"Let It CC"

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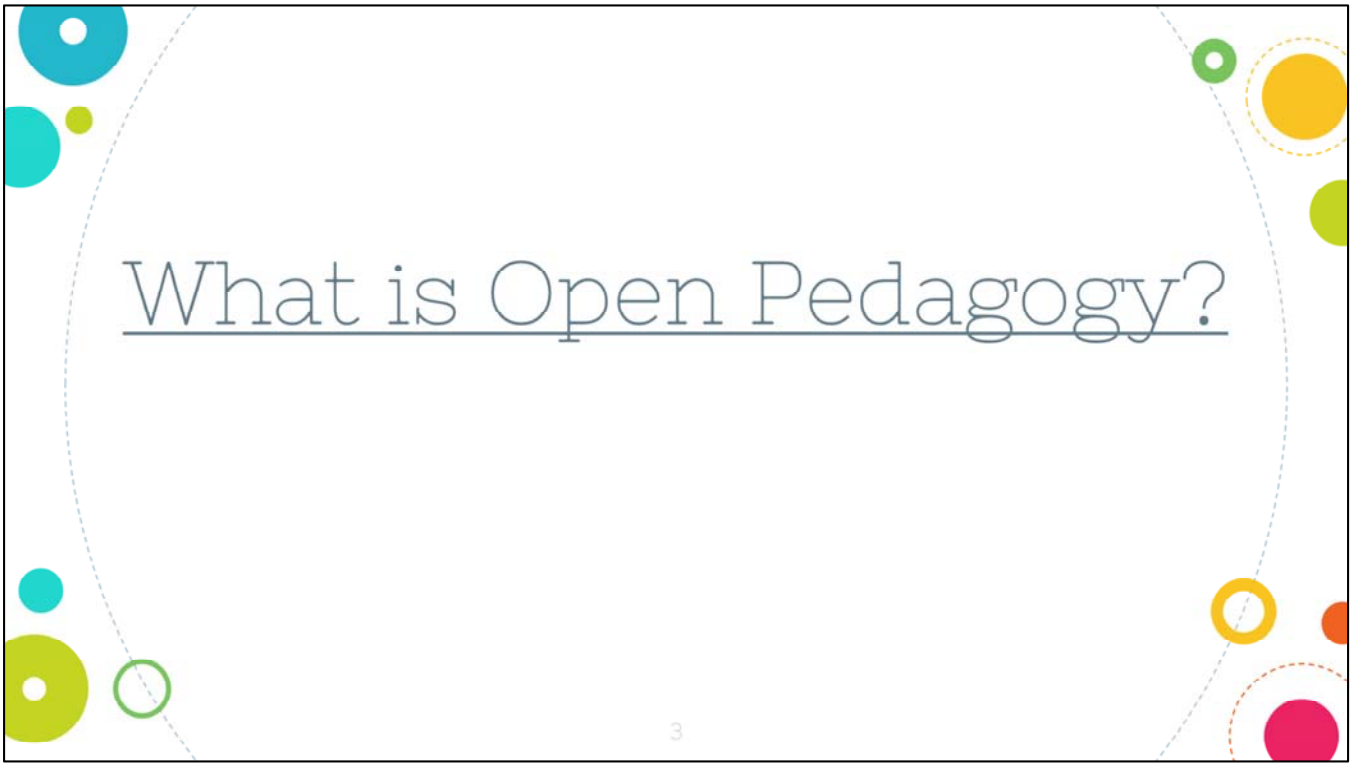
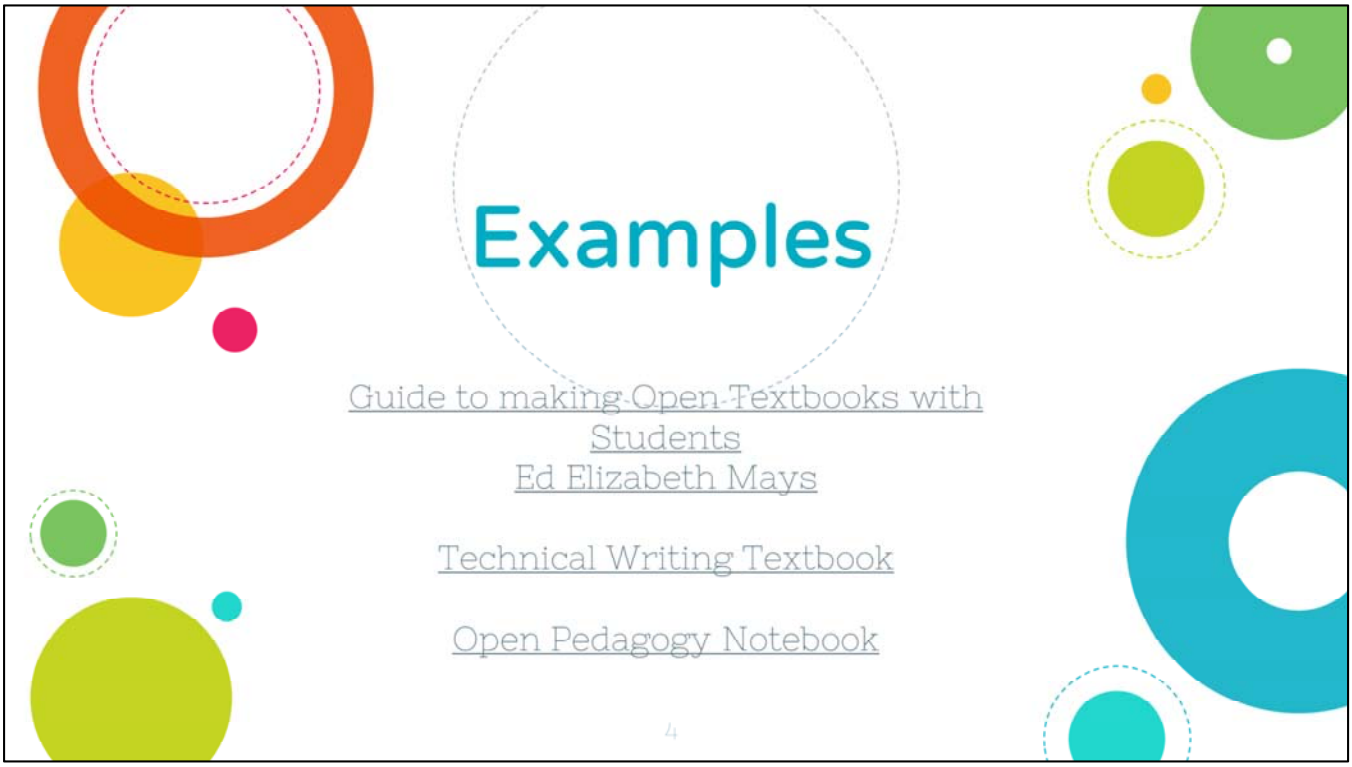
Welcome, I'm glad you are here! I enjoyed hearing Ann and Brad this morning, as they highlighted the role of community in creating and using OER. They also encouraged us to find our why, and pointed out how the creation and use of OER supports most of our institutional mission statements. Some of the reasons for using OER which surfaced during their session were access, academic freedom, and open pedagogy. Joey, in the second session, took us further into open pedagogy as he described a project at OU through which the professor employed open pedagogy to create an OER. As a result of this creation project, students created something of value and use in a process which required them to become experts and demonstrate their understanding in meaningful ways.

Ann and Joey both pointed to Creative Commons licenses as a way to support and bring life to such projects.During this session we will explore how Creative Commons Licenses can facilitate incorporation of open pedagogy into learning experiences.



As we begin, let's construct a common understanding, for purposes of today's conversation, of what is considered open pedagogy, If you are able, and if you feel like it, please follow this link and add what you consider some of the essential elements of Open Pedagogy. Click into the white rectangle which reads "Type your answer here" and share your thoughts. Each entry allows for 20 characters, but you can answer as many times as you like. Let's take about ten seconds and see what our garden grows.

