WELCOME TO ISKILLS
CREATIVE COMMONS
PRESENTED BY
SARAH BARKLA AND RACHEL SCANLON

Please note, this session is being recorded. The webinar will be starting soon.
While you wait, please mute your microphone.
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IN THIS SESSION

• Copyright
• Exceptions and Public Domain
• Licences (general)
• What is Creative Commons?
• What are the Creative Commons licences?
• Working with Creative Commons licences
WHAT IS COPYRIGHT?

“Copyright protects your work and stops others from using it without your permission.”

From IPO website https://www.gov.uk/intellectual-property-an-overview
Rights covered under UK copyright:

- Broadcast and public performance
- Copying
- Adapting
- Issuing
- Renting
- Lending copies to the public
“Intellectual property is something unique that you physically create. An idea alone is not intellectual property. For example, an idea for a book doesn’t count, but the words you’ve written do.”

Taken from IPO website https://www.gov.uk/intellectual-property-an-overview
WHAT TYPES OF THINGS ARE COVERED BY COPYRIGHT?

Type your answers in the chat.
EXCEPTIONS
Exceptions to copyright law allow us to use copyright works without the owners permissions. They are rare and special circumstances. They are specified in UK Law.
RESEARCH AND PRIVATE STUDY

Allows individuals to make single copies of limited extracts of copyright works for non-commercial research or private study. It is subject to fair dealing.
ACCESSIBLE COPIES FOR DISABLED USERS

Allows copying to provide equal access to copyright works for users with any type of physical or mental disability. Does not address use of technical protection measures.
Generally copyright comes to an end 70 years after the last creator’s death.

After that, the work is said to have entered the public domain.

No copyright means the work is free to reuse without permission from anyone.
There are many tools you can use to find CC images. Search engines can filter for these licences.

Some websites have huge numbers of stock images that are free to use like Unsplash and Pixabay
THINGS TO REMEMBER ABOUT SEARCH ENGINES

**GOOGLE IMAGE** - HTTPS://IMAGES.GOOGLE.COM/

- Use Tools to find filters
- Filter by Usage rights — e.g. Creative Commons licences
- Watch out for ads

**BING IMAGES** - HTTPS://WWW.BING.COM/IMAGES/

- Use filter to find different filter types
- Filter by licences
- Bing doesn’t use creative commons licences so interpret the terms
THINGS TO REMEMBER ABOUT SEARCH ENGINES

• Warning! Always double check the picture on the host website!

• Search engines make mistakes always check!
QUICK QUIZ

Answer the questions in the chat
CREATIVE COMMONS LICENCES
<table>
<thead>
<tr>
<th>Attribution (BY)</th>
<th>Share Alike (SA)</th>
<th>Non-Commercial (NC)</th>
<th>No Derivatives (ND)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of the work is only allowed when the author is credited and any changes are indicated</td>
<td>Modified work has to be shared under an identical license</td>
<td>Use of work is only allowed for non-commercial purposes</td>
<td>Only verbatim sharing (no derivative work or remixes)</td>
</tr>
</tbody>
</table>
HOW TO APPLY A CC LICENCE

**Online** – generate a license button to, make material searchable

**Offline** – write a short citation or add a license button with a link to the licence url

**Third party platforms** – Many platforms have built in CC options (look in account or project settings)
The rights owner waives all interests without restrictions. Similar but different to the public domain.
QUICK QUIZ

Choose your answers in the chat
BEST PRACTICE FOR ATTRIBUTION

• Give the title of the item, the author or creator, the type of licence and the source of the item.

• For more info see https://wiki.creativecommons.org/wiki/best_practices_for_attribution
IS THIS A GOOD ATTRIBUTION

From XKCD, CC licence
HOW TO CITE A CC IMAGE?

Discuss in your breakout room
UK Intellectual Property Office (IPO)
https://www.gov.uk/intellectual-property-an-overview

Creative Commons
https://creativecommons.org/

Oxford Open Access Tools & Resources
http://openaccess.ox.ac.uk/tandr创意 Commons

Bodleian iSkills handouts
https://libguides.bodleian.ox.ac.uk/workshops/handouts

Copyright help is available from
copyright@Bodleian.ox.ac.uk
CREDITS

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• Slide 25 - [Wikipedian Protester](http://xkcd.com) found on xkcd.com by Randall Munroe licensed under [CC BY-NC 2.5](http://creativecommons.org/licenses/by-nc/2.5/)

• Other images stock photos from Microsoft or Pixabay