

# Creative Commons Licences for Open Educational Resources



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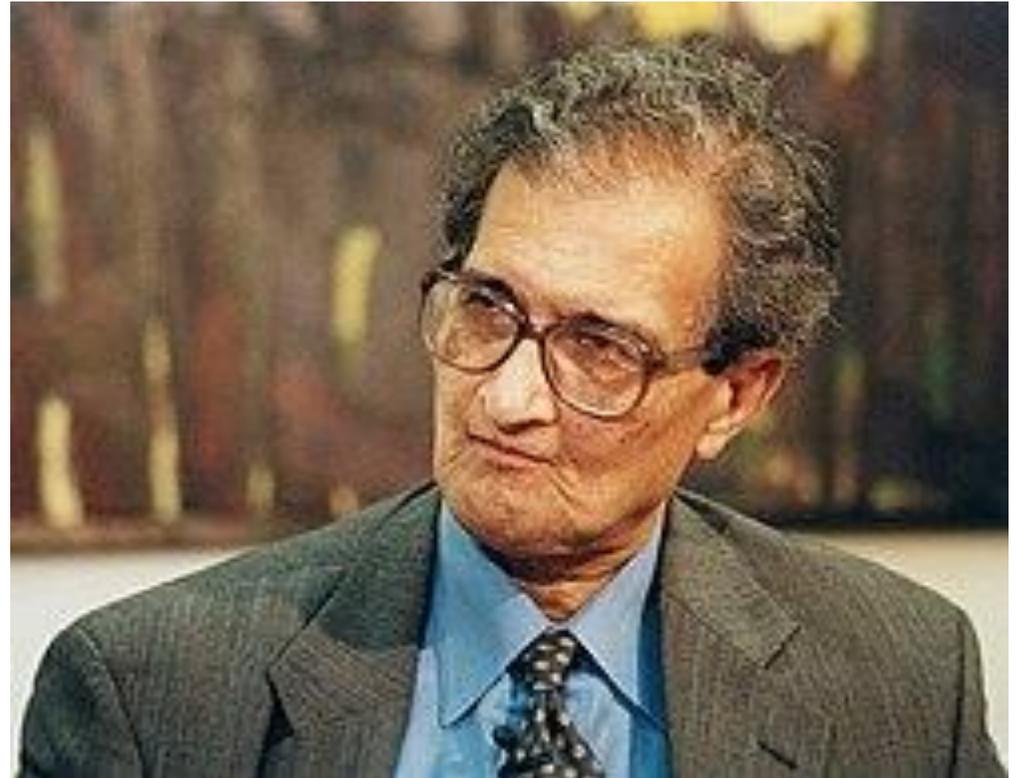
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# LETS KNOW ABOUT OPEN RESOURCES

- Why OPEN Matters?
- Defining the concept of *openness*
- Overview on creative commons licenses – design and terminology
- License scope, License types, License enforceability
- How to attribute properly?

**If we continue to leave vast sections of the people of the world outside the orbit of education, we make the world not only less just, but also less secure.**

▀ *Amartya Sen*



Source: Amartya Sen's Speech at Commonwealth education conference, Edinburgh, 2003

**Monopoly controls  
have been the  
exception in free  
societies; they have  
been the rule in  
closed societies.**

**- *Lawrence Lessig***



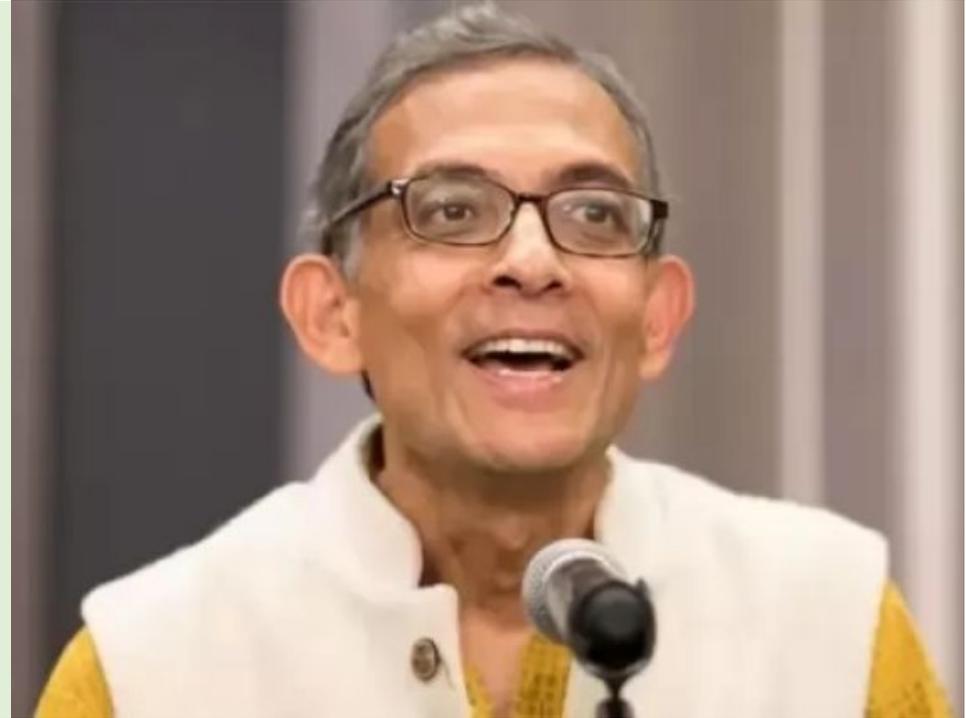
# What happens to Copyrighted Resources in 21<sup>st</sup> Century Learning Environment?

