



LEARNING TO TEACH ONLINE

CASE STUDY

Understanding Creative Commons



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Featuring: Dr Tama Leaver, Curtin University

Copyright and creative commons is particularly important in the educational context where content is often copied, shared, reused and remixed by both teachers and students in the learning and teaching process. This case study explains the basics of Creative Commons copyright management.

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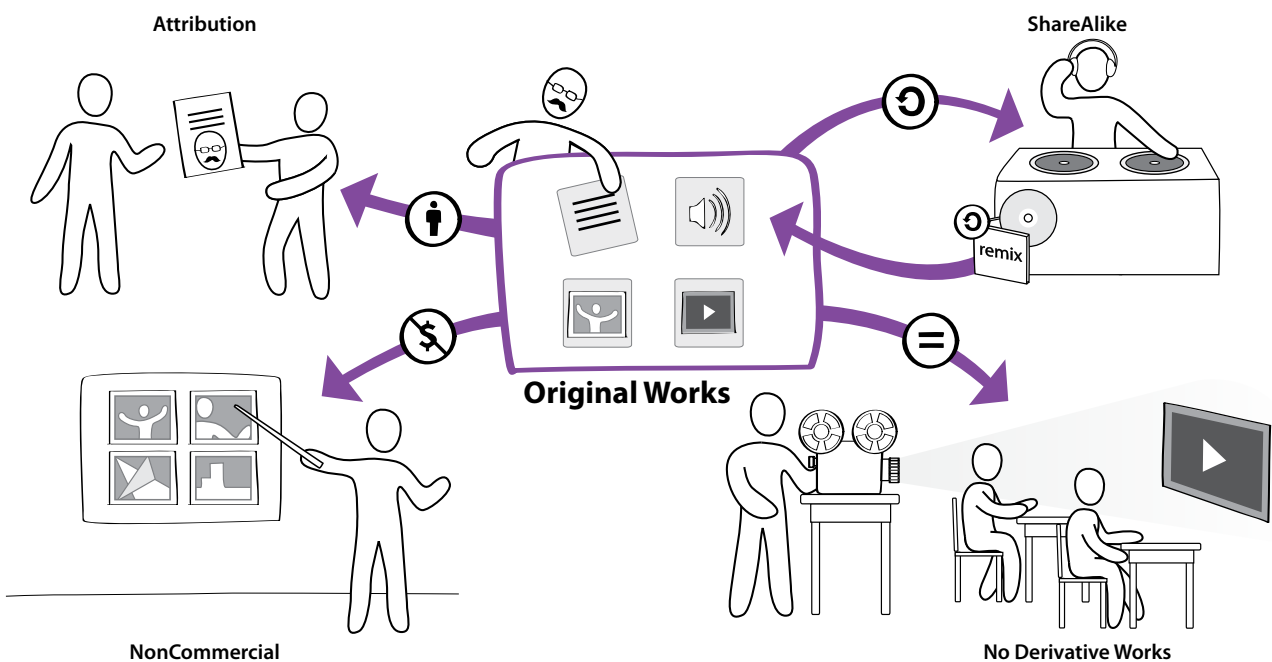


Aims and overview

This episode explains the basics of creative commons. We examine some of the different license terms and combinations, and offer some insights into which might be better suited for educational purposes. We also discuss how to generate your own creative commons license and what to do when your work is not attributed by others.

What is Creative Commons?

Creative Commons www.creativecommons.org is an international nonprofit organisation that provides free licenses and tools that copyright owners can use to allow others to share, re-use and remix their material legally. It bridges the gap between traditional, full copyright www.copyright.org.au (where all rights are reserved) and public domain (where no rights are reserved) by allowing 'some rights reserved.' In other words, it allows creators of the material to still maintain copyright but allow more liberal use and sharing of their work under specific conditions that are nominated by the creator.



Creative commons licenses are made up from four main terms: Attribution, ShareAlike, NonCommercial and No Derivative Works. These are explained in detail overleaf. These terms can be combined to form six different Creative Commons Licenses, allowing people to share and reuse material legally.

Why contribute to Creative Commons?

Generally creative commons has a philanthropic ethos of sharing. Allowing others to reuse your work under a creative commons license enables you to contribute to the 'collective production' of knowledge where everything builds on what was there before. This public ownership and public utility of information allows everyone to contribute towards, and benefit from, the creation of a rich base of resources.

Why is it important to teachers and students?

Copyright and creative commons is particularly important in the educational context where content is often copied, shared, reused and remixed by both teachers and students in the learning and teaching process.

While rules differ according to country, licenses and context, the educational environment is usually subject to slightly less stringent rules as regards copyright and creative commons as long as the work is used for educational purposes only. It is essential to check your institution's website for further guidance. For example, special educational privileges may only be applicable when the material is used within the University's Learning Management System (LMS) that is password protected and can only be accessed by enrolled students and staff.

With the increasing use of the internet for researching and sharing material, it is important that both students and teachers are aware of the conditions of copyright and creative commons that are relevant within the educational context. In addition, it is also advantageous to understand what the implications might be for using creative commons material beyond the educational environment where students will ultimately be working, collaborating and communicating.

Creative Commons Licences

License terms

There are four different terms www.creativecommons.org.au/learn-more/licences to a Creative Commons license:

- *Attribution*
- *ShareAlike*
- *NonCommercial*
- *No Derivative Works*

Below is a brief explanation of each, and some comments on which might be better suited or relevant to the educational context:

Attribution (BY)

This applies to every Creative Commons work - you must state who the original creator(s) of the work is, and where the work can be found.

