwestern ...
10:20

♥♥ Relaxing 3 Hour Video of Geyser at Yellowstone
by hansende • 1 year ago • 3,881 views
Please SUBSCRIBE by clicking here: http://www.youtube.com/subscription_center?add_user=Hansende Another video you might ...
2:50:56 HD

Yellowstone geysers & hot springs (part 12) (HD)
by jsj1771 • 3 months ago • 113 views
Some modern hydrothermal features (geysers and hot springs) at the Yellowstone Hotspot Volcano in northwestern Wyoming, ...
8:19 HD

Yellowstone geysers & hot springs (part 10) (HD)
by jsj1771 • 4 months ago • 135 views
Some modern hydrothermal features (geysers and hot springs) at the Yellowstone Hotspot Volcano in northwestern Wyoming, ...
7:38 HD

Finding openly-licensed works

The screenshot shows the OpenStax College website. At the top, the URL is <http://openstaxcollege.org/textbooks/anatomy-and-physiology/get>. The OpenStax College logo and tagline "Access. The Future of Education." are visible. A navigation bar includes links for "OUR BOOKS >", "ABOUT US", "CONTACT US", "SUPPORT", "CAREERS", and "PARTNERS". A "SIGN IN" button is also present. Below the navigation bar, a yellow banner reads "GET ANATOMY AND PHYSIOLOGY!". The main content area states: "OpenStax College makes it easy to get high-quality textbooks for your course. Use the buttons below to start enjoying Anatomy and Physiology!". A box highlights the "Download on the iBookstore" button with the text "Get a premium, interactive ebook". Below this, a list of formats is provided:

- Print**: Get a low-cost, professionally printed copy.
- PDF**: Download a free PDF of this book.
- Web View**: Read live on the web.
- EPUB**: Get this free format for popular mobile devices.
- Bookshare**: Download a free accessible version of this book.

On the right side of the page, a large image of the textbook cover for "Anatomy and Physiology" is displayed. The cover features the title in large orange letters on a dark background.

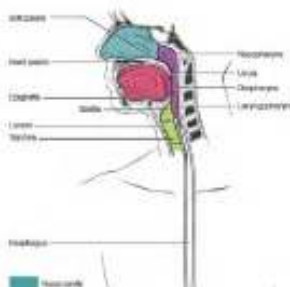
<http://openstaxcollege.org>



urge students to explore these links, whether viewing a video or ingesting data into a simulation, to gain the fullest experience and to learn how to search for information independently.

Our unique approach to visuals is designed to emphasize only the components most important in any given illustration. The art style is particularly aimed at focusing student learning through a powerful blend of traditional depictions and instructional innovations.

Much of the art in this book consists of black line illustrations. The strongest line is used to highlight the most important structures, and shading is used to show dimensions and shape. Color is used sparingly to highlight and clarify the primary anatomical or functional point of the illustration. This technique is intended to draw students' attention to the critical learning point in the illustration, without distraction from excessive gradients, shadows, and highlights. Full color is used when the structure or process requires it (for example, muscle diagrams and cardiovascular system illustrations).



The diagram is a sagittal section of the human head and neck. It shows the brain in the skull, the trachea (windpipe) as a large airway, and the esophagus below it. The thyroid gland is visible in the neck. Labels on the left side include: 'Brain', 'Trachea', 'Esophagus', 'Thyroid', and 'Trachea'. Labels on the right side include: 'Hypopharynx', 'Larynx', 'Oropharynx', and 'Laryngopharynx'. A legend at the bottom left indicates that a blue box represents 'Muscle'.

Finding openly-licensed works

<http://open.umn.edu/opentextbooks/SearchResults.aspx?subjectAreaId=1>

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Discover the difference you can make.

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search

Browse Subjects

Accounting & Finance

Business, Management & Marketing

Computer Science & Information Systems

Economics


General Education

Search Results: Accounting & Finance

Financial Accounting

C.J. Skender, University of North Carolina
Joe Ben Hoyle, University of Richmond

This book is intended for an undergraduate or MBA level Financial Accounting course. It covers the standard topics in a standard sequence, utilizing the Socratic method of asking and answering questions.




Financial Accounting

International Finance: Theory and Policy

Steve Suranovic, George Washington University

International Finance: Theory and Policy is International Finance Theory and Policy is built on the author's belief that to understand the international economy, students need to learn how economic models are applied to real world problems. Economic models provide insights about the world that are simply not obtainable solely by discussion of the issues.