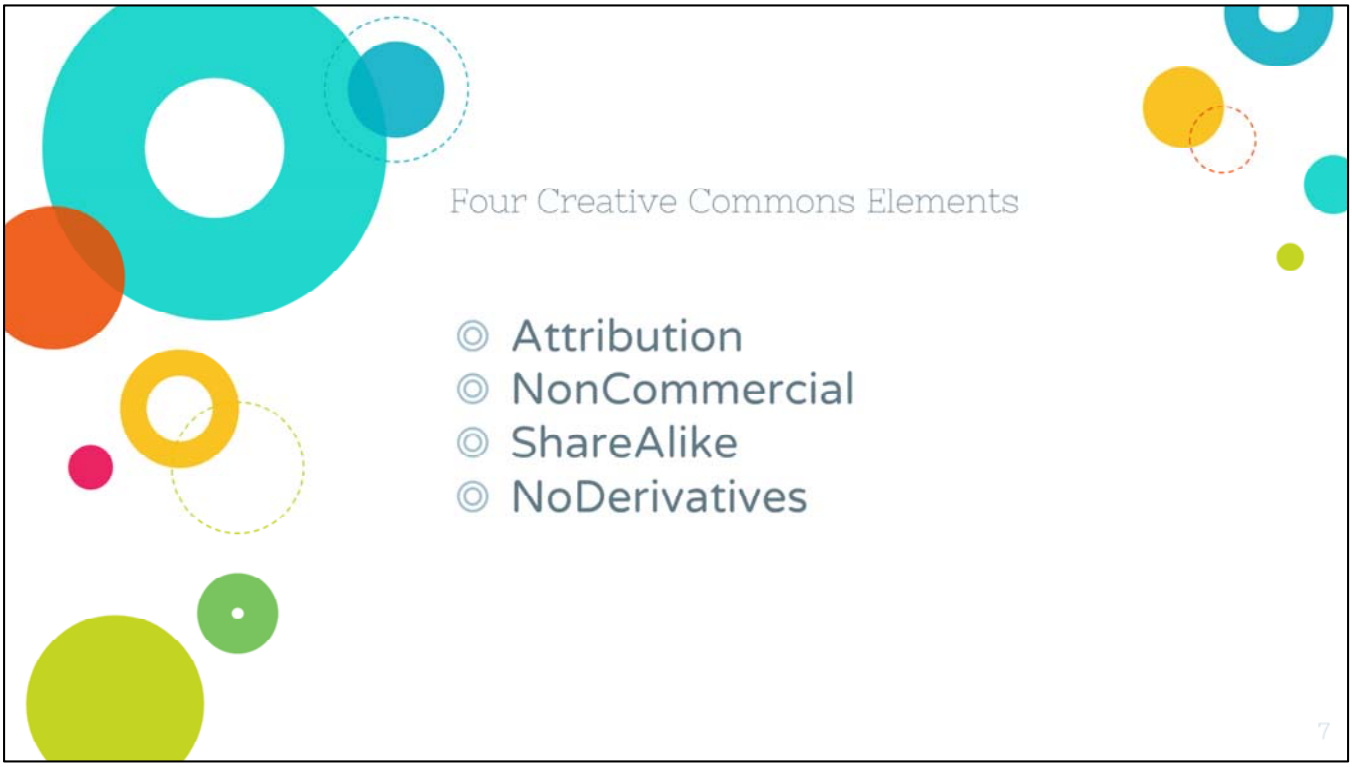
It's exciting to see so many shared ideas regarding Open Pedagogy. Catherin Cronin (2017) describes open pedagogy as classroom practices in which teachers and learners move beyond a content-centered approach and share the knowledge creation experience. Students network and interact with the content, the teacher, and each other to create artifacts of value beyond the classroom. Attributes of Open Pedagogy as described by Bronwyn Hegarty include facilitation of learner generated contributions, participation as a connected community, encouragement of spontaneous innovation and creativity, and sharing of ideas and resources.



Examples of some outstanding open pedagogy projects are described in the Rebus Community Guide to Making Open Textbooks with Students, edited by Elizabeth Mays. Some professors at Oklahoma State University incorporated examples of student work into a textbook created for a technical writing course. More examples can be found shared by the Open Pedagogy Notebook. What types of projects can you imagine?

Although there are many facets associated with classroom incorporation of practices such as open pedagogy, questions we most frequently receive have to do with copyright and its impact on the sharing and customizing of resources. As you know, in the United States, once a creative thought or idea takes tangible form it is by default under copyright, with all rights reserved for use by the original creator. Creators who want to share their work for others' use and customization can put their works into the public domain, but that leaves creators with no rights reserved. While there are many options for how creators can communicate their desire to retain rights to their creation while simultaneously offering rights of use to others, the Creative Commons licenses have surfaced as easy to understand, apply, and discover.

The Creative Commons licenses layer over copyright, enabling the creator to clearly communicate how they invite others to interact with their work. Creators using Creative Commons licenses can state ‘some rights reserved’, clearly communicating how their creation can be shared or modified.



Four Creative Commons elements combine to form six licenses communicating varying levels of permission. The four Creative Commons elements are Attribution, NonCommercial, ShareAlike, and NoDerivatives.

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The Creative Commons element represented by this symbol is Attribution or “By.” Attribution (CC BY) allows the work to be shared, modified, and retained for any purpose so long as attribution is given to the original creator. All of the Creative Commons licenses include attribution.

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The Creative Commons element represented by this symbol is NonCommercial, or “NC.” Attribution-NonCommercial (BY-NC) allows the work to be shared, modified, and retained for any non-commercial purpose, with attribution given to the original creator. If you like, we can take some time to dig into what purposes count as non-commercial. Note that the emphasis is not that the entity be non-commercial, but that the use be non-commercial. It’s both super simple and simply complicated.

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The Creative Commons element represented by this symbol is ShareAlike or “SA.” ShareAlike means that adaptations based on this work must be licensed under the same license. What might that look like in practice?

