



Open eLearning Content Observatory Services

Tutorial: CHOOSE a license

December 2007

About the tutorials:

Please note, that this tutorial (December 2007) is based upon web based information (<http://www.olcos.org/tutorials/>). It could be that the contents and links in this tutorial change, e. g. for technological changes. The latest version of the tutorial can be found on the Internet: http://wikieducator.org/Open_Educational_Content



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Open Educational Content – Introduction and Tutorials

A collaborative development with the OLCOS project consortium (www.olcos.org).

The term **Open Educational Resources (OER)** stands for are educational materials and resources offered freely and openly for anyone to use. The OLCOS Tutorials intend to support students and teachers in the creation, re-use and sharing of eLearning material. Management staff will find information about how to implement open learning policies and activities in their institution.

OLCOS (Open eLearning Content Observatory Services):

This tutorial is based on the work of people within the project OLCOS (www.olcos.org).

The project aims at building an (online) information and observation centre for promoting the concept, production and usage of open educational resources, in particular, open digital educational content (ODEC) in Europe. OLCOS was co-funded by the European Union under the eLearning Programme (Duration January 2006 - December 2007). Please feel free to contact info@olcos.org if you have suggestions for, or questions about the tutorials.

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Objectives:

This tutorial provides information and practical tasks for:

- choosing a Creative Commons license;
- including it in the learning material.

The tutorial will take about 20 minutes. For that, internet access is needed.

1. Introduction

In this tutorial, we assist some teachers to choose a Creative Common license.

- Tom wants to start a wiki for the collaborative creation of learning materials about Hypatia of Alexandria.
- Susan wants to publish her lecturer notes.
- Peter creates open content with his learning management system.
- Dolores, a statistic teacher wants to install a repository system.

Please remark, that this tutorial based on the information of the Creative Commons Organizations (<http://creativecommons.org/>; state 2006-11-06)

2. Why choosing a license?

In contrast to the U.S., in the European Union a Public Domain is unknown. This relinquishment of the intellectual property rights in favour to the public is not possible in European countries like Austria or Germany. That means for the E.U. that, before using, copying, modifying learning materials created by someone else, you must obtain permission from the copyright owner and enter into a contract with them.

With an open content licensing, one could profit about:

- clear descriptions of the rights of the author(s) and the users
- licensing formulations which are proven by legal practitioner
- the awareness level of the license
- the possibility (for others) to search for your content with most of the search-engines, when they support your license
- and (if you choose such a license) you could be sure, that your name is noted and that all

materials, that are basing on your work are published under the same conditions (share alike)

3. Suggestions and tips for decisions about special features

First of all, we recommend to choose a popular license to profit about

- it popularity and the possibility (for others) to search for your content with most of the search-engines, when they support your license
- to be ensure the reusability of the content (especially when a share alike licence should be chosen: It is not very easy to mix up different licenses when mixing up open educational content).

Remember, that you can always place an individual contract, e.g. for allowing commercial use, to vary from the license text!

4. Decisions for choosing a license

"Offering your work under a Creative Commons license does not mean giving up your copyright. It means offering some of your rights to any member of the public but only on certain conditions." (Creative Commons Homepage: <http://creativecommons.org/about/licenses/>; 2006-11-07)

To choose a sufficient license the teacher have to decide, if he/she want to allow commercial uses and modification of his/her work.

- To allow modification means, e.g. that others can correct, actualize, improve and adapt the content and that could be a reason, that the content will be used probably longer and more often. For which of the teachers that could be attractive?
- If they decide to allow modification, they can choose the "share alike" option. This means, that every modification has to be published under the same license. On the one side, this is a option to be sure that everything is going right, concerning the license itself. On the other side, it is very hard for other content creator to reuse such an "share alike" content, if they like to mix up open content with different license.
- Beside that, the teacher should decide, if she/he wants to limit the usage to non-commercial use. That means, that other teachers are allowed to use it, if they are working in public schools or universities. But a publisher have to ask for permission, if he want to use the content in a book he wants to sell.