- Huge infringement
- Can not restrict the use of the digital content once it is online
- Very low/zero distribution cost – why still expensive?
- Movement against the unjust rent-seeking of the publishers over the educational resources!
- Need to reuse, remix, revise, redistribute and retain the content – as **elearning** got popularity!



“(tech-based) education is completely scalable. There is no reason to reinvent the wheel. Models already exist..”

- **Abhijit Banerjee (May 6, 2020)**



 **The Indian EXPRESS**

## Why Open Licenses matters in Technology-enabled/online educational practices?

If copyrighted -

- Downloading is not permitted
- Reshaping is not permitted
- Paywalled sites – expensive
- Low MC – Highly profitable business
- **Digital footprint** creates insecurity

Restricts  
Sharing

Restricts  
ACCESS

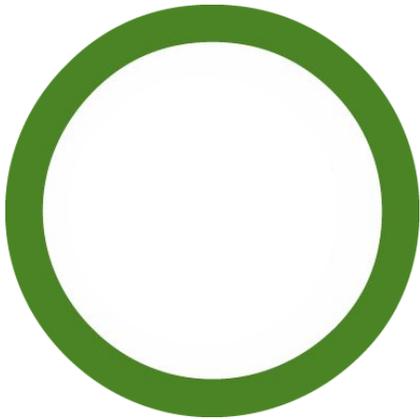
QUALITY is  
in Question



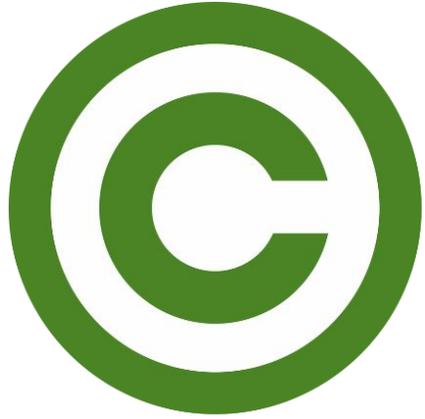
SHOULDN'T WE  
GO ONLINE?  
Risk level: High

# Open Licenses, cont'd

- An open license is any license that applies to copyrighted content that allows any person to reuse that content without asking for prior permission.



# Copyright – Rationales?



There are two primary rationales for copyright law, though rationales do vary among legal traditions.

- **Utilitarian:** Under this rationale, copyright is designed to provide an incentive to creators. The aim is to encourage the creation of new works.
- **Author's moral rights:** Under this rationale, copyright is primarily intended to ensure attribution for authors and preserve the integrity of creative works. The aim is to recognize and protect the deep connection authors have with their creative works.
  - The two most common types of moral rights are the **right to be recognized as the author of the work** (known traditionally as the “right of paternity”), and the **right to protect the work's integrity** (generally, the right to object to distortion of or the introduction of undesired changes to the work).

# 5R

## What is Open?

- It's about open license used to share educational material
- No permission required as long as the open license is respected



- 1. Reuse**  
(copy verbatim)
- 2. Revise**  
(adapt and edit)
- 3. Remix**  
(combine with other materials)
- 4. Redistribute**  
(share with others)
- 5. Retain**  
(make, own and control copies)

CLOSED to OPEN



Openness

**Weak Open**

Open access

**Strong Open**

Open Licenses



## *Licenses*

- Creative Commons (CC) is a non-profit organization that aims to promote better identification, negotiation, and re-use of content for the purpose of creativity and innovation.
- The CC licenses have been designed to offer a flexible and straightforward tool for people who value access to and use of their works over monetary incentives, while still maintaining some rights.

