

2019

Reuse, Remix, and Create with Creative Commons Licenses

Andrée Rathemacher

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Reuse, Remix, and Create with



Licenses

Andrée Rathemacher

Get Informed!

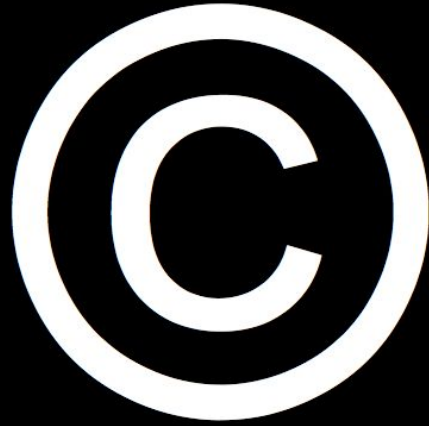
Rhode Island Library Association Annual Conference 2019

Thursday, May 23, 2019

What we'll cover

1. Copyright basics
2. Copyright in the digital era
3. Creative Commons licenses
4. Searching for CC licensed works
5. Reusing CC licensed works
6. Applying a CC license to your own work

Copyright Basics



copyright

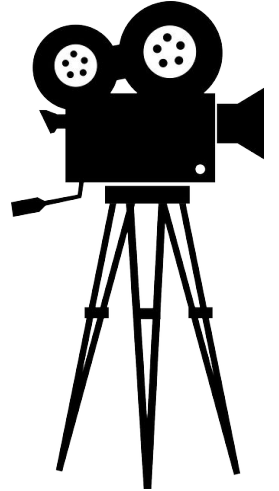
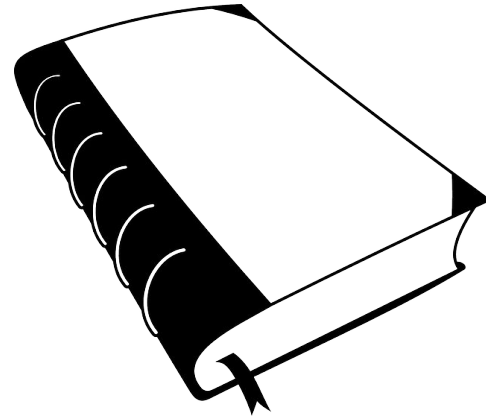
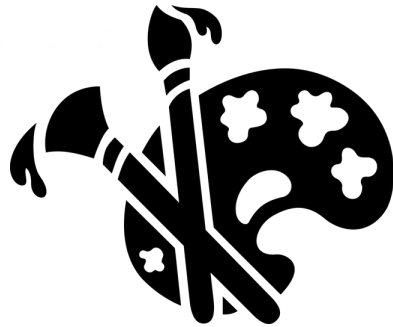
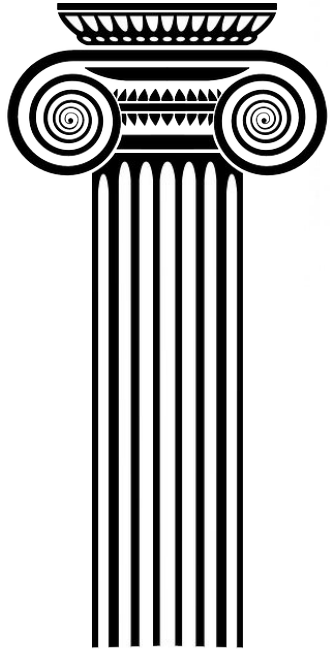
all rights reserved

What is covered by copyright?

- Literary and artistic works

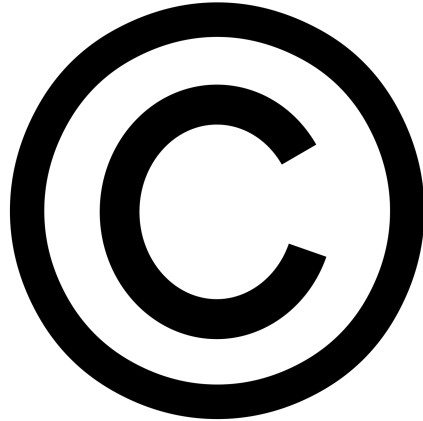


- Adaptations



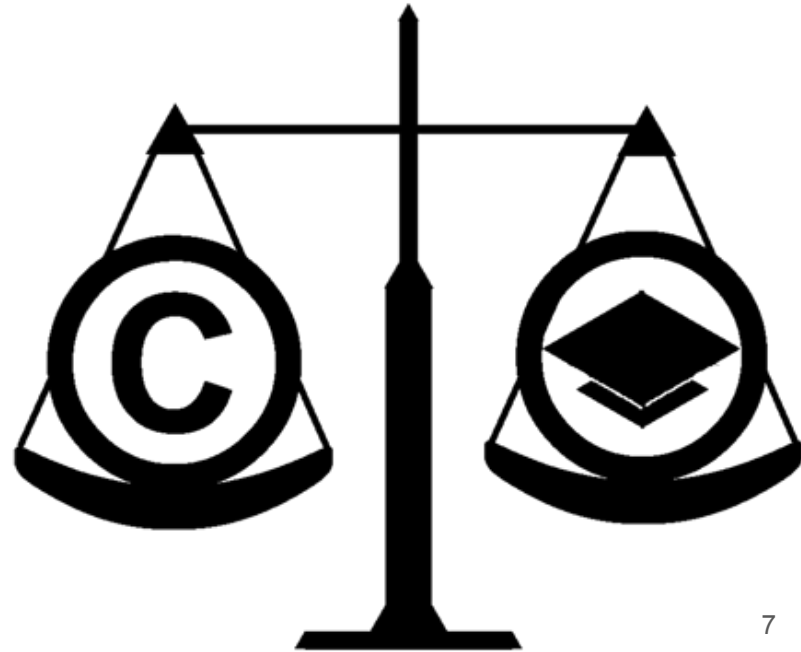
- Collections of literary and artistic works

Copyright is automatic.



Exceptions and limitations to copyright

- **Fair Use** — The right to use copyrighted material without permission or payment under some circumstances, especially when the cultural or social benefits of the use are predominant.



The Public Domain

Works in the public domain may be copied, adapted, and shared for any purpose, without permission.

