2019

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Andrée Rathemacher

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Reuse, Remix, and Create with Creative Commons 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

Global total in 1990: 2.9 million
Global total in 1995: 44.4 million
Global total in 2000: 410.8 million
Global total in 2005: 1.036 billion
Global total in 2010: 1.992 billion
Global total in 2016: 3.468 billion

East Asia & Pacific
1217 million in 2016

South Asia
468 million in 2016

Europe & Central Asia
669 million in 2016

Latin America & Caribbean
362 million in 2016

North America
279 million in 2016

Middle East & North Africa
210 million in 2016

Sub-Saharan Africa
206 million in 2016

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
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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
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.
- 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, an 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>
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<tbody>
<tr>
<td>BY</td>
<td>BY-NC</td>
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<td>PD</td>
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<tr>
<td>BY-SA</td>
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</tbody>
</table>
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.
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>
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<th>CC License Compatibility Chart</th>
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<tr>
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Licensing Your Own Work
<table>
<thead>
<tr>
<th>Free</th>
<th>vs.</th>
<th>Open</th>
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<tr>
<td>Anyone can access and read or view.</td>
<td>Anyone can access and read or view.</td>
<td>Materials can be downloaded, edited, remixed, and shared.</td>
</tr>
<tr>
<td>Materials cannot be modified, reused, or redistributed.</td>
<td></td>
<td></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

Help us build a vibrant, collaborative global commons

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? ]

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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

Enter metadata about your work.

Copy text and/or code.

Paste onto/into your work.
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/2w6maqH
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