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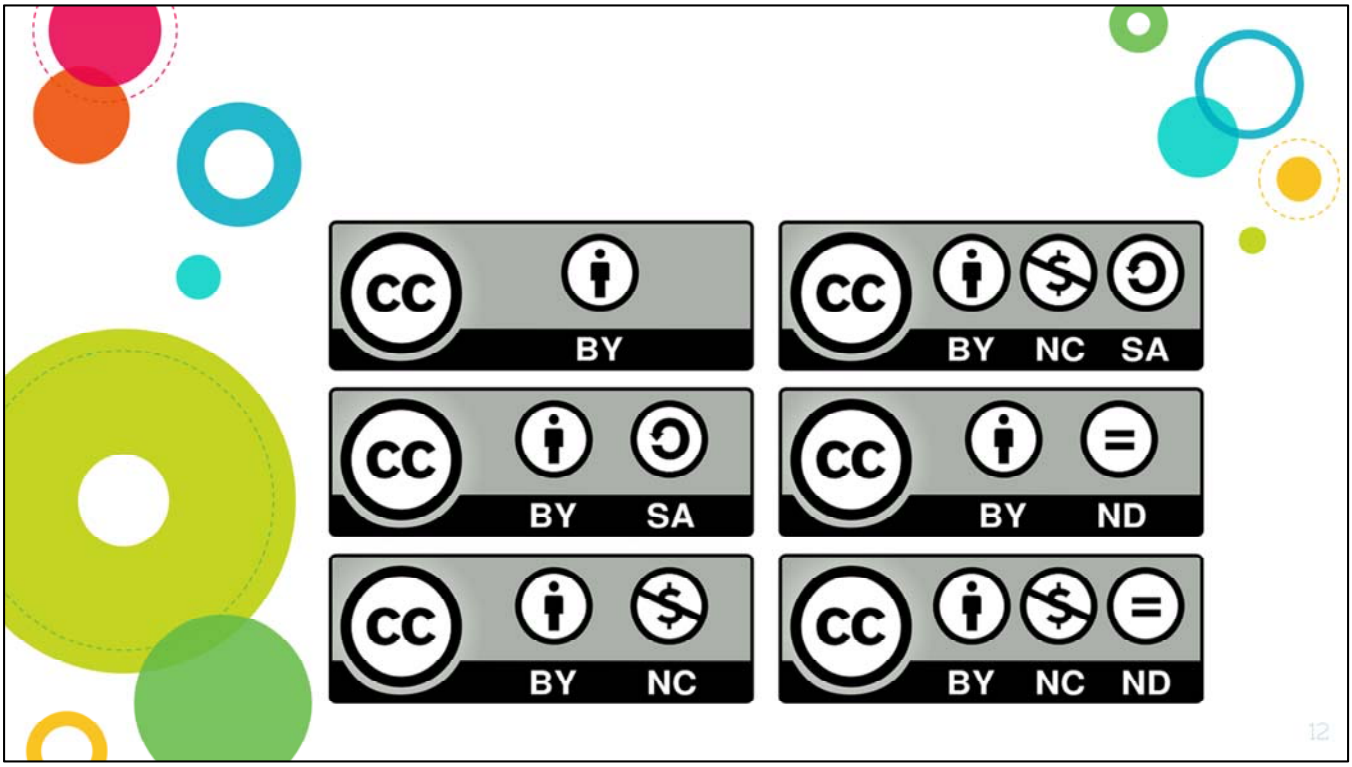
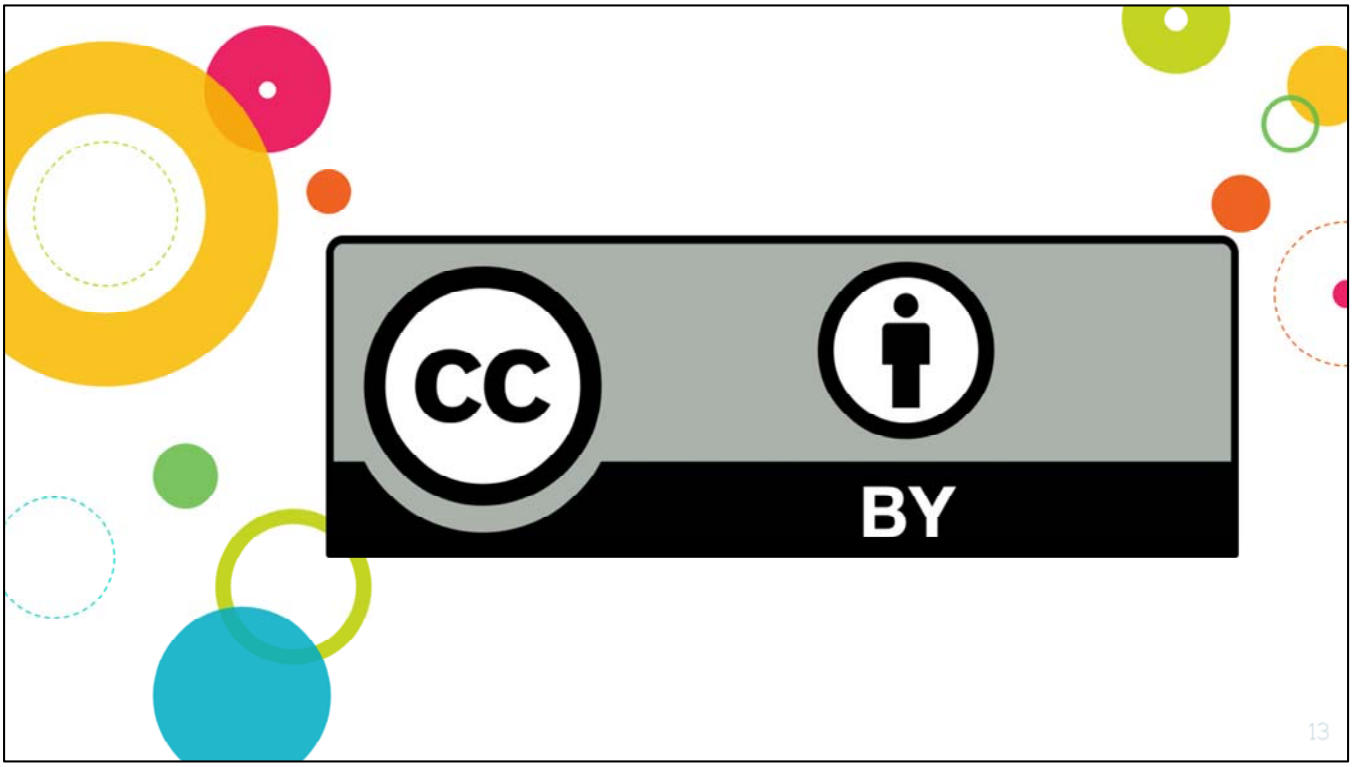
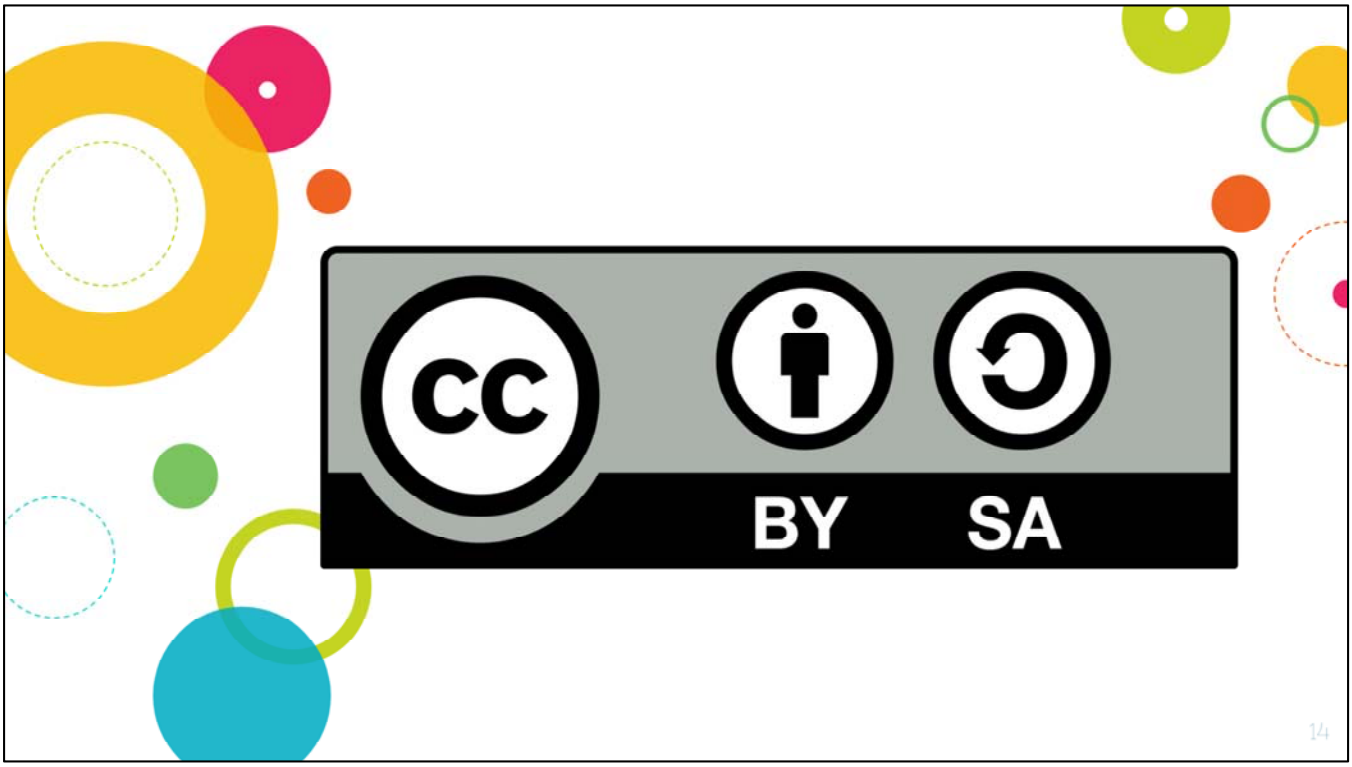
The Creative Commons element represented by this symbol is NoDerivatives or “ND.” This means that people using the resource cannot share or publish adaptations of the work.



