Reuse, Remix, and Create with

Andrée Rathemacher

University of Rhode Island Libraries
Search Savvy Seminar
February 22 & March 5, 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
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.
Copyright lasts a long time.
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
Attribution-NonCommercial-NoDerivatives license
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
<table>
<thead>
<tr>
<th>Year</th>
<th>Creative Commons Licensed Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1,471,401,740</td>
</tr>
<tr>
<td>2016</td>
<td>1,204,935,537</td>
</tr>
<tr>
<td>2015</td>
<td>1,118,900,000</td>
</tr>
<tr>
<td>2014</td>
<td>882,000,000</td>
</tr>
<tr>
<td>2010</td>
<td>400,000,000</td>
</tr>
<tr>
<td>2006</td>
<td>140,000,000</td>
</tr>
</tbody>
</table>
CC Licensed works by platform

- YouTube: 49 Million
- Internet Archive: 3.1 million
- flickr: 415.1 Million
- DOAJ: 2.7 Million
- Wikipedia: 46.7 Million
- Europeana Collections: 28.7 million
- 36.9 million
Google Advanced Search - https://www.google.com/advanced_search

Google Advanced Image Search- https://www.google.com/advanced_image_search
Flickr Advanced Search - https://www.flickr.com/search/advanced/

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

https://www.flickr.com/creativecommons/
1. Do search.
2. From results list, click “Filter”.
3. Click “Creative Commons” under Features
4. Click “SHOW MORE” under video to confirm license.
1. Go to https://search.creativecommons.org/
2. Enter search query & filters.
3. Select source.
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
Like a TV dinner, a collection compiles different works together while keeping them organized as distinct separate objects.
The white-footed mouse (*Peromyscus leucopus*) is a reservoir for the Lyme disease-causing spirochete, *Borrelia burgdorferi*. 
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.

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

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

<table>
<thead>
<tr>
<th>Adapter's license chart</th>
<th>Adapter's license</th>
</tr>
</thead>
<tbody>
<tr>
<td>BY</td>
<td>BY-NC</td>
</tr>
<tr>
<td>PD</td>
<td>PD</td>
</tr>
<tr>
<td>BY-NC-ND</td>
<td>BY-NC-SA</td>
</tr>
<tr>
<td>BY-NC</td>
<td>BY-ND</td>
</tr>
<tr>
<td>BY</td>
<td>BY-SA</td>
</tr>
<tr>
<td>PD</td>
<td>PD</td>
</tr>
</tbody>
</table>

**Status of original work**

- **BY**: 
  - BY-NC
  - BY-NC-ND
  - BY-NC-SA
  - BY-ND
  - BY-SA
  - PD

- **PD**: 
  - BY-NC
  - BY-NC-ND
  - BY-NC-SA
  - BY-ND
  - BY-SA
  - PD

- **BY-NC**: 
  - BY
  - BY-NC
  - BY-NC-ND
  - BY-NC-SA
  - BY-ND
  - BY-SA
  - PD

- **BY-NC-ND**: 
  - BY
  - BY-NC
  - BY-NC-ND
  - BY-NC-SA
  - BY-ND
  - BY-SA
  - PD

- **BY-NC-SA**: 
  - BY
  - BY-NC
  - BY-NC-ND
  - BY-NC-SA
  - BY-ND
  - BY-SA
  - PD

- **BY-ND**: 
  - BY
  - BY-NC
  - BY-NC-ND
  - BY-NC-SA
  - BY-ND
  - BY-SA
  - PD

- **BY-SA**: 
  - BY
  - BY-NC
  - BY-NC-ND
  - BY-NC-SA
  - BY-ND
  - BY-SA
  - PD

- **PD**: 
  - BY
  - BY-NC
  - BY-NC-ND
  - BY-NC-SA
  - BY-ND
  - BY-SA
  - PD
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](#), Professor X must also choose a CC BY-SA license for her adaptation:

“Deer Tick Close-up” by Professor X 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.
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.

<table>
<thead>
<tr>
<th>PUBLIC DOMAIN</th>
<th>PUBLIC DOMAIN</th>
<th>CC BY</th>
<th>CC BY SA</th>
<th>CC BY NC</th>
<th>CC BY ND</th>
<th>CC BY NC SA</th>
<th>CC BY NC ND</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>
Example: licensing and attributing a remix

“Preventing Lyme Disease” by Professor X is licensed under CC BY-NC-SA 4.0. It is a derivative of:

“Tick Season: What You Should Know About Ticks” by University of Michigan Health System, used under CC BY-NC-SA 3.0.