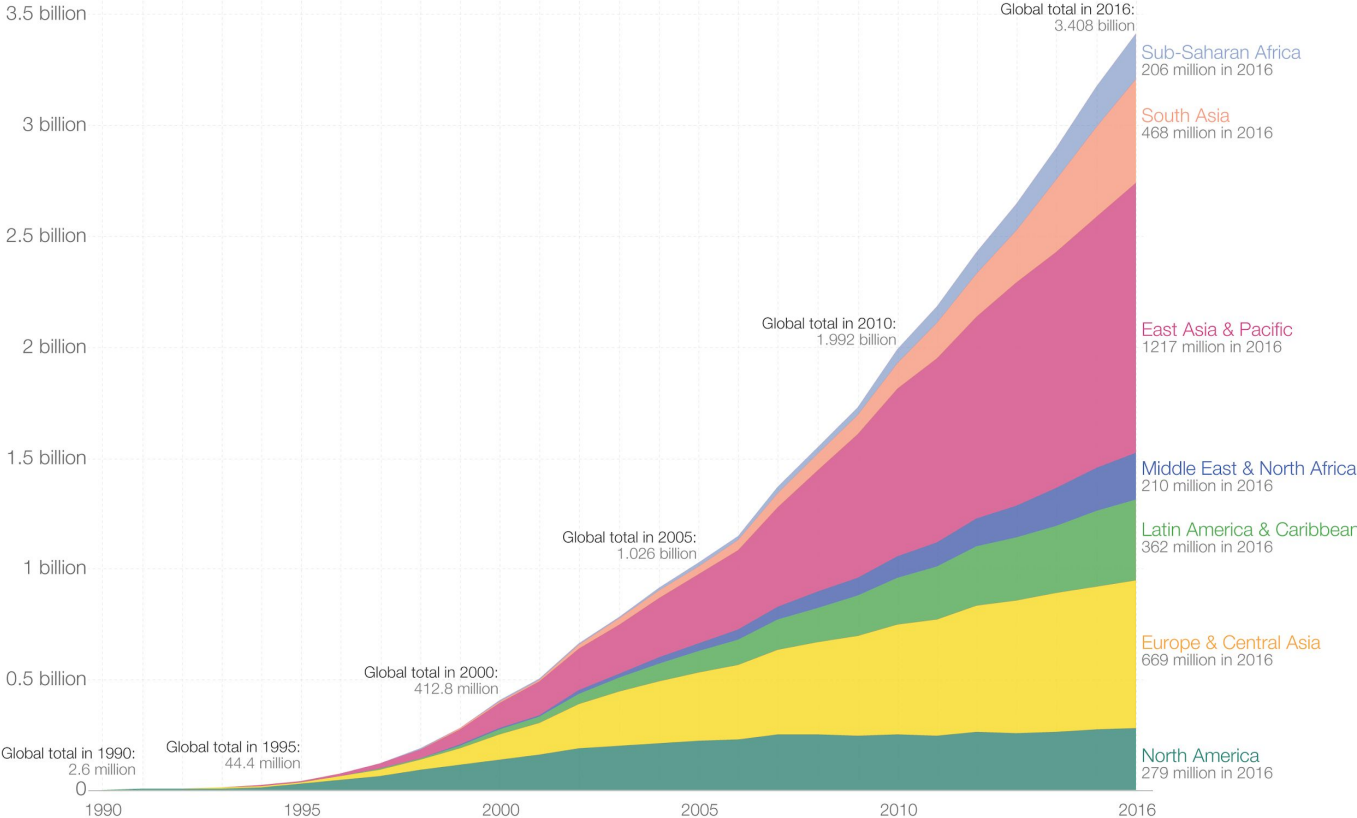
Best practice is to credit the creator, though this is not required.



Copyright in the Digital Era

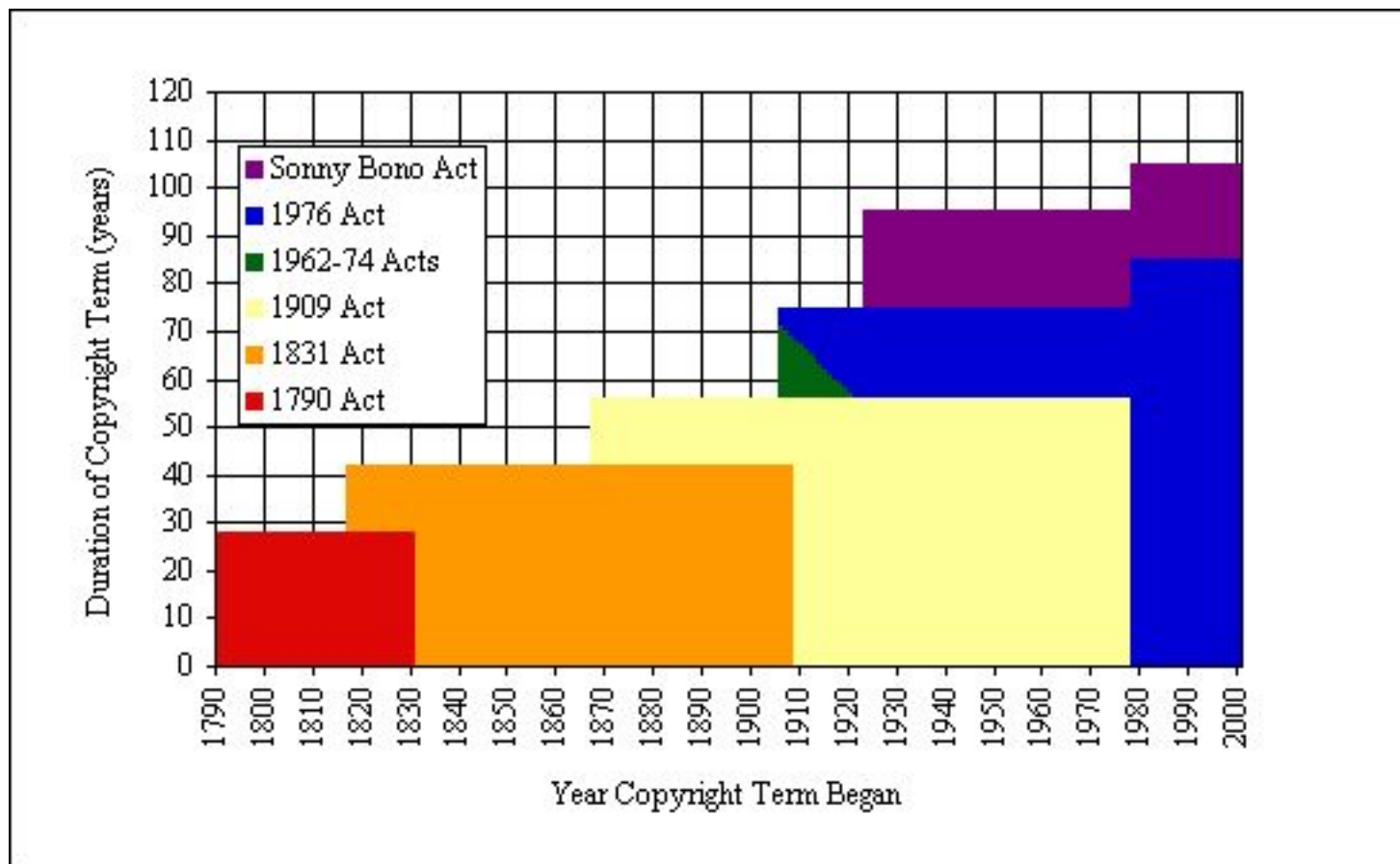
Much of what we do is online.