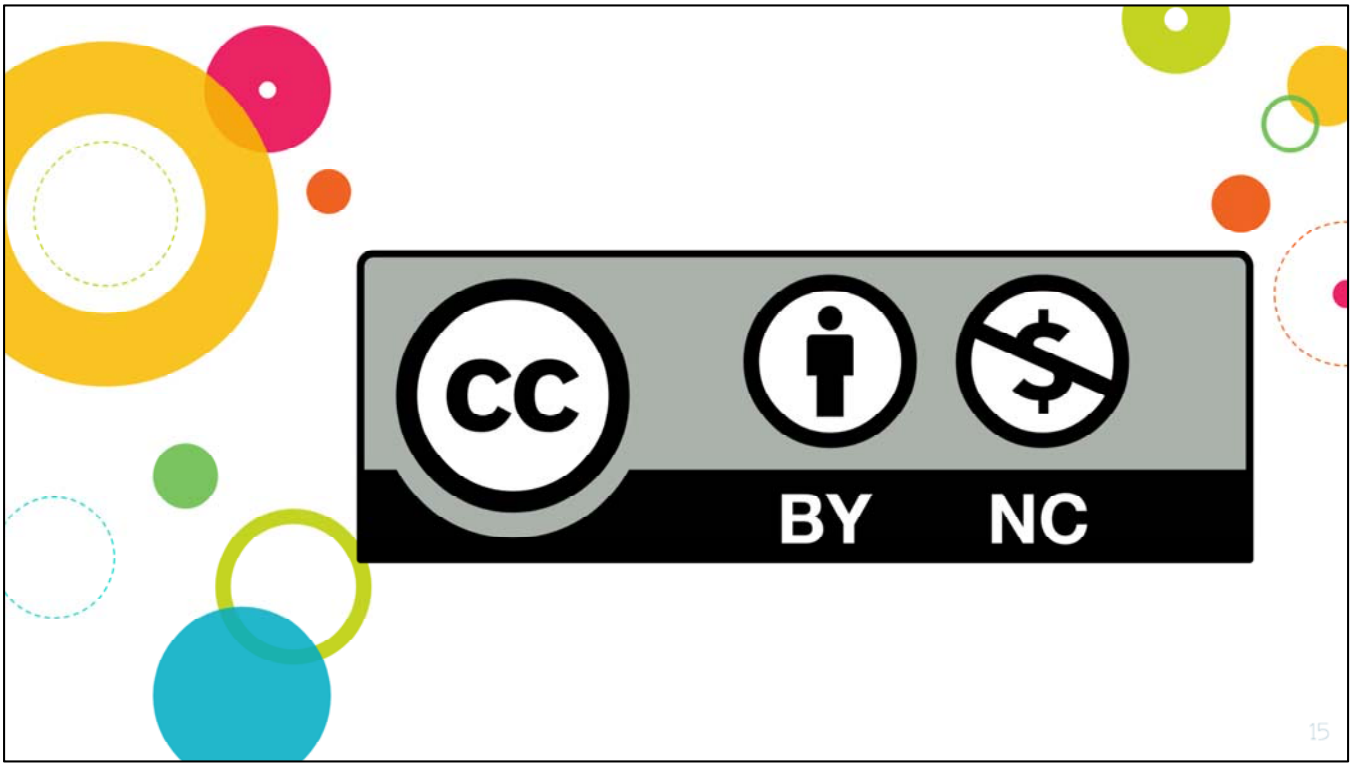
Six combinations of these elements form the Creative Commons License Suite. As you will see, all six of the licenses include BY, or attribution, requiring that the creator be attributed in connection with their work. From there, the licenses vary primarily in regards to (1) whether commercial use of the work is allowed and (2) whether and on what terms the work can be adapted.



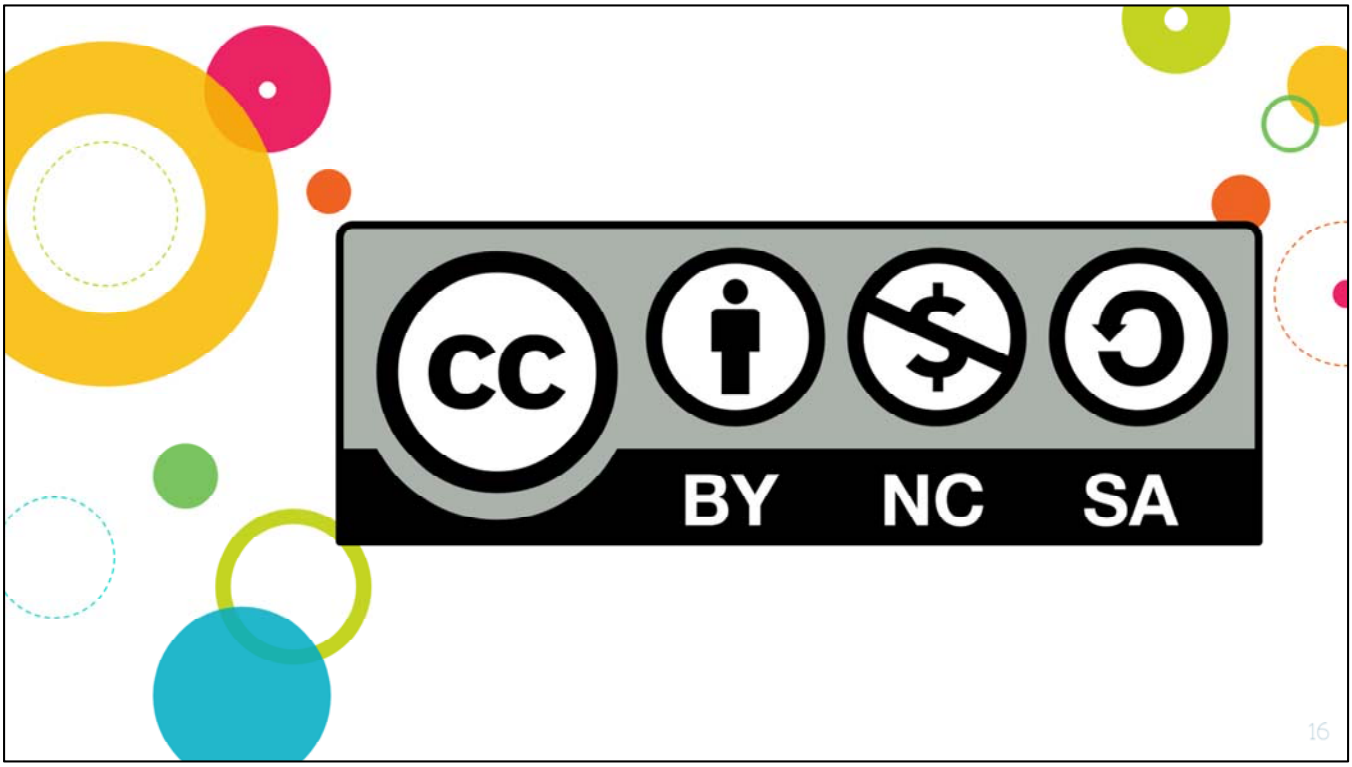
Attribution (CC-BY) allows the work to be shared, modified, and retained for any purpose so long as attribution is given to the original creator.



