



# An Introduction

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# Content for today

***Brief*** copyright review

What is Creative Commons?

The CC licenses

Getting a license for your own work

Finding CC licensed content

Examples of CC projects (if time)

# First...a quick primer on copyright

- By default creators get 'all rights reserved' over their IP
- Do not need to register copyright officially (but that protects you legally)
- Permission must then be granted to others who want to use your content for purposes outside of 'fair use'
- Copyright eventually expires and works fall into the Public Domain where they are fair game.



# Flaws in that system ... a short list

It's an all or nothing system - inflexible

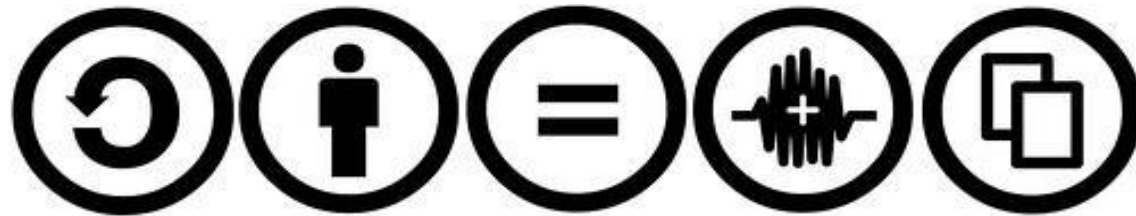
It's ripe for infractions as potential users must (should) seek out copyright holders for any use of their work

Was not developed in a digital world in which sharing and collaboration and remixing is the norm not the exception.

Length of time for works to get into the Public Domain is getting longer (thanks to Disney and others)

Depends upon being able to discover who owns rights (just ask Google about their Orphan Works problem)

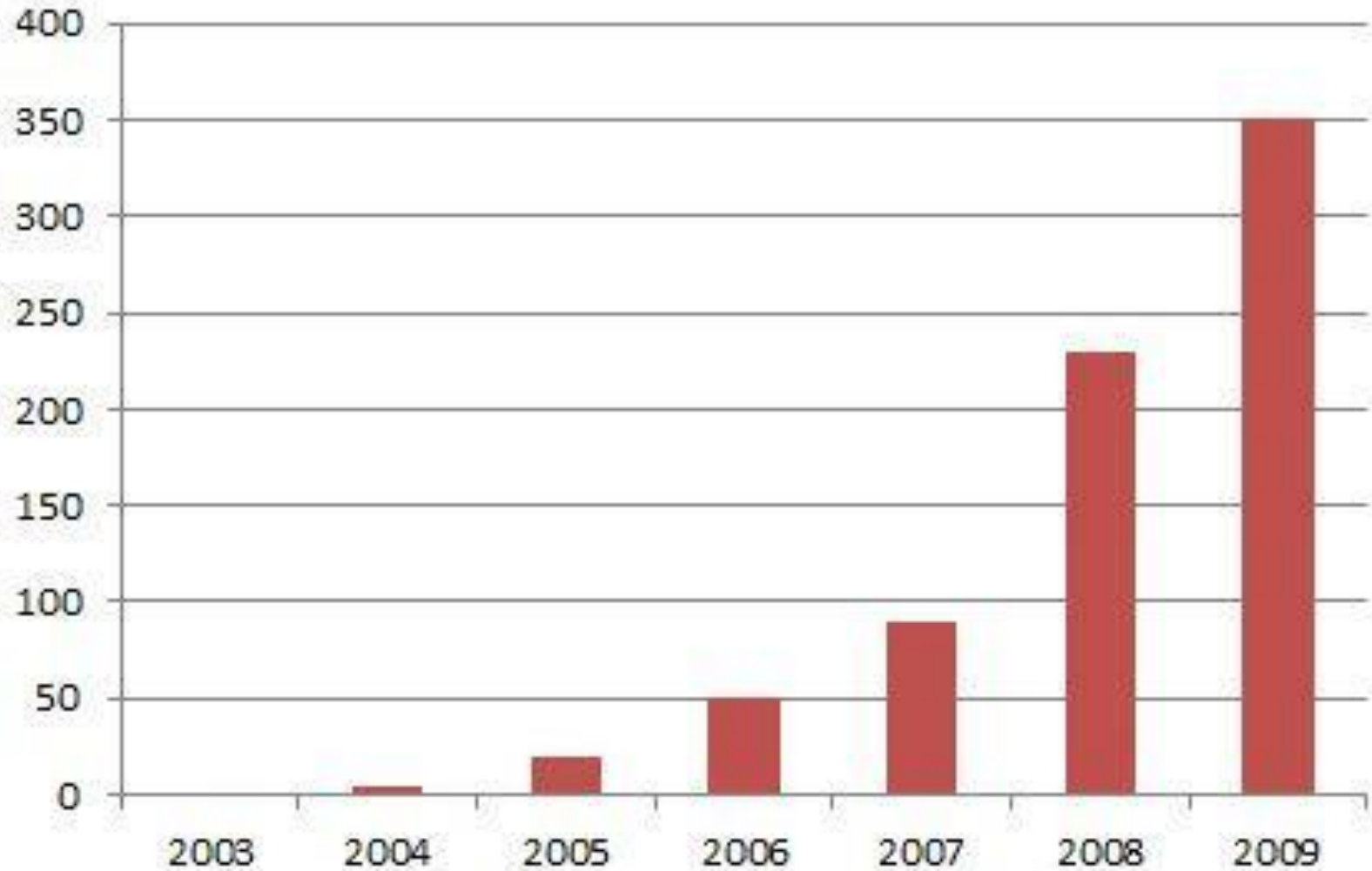
# Enter the Creative Commons: "Some Rights Reserved"



