EDUCATIONAL TECHNOLOGY AND ICT

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Week-06

Lecture-26

Module-26: CC Licenses

Hello dear learners, welcome to SWAYAM-NPTEL course on Educational Technology and ICT. I am your course coordinator Dr. Sarita Anand from Department of Education, Vinaya Bhavana, Visva-Bharati, Santiniketan, West Bengal, India. Today, we will talk about the module 26 on CC licenses. This is the lecture 26 and before going to the topic, we will talk about the concepts covered in earlier lecture. On OER, we had covered the concept of OER, the 5Rs of OER, development of OERs and different types of OER from India and abroad also, the OER comments and little bit about the CC license concept.

Now, we will talk about the CC licensing concept which we have decided in this lecture. So, the creative common licenses are related with the non-profit organization that provides the free standardized licenses for creators to share their work with the public while retaining certain rights. These licenses are designed to bridge the gap between the full copyright protection and the public domain and offering a flexible way for creators to grant permission for the use of their work. These creative common licenses are widely used for a variety of purposes.

Creative works like include your lectures, literatures, photography, softwares and educational materials. The concept of OER is having the idea behind this creative common licensing is to enable the creators to communicate which rights they reserve and which rights they waive for the benefit of others. Basically, in traditional copyrights where we automatically restrict our rights, CC licenses allow creators to specify how their work can be used and shared and adapted by the others. So, this approach gives emphasis on a culture of sharing, collaboration and innovation.

Now, the major principles of CC licenses, it includes the attribution, share alike, non-commercial and non-derivative concepts. These four concepts are the main principles of

the CC licenses. This attribution is about giving credit to the creators. The second one is ShareAlike. It means derivative works share the same license. The licenses cannot be changed, and the non-commercial is self-explanatory.

It is clear that its use is restricted to non-commercial purposes. We cannot use it for commercial purposes. And the fourth one is NoDerivatives. It means the works cannot be modified for others' use. So, the evolution of Creative Commons licensing—when we talk about the development of the CC licenses—it started in 2001 by Lawrence Lessig, Hal Abelson, and Eric Eldred.

With the goal of addressing limitations of traditional copyright in the digital age. The first set of CC licenses was released in 2002. Since then, the organization has evolved to meet the needs of the global community. Major milestones in the evolution of CC licensing include the first one in the year 2002, where the launch of the first CC license occurred. The introduction of CC licenses marked a significant step in the copyright field, and the second important aspect was the introduction of jurisdiction-specific licenses in 2004. Licenses were adapted to fit local laws, enhancing legal compatibility between 2002 and 2009.

The release of CC0 allowed creators to waive their rights entirely. It made them free. Whatever content they have prepared is free for anyone to use. So, promoting public domain use with CC0. We will discuss it in later stages.

The version 4.0 release. In 2013, an update aimed to make the license more globally applicable and improve the international use of content created by people. With the widespread use of CC licenses, now many creators—millions—use CC licenses, establishing them as a vital tool for open-access content. So, here are the types of Creative Commons licenses.

In the previous lecture on OERs, we discussed Creative Commons licensing with the help of this image. I hope you remember that I explained CC BY Attribution, ShareAlike Attribution, CC BY-ND, CC BY-NC, CC BY-NC-SA, and CC BY-NC-ND. Now we will discuss these types of Creative Commons licenses one by one in detail. So, whatever content I am sharing here, you can also find it on the website, and later we will see the webpage for these Creative Commons licenses. There are mainly six types of CC licenses, plus one additional-CC0.

So, let's start with the CC by what is means this CC license enables re-users to distribute, remix, adapt, build upon the materials in any medium or any format. So, as long as attribution is given to the creator, there is no problem. The license allows for commercial use. CC BY includes the following elements like the symbol of this person or the man or the woman, whatever you can understand. This is the symbol of BY. It means we have to give the credit to the creator. Now the CC by SA. CC by SA means share alike. Creative Commons by share alike.

This license enables re-users to distribute, remix, adapt, build upon the materials in any medium or format so long as the attribution is given to the creator. It means If by is written, we have to give the attribution to the creator. The license allows for commercial use also. If you remix, adapt, rebuild upon this material, you must license the modified material under the identical terms which was developed by the its owner or the creator in initial stages.

