Creative Commons
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University of Wyoming Libraries
What is Creative Commons?

- Licensing that specifies permission levels to use your work
- No need for users to locate and contact you (or your heirs) for allowed permissions
- Freely available – non-profit organization; No need to hire a lawyer or write a contract
- May increase distribution of your work and ideas; discoverable by search engines
- May be applied to any type of creative work (not recommended for computer software)
- Often used in Open Access publishing

Free to Access ≠ Free to Use
What About Copyright?

- Currently, copyright is automatically acquired when an original work is produced in “tangible form.”

- Copyright = “All Rights Reserved”

- Copyright protects the owner’s intellectual property and consequently the right to earn income from an original work.

- Copyright ownership can be transferred, such as with an author agreement for publication.

- To attach CC, make sure you actually hold the copyright, not a publisher or employer.

- A Creative Commons (CC) license does not replace copyright or add restrictions. CC facilitates use permissions and lasts as long as the underlying copyright.

- CC does not affect exceptions to copyright such as Fair Use.
Video: Wanna Work Together?

https://vimeo.com/13590841

“Wanna Work Together?” design by Ryan Junell is licensed under Attribution 2.5 (CC BY 2.5)
Six Types of CC Licenses for copyrighted materials

<table>
<thead>
<tr>
<th>CC BY</th>
<th>CC BY-SA</th>
<th>CC BY-ND</th>
<th>CC BY-NC</th>
<th>CC BY-NC-SA</th>
<th>CC BY-NC-ND</th>
</tr>
</thead>
</table>

- All require attribution (BY)

Options:
- Restricted to non-commercial uses (NC)
- Derivative works not allowed (ND)
- ShareAlike requirement — for derivative works (SA)

Caution:
- CC license cannot be revoked
CC Licenses

Commercial Use Allowed?
  Yes
    Derivatives Allowed?
      No
        CC BY-ND
      Yes
        ShareAlike License Required?
          No
            CC BY
          Yes
            CC BY-SA
  No
    Derivatives Allowed?
      No
        CC BY-NC-ND
      Yes
        ShareAlike License Required?
          No
            CC BY-NC
          Yes
            CC BY-NC-SA

CC0 = Public Domain

Version: 4.0 = International
Public Domain

= Absence of Copyright

- No permissions needed to use
- No restrictions on use
- Usually does not require attribution

- Works created by federal employees or officers in their official capacity
  (although some included content may be copyrighted)
- Works for which copyright has expired or was not renewed
  (varies by country; varies with changes in laws through time)
- Works that existed prior to copyright laws
- Works for which copyright owners have specifically forfeited copyright protections (dedication)
- Items that cannot be copyrighted, e.g., facts, raw data; laws; court decisions
Attribution

- Give appropriate credit
- Provide a link to the CC license
- Indicate if changes were made
- Avoid any suggestion of licensor endorsement

Include:
- T — Title
- A — Author
- S — Source
- L — License

A licensor can request that attribution be removed.

https://wiki.creativecommons.org/wiki/Best_practices_for_attribution
Use Considerations

- When remixing content, appropriately mark any third-party content or fair use exceptions that are included and which are not subject to the CC license being applied.
  - [https://wiki.creativecommons.org/wiki/Marking/Creators/Marking_third_party_content](https://wiki.creativecommons.org/wiki/Marking/Creators/Marking_third_party_content)

- CC licenses specify that users of licensed materials may not add file restrictions such as user access control technologies or digital rights management (DRM) schemes that prevent sharing.

- Other rights may be present that fall outside of copyright law and similar rights. For example, trademark and patent protections are typically excluded from a CC license.

- CC licenses contain a disclaimer about warranties, meaning that nothing is guaranteed. User beware.

- Applying a CC license waives moral, publicity, personality, and privacy rights of the owner.

- Separate agreements and permissions can be negotiated with a licensor for uses that fall outside CC permissions, often for a fee.
CC License Chooser

https://creativecommons.org/choose/

- Advantages to Use of the CC License Chooser (not required):
  - Generates machine-readable code
  - Code is recognizable by search engines
  - Code facilitates attribution; CC button links to HTML for copying and pasting
Apply a CC License

- For online (Website) materials:
  - Copy and paste HTML code to page or website according to instructions
  - Edit descriptive text, if needed

- For offline materials:
  - Mark work with CC license statement and URL
  - And / Or download and insert a CC button / graphics file (without modification)
  - [https://creativecommons.org/about/downloads/](https://creativecommons.org/about/downloads/)

- For third-party platforms (e.g., Flickr, YouTube):
  - Select a CC license during the upload process or in profile settings
Labeling Public Domain

- **CC0 Waiver Tool:**
  - Use to dedicate a copyrighted work that you own into the public domain

- **Public Domain Mark:**
  - Identify a work that is free of known copyright restrictions

https://creativecommons.org/share-your-work/public-domain/
Find CC Licensed Materials

- **Creative Commons Search**
  - [https://search.creativecommons.org/](https://search.creativecommons.org/)
  - Facilitates search of third-party platforms that use CC licensing

- **Google Search**
  - [https://www.google.com/](https://www.google.com/)
  - Keyword search, then options gear icon, Advanced Search, usage rights

- **Google Images Search**
  - [https://images.google.com/](https://images.google.com/)
  - Keyword search; Filter image results with “Search Tools” and “Usage Rights”

- **Search Third-Party Sites directly that use CC licenses or Public Domain**
  - [https://creativecommons.org/about/program-areas/education-oer/education-oer-resources/](https://creativecommons.org/about/program-areas/education-oer/education-oer-resources/)
  - Flickr, YouTube, Vimeo, PLOS journals, OER Commons, etc.
More Information

- Creative Commons website
  - https://creativecommons.org/share-your-work/
- Creative Commons wiki
  - https://wiki.creativecommons.org/wiki/Considerations_for_licensors_and_licensees
- Contact Me
  - Judy Pasek, STEM Liaison Librarian: jpasek@uwyo.edu
  - Schedule an appointment: http://uwyo.libcal.com/appointment/4941