Creative Commons Basics #1

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Panelists

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Except where otherwise noted, this work is licensed under:
http://creativecommons.org/licenses/by/4.0
education is sharing
Internet Enables → Copyright Forbids
open $\approx$ free ?
open ≈ free
open $\iff$ free, precarious, rigid
open = permissions
The 5R Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain</td>
<td>Make and own a copy</td>
</tr>
<tr>
<td>Reuse</td>
<td>Use in a wide range of ways</td>
</tr>
<tr>
<td>Revise</td>
<td>Adapt, modify, and improve</td>
</tr>
<tr>
<td>Remix</td>
<td>Combine two or more</td>
</tr>
<tr>
<td>Redistribute</td>
<td>Share with others</td>
</tr>
</tbody>
</table>
Nonprofit organization
Open copyright licenses
Founded in 2001
Operates worldwide
Chapters in 38+ countries
Step 1: Choose Conditions

- Attribution
- ShareAlike
- NonCommercial
- NoDerivatives
Step 2: Get a License
most freedom

least freedom

OER

Not OER
puts the “open” in OER
### Creative Commons Licensed Works

<table>
<thead>
<tr>
<th>Year</th>
<th>Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1,471,401,740</td>
</tr>
<tr>
<td>2016</td>
<td>1,204,935,537</td>
</tr>
<tr>
<td>2015</td>
<td>1,118,900,000</td>
</tr>
<tr>
<td>2014</td>
<td>882,000,000</td>
</tr>
<tr>
<td>2010</td>
<td>400,000,000</td>
</tr>
<tr>
<td>2006</td>
<td>140,000,000</td>
</tr>
</tbody>
</table>
perpetual, irrevocable permissions
Open Educational Resources

Any kind of teaching materials – textbooks, syllabi, lesson plans, videos, readings, exams
Open Educational Resources

Teaching, learning and research materials in any medium that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others.
choosing traditionally © materials
Internet Enables Copyright Forbids
choosing open educational resources
Internet Enables Open Permits
65% of students decided against buying a required textbook because of cost

US PIRG Report, 2014
http://www.uspirg.org/reports/usp/fixing-broken-textbook-market
50% of students said that cost of textbooks impacted how many and which classes they took

US PIRG Report, 2014
http://www.uspirg.org/reports/usp/fixing-broken-textbook-market
82% of students felt they would do significantly better in a course if textbook was available for free

US PIRG Report, 2014
http://www.uspirg.org/reports/usp/fixing-broken-textbook-market
increase equity
All students have access to high quality learning materials that have the most up-to-date and relevant content because OER can be freely copied, modified and distributed to anyone.
Since 2012, OpenStax textbooks have saved 6.2 million students over US$576M.

In 2019 alone, 2.2 million students are using OpenStax books and saving over US$176M.
Now the highest-rated math curriculum by EdReports
Z-Degrees

one-year or two-year postsecondary programs which are offered to students using openly licensed resources in place of proprietary textbooks
<table>
<thead>
<tr>
<th></th>
<th>Cost to Students</th>
<th>Permissions to Teachers and Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Textbooks</td>
<td>Expensive</td>
<td>Restrictive</td>
</tr>
<tr>
<td>Library Resources</td>
<td>Free</td>
<td>Restrictive</td>
</tr>
<tr>
<td>Open Educational Resources</td>
<td>Free</td>
<td>5Rs</td>
</tr>
</tbody>
</table>
Publicly funded resources should be openly licensed resources.
Money is Shifting to Open

- National / State / Provincial Government(s)
- Foundations
- Open license requirements on grants and contracts
Open Procurement

• **Build** / buy / commission what you need.

• **Own** what you buy.

• **Share** (CC license) what you own.
Open Procurement

- **Buy** what you need.
- **Own** what you buy.
- **Share** what you own.
Join the CC Open Education Platform!

https://creativecommons.org/2017/09/05/invitation-join-cc-open-education-platform
Dr. Cable Green
Director of Open Education
Creative Commons
@cgreen