Internet users by world region since 1990



Data source: Based on data from the World Bank and data from the International Telecommunications Union. Internet users are people with access to the worldwide network. The interactive data visualization is available at OurWorldinData.org. There you find the raw data and more visualizations on this topic. Licensed under CC-BY-SA by the author Max Roser.

Copyright lasts a long time.



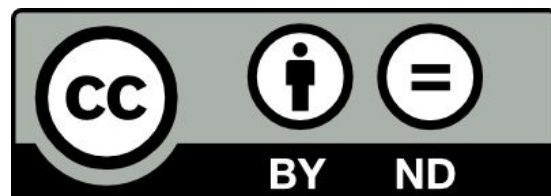
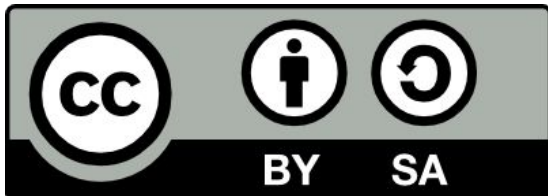
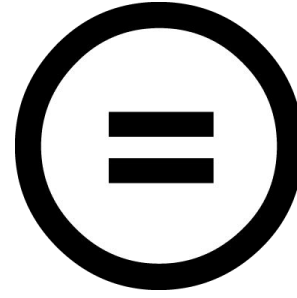
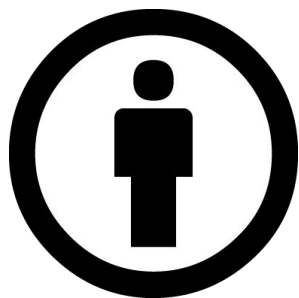


Creative Commons Licenses

Creative Commons license layers



Four license elements combine to create six CC licenses



Attribution (BY)



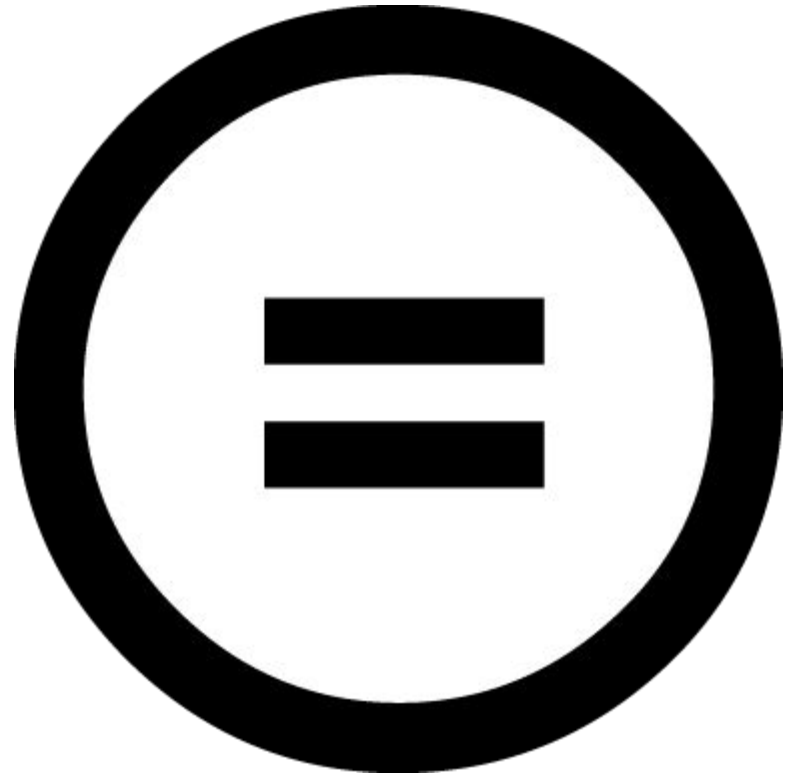
**NonCommercial
(NC)**



ShareAlike **(SA)**



NoDerivatives (ND)