International Finance: Theory and Policy

<http://open.umn.edu>

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<http://www.merlot.org/merlot/index.htm>



The image shows the homepage of MERLOT II, a Multimedia Educational Resource for Learning and Online Teaching. The header includes the MERLOT II logo and a navigation bar with links: Home, Search, Communities, My MERLOT, Membership, Add to Collection, Create Materials, News & Info, and About. Below the header, a banner states: "MERLOT is a free and open peer reviewed collection of online teaching and learning materials and faculty developed services contributed and used by an international education community." The main content area features a large search bar on the left, a central image of a man with glasses, and a sidebar on the right with links to "MY MERLOT", "MEMBERSHIP", "CREATE WITH BUILD", and "ADD COL".

<http://www.merlot.org>



The image shows a search results page from Jorum, a digital library. The header includes the Jorum logo and a navigation bar with links: Home, Find, Share, Powered, Blog, Stats, Developers, Support, and About. Below the header, a search bar contains the text "search all" and a dropdown menu for "order by". A sidebar on the right lists filters: Community (Higher Education (12997), Further Education (1)), Institution / Publisher, Author, Keywords, File Format, Licence, HE Subject (JACS), FE Subject (LearnDirect), and Resource Type. The main content area displays search results, including a result for "Learning Math: Data Analysis" and another for "Data Analysis".

<http://www.jorum.ac.uk>



The image shows a search results page from OER Commons, an Open Educational Resources platform. The header includes the OER Commons logo and a navigation bar with links: Home, Browse All, My OER, Connect, and Contribute. Below the header, a search bar contains the text "search all" and a dropdown menu for "order by". A sidebar on the left lists filters: Subject Area, Education Level, Material Type, Conditions of Use, Content Source, and Primary User. The main content area displays search results, including a result for "Learning Math: Data Analysis" and another for "Data Analysis".

<http://www.oercommons.org>

Finding openly-licensed works

Google Advanced Search

https://www.google.com/advanced_search (scroll down to “usage rights”)

reading level:	no reading level displayed ▼
file type:	any format ▼
usage rights:	<div>not filtered by license ▼</div> <div><div>not filtered by license</div><div>free to use or share</div><div>free to use or share, even commercially</div><div>free to use share or modify</div><div>free to use, share or modify, even commercially</div></div>

More info: <https://support.google.com/websearch/answer/29508?hl=>

Finding openly-licensed works

Search by type:

Images OR media OR music OR video (find CCMixer, SoundCloud, Flickr & YouTube here!)

Creative Commons Search <http://search.creativecommons.org>

Syllabus

- Saylor Foundation <http://www.saylor.org/courses>
- Advanced Google search (filter by rights) https://www.google.com/advanced_search
- MIT OpenCourseWare <http://ocw.mit.edu>

Simulations

- PhET-Physics, chemistry, biology, earth science (University of Colorado) <http://phet.colorado.edu>

Short Video

KHAN Academy <http://www.khanacademy.org>

Vimeo <http://www.vimeo.com>

TED Talks <https://www.ted.com/about/our-organization/our-policies-terms/ted-talks-usage-policy>

Open Textbooks (full text, no cost, online)

- OpenStaxCollege (Rice University) <http://openstaxcollege.org/books>
- Open Textbook Library (University of MN) <http://open.umn.edu/opentextbooks>
- MERLOT II (California State University) <http://www.merlot.org/merlot/index.htm>
(select Material Type: "Open textbook")

Virginia Tech Library's Guide to Finding OER <http://guides.lib.vt.edu/oer>



Anita Walz

Contact: arwalz@vt.edu

NEED HELP? Contact me!

