CREATIVE COMMONS LICENSING AND ATTRIBUTION

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OPEN EDUCATIONAL RESOURCES (OER)

The 5 Rs of Using OER

Within the bounds of Creative Commons licensing there are 5 key points to consider when using OERs:

- **Reuse**: Content can be reused in its unaltered form.
- **Retain**: Users have the right to make, archive, and "own" copies of the content.
- **Revise**: Content can be adapted, adjusted, modified or altered.
- **Remix**: The original or revised content can be combined with other content to create something new.
- **Redistribute**: Copies of the content can be shared with others in its original, revised or remixed form.

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the spectrum of rights

Copyright
All Rights Reserved

Creative Commons
Some Rights Reserved

Public Domain
No Rights Reserved
Merriam-Webster Dictionary definition of copyright:

- “The exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something (such as a literary, musical, or artistic work).”

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Copyright is automatically created when a person creates a copyrightable work that is an original literary (including software), dramatic, musical, or artistic work.

There is no need to register such an original work in order for it to "be copyrighted."

WHEN IS SOMETHING PROTECTED?
“ALL RIGHTS RESERVED” IS RESTRICTIVE

- Pearson’s Terms of Use:
- “You may not adapt, download, revise, broadcast, reverse engineer, duplicate, publish, modify, disseminate, display, perform, transfer, sublicense, or otherwise distribute any content or other material on the Service, unless specifically authorized by Pearson or this Terms of Use.”

What if there was a way to be able to modify existing content to achieve your learning objectives?

What if there was a way to know exactly how a content creator would like their work to be used?

What if you want your content to be shared more freely and built upon by others?

There is!

Creative Commons licenses allow this!

You don’t give up your copyright, you refine it: copied, distributed, edited, remixed and built upon all within the boundaries of copyright law.
CREATIVE COMMONS AND OER

- Open Educational Resources (OER) are teaching, learning and research materials in any medium – digital or otherwise – that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions.
- The most widely used open licenses are the Creative Commons (CC) licenses.
- Creative Commons licenses make usage clear.

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the spectrum of rights

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CREATIVE COMMONS LICENSES

Promote openness, collaboration and shared human creativity
OVERVIEW OF THE LICENSES

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<th>Creative Commons Licenses Quick Reference</th>
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THE POWER OF THE LICENSES!

- Free and easy to use
- Simple and standardized way to share and use creative works
- As the creator, you choose the conditions
- As the user, the intended use is clear—no need to get permission, just provide the attribution
CREATIVE COMMONS AND THE OER CONNECTION

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ATRIBUTION BUILDER: OPEN WASHINGTON

- [https://www.openwa.org/attrib-builder/](https://www.openwa.org/attrib-builder/)
As a content user, you can reuse, remix, revise, etc.

What if you find something and want to make changes?

Congratulations! You are content creator! Now add the CC license and share.

The OER you find and use, might be something someone else modified and then shared.
FOR MORE INFORMATION...

- https://wiki.creativecommons.org/wiki/Considerations_for_licensors_and_licensees
- https://creativecommons.org/licenses/
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