CC BY

Attribution license



CC BY-SA

Attribution-ShareAlike license



CC BY-NC

Attribution-NonCommercial license



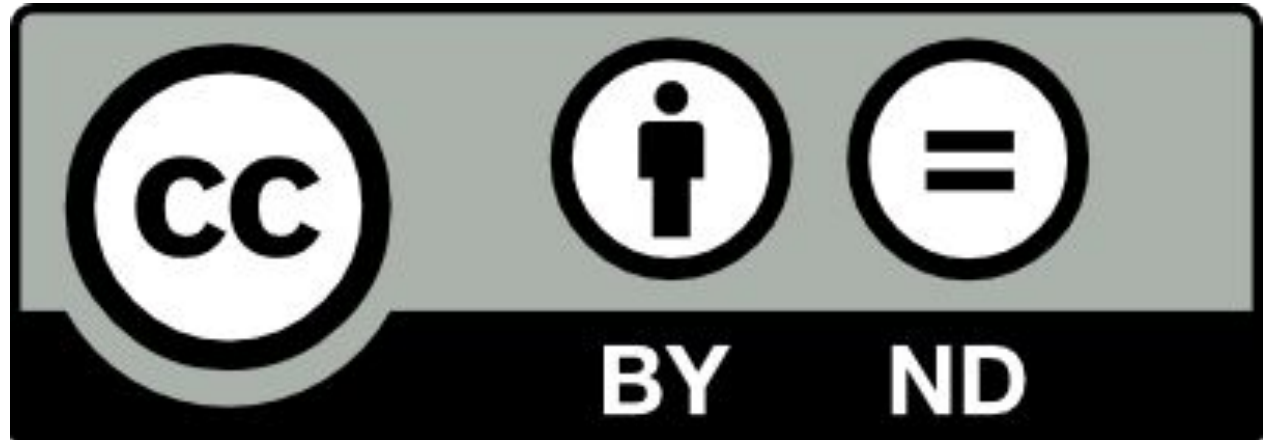
CC BY-NC-SA

Attribution-NonCommercial-ShareAlike license



CC BY-ND

Attribution-NoDerivatives license

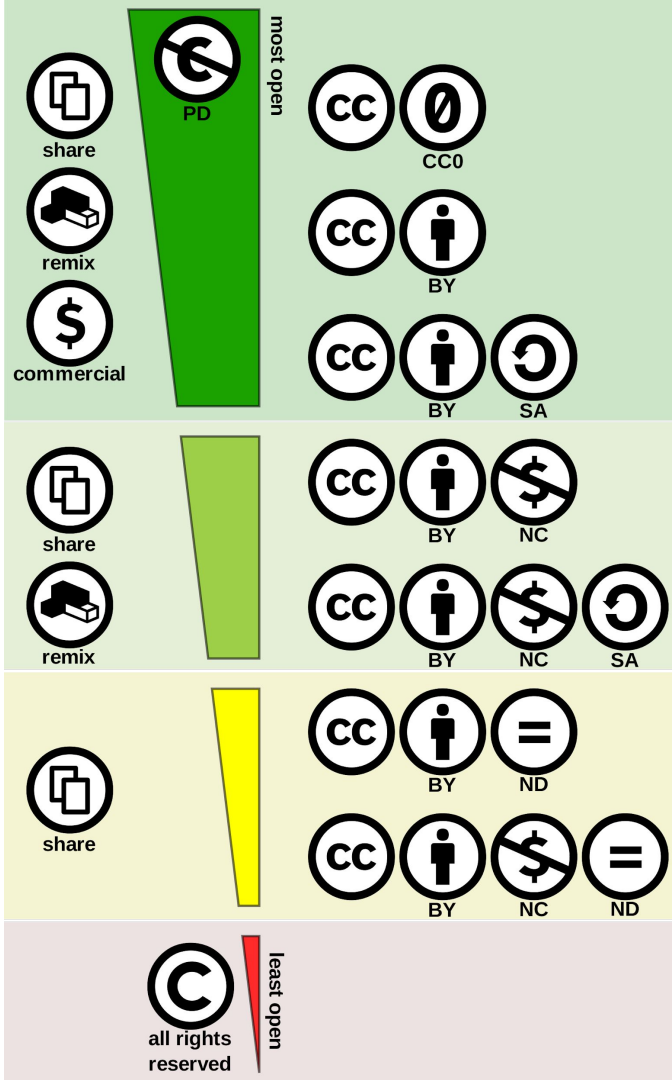


CC BY-NC-ND

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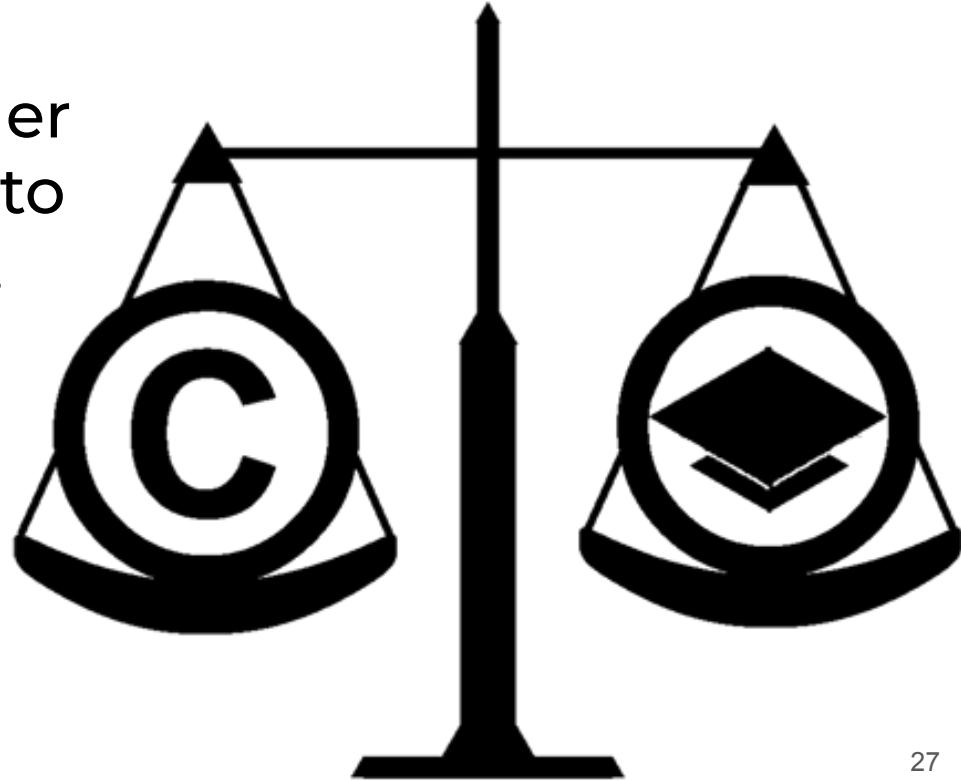


Creative Commons license spectrum



Exceptions and limitations to copyright

When your use of a CC-licensed work falls under an exception or limitation to copyright, such as fair use, the CC license does not apply.