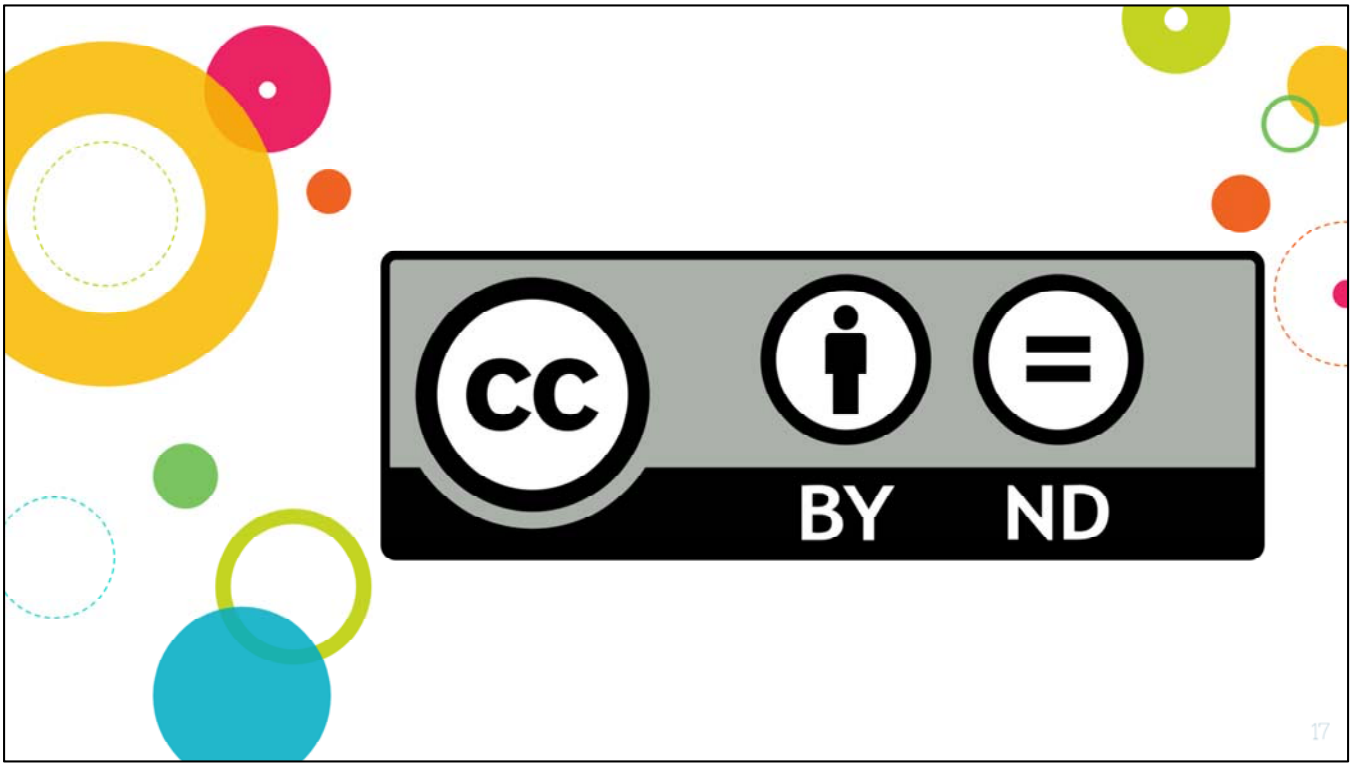
Attribution-ShareAlike (BY-SA} communicates the creators willingness for the work to be shared, modified, and retained for any purpose so long as modified works are also licensed CC-BY-SA and attribution is given to the original creator.



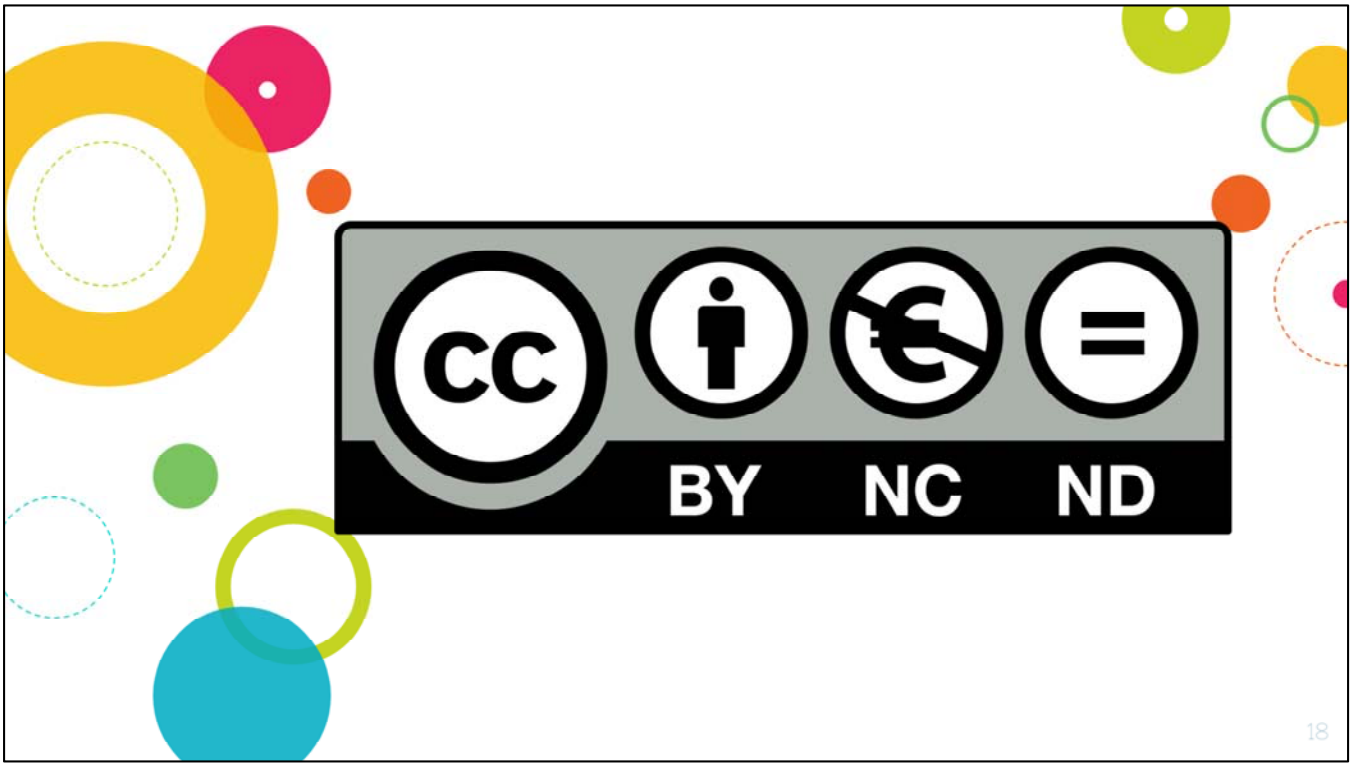
Attribution-NonCommercial communicates the creators willingness for the work to be shared, modified, and retained for any non-commercial purpose, with attribution given to the original creator.



