Creative Commons

Introduction webinar for librarians

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In this webinar:

• What is open licensing and why is it important?
• What is Creative Commons?
• How does Creative Commons work?
  • How to apply a license
  • How and where to find openly licensed content
• Q & A
What is open licensing and why is it important?
“All rights reserved”
Traditional copyright system

• Based on the ‘all rights reserved’ principle
• Based on 19th century Berne Convention
• Works remain in system until x amount of years after death of longest living author/ rights holder
• Automatic – no action required
• Access via Exceptions and Limitations as set out in national copyright law
• Fair use / Fair dealing (common law countries such as US)
A flawed system:

- Protection period evolved from lifespan author to more than 70 years (tendency to be even more increased)
- Exceptions are not harmonised
- Automatic – it is difficult to abstain from your rights even if you want to
- Orphan works: difficult to decide copyright status
- Not adapted to reality in 2017
- Any re-use (except when L&E apply or fair use): permission required
- Public domain under pressure
- Copyright reform: a complicated, long process
The Public Domain

- Everything on which no copyright applies
  - Protection has expired
  - The content has never been copyrightable
  - All rights have been waived by the rights holder

- Public Domain works:
  - All re-use is permitted
  - You can ‘remix’ Public Domain works and claim (c) on the new work, but the original stays in the Public Domain!
Public domain status:

- Often difficult to determine whether Public Domain or not
  - Variations per jurisdiction
  - Author(s) unknown
  - Copy or adaptation?
- Rights holders undertake action when (c) expires
Open licensing: a ‘quick’ fix

• “Some rights reserved”
  • Middle ground between full (c) and Public Domain

• Author/rights holder:
  • Predefines manners of permitted re-use
  • User does not need to ask for permission when re-using the content (for most open licenses)

• ‘Simplification’ of author rights

• Legally valid
  • Creator still retains author rights (unless they have put the work into the public domain)
  • Non-compliance with license is a copyright infringement

• Different licenses for different types of content
  • Great variation in requirements and permissions
What is Creative Commons?

• One of the most well-known all round open licenses
• Over 1 billion works licensed
• US-based non-profit, working with a small staff and a world-wide network of volunteers who educate about ‘open’ issues, the licenses, create license translations, advise on license-related issues, ...  
• Used on well known platforms: TED, Medium, Flickr, PLoS, Wikimedia ...  
• 6 variations and two public domain dedications  
• www.creativecommons.org
How does Creative Commons work?
4 building blocks

Can be combined into 6 licenses
All licenses have in common:

- **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.

- **ADDITIONAL CONDITIONS: SA, NC, ND or combination**

- You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation.

- No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material.
‘BY’ – attribution

- Share — copy and redistribute the material in any medium or format
- Adapt — remix, transform, and build upon the material
- for any purpose, even commercially.
‘SA’ – ShareAlike

• Share — copy and redistribute the material in any medium or format
• Adapt — remix, transform, and build upon the material
• for any purpose, even commercially.
• ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.
‘NC’ - NonCommercial

• Share — copy and redistribute the material in any medium or format
• Adapt — remix, transform, and build upon the material
• for any purpose, even commercially.
• NonCommercial — You may not use the material for commercial purposes.
‘ND’ - NoDerivatives

• Share — copy and redistribute the material in any medium or format
• Adapt — remix, transform, and build upon the material
• for any purpose, even commercially.
• NoDerivatives — If you remix, transform, or build upon the material, you may not distribute the modified material.
Three layers:

- Machine Readable
- Human Readable
- Legal Code
How to apply a Creative Commons license?
Applying a Creative Commons license

- Copy paste applicable license text/image/code from www.creativecommons.org
- Paste it in the object or in the metadata
- A lot of platforms have a dedicated license chooser when uploading content, adding the license information to the metadata automatically
Have a web page?

This work is licensed under a Creative Commons Attribution 4.0 International License.

Copy this code to let your visitors know!

```html
<a rel="license" href="http://creativecommons.org/licenses/by/4.0/"><img alt="Creative Commons Licence" style="border-width:0" src="https://i.creativecommons.org/l/by/4.0/88"
```
Help others attribute you!

This part is optional, but filling it out will add machine-readable metadata to the suggestion.

Title of work: This work is awesome
Attribute work to name: Gwen and Ilkay
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```html
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  <img alt="Creative Commons Licence" src="https://i.creativecommons.org/l/by/4.0/88"
                 style="border-width:0"
</a>
```
Additional considerations

• Combining licenses
  • Not all licenses combine together (especially when ‘no derivatives’ or ‘non commercial’)

• Don’t commit ‘Copyfraud’
  • Do not apply a CC license when you don’t have the author rights
  • Do not apply CC licenses on an (unaltered) Public Domain work
• A license is irrevocable, so think before you apply:
  • No Derivatives:
    • does not allow translations
    • even minor edits are not allowed (such as a colour filter, cropping,...)
  • Non Commercial:
    • no use on .com websites
    • difficult to define!
  • NC-ND: not a lot of difference with traditional copyright
Richard Poynder 2015

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Repository management

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Description (deu)
Mit Phaidra verfügt die Universität Wien über ein innovatives Langzeitarchivierungssystem. Digitale Bestände werden nach etablierten Standards sicher aufbewahrt, verwaltet und zugänglich gemacht.

Object languages
German

Date
2008-07-31

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