Public Domain Mark



CC0

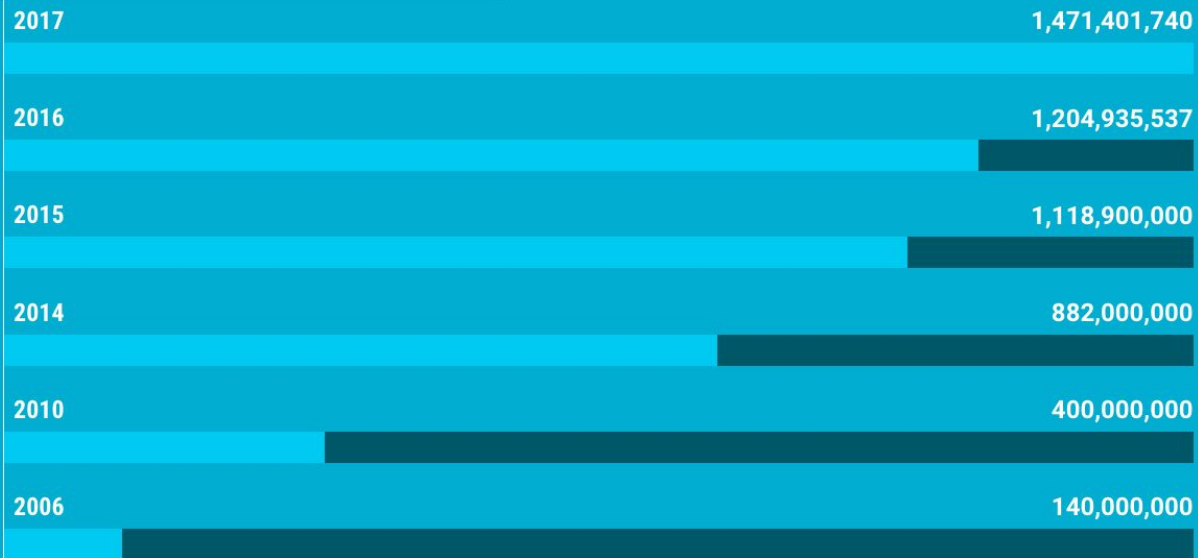
Public Domain Dedication Tool



Searching for CC Licensed Works

1.4 BILLION

CREATIVE COMMONS LICENSED WORKS



CC Licensed works by platform

 49 Million


INTERNET ARCHIVE
 3.1 million

 415.1 Million

DOAJ
DIRECTORY OF
OPEN ACCESS
JOURNALS
2.7 Million



WIKIPEDIA
The Free Encyclopedia
46.7 Million

 36.9 million

 europeana
collections 28.7 million

Google Advanced Search -

https://www.google.com/advanced_search



Google Advanced Image Search-

https://www.google.com/advanced_image_search

usage rights:

not filtered by license

not filtered by license

free to use or share

free to use or share, even commercially

free to use share or modify

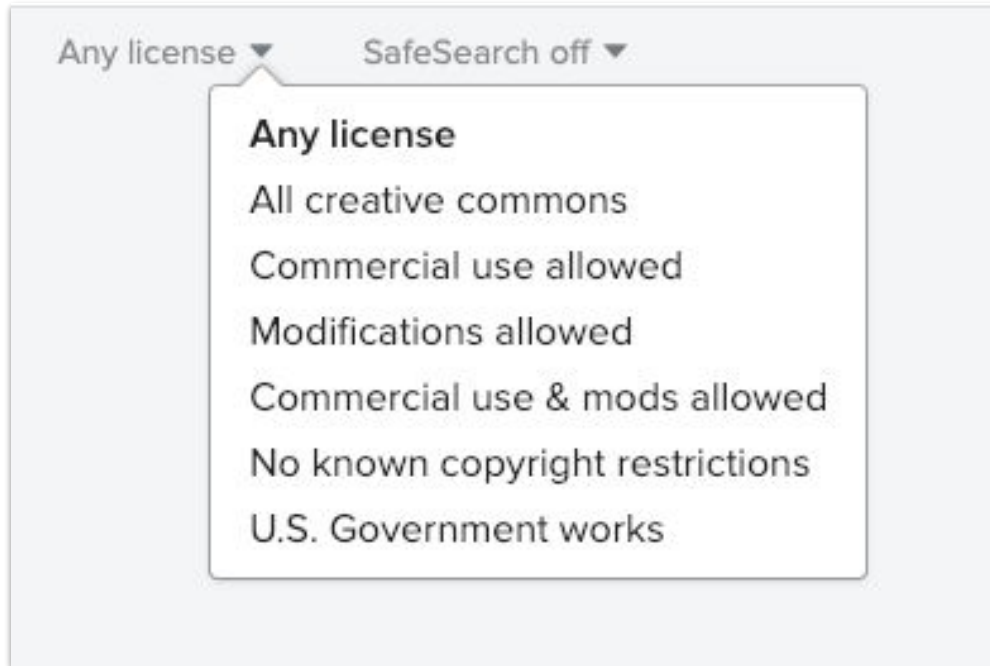
free to use, share or modify, even commercially

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flickr

Or start here, click on a license, then enter search terms:

<https://www.flickr.com/creativecommons/>

FEATURES

Live

4K

HD

Subtitles/CC

Creative Commons

360°

VR180

3D

HDR

Location

Purchased

1. Do search.
2. From results list, click "Filter".
3. Click "Creative Commons" under Features
4. Click "SHOW MORE" under video to confirm license.