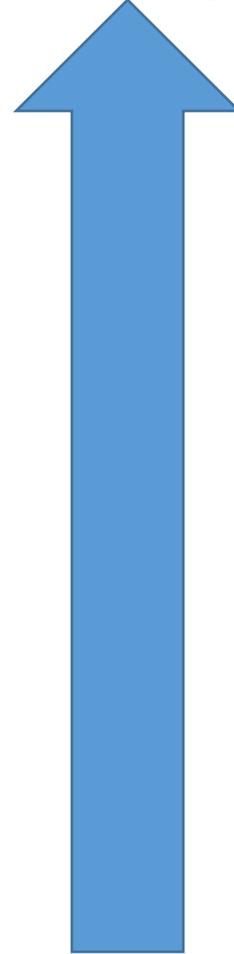
# Open Licenses



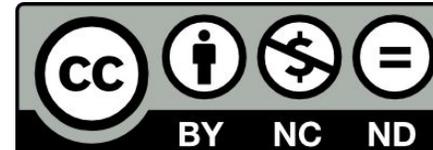
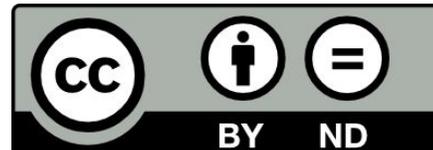
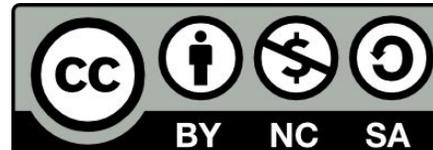
UNESCO: 2002, OER Concept

UNESCO: 2012 OER Congress, Paris OER Declaration

Most Open



Least Open



Open Educational Resources

Not OER



# Why Use Creative Commons licenses?

- **Legal Code:** expansive legal languages tested in several cases
- **Commons Code:** Simple icon-based approach to explain what you can do what you can't
- **Digital Code:** Enables search engines to search and locate through CC Rights Expression Language

## Three "Layers" Of Licenses



# Types of CC Licenses and Conditions

## Creative Commons

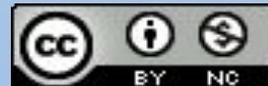
**CC-BY**



**CC-BY-SA**



**CC-BY-NC**



**CC-BY-NC-SA**



**CC-BY-ND**



**CC-BY-NC-ND**



## Concepts

Attribution

Share Alike

Non-Commercial

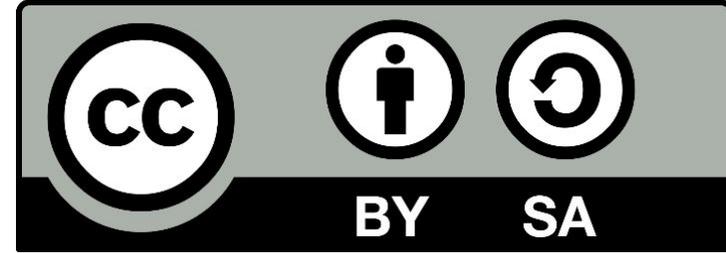
Non-Derivative

## Attribution (CC-BY)



- This licence lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation.
- This is the most accommodating of licences offered.
- It is recommended for maximum dissemination and use of licensed materials.

## Attribution-ShareAlike (CC BY-SA)



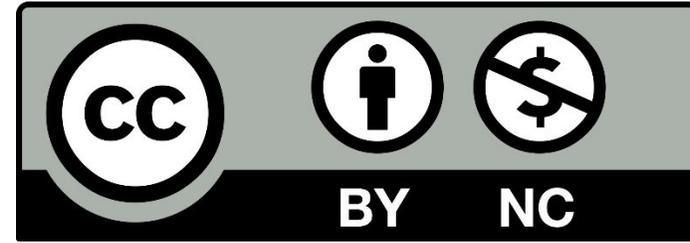
- This licence lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms.
- Often compared to “copyleft” free and open source software licences.
- All new works based on yours will carry the same licence, so any derivatives will also allow commercial use. This is the licence used by Wikipedia.