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Tel: 540-231-2204

Economics & Mathematics Liaison

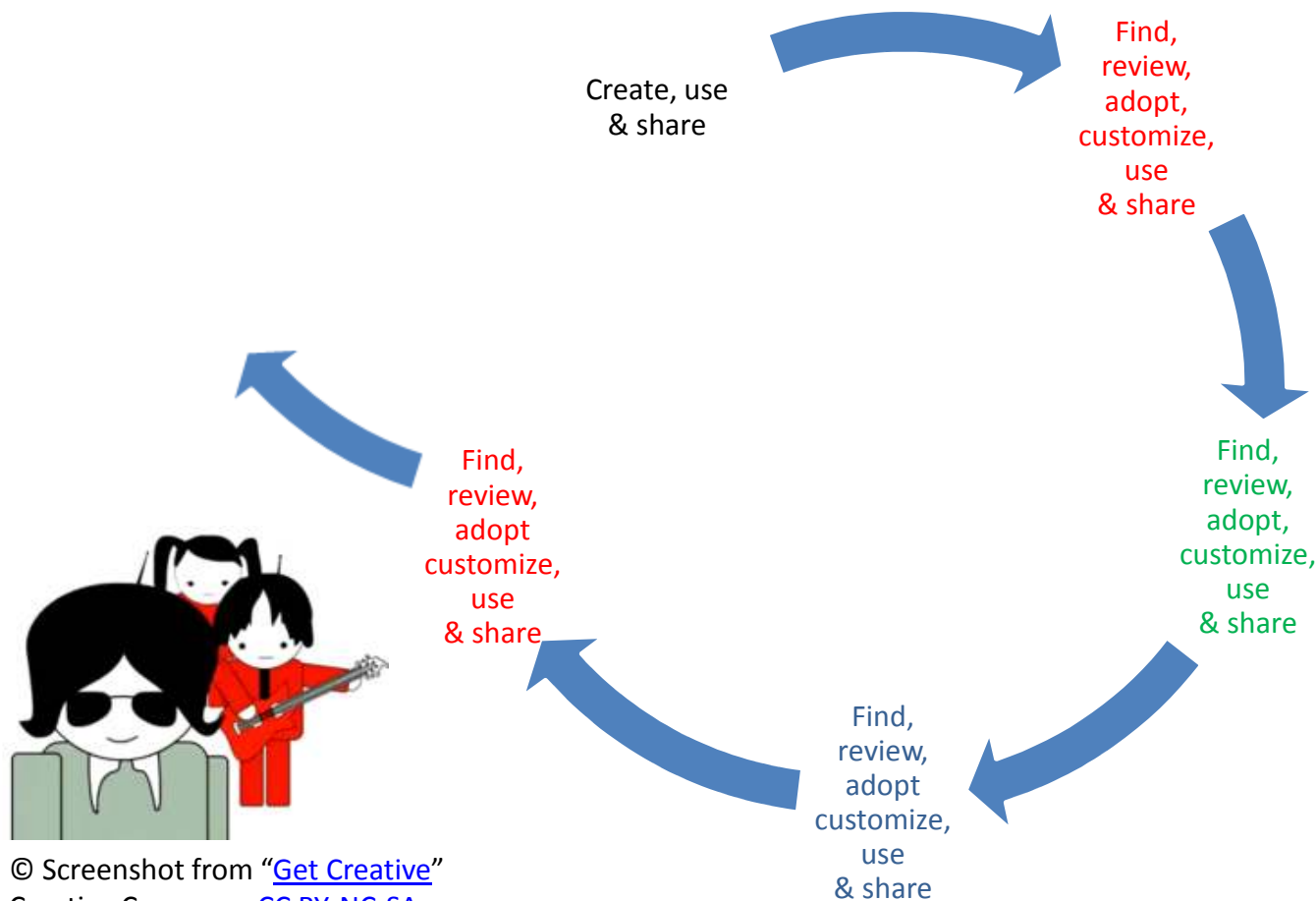
~Assessment, Open Education and Online

Learning Environments Librarian~

Open Educational Resources (OERs) ...

- are “teaching, learning, and research resources that reside in the **public domain** or have been released under an intellectual property license that permits their **free use and re-purposing by others.**”
- include “**full courses, course materials, modules, textbooks, streaming videos, tests, software,** and any other tools, materials, or techniques used to support access to knowledge.”

... an alternative way for authors to share and for users to save time & money



How and why to openly license?

**THINGS YOU SHOULD KNOW ABOUT...
OPEN EDUCATIONAL
RESOURCES**

Scenario

Dr. Bartlett is at the factory floor at a small, private institution, when his analytics work focuses on U.S. labor relations and the civil rights movement. For several years he has cultivated his interest in the labor movement in the United States, and he has been aware of students that they would like to take a course on that topic. Unsure whether he has the time or expertise to put together a curriculum on such a course, Bartlett turns to educational resources online. Among the materials that he finds is a full course on labor relations that actually looks like everything he will need to teach the course at his university. It is available for free. It includes readings, a bibliography of supporting sources, assessments, and sample projects, and it comes from a respected institution.

As he digs deeper into the materials and thinks about the specifics of the course he wants to teach, he starts to see gaps in the resources from the open course. He begins to add related resources and begins to search through collections in related disciplines. Of course, materials from history programs are important, but Bartlett also discovers free educational resources from political science, economics, and sociology departments that fill out the outline of the course as he develops it. Much of the historical context for the labor movement parallels that of the civil rights movement, but Bartlett starts seeing his own specialty from a somewhat different perspective, based on the research he does for his new course.

In a relatively short time, and at no cost other than his time, Bartlett not only constructs a syllabus and coursework for the course on labor, he also incorporates some of the open resources that he came across into his course on race. Some of the resources he finds allow users to modify them and repost them online, and Bartlett takes advantage of this option for some of the materials he uses. The students who take his new course on labor relations tell him how much they like the course, and he also hears compliments about the new materials included in his civil rights class.

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EDUCAUSE | LEARNING INITIATIVE

COMMONWEALTH OF LEARNING

The Commonwealth of Learning (COL) is an intergovernmental organization created by Commonwealth Heads of Government to encourage the development and sharing of open learning and distance education knowledge, resources and technologies.