Licensing Your Own Work
<table>
<thead>
<tr>
<th>Free</th>
<th>vs.</th>
<th>Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anyone can access and read or view.</td>
<td></td>
<td>Anyone can access and read or view.</td>
</tr>
<tr>
<td>Materials cannot be modified, reused, or redistributed.</td>
<td></td>
<td>Materials can be downloaded, edited, remixed, and shared.</td>
</tr>
<tr>
<td>Passive consumption.</td>
<td></td>
<td>Active reuse.</td>
</tr>
</tbody>
</table>
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

Answer questions about License Features.
Enter metadata about your work.

Copy text and/or code.

Paste onto/into your work.
Mark your work with the CC License

Detailed guidance on marking your work, with examples for different formats, is available on the CC wiki:
https://wiki.creativecommons.org/wiki/Marking_your_work_with_a_CC_license
More information:

LibGuide: https://uri.libguides.com/creativecommons

This presentation: https://bit.ly/2SNWEnX
Sources (Slides 1-8)

Creative Commons Logo by Creative Commons


Fair use scale by Michael Brewer & ALA Office of Information Technology Policy, licensed under CC BY-NC-SA 3.0, via The University of Chicago Library

Public Domain Mark by Creative Commons, Public Domain, via Wikimedia Commons

All other images public domain via Pixabay.
Sources (Slides 9-12)


Internet users by world region image by Max Roser, licensed under CC BY-SA


Trend of Maximum U.S. General Copyright Term image by Tom W. Bell, licensed under CC BY-SA 3.0

Creative Commons Logo by Creative Commons
Sources (Slides 13-29)


Layers by Creative Commons

BY icon by Creative Commons

NC icon by Creative Commons

SA icon by Creative Commons

ND icon by Creative Commons

CC BY button by Creative Commons

CC BY-NC button by Creative Commons

CC BY-NC-ND button by Creative Commons

CC BY-NC-SA button by Creative Commons
Sources (Slides 13-29)

CC BY-ND button by Creative Commons

CC BY-SA button by Creative Commons


Creative Commons license spectrum by Shaddim, original CC license symbols by Creative Commons, licensed under CC BY 4.0, via Wikimedia Commons


Fair use scale by Michael Brewer & ALA Office of Information Technology Policy, licensed under CC BY-NC-SA 3.0, via The University of Chicago Library

Public Domain icon by Creative Commons

Public Domain button by Creative Commons


CC Zero button by Creative Commons
Sources (Slides 30-36)

State of Creative Commons, 2017 image by Creative Commons, licensed under CC BY 4.0, via Wikimedia Commons

Flickr logo, public domain, via Wikimedia Commons

YouTube logo, public domain, via Wikimedia Commons

Wikipedia logo, licensed under CC BY-SA 3.0, via Wikimedia Commons

Wikimedia Commons logo, public domain, via Wikimedia Commons

Europeana logo, licensed under CC BY-SA 4.0, via Wikimedia Commons

DOAJ logo, licensed under CC BY-SA 3.0, via Wikimedia Commons

Internet Archive logo, public domain, via Wikimedia Commons


Google logo, public domain, via Wikimedia Commons
Sources (Slides 37-53)

Creative Commons Logo by Creative Commons

“CC Certificate Unit 3: Anatomy of a CC License,” pages 13-14, by Creative Commons, used under CC BY 4.0

“CC TV Dinner” by Nate Angell licensed under CC BY. Derivative of “tv dinner 1” by adrigu used under CC BY 2.0, and various Creative Commons license buttons by Creative Commons used under CC BY

“CC Certificate Unit 4: Using CC Licenses and CC Licensed Works,” pages 7, 21-23, 25-26 by Creative Commons, used under CC BY 4.0

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

“CC Smoothie” by Nate Angell licensed under CC BY. Derivative of “Strawberry Smoothie On Glass Jar” by Element5 in the public domain, and various Creative Commons license buttons by Creative Commons used under CC BY


“CC License Compatibility Chart” by Creative Commons, licensed under CC BY 4.0