

Creative Commons (CC) Licenses:

What, How, and Why

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CC Licenses: What

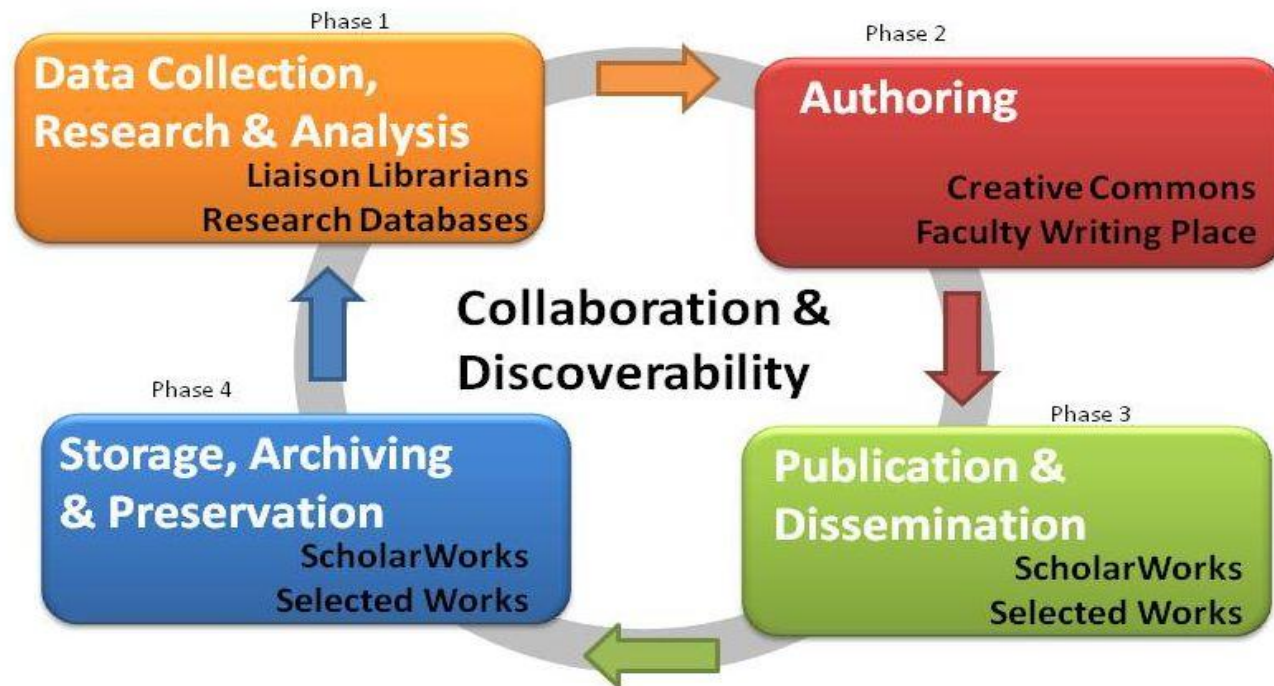
Background information including Open Access Movement, Scholarly Communication Life Cycle, Creative Commons Licenses, & Public Domain

Open Access Movement & Scholarly Communication Life Cycle

- ▶ Rooted in the Open Access Movement.
- ▶ Last 30 years.
- ▶ Response to high cost of journals, other scholarly publications, databases by traditional publishers.
- ▶ Movement has grown and expanded to open data and open science movements.
- ▶ Greater emphasis and support in higher education to create Open Educational Resources (OERs) used in K-12 and Higher Education.

Scholarly Communication Life Cycle

The Scholarly Communication Life Cycle



Creative Commons (CC) Organization Website

- ▶ <https://creativecommons.org/>
- ▶ Creative Commons is a nonprofit organization that works to increase the amount of work that is available to the public for free and legal sharing, use, repurposing, and remixing.

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	Share Alike Others can distribute your work only under a license identical to the one you have chosen for your work
	Non-Commercial Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.

Public Domain

- Refers to creative materials not protected by intellectual property laws such as copyright, trademark, or patent laws.
- The public owns these works.
- Anyone can use a public domain work without obtaining permission.
- 1926 – Now advancing each year.





CC Licenses: How

How does it work and finding works with CC licenses

How Does Creative Commons Work?

- ▶ Creative Commons provides free, easy-to-use legal tools that gives everyone from individuals to major companies and institutions a simple, standardized way to pre-clear usage rights to works they own the copyright to.
- ▶ CC licenses are not an alternative to copyright. They apply on top of copyright, so you can modify your copyright terms to best suit your needs.
- ▶ Getting a license is easy. Select the license you want. CC website has information and a tutorial that helps you select the right CC license for your needs.



Finding Works with CC Licenses

- ▶ Openverse - <https://wordpress.org/openverse/>
- ▶ Wikimedia Commons - <https://commons.wikimedia.org/>
- ▶ UNI ScholarWorks and other bepress repositories, <https://scholarworks.uni.edu/> and Advanced Search “All Repositories”



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All content

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CC Search Portal -

<https://oldsearch.creativecommons.org/>

The screenshot shows the CC Search Portal interface. At the top is the Creative Commons logo. Below it is a navigation bar with the text "Try Openverse: Openly Licensed Images, Audio and More." The main search area features a green "CC Search Portal" button with the tagline "Find content you can share, use and remix." To the right is a search input field containing the text "stack of money". Below the search bar are two checked checkboxes: "I want something that I can..." with options "use for commercial purposes;" and "modify, adapt, or build upon." Underneath is a "Search using:" section with a grid of search engine options: ccMixer (Music), Europeana (Media), Flickr (Image), Google (Web), Google Images (Image), Jamendo (Music), Open ClipArt (Image), SoundCloud (Music), Wikimedia Commons (Media), and YouTube (Video). The Google Images option is highlighted. At the bottom of the page is a disclaimer: "Please note that CC Search Portal is not a search engine, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are returned. Do not assume that the results displayed in this search portal are under a CC license. You should always verify that the work is actually under a CC license by following the link. Since there is no registration to use a CC license, CC has no way to determine what has and hasn't been placed under the terms of a CC license. If you are in doubt you should contact the copyright holder directly, or try to contact the site where you found the content." The footer contains social media icons for Facebook and Twitter, a Creative Commons BY license icon, and the text "Except where otherwise noted, content on".



CC Licenses: Why

Benefits for assigning CC license to your works & in using CC works



Why Use -Benefits

Selecting a License

- ▶ Provides an easy way to manage your copyright and allows that material to be shared and reused under terms that are flexible and legally sound.
- ▶ Tells the user exactly what they can and can't do.
- ▶ Allows your work to have broader reach and impact.

Using Creative Commons Works

- ▶ If you are a student, educator, scientist, or other creator looking for content you can freely and legally use, there is a large pool of CC-licensed content available to you. Millions of works.
- ▶ You know exactly how you can use the CC work you find.

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Open access symbol

- ▶ By PLOS - Public Domain

Scholarly communication life cycle image

- ▶ Source: University of West Florida (<https://libguides.uwf.edu/ScholarlyCommunication>)

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Questions

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