This is the symbol by CC by SA. and you know that this is the creator's attribution is must, then this is the symbol of share alike. And we have two adaptations are given, but we can share as it is made by the license given by the creator. Now, the third one is CC by NC. This CC by NC is about the non-commercial uses of the license. The re-users can distribute, remix, adapt, build upon the material in any medium or format for non-commercial purposes only. And only so long as to attribution is given to the creator there is no problem. And this CC by NC includes the following element. There is the attribution is required and the NC that symbol of non-commercial uses it means only you can use it for your teaching purpose, your learning purpose, but you cannot sell it for the commercial purpose.

The fourth one is CC by NCSA. This CC by NCSA is talking about giving the opportunity, enables the re-users to distribute, remix, adapt, build upon the materials in any medium or format for non-commercial purposes only and also So, as long this attribution is given to the creator, there will be no problem. If you remix, adapt, build upon the materials, you must license the modified materials under identical terms.

It means license cannot be changed because here is the CC by NC share alike. So, it includes the elements. BY, NC, SA this NC non-commercial by have we have to give the attribution and this is the non-commercial licensing and license will be shared alike it means adaptation must be shared under the same terms or condition or the license so the fifth one is CC by ND This license enables the users to copy and distribute the material in any medium or format in unadapted form only and only so long as the attribution is given

to the creator, the license allows for commercial use and the CC by Andy includes the by it means attribution should be given and also the ND that is equal to symbol is there that no derivatives or adaptation of the work are permitted and the sixth one is CCY NC ND.

This NC ND, this enables re-users to copy and distribute the material in any medium or format in unadapted form only. for non-commercial purposes only and you cannot sell it for the commercial purpose and only so as long attribution is given to the creator. So, the CC by NCND includes the symbol by it means you have to give the attribution and you cannot use it for the commercial purposes and also, non-derivative, it means adaptation is permitted but no derivatives.

You cannot change it. And the last one is the CC0, Creative Commons 0 or public domain dedication. This is the most-free version of the license where CC0 allows the creator to waive all their rights and place their work in public domain for free uses. In other words, this CC0 is a public dedication tool which enables creators to give up their copyrights and put their work into the worldwide public domain. It means they are donating it for the public, common people and this CC0 enables re-users to distribute, remix, adapt and build upon the materials in any medium or format with no conditions. This means the work can be used freely for any purpose without attribution or restriction.

Now, how to apply the CC licenses or CC0 to your work? We have to understand. CC licensing your work is simple. All you have to do is to choose the license, which type of license you need or you want to communicate to the people or the user who comes across your work. You have to take the decision and include the link and the symbol with your work. Now, the relationship between the OERs and the CC licensing. What is the relation? The OERs have transformed the scenario of the education system, we all know, by promoting access to high quality learning materials that are freely available for use, modification and redistribution.

These resources play a crucial role in reducing educational costs and enhancing learning experiences. The effectiveness and world spread adoption of OERs are largely dependent on the licensing framework that govern their use and the most prominent licensing system facilitating the contributors of educational content in this world of CC licensing.

Then how to choosing the license how you can choose the six licenses are there in and you can donate it in the public domain dedication tool it gives you a creator a range of option for six options plus one CC0 the best way to dedicate which appropriate cc licenses for you you have to Think about it, decide about it and choose it. Before giving about the licensing,

you should know about the important aspect related with this CC licensing that you cannot revoke this CC0.

It means once you apply for CC licenses to your material, anyone who receives it may Rely on that license and as long as the material is protected by the copyright, even if you later stop distributing, you cannot change it. You must own the control and copyright the material. You cannot give the CC license to the other people's work. So only copyright holders or the someone with the express permission from the copyright holder can apply to CC licenses or CC0 to a copyrighted work. If you created a work in the scope of your job, you may not be the holder of the copyright. You should remember it. Hope you remember these 5R's. We had already discussed in the previous lecture that these 5R's are very helpful for the creating the OERs.

So, as we have already studied in the previous lecture, these study materials are available in the public domain or under an open license which permits the free use and adaptation. These resources encompass the textbooks, curricular, lecture notes, assignments, tests, projects, multimedia content and whatever content is useful for our teaching learning process, it can come under this OER. We have also studied in previous lecture that these 5R's are basics of these OER creations. These 5R principles ensure that users can legally and freely engage with materials without the constants and traditional copyright laws.

However, the effectiveness of OER in promoting open education relies heavily on the licensing mechanism that regulates their use. These 5R's were redistribution, retain, reuse, revise, and remix. Now, the role of CC licensing in OER, CC licenses serve as the legal foundation of OERs, ensuring educational materials remain freely available while safeguarding intellectual property rights. The relationship between OER and CC licensing can be understood with the help of these points, such as promoting open access and affordability.