# Attribution-Non Commercial (CC BY-NC-SA)



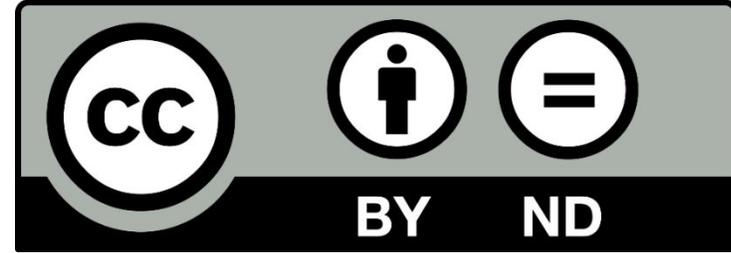
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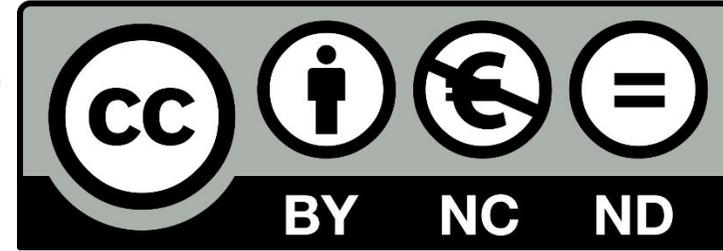
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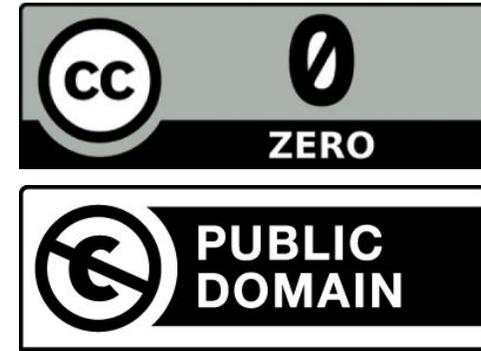
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# *Creative Commons Public Domain Tools*



- CC’s public domain tools enable authors and copyright owners who want to dedicate their works to the worldwide public domain to do so.
  - The **CC-0 tool** (“No Rights Reserved”) allows licensors to waive all rights and place a work in the public domain.
  - The **Public Domain mark** identifies a work that is free of known copyright restrictions. It is not recommend for works that are restricted by copyright laws in one or more jurisdictions.

# What's new in CC 4.0?

- A more global license
- Rights outside the scope of copyright
- Common-sense attribution
- Enabling more anonymity, when desired
- 30-day window to correct license violations
- Increased readability
- Clarity about adaptations



# CC Licence Chooser

<https://creativecommons.org/choose>

Step 1: Choose License Feature

- **Allow adaptations of your work to be shared?**
  - Yes
  - No
  - As long as others share alike

Step 2: Choose License Feature

- **Allow commercial uses of your work?**
  - Yes
  - No

Step 3: Select Licence

Step 4: Copy the Code to use

# <https://www.openwa.org/attrib-builder/>



LEARN OER

FIND OER

OER STORIES

This is a tool to help you build attributions. Click the About box to learn more. As you fill out the form, the app automatically generates the attribution for you.



## Attribution Builder

[about](#)

**Title** ?

URL:

**Author** ?

URL:

+ **Organization** ?

+ **Project** ?

**Attribution** ?

**License** ?

Choose a license...

- Attribution (CC BY)
- Attribution-ShareAlike (CC BY-SA)
- Attribution-NoDerivs (CC BY-ND)
- Attribution-NonCommercial (CC BY-NC)
- Attribution-NonCommercial-ShareAlike (CC BY-NC-SA)
- Attribution-NonCommercial-NoDerivs (CC BY-NC-ND)
- Public Domain (General)
- Public Domain (CC0)

Version

This work is a derivative ?

URL:

[clear and start over](#)

# How do we *ATTRIBUTE*?

This is a good attribution for material from which you created a derivative work



- Title
- Author
- Source
- License (Link)

This work, "90fied", is a derivative of "[Creative Commons 10th Birthday Celebration San Francisco](#)" by [tvoll](#), used under [CC BY](#). "90fied" is licensed under [CC BY](#) by [Your name here].

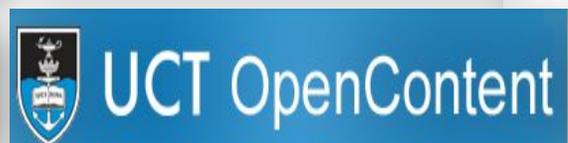
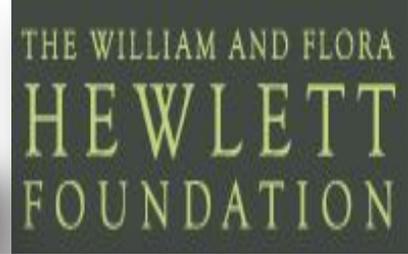
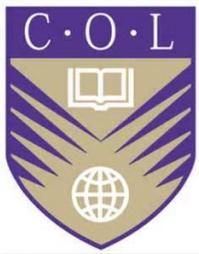
*Because:*

Original Title, Author, Source, and License are all noted

Derivative? "This work, "90fied", is a derivative of..."