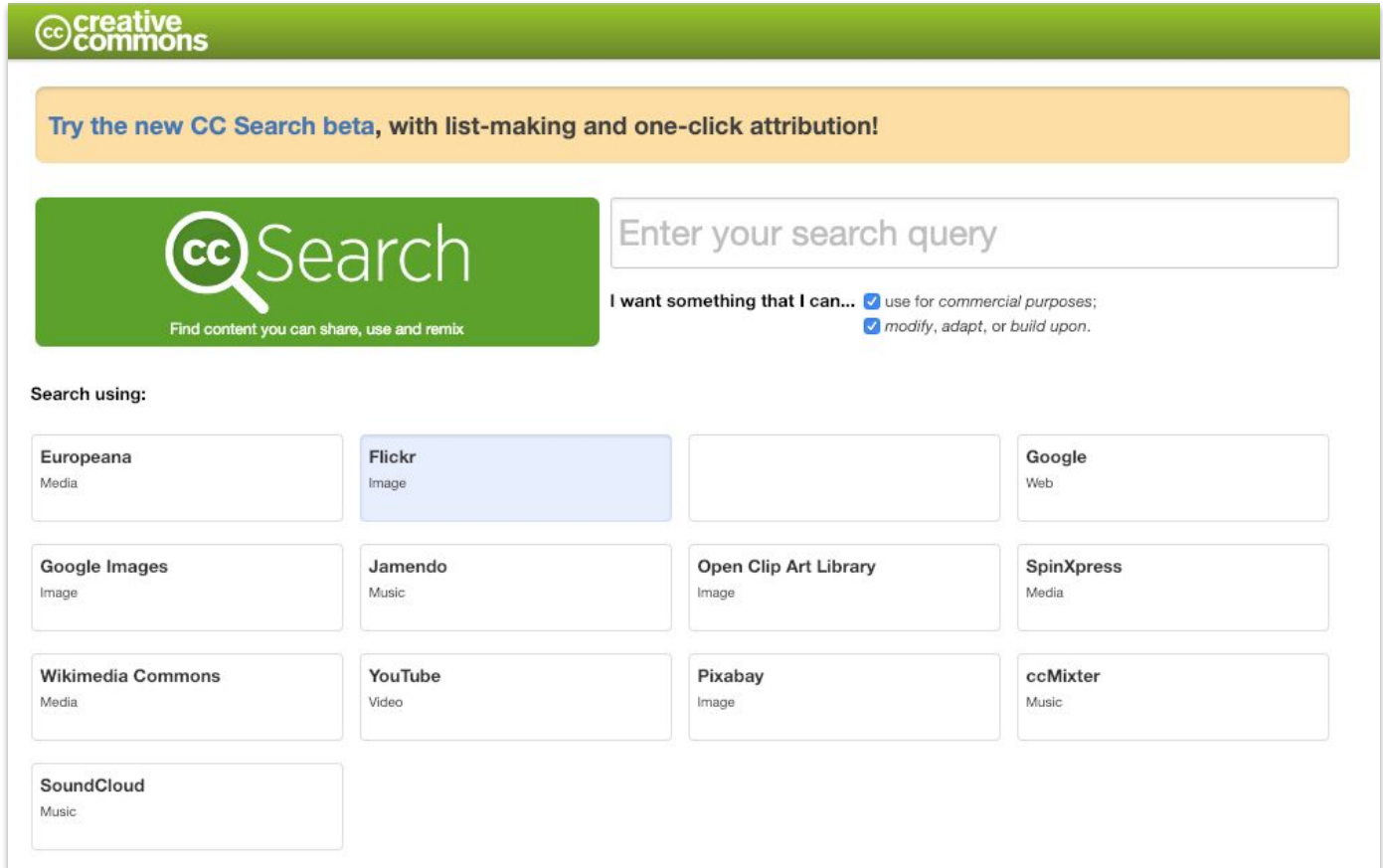
 FILTER

License

[Creative Commons Attribution license \(reuse allowed\)](#)

SHOW LESS

1. Go to <https://search.creativecommons.org/>
2. Enter search query & filters.
3. Select source.

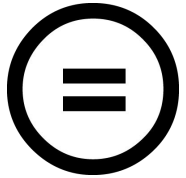
A screenshot of the Creative Commons Search website. At the top is a green header with the Creative Commons logo. Below it is a yellow banner with the text 'Try the new CC Search beta, with list-making and one-click attribution!'. The main content area features a green search button with the CC logo and the text 'Search' and 'Find content you can share, use and remix'. To the right of the button is a search input field with the placeholder text 'Enter your search query'. Below the search button and input field is a section titled 'I want something that I can...' with two checked checkboxes: 'use for commercial purposes;' and 'modify, adapt, or build upon.'. Underneath is a section titled 'Search using:' followed by a grid of source selection buttons. The buttons are: 'Europeana' (Media), 'Flickr' (Image), 'Google' (Web), 'Google Images' (Image), 'Jamendo' (Music), 'Open Clip Art Library' (Image), 'SpinXpress' (Media), 'Wikimedia Commons' (Media), 'YouTube' (Video), 'Pixabay' (Image), 'ccMixer' (Music), and 'SoundCloud' (Music). The 'Flickr' button is highlighted in light blue.

Using



Licensed Works

Re-using CC-licensed works **WITHOUT MODIFICATION**



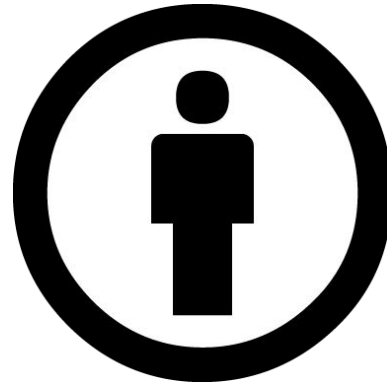
Doesn't concern you, because you're not modifying the work.



Doesn't concern you, because you're not modifying the work.



Doesn't concern you if you don't charge for content.
(Cost recovery for printing is okay.)



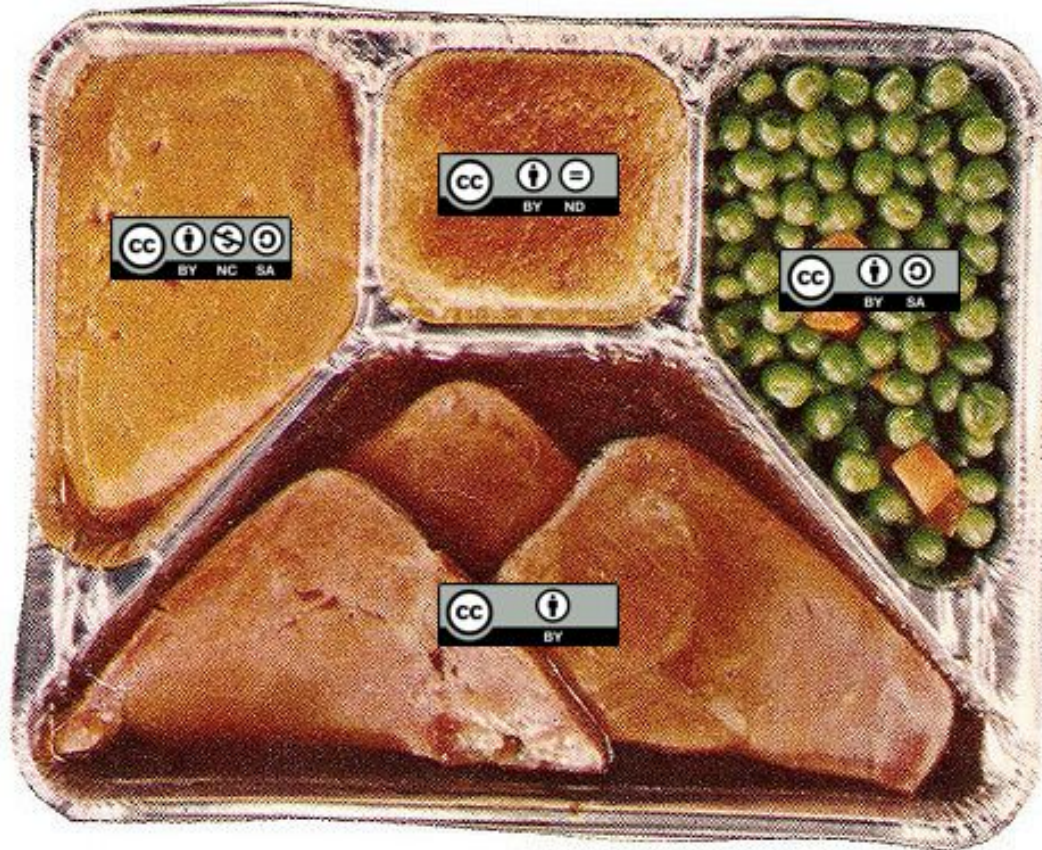
Your concern will be providing proper **Attribution** for the works you use.