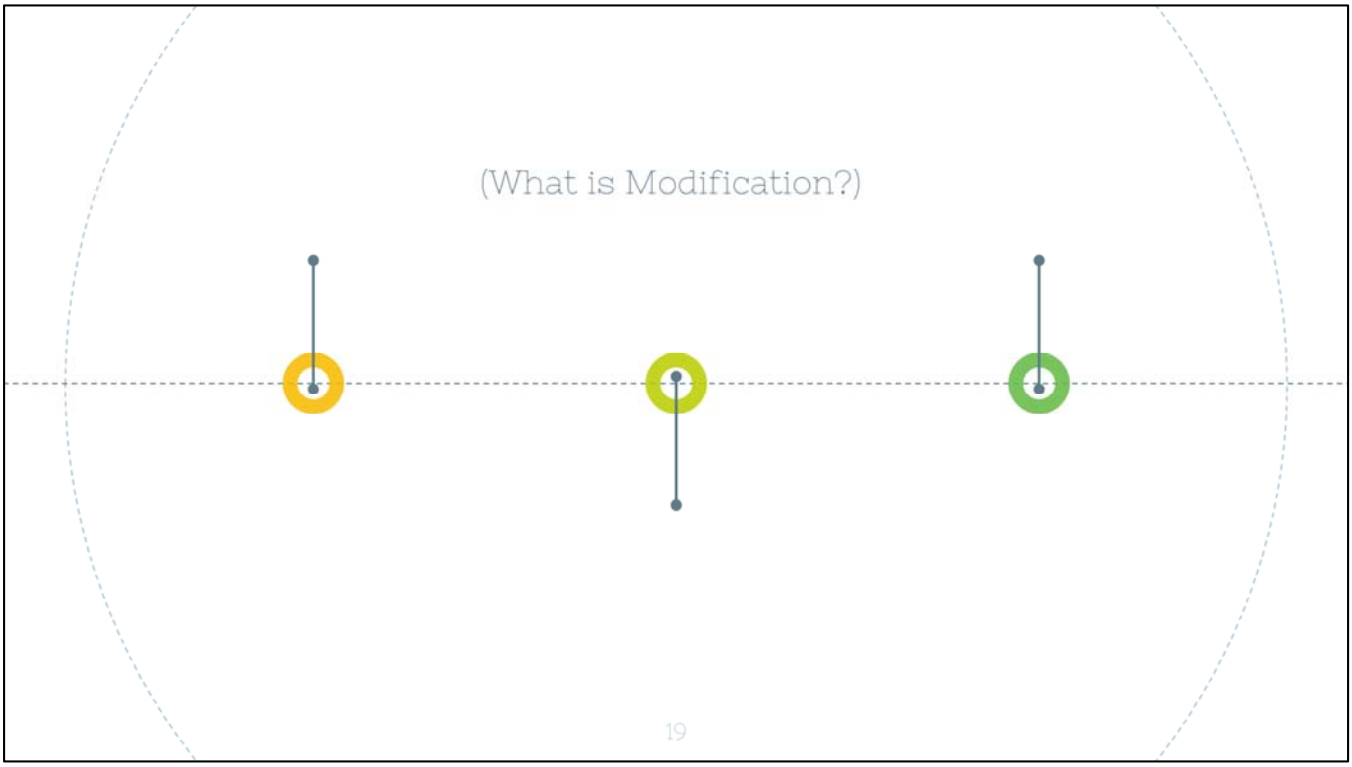
Attribution NonCommercial ShareAlike communicates the creators willingness for the work to be shared, modified, and retained for any non-commercial purpose so long as modified works are also licensed BY-NC-SA and attribution is given to the original creator.



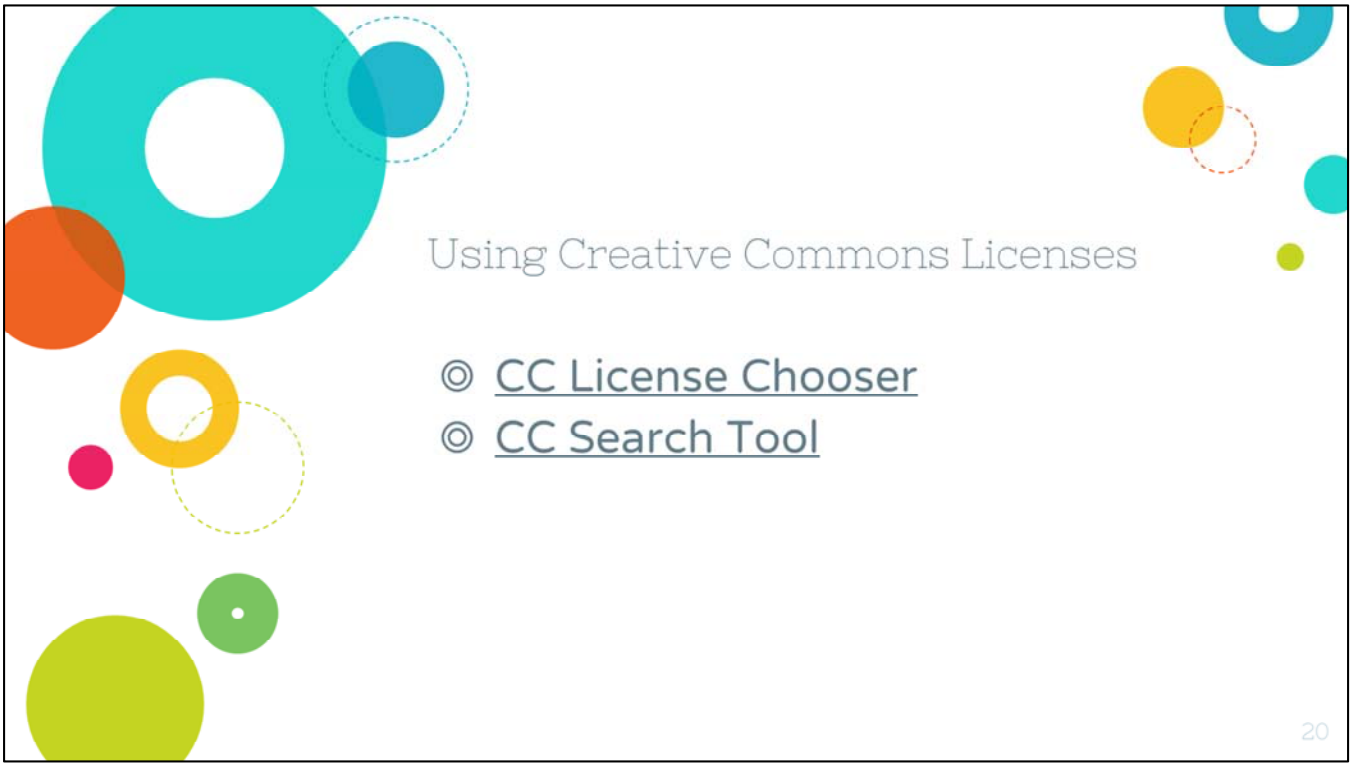
Attribution-NoDerivatives communicates the creator’s willingness for the work to be shared without modification and retained so long as attribution is given to the original creator.



Attribution-NonCommercial-NoDerivatives (NC-ND) communicates the creators' willingness that the work be shared without modification and retained for non-commercial purposes so long as attribution is given to the original creator.



Modification includes customization of the work itself, or remixing bits and pieces of several works to create something new. What recent examples of modification have you seen? It’s helpful, also, to understand that reproducing and putting works together into a collection is not an adaptation of the individual works.



That's a lot. So what do we do with it? Let's approach it first from the perspective of a creator. What is something you have created? How would you like for others to interact with it? If you decide you would like to share it out with 'some rights reserved' using a Creative Commons license, this site can help you choose the license which best communicates what rights you are choosing to reserve. Let's give it a go.