New author of the derivative work is also noted

Note: If you're at a point where you are licensing derivative works, go to [Marking your work with a CC license](#).



# Repositories [Content Repository, Portal Repository, Content+Portal Repositories]

For images: Flickr Creative Commons

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

Google Advanced Search

[https://www.google.com/advanced\\_search](https://www.google.com/advanced_search)

For video: Vimeo

<https://vimeo.com/creativecommons>

For text, etc: OER Commons

<https://www.oercommons.org/>

Directory of Open Educational Resources (DOER), COL

<http://doer.col.org/>

OASIS [COL's eLibrary]

<http://oasis.col.org/>

Wikimedia Commons

[https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)

Wiki books

[https://en.wikibooks.org/wiki/Main\\_Page](https://en.wikibooks.org/wiki/Main_Page)

Openstax CNX

<https://cnx.org/browse>

Khan Academy

<https://www.khanacademy.org/>

Saylor.com

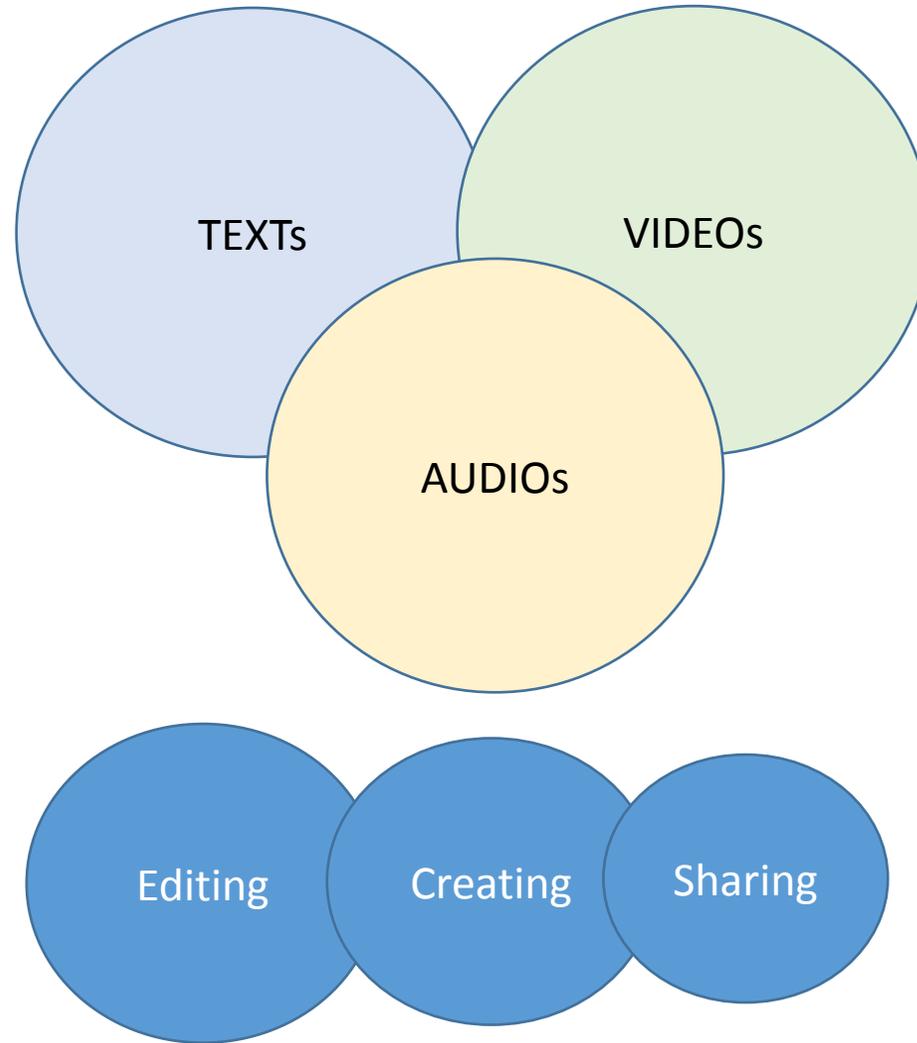
<https://www.saylor.org/>

Jorum

Merlot

NPTEL [Indian effort against Youtube]

Global Text Project [30 textbooks management and technology]



# THANKS!

*Together we go far for sure .....*



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