

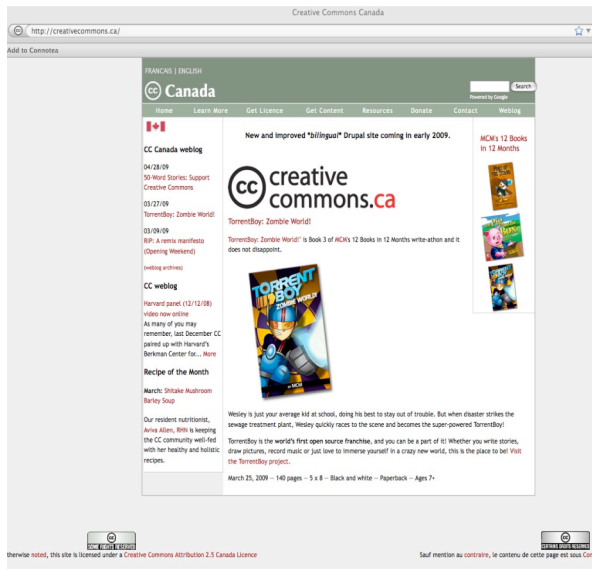


Red and Orange Butterfly on a yellow flower - France - July 2006, Gaetan Lee CC-BY
<http://www.flickr.com/photos/gaetanlee/198368636/>

A Presentation for the Media Exchange Cooperative AGM, May 1, 2009.
 Heather Morrison, BC Electronic Library Network <http://eln.bc.ca>. 

This presentation is a brief introduction to Creative Commons for media staff, presented at the Media Exchange Cooperative AGM, Capilano University, May 1, 2009. Many of the media resources we currently work with involve *restrictions* in permissions - who can view, and for what purposes. There is another approach, one of opening up permissions, called Creative Commons. There are currently substantial resources that are CC-licensed, and the trend is growing rapidly. There is tremendous potential for education at all levels; faculty can be using CC-licensed resources in the classroom; students can make use of CC-licensed resources in presentations. Increasingly, faculty and students alike are creating their own resources.

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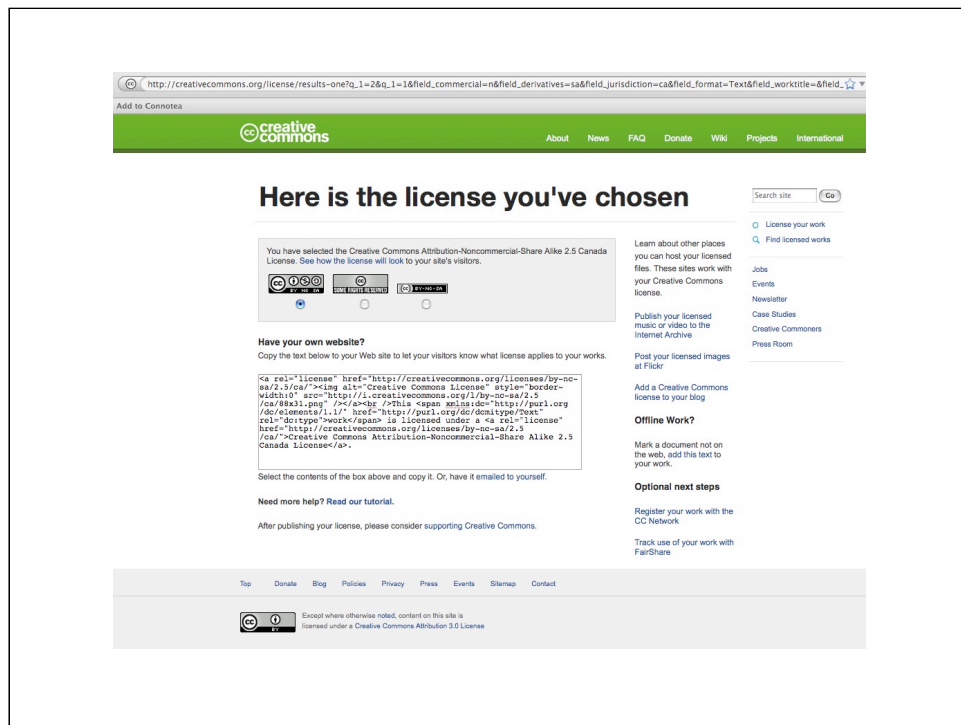
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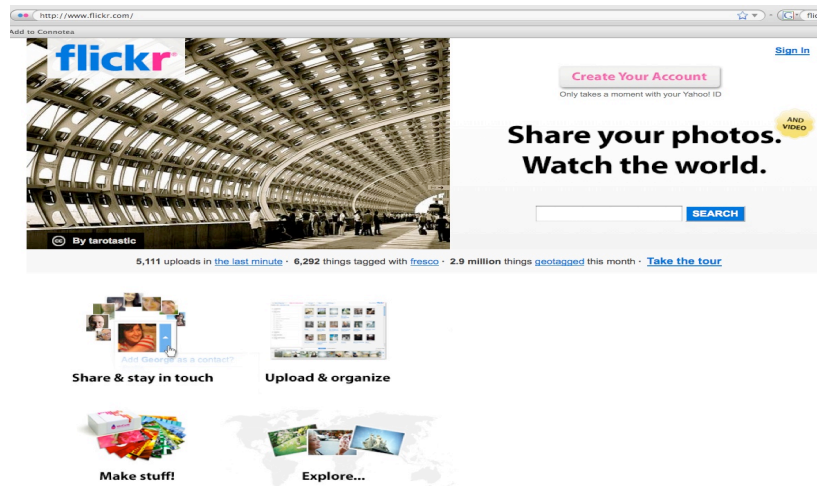
Select a License