What is NOT an adaptation or derivative

Here are some examples of uses that are not adaptations or derivatives:

- Technical format-shifting (for example, converting a licensed work from a digital format to a physical copy)
- Fixing minor problems with spelling or punctuation
- Reproducing and putting works together into a [collection](#) (for example, compiling distinct, stand-alone essays by different authors for use as an open textbook)
- Including an image in connection with text, as in a blog post, a Powerpoint, or an article
- Using an excerpt of a work, but in a way that illuminates an idea or provides an example, as opposed to building a new, original work upon the excerpt

Collections



Like a TV dinner, a collection compiles different works together while keeping them organized as distinct separate objects.

Image with text: example



The white-footed mouse (*Peromyscus leucopus*) is a reservoir for the for the Lyme disease-causing spirochete, *Borrelia burgdorferi*.

Attribution: TASL

T = Title

A = Author (Link to the author's page.)

S = Source (Link to the resource.)

L = License (Link to the license deed.)

When re-using CC-licensed work, you always must provide attribution. The goal is to mark the work with full TASL information. Include as much detail as possible in the marking statement.

For guidance and examples, see Creative Commons' "Best practices for attribution" at https://wiki.creativecommons.org/wiki/Best_practices_for_attribution.

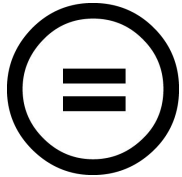
Attribution: Image example

“[White-footed Mouse \(Peromyscus leucopus\)](#)” by [J. N. Stuart](#) is licensed under [CC BY-NC-ND 2.0](#)

Note: If you are placing your attribution on a printed document, type out the full address of the hyperlinks.



Re-using CC-licensed works WITH MODIFICATION



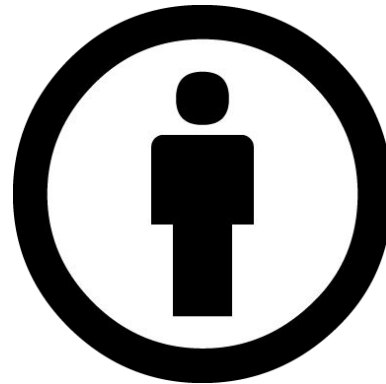
You can't share your modification of an ND work, so avoid using these.



You need to share your modification under the **SAME** license as the original.



Doesn't concern you if you don't charge for content. (Cost recovery for printing is okay.)



As always, you will need to provide proper **Attribution** for the works you use.

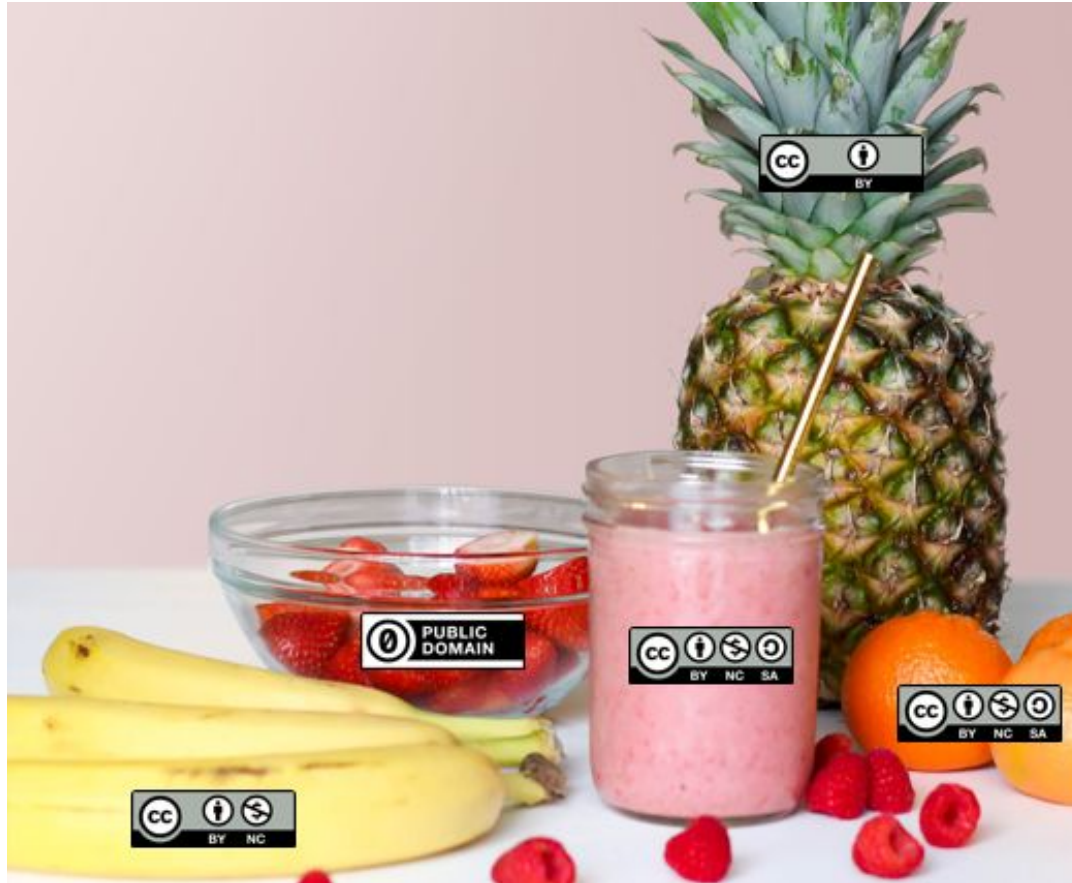
What is an adaptation or derivative?