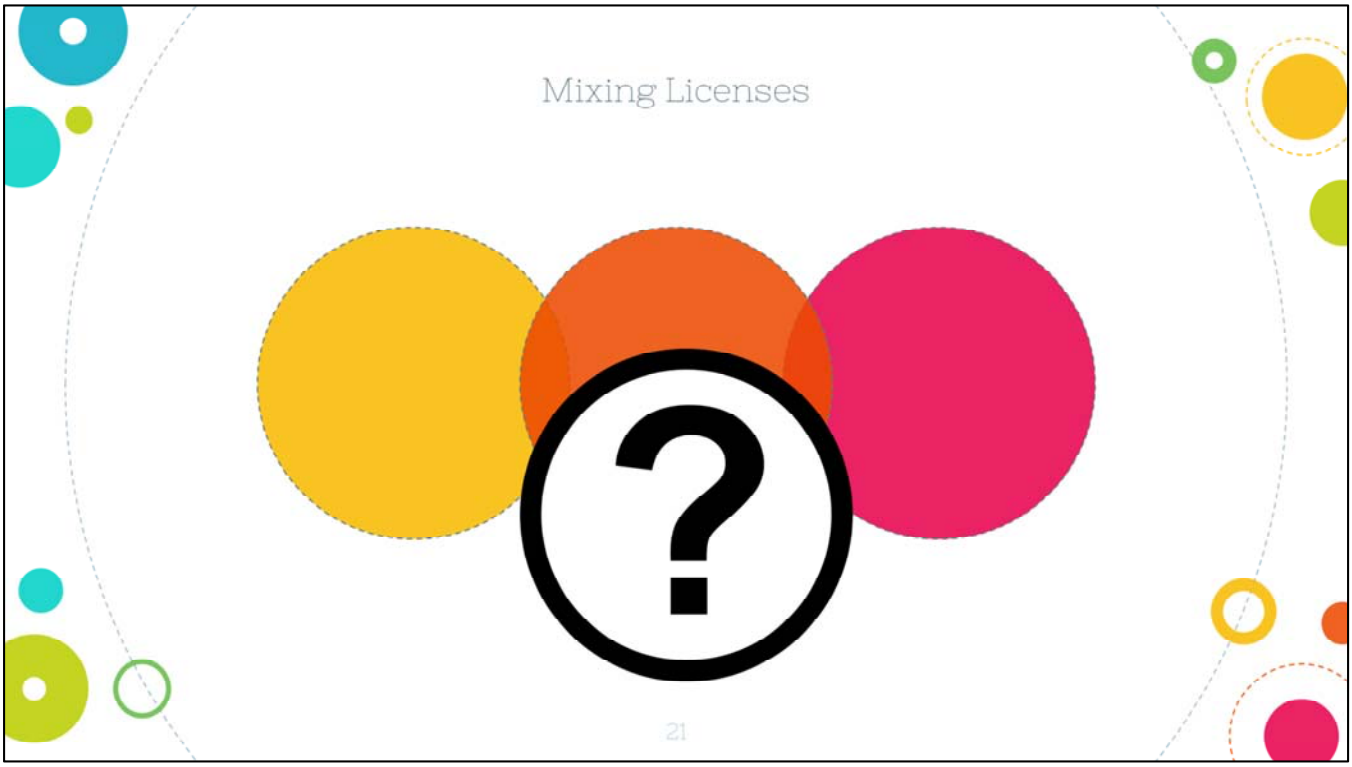
Next let's approach it from the perspective of someone looking for openly licensed resources -- what might be some reasons people might have for using openly licensed resources?

The Creative Commons licenses have a machine readable layer in addition to the human readable layer and legal layer. This means that, when licenses are embedded into a web page, they are discoverable as such on a search. Several useful resources can help make good use of your time.

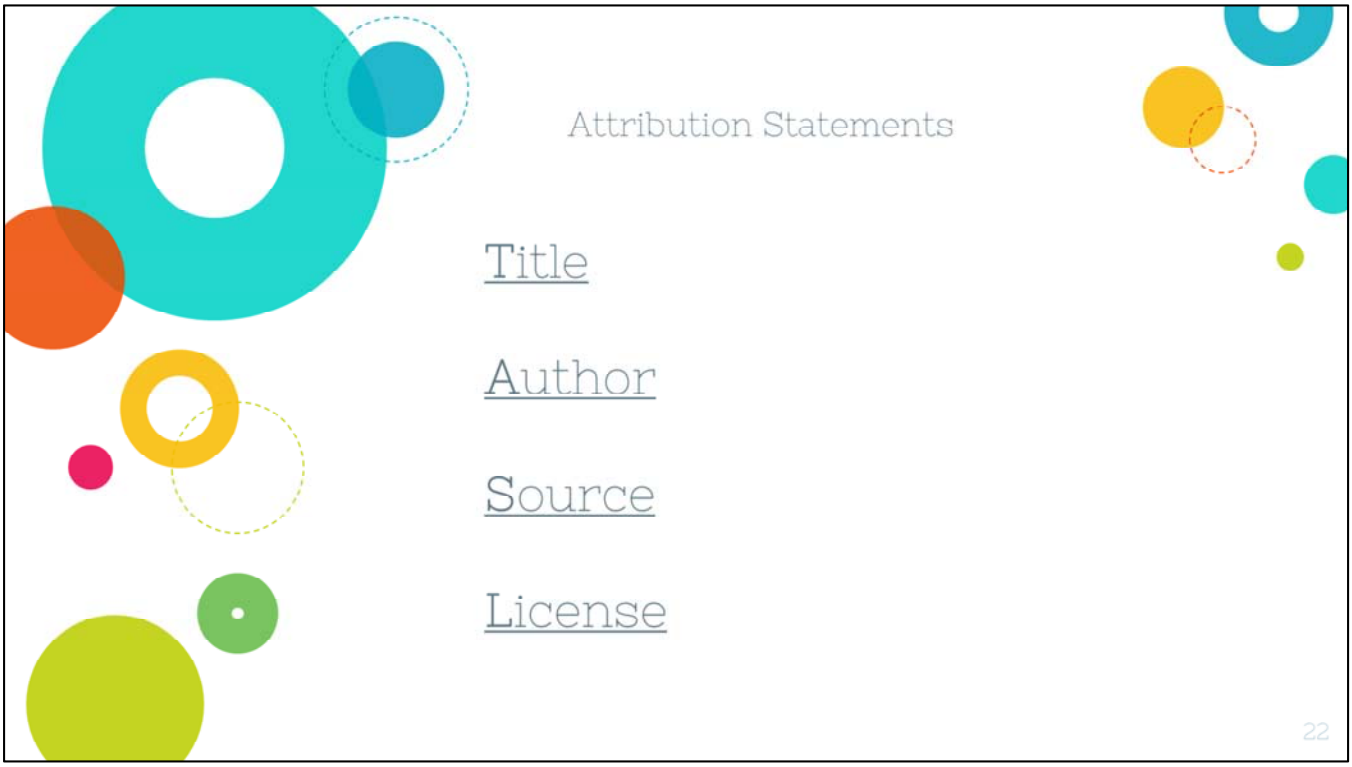
CC Search Tool

You can filter your Google image search to return only CC licensed resources.

Or, you can just search and pay attention.