COMMONWEALTH OF LEARNING AND ATHABASCA UNIVERSITY, 2013

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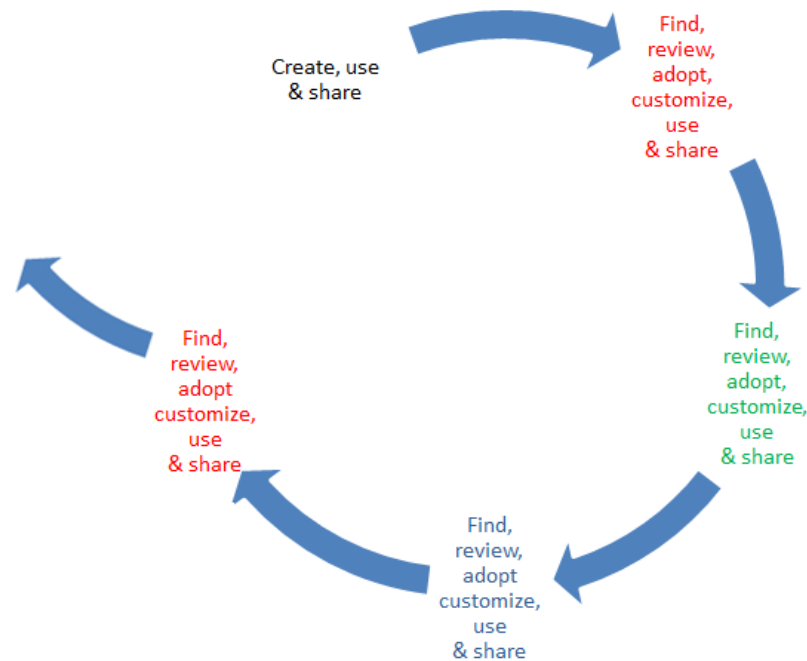
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- Your discipline's sharing networks

- How do you already share?

What will **you** . . .

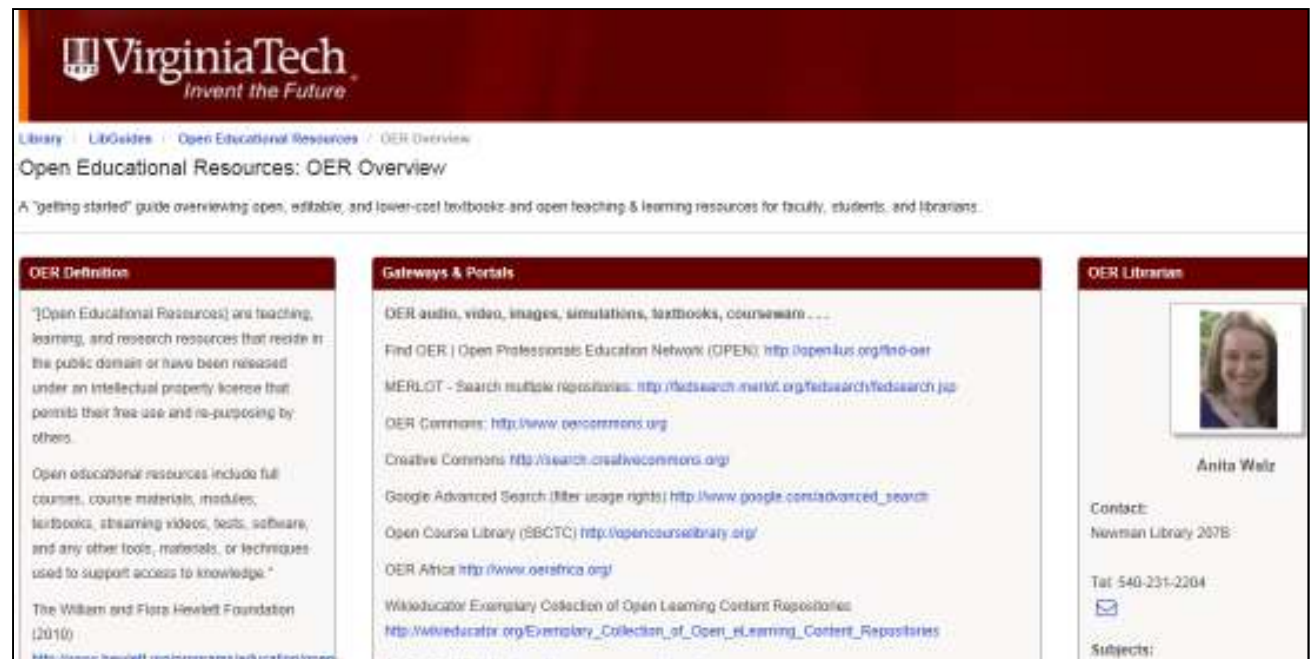
- Create, use & share?
- Look for & use?



Questions? Looking for something specific?

We can help you!

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