Adaptation means creating something new from a copyrighted work that is sufficiently original to itself be protected by copyright. The resulting work is *based on or derived from* the original.

Here are some examples of uses that are adaptations or derivatives:

- A film or video based on a novel, play, short story, etc.
- A translation of a book from one language to another
- An open textbook chapter that weaves together multiple open educational resources in such a way where the reader can't tell which resource was used on which page
- A video montage that incorporates segments from other videos
- Syncing a musical work with a moving image
- Modifying a photo by cropping, applying a filter, adding elements, etc.

What is a remix?



Like a smoothie, a remix mixes material from different sources to create a wholly new creation. You often cannot tell where one open work ends and another one begins.

Image adaptation: example



original photo



adaptation (photo cropped with text added)

Licensing your adaptation

If your work is an adaptation or remix, you have a new copyright in your derivative work.

Your rights in your adaptation only apply to your own contributions. The original license continues to govern reuse of the elements from the original work that you used when creating your adaptation.

You need to select a license for your own work carefully.

As always, you have to provide attribution for the original work, even when you create an adaptation.

Adapter's License Chart

Adapter's license chart		Adapter's license						
		BY	BY-NC	BY-NC-ND	BY-NC-SA	BY-ND	BY-SA	PD
Status of original work	PD	Green	Green	Green	Green	Green	Green	Green
	BY	Green	Green	Green	Green	Green	Green	Yellow
	BY-NC	Yellow	Green	Green	Green	Yellow	Yellow	Yellow
	BY-NC-ND	Gray	Gray	Gray	Gray	Gray	Gray	Gray
	BY-NC-SA	Gray	Gray	Gray	Green	Gray	Gray	Gray
	BY-ND	Gray	Gray	Gray	Gray	Gray	Gray	Gray
	BY-SA	Gray	Gray	Gray	Gray	Gray	Green	Gray

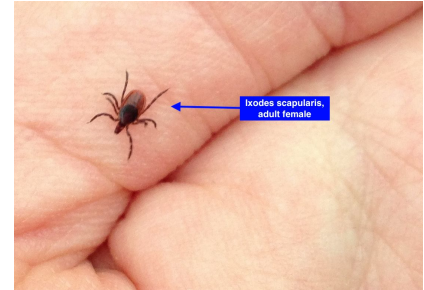
Use this chart to answer the question of [what license you can use for your adapter's license when you adapt a work](#). This applies primarily when you take a **single CC-licensed work and adapt it**.

Example: licensing and attributing an adaptation















In this example, the photograph that was modified is a single work.

The original is licensed under CC BY-SA 2.0. According to the [Adapter's license chart](#), I must also choose a CC BY-SA license for my adaptation:

“Deer Tick Close-up” by Andrée Rathemacher is licensed under [CC BY-SA 4.0](#). It is a derivative of “[Ixodes scapularis, adult female. C & O Canal Park. Montgomery county, MD. \(3/11/13\)](#)” by [Fritz Flohr Reynolds](#), used under [CC BY-SA 2.0](#).



CC License Compatibility Chart

	 PUBLIC DOMAIN	 PUBLIC DOMAIN	 BY	 BY SA	 BY NC	 BY ND	 BY NC SA	 BY NC ND
 PUBLIC DOMAIN	✓	✓	✓	✓	✓	✗	✓	✗
 PUBLIC DOMAIN	✓	✓	✓	✓	✓	✗	✓	✗
 BY	✓	✓	✓	✓	✓	✗	✓	✗
 BY SA	✓	✓	✓	✓	✗	✗	✗	✗
 BY NC	✓	✓	✓	✗	✓	✗	✓	✗
 BY ND	✗	✗	✗	✗	✗	✗	✗	✗
 BY NC SA	✓	✓	✓	✗	✓	✗	✓	✗
 BY NC ND	✗	✗	✗	✗	✗	✗	✗	✗

Use this chart to answer the question of [whether you can combine material under different CC licenses in your work](#). This applies when you **remix more than one** CC-licensed work.

Licensing Your Own Work

Free

vs.

Open

Anyone can access
and read or view.

Anyone can access
and read or view.

Materials cannot be
modified, reused, or
redistributed.

Materials can be
downloaded, edited,
remixed, and shared.

Passive consumption.


Active reuse.

Choose a CC License for Your Work

Use the Creative Commons License Chooser at
<https://creativecommons.org/choose>

Also, sites like Flickr, YouTube, and Vimeo have built-in tools for applying a CC License. For more: <https://wiki.creativecommons.org/wiki/Publish>

Creative Commons License Chooser

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Creative Commons has updated its [Master Terms of Service](#) and [Master Privacy Policy](#), effective November 7, 2017. *Before continuing on our websites or using our services, please review.*

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[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

[Attribution-NonCommercial 4.0 International](#)

[This is not a Free Culture License.](#) 

Answer questions
about License
Features.

Creative Commons License Chooser

Help others attribute you!

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

Title of work ?

Attribute work to name ?

Attribute work to URL ?


Source work URL ?

More permissions URL ?

Format of work Other / Multiple formats ▾ ?

License mark HTML+RDFa ▾ ?

Have a web page?



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Copy this code to let your visitors know!

```
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href="http://creativecommons.org/licenses/by-nc/4.0/">.

Rathemacher, Andrée, Julia Lovett, and Angel Ferria. "Fair Use and Copyright for Online Education." LibGuides @ URI. Accessed October 1, 2018. <https://uri.libguides.com/fairuse>.

United States Copyright Office. Circular 1, Copyright Basics. Accessed October 8, 2018.  
<https://www.copyright.gov/circs/circ01.pdf>.

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Murphy, Julia and Max Roser. 2018. "Internet". OurWorldInData.org. <https://ourworldindata.org/internet>.

Internet users by world region [image](#) by Max Roser, licensed under [CC BY-SA](#)

Wikipedia, The Free Encyclopedia, s.v. "Copyright Term Extension Act," (accessed September 27, 2018), [https://en.wikipedia.org/wiki/Copyright\\_Term\\_Extension\\_Act](https://en.wikipedia.org/wiki/Copyright_Term_Extension_Act).

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