Bliss and Smith stated that CC licensing removes financial barriers by allowing unrestricted use of educational materials. This fosters inclusivity by providing pre-learning opportunities to students and educators worldwide. It also encourages collaboration and innovation. These OERs and CC licenses enable educators to customize content to fit specific language or learning needs. This promotes academic collaboration, innovation, and the continuous improvement of educational materials.

The third point is ensuring legal clarity and compliance. It is also very important that traditional copyright laws restrict content modification and distribution. CC licenses

provide clear guidelines for legally sharing and modifying OERs, reducing the risk of copyright infringement. It also enhances global knowledge sharing. OERs licensed under CC Creative Commons facilitate cross-border knowledge exchange, allowing educational institutions to share curricula and resources.

These enhances the Quality of education particularly in developing reasons with limited access to traditional learning materials like in our country we need more content and the knowledge system so these OERs are very beneficial for us. Thus, the relationship between OER and CC licensing is fundamental to the advancement of open education. These creative common licenses provide the legal framework that enables the free distribution, adaptation and sharing of OERs, ensuring the accessibility, affordability, collaboration and knowledge creation. While challenges are also there, everything has its own challenges and limitations.

It also has that many times licenses are being misunderstood and Sustainability persists and to continue the promotion of this creative common license and the OERs, it holds the great potential for the revolutionizing the global education. Now the applications of the creative common licenses. These creative common licenses are having varied of uses or applications like in education, OERs often use CC licenses to promote the free access to the learning materials. Like we are using the slide share where we upload our PPT and our students can use it and others from the other institutions can also benefit with this help of OERs.

Art and culture, musicians, photographers, artists use CC licenses to share their work while retaining some control. Like when you use the Flickr, Pixabay, then you can definitely be benefited with the help of this kind of CC licenses. The science and research area, researchers use Creative Commons licenses to share the data, articles and findings openly. Software and technology field, opensource projects like OBS studio or other softwares oftenly we use in these are having the open source softwares and related with the CC licenses to encourage the collaboration and innovation. Now the advantages of creative common licensing.

These are the flexibility. These licenses are having the choice and how we can give the license. Creator can choose how their work is being used by and shared by the others. Promoting sharing encourages a culture of collaboration and innovation. And global reach, definitely CC licenses are recognized and used worldwide and the creators are utilizing it

very much and simplifies the legal processes, provides clear understanding about the standardized terms for the creative works.

Now, the challenges, definitely everything, every concept has its own challenge. These CC licenses are also having their challenge. I have already said that license misunderstanding. Educators and content creators may struggle to comprehend different types of CC licenses, leading to incorrect application or use of these materials. Sustainability corners, since OERs are freely available, funding and long-term sustainability remain critical concern for the developers and the institutions.

The quality assurance, the open nature of the OERs and CC licenses raises questions about the content credibility and accuracy. The effective quality control mechanism must be established to ensure the high educational standards of these OERs and enforcement of the issues related with the compliance and the license terms can be challenging. The commercial use restriction, non-commercial licenses can limit the potential of the research work. now we will try to go through the website of the cc licensing let's try to go to the website i hope it will be connected When we go to the website, we can see that this website is having all the information which I have already discussed with you all.

You can see here that these CC licensing options are available. CC BY, CC BY SA, CC BY NC, NC SA, ND, CC ND, and all the information I have told you is here on this website. Website, and you can also see that pre-licensing considerations are given here on this page. If you can further read and study these considerations before applying the CC licensing to your content, as a teacher, you can utilize this page for your proper understanding if you want to explore the different concepts in detail about CC licensing. So, if you want to go through this CC licensing, you can see here that who we are, what we do, these licenses and tools, this information is given here.

If we can open or see the concepts, we can go through. We will see one thing I had left for this website: the CC license user will be there, and the CC licensing considerations. So, you can see this concept; they are providing the information regarding the CC licenses. So, I will request you all to go through the webpage and utilize this resource regarding the CC licenses in detail.

Now, we will proceed with our topic, which we had already in the line, and I hope you understand the concept of CC licenses, the different types of CC licenses. Now, we will conclude that CC licenses or Creative Commons licensing are transforming the way creative works are shared and used in the digital age. By providing a flexible and

standardized framework, CC licenses empower creators to share their work while maintaining control.

These also empower creators while maintaining control over the uses. As the world continues to embrace open access and collaboration, Creative Commons licensing will remain a vital tool for nurturing creativity and innovation in the world of education. Now, these are the references. I hope you will go through the references for your further reading. Keep learning.

Thank you.