This is the menu for creating a CC license. All that is involved is clicking through a few simple choices. Will we allow commercial use? What about modifications? Here, I have pre-selected my own favorite CC license, attribution - noncommercial - sharealike. This is the license that covers this presentation. What this means is that anyone can take this presentation and make changes to it, with appropriate attribution, as long as the resulting product is not sold commercially, and as long as the resulting product is shared freely with others, as I will be sharing this work freely through E-LIS, the Open Archive for Library and Information Studies, and the BC ELN website.

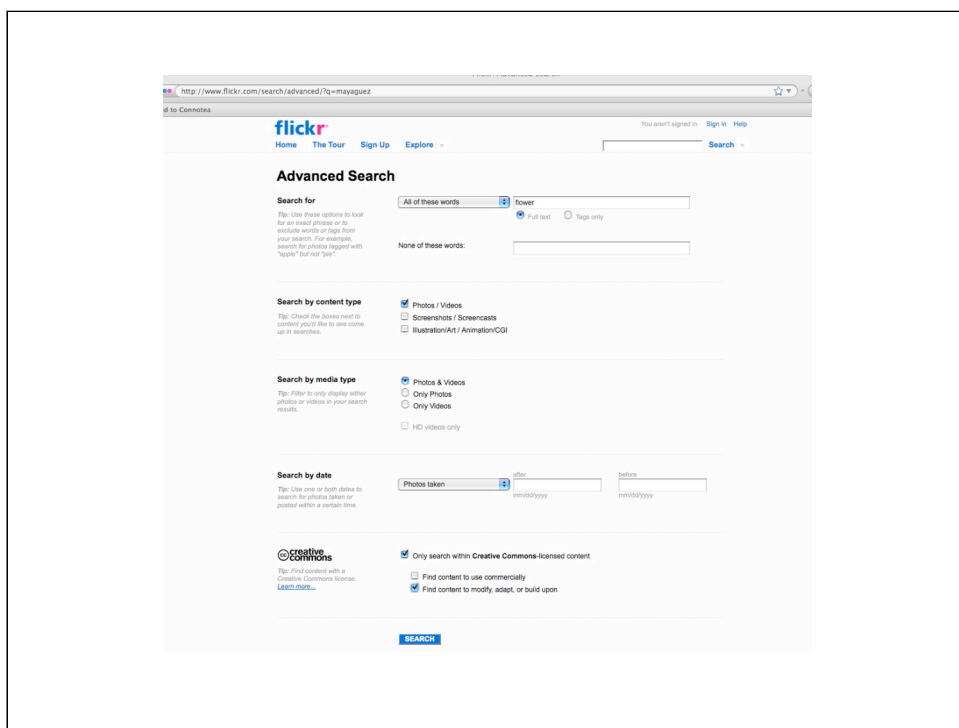


After we click on submit, we have our license, ready for posting on our website - or, we can click to obtain text to add to a work that is offline (such as this presentation before posting to the web). It is that simple!