**creative  
commons**



## CC Licenses by Year (in millions)



Data Source: <http://creativecommons.org/about/history>

# The Licenses: Layers

**Machine Readable Layer:** Allows for software and search engines to discover CC licensed material

**'Human Readable' Layer:** Summary of licenses content called the license deed.

**Legal Layer:** Details and legalese about the license



# The Licenses: Terms

**Attribution:** Part of all CC licenses – this means you must be credited.

**ShareAlike:** The new work must have the same CC license as yours.

**NoDerivs:** Your IP must be used as is – no derivative works using only part of the original is allowed.

**NonCommercial:** You cannot make money off the new work.



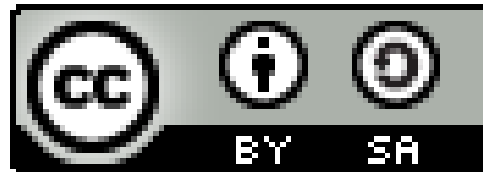
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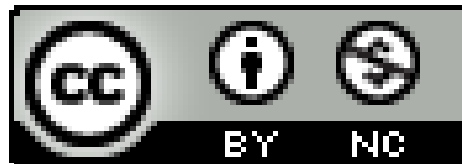
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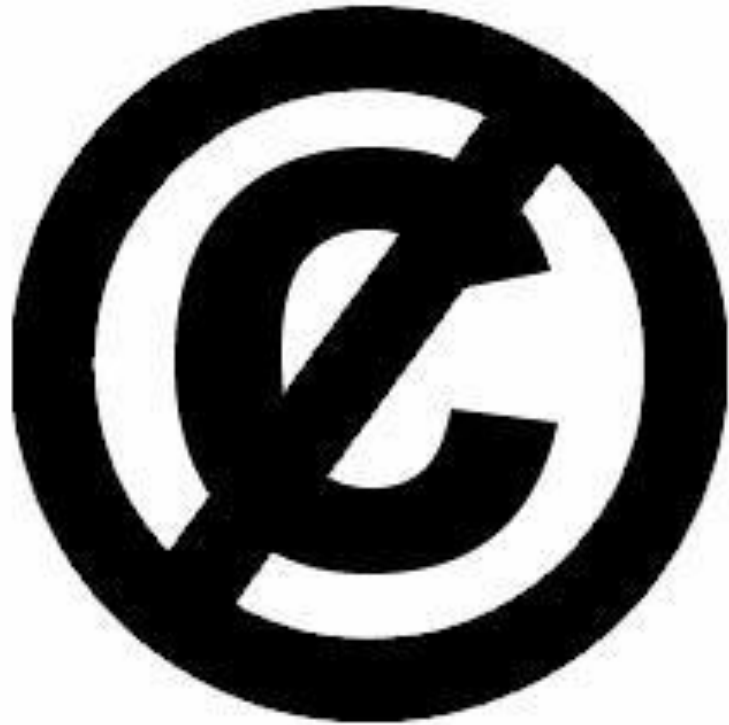


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# Public Domain: CC0 - 'No Rights Reserved'



<http://creativecommons.org/about/cc0>

# I want one of those licenses!

## How do I get one?

First – create something. Poem, LibGuide, Syllabus, Web Page.....

Then, visit: <http://creativecommons.org/choose/> and answer the questions about the work you want to license.

They then provide you with the HTML to include on your page to indicate which license you have chosen. You can also download the license deeds and full license from their site.



# Considerations

- Be sure to think through (and talk through) the implications of the license you choose.
- If you cannot perceive of a commercial use that doesn't mean there isn't one.
- A too restrictive CC license can prevent the use of your work with other licenses.
- Sometimes you need to walk the walk.

# Questions on CC Licenses??

# Where do I find CC content to use?

Start at the [search](#) page on the CC website:

Or you can do directly to other sites:

- [Flickr](#): select 'The Commons' from the drop-down
- [Google Advanced Search](#): Expand 'Dates, usage rights....' and then use the drop down
- [Wikimedia Commons](#)
- [YouTube](#): Search and then filter on CC

Firefox Extensions:

- [CC search option in Firefox](#)
- [Open Attribute](#) (location bar indicator)

# Some Proof it's Working! (other than Wikipedia and Flickr)

Isabella Stewart Gardiner Museum [podcasts](#)

Nine Inch Nails [Ghost I-IV](#)

Wired.com: All photos by staff now carry a CC BY-NC license. See them on [Flickr](#)

[Public Library of Science Journals](#) (PLOS) all use CC BY licenses

# Questions on Finding CC Content?

# Links

- <http://creativecommons.org/>
- <http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2002/02/11/creatcom.DTL>  
(first article written about CC)
- <http://creativecommons.org/licenses/> (license images and descriptions)

# Session Evaluation

<http://tinyurl.com/grs-eval12>

Please fill out our survey and let us know what you think!

# Upcoming Accidental Librarian Webinars

- February 2: The Betty H. Carter Women Veteran's Historical Project with Beth Ann Koelsch
- February 23: Eurostat (tentative)
- March 8: Accidental **International** Gov Info Librarian: The basics and beyond with Jim Church
- Upcoming: Eurostat, more on the American Community Survey and much more!
- Brought to you by the North Carolina Library Association's Government Resources Section. Join us!  
<http://www.nclaonline.org/government-resources>