- *This is the easiest license for education purposes and is very similar to what educators are accustomed to doing when citing material in their work.*

ShareAlike (SA)

This allows others to remix, adapt and build upon your work, but only if they distribute their resultant work under the same license terms.

- *This ensures that the chain of sharing is continued. That is, if someone allows you to use their material or part of their material in your work, then you must also allow others to use your new work in a similar manner.*

NonCommercial (NC)

This license allows others to copy, distribute, display and perform the work but for non-commercial purposes only. That is, they cannot make money from it.

- *You are permitted to use the material in most educational contexts but explicit commercial use, such as using an image in a commercial advertising brochure, would not be permitted.*


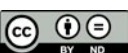
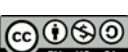
No Derivatives Works (ND)

This allows others to distribute, display and perform only original copies of the work - they may not adapt or change the work, nor can they take an element of it and use it in their own work.

- *For example, this would be used when musicians upload a free version of their song to the internet for the public to listen to, but they don't want it remixed or altered in any way.*

License terms

When you publish your work, you can select which of the above license terms best suit your needs. These terms can then be grouped in different ways to form six different Creative Commons License combinations. They are listed here in order of least to most restrictive:

-  [Attribution](#) CC BY
-  [Attribution-ShareAlike](#) CC BY-SA
-  [Attribution-No Derivative Works](#) CC BY-ND
-  [Attribution-NonCommercial](#) CC BY-NC
-  [Attribution-NonCommercial-ShareAlike](#) CC BY-NC-SA
-  [Attribution-NonComercial-No Derivatives](#) CC BY-NC-ND

Students and teachers would usually use the simpler license combinations such as Attribution, Attribution NonCommerical, or Attribution ShareAlike if they are willing to share their work. *You should however refer to the Creative Commons website www.creativecommons.org.au/learn-more/licences for more detailed explanations, including fair trading or [fair use](#).*

Generating a license for your work with Creative Commons

You can [generate a license](http://creativecommons.org/choose) for your work on the Creative Commons website <http://creativecommons.org/choose>. This takes you through an easy step-by-step process for selecting and creating a license, and [highlights some things you need to think](#) about before making these decisions.

When you have chosen your license, creative commons provides you with a visual representation of that license as well as a code or HTML that you can cut and paste into your document or website. It is important to note that this is just a license generator tool, not a registration of your creative commons license.

What if someone doesn't attribute your work?

While Creative Commons is not permitted to provide legal advice or assist anyone trying to enforce Creative Commons licenses, they do provide some [free form-based legal documents](#) that individuals can use. They also provide a list of lawyers and organisations that have indicated that they may be willing to advise clients on creative commons issues. If you believe that your work has been used but not attributed, you should first contact your local [creative commons jurisdiction](#).

Conclusion

The information provided in this episode serves only as an overview of creative commons licenses and how they can be used in an educational context. We strongly recommend that you visit the [Creative Commons website](#) of your jurisdiction for more detailed information.

Additional information

Creative Commons website
www.creativecommons.org

Open Educational Resources (OER)
www.creativecommons.org/education

Creative Commons case studies
www.creativecommons.org.au/learn-more/publications/casestudiesvol1

Australian Copyright Council
www.copyright.org.au

Tama Leaver's sources of reusable media
<http://tamaleaver.pbworks.com/w/page/19139799/Sources-of-Legally-Reusable-Media>

A repository for public domain pictures
www.publicdomainpictures.net

Copyright and fair use information
http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/chapter8

Slideshare, presentations shared by academics from around the world
www.slideshare.net

Acknowledgements

Interview and Production: *Simon McIntyre and Karin Watson*

Camera and Post: *Creative Development – L&T@UNSW*

Edit: *Karin Watson*

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COFA Online would like to extend a special thank you to the following institution and academic who graciously donated their time and expertise to this case study.



Dr Tama Leaver

Lecturer, Internet Studies, Faculty of Humanities

For more Learning to Teach Online, visit the COFA Online Gateway



To find out more about the Learning to Teach Online project, or to view the video component of this episode, please visit the COFA Online Gateway.

www.online.cofa.unsw.edu.au

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About the project

The [Learning to Teach Online](#) project is a free professional development resource designed to help teachers from any discipline, whether experienced in online teaching or not, to gain a working understanding of successful online teaching pedagogies that they can apply in their own unique teaching situations. It hopes to encourage dialogue, discussion and the sharing of ideas about online learning and teaching across disciplines and between institutions around the world.

About COFA Online

COFA Online is an academic unit at the College of Fine Arts (COFA), The University of New South Wales (UNSW), Sydney, Australia. It has been innovating online pedagogy, academic professional development and effective online learning strategies since 2003.

About The University of New South Wales

UNSW has an enrolment of approximately 40,000 students, and is the leading international university in Australia with over 10,000 international enrolments from over 130 nations. UNSW was also ranked as the top university in 2009 in the Australian Government Learning and Teaching Performance Fund for the quality of its teaching.

Australian Learning and Teaching Council



Support for this activity has been provided by the Australian Learning and Teaching Council Ltd, an initiative of the Australian Government Department of Education, Employment and Workplace Relations. The views expressed in this activity do not necessarily reflect the views of the Australian Learning and Teaching Council.



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