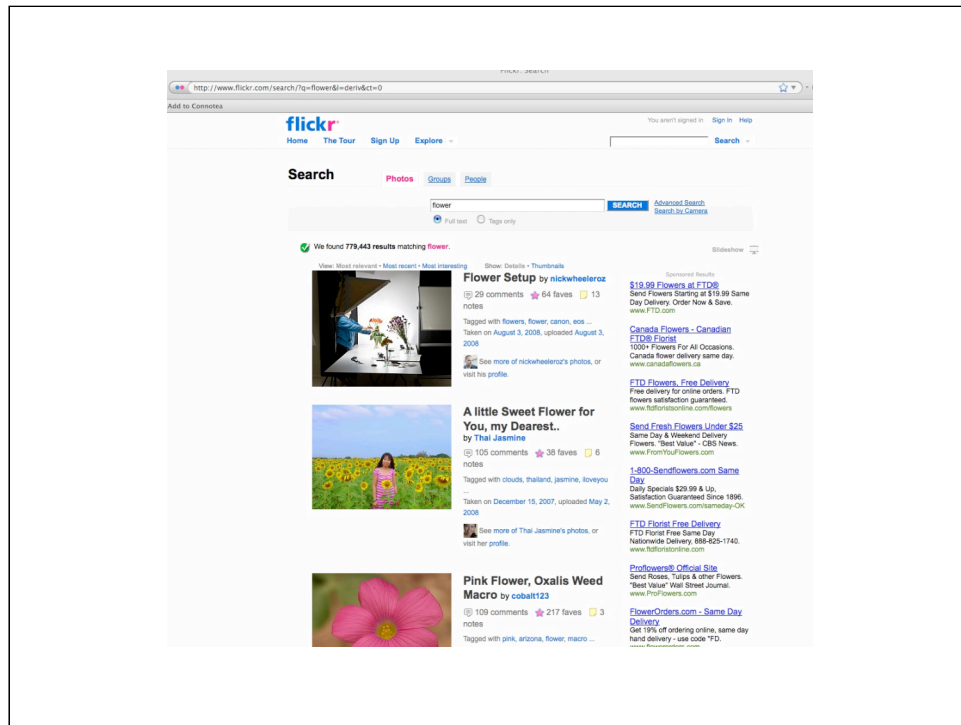
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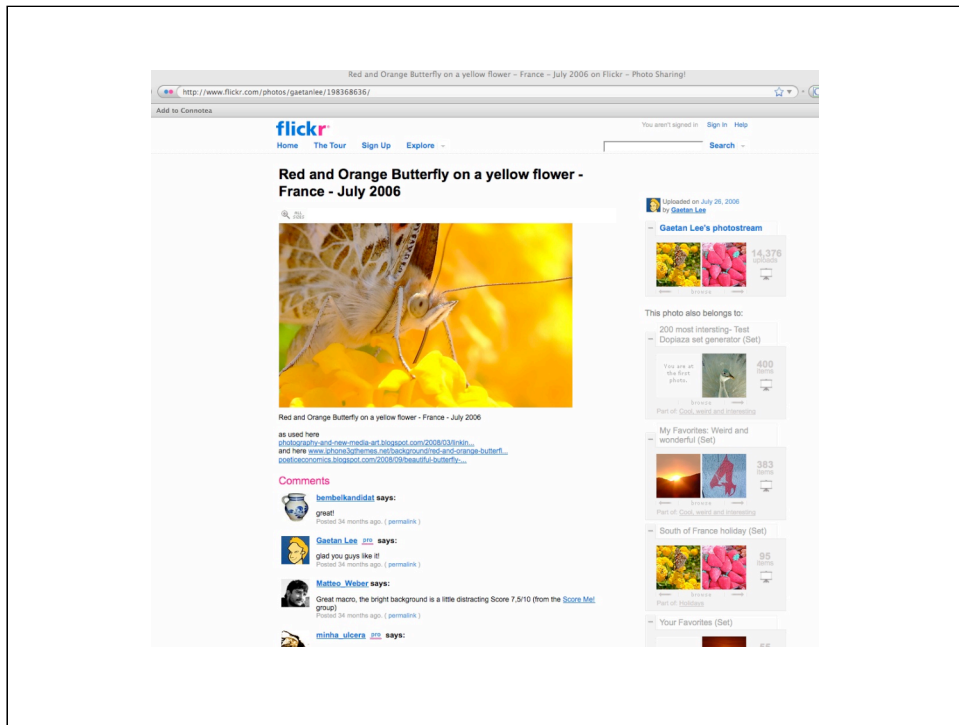
Who is familiar with flickr, the photo sharing service? Anyone can register and use this free service. Let's start our discussion of Creative Commons here, as this is a service that may be useful and interesting to experiment with at home.



This is the flickr Advanced Search screen. To get to this screen, start with the flick regular search - once you get your results, the Advanced Search options comes up. At the bottom of the screen, you will see that we can limit to Creative Commons licensed comment. I have set up this screen for one of my favorite searches - flower, only search CC-licensed content, look for content to modify, adapt, or build upon. If you read BC ELN Connect, BC ELN's quarterly newsletter, on a regular basis, you'll have already seen the results of previous searches like this.