- Then the teacher should decide whether or not they want their names in every copy or modified version of the content. If they decide for the "attribution requirement", this could be a nice point for marketing.

Eleven combinations of these options are possible!

Assignment:

Now try it out, open the Creative Commons Website and choose a license.

- For that, go to the Creative Commons Website and open the License Your Work (<http://creativecommons.org/license/?language=english>) and
- fill out the form,
- now you should see the license.

When you've made your choices, you'll get the appropriate license expressed in three ways:

- Commons Deed. A simple, plain-language summary of the license, complete with the relevant icons.
- Legal Code. The fine print that you need to be sure the license will stand up in court.
- Digital Code. A machine-readable translation of the license that helps search engines and other applications identify your work by its terms of use.

Assignment:

Please assist Tom, Susan, Peter and Dolores to choose a fitting license. Which license version do you recommend each of them?

- Tom wants to start a wiki for the collaborative creation of learning materials about Hypatia of Alexandria.
- Susan wants to publish her lecturer notes.
- Peter creates open content with his learning management system.
- Dolores, a statistic teacher wants to install a repository system.

5. Including a Creative Commons License

You should then include a Creative Commons "Some Rights Reserved" button on your site, near your work. This button will link back to the Commons Deed, so that the world can be notified of the

license terms. If you find that your license is being violated, you may have grounds to sue under copyright infringement.

Including a creative Commons License is very easy. After your decision for a special license, just mark the code, copy it (e.g. with the key combination CTRL and C, on a Mac Command and C) and paste it in

... your webpage or website:

For that, you have to open your .html page in the code view (which means, with all the html-tags like `<p></p>`) and insert it (e.g. with the key combination CTRL and V, on a Mac Command and V). Please note, that you should it insert before you see `</body></html>`!

... by registration in a repository:

For that, you have to insert the code in the field "copyright" (e.g. with the key combination CTRL and V, on a Mac Command and V).

6. Useful Material

- An overview about (other) licenses: Exemplary Collection of open content licensing approaches (http://wikieducator.org/Exemplary_Collection_of_open_content_licensing_approaches)
- Creative Commons Tutorial: Publish website (http://wiki.creativecommons.org/HOWTO_Publish#Adding_a_license_to_your_existing_website_2)
- Creative Commons Comic: How it Works (http://wiki.creativecommons.org/Howitworks_Comic1)
- Creative Commons Comic: A Spectrum of Rights (http://wiki.creativecommons.org/Spectrumofrights_Comic1)
- Creative Commons Video (Spanish) (<http://cyber.law.harvard.edu/blogs/gems/ion/secretivo.swf>)

7. Further Materials

Below you find further OLCOS tutorials. The materials are available in PDF format [pdf] or can be found online on the OLCOS wiki [wiki] .

Because the content of the OLCOS wiki (http://wikieducator.org/Open_Educational_Content) will be updated we recommend you to visit the wiki.

Tutorial: CHOOSE a license

- Overview [\[wiki\]](#)
- Introduction: PLAN the use of OER [\[pdf\]](#) [\[wiki\]](#)
- Tutorial: SEARCH & FIND OER [\[pdf\]](#) [\[wiki\]](#)
- Tutorial: PRODUCE & REMIX OER: author and modify [\[pdf\]](#) [\[wiki\]](#)
- Tutorial: SHARE OER: publish and re-use [\[pdf\]](#) [\[wiki\]](#)
- Tutorial: CHOOSE a license [\[wiki\]](#)
- Tutorial: USE open source tools [\[pdf\]](#) [\[wiki\]](#)

- ORGANIZE: Collections
 - Exemplary Collection of Open eLearning Content Repositories [\[wiki\]](#)
 - Exemplary Collection of institutions with OER policy [\[wiki\]](#)
 - Exemplary Collection of open content licensing approaches [\[wiki\]](#)
 - Exemplary Collection of open formats, educational standard and tools for producing open educational content [\[wiki\]](#)