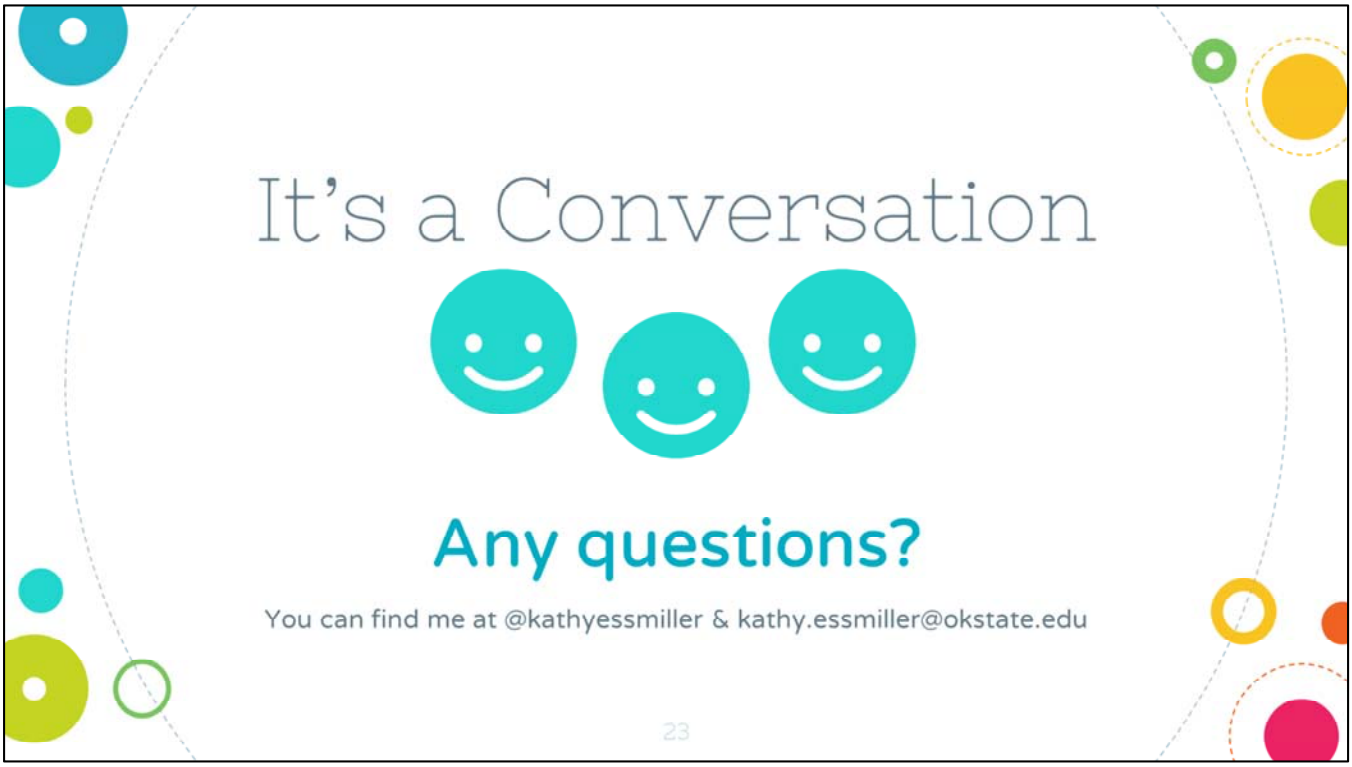


Many projects may include remixing a number of resources to create something new. When doing so, it is respectful to attend to whether and how the permissions work together. This chart provides a visual representation of which licenses mix effectively. A good rule of thumb is, when licensing the overall work, to honor the ‘tightest’ level of permissions. Alternatively, the resources can be delineated somewhat, with licensing for the separate portions communicated as appropriate.



Let’s talk a bit about how to craft attribution as you carry work forward. The Creative Commons folks suggest the acronym TASL -- Title, Author, Source, License. Open Washington has created a very helpful attribution. It is available at http://www.openwa.org/open-attrib-builder/. What do you think?

How thoroughly do you need to provide attribution? To a certain extent, that is up to you. Let’s take a second and look at https://open.library.okstate.edu/pressbooks/, a book I have adapted for use at Oklahoma State



Finally, how thoroughly do you need to provide attribution? To a certain extent, that is up to you. Let's take a second and look at https://open.library.okstate.edu/pressbooks/, a book I have adapted for use at Oklahoma State, or even https://open.library.okstate.edu/pressbooks/front-matter/acknowledgements/, where I carried forward as many names as possible. I think of attributions, and carrying attributions forward, as facilitating conversations with others in the space. The more information I can provide about my original sources, including links and creator names, the stronger all of our work will be.

Our team at OSU Libraries, where possible, includes our names in our licensing statements. It's fine that OSU Libraries created a certain template, but if I have a specific question about it, I am thankful to be able to reach directly out to 'Cristina', the actual creator of the resource. Creators choosing to use Creative Commons licenses to communicate 'some rights reserved' are intentionally entering their work into what is, essentially, a creative conversation. Thank you for joining in!

Let's Keep Exploring

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- CC License Memory Game (Online)
- CC License Matching Game w/Scenarios (Online)
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- OpenOKState Attribution Tracking Form

Thank you!

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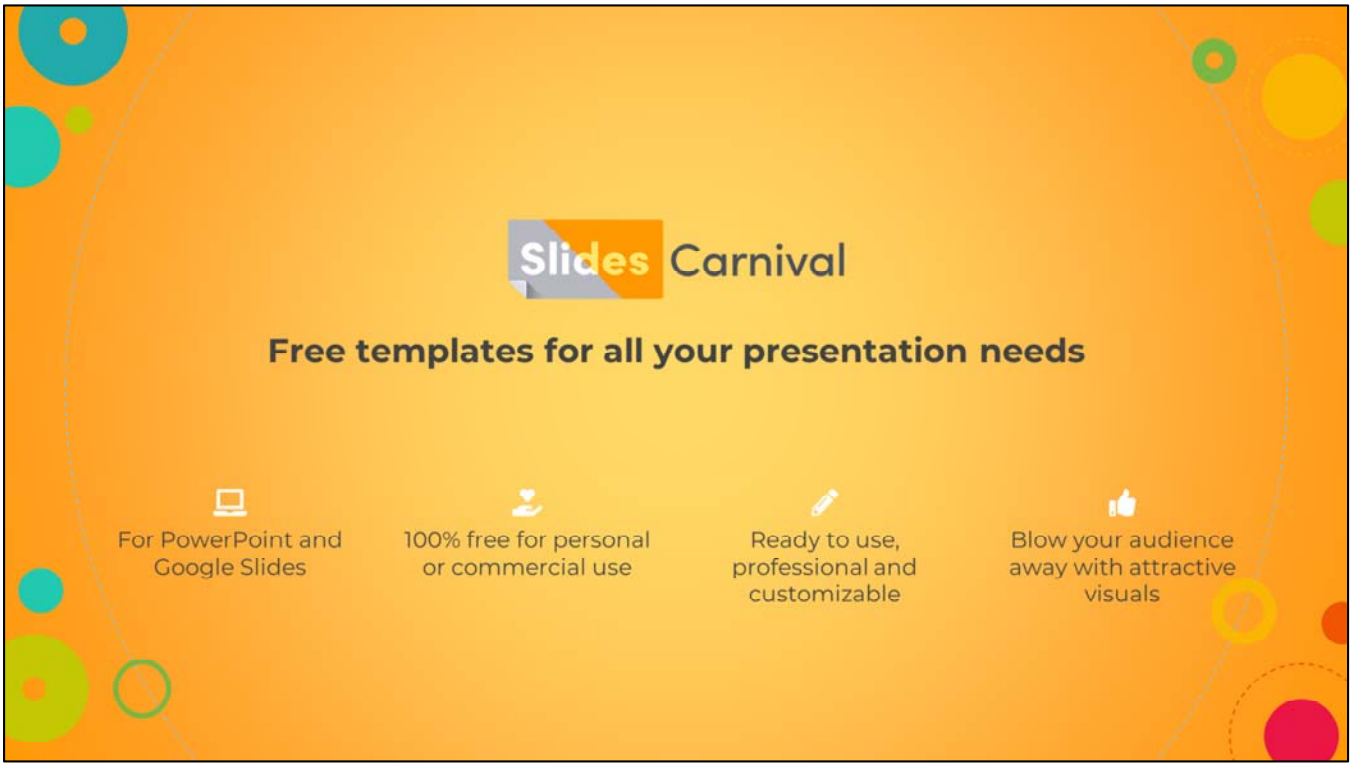
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