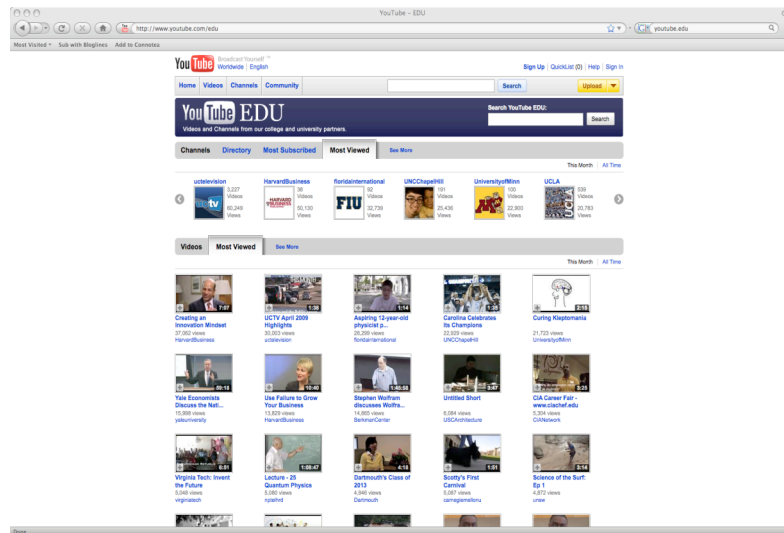


As of April 30, 2009, there are more than 7,000 photos in flickr labelled flower that are CC-licensed, allowing for modifications.

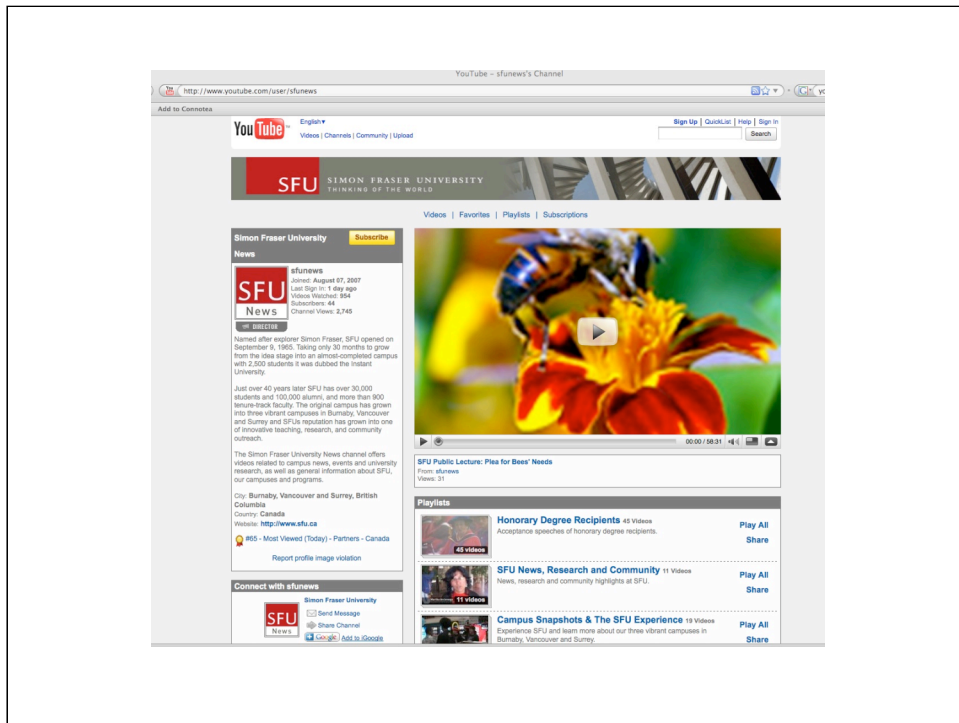


Here is the photo that forms the basis of the title slide to this presentation. Under “as used here” is listed [photograph-and-see-made-art.blogspot.com](http://photograph-and-see-made-art.blogspot.com/2008/03/rkln...). This is my blog - I’ve used this picture before! The CC license for this photo is CC-BY, so anyone is free to use this photo and modify it, with appropriate attribution of photographer Gaetan Lee. Merci, Gaetan Lee!

YouTube.edu <http://www.youtube.com/edu>



Creative Commons licenses can be very useful in the educational context. A few weeks ago, Yahoo announced the new YouTube.edu channel. Here, one can find a wide range of videos from educational institutions.



In BC, Simon Fraser University recently set up a YouTube channel; there are already 87 videos available. On the SFU YouTube home page is a video of a public lecture: Pleas for Bee's Needs. If you click on the up arrow below the picture, you will see that this material is CC-licensed.

MIT Open Courseware

<http://www.youtube.com/watch?v=tbQ-FeoEvTI&feature=SeriesPlayList&p=279CA243FCDCF6C0>

8 minute video

The Massachusetts Institute of Technology is a leader in open courseware. Go to this URL and watch an 8-minute video explaining the purpose and use of MIT's Open Courseware. Almost all of MIT's courses - lectures of videos, exams, class materials - are online.

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