

Understanding Copyright

Learning Objectives

The purpose of this learning topic is to:

- ◆ understand what copyright means
- ◆ know what to consider in relation to copyright
- ◆ learn how to work with licenses in the context of teaching and training



Learning Objectives

After studying this learning topic you will be able to:

- ◆ identify copyright and licenses
- ◆ correctly work in compliance with copyright guidelines
- ◆ recognize licenses and use these materials in compliance with them

What is Copyright?



The basic rule of copyright law states that third-party works may not be used for one's own purposes. This means that **third-party works such as texts, photos, graphics, music, etc.** may not be reproduced, distributed or made available by third parties without asking the author/creator. This is because they are protected by copyright law against use by third parties.

What does this mean in practice?

Let's assume you are looking for a welcome image for your online teaching course. You navigate to Google Image Search and quickly find a suitable photo.

Are you allowed to upload this photo in your course?

Basically no!

Even if a text or a photo is freely available on the Internet, you may not simply use this material at will. You must always get the permission of the author/creator or rights-owner beforehand, or check the rights of the material that might allow you to use it (e.g. "released for further use, etc."). Therefore, when selecting materials for our materials collection, it is mandatory to observe the following rules:

- ◆ Do not copy sentences or individual text passages word for word.
Exception: “*mark as quotation*” and indicate source*
- ◆ No word-for-word copying of entire text blocks or text passages.
Exception: “*mark as quotation*” and indicate source
- ◆ No adoption of entire chapters or even complete textbooks.
Exception: there is a reference that the material is released for further use (if necessary, preferably even for further use in the commercial sector)
- ◆ No transfer of materials such as worksheets, sample letters, etc.
Exception: there is a reference that the materials are released for further use (if necessary, preferably even for further use in the commercial sector)
- ◆ No adoption of images and graphics. Exceptions for certain Creative Commons-licensed images and graphics will be explained later on.
Special caution applies here: most copyright infringements occur when using images and graphics!

Providing PDF files is also subject to copyright.

Note: Many publishers - especially publishers for foreign language teaching material - offer collections of materials (worksheets, exercise units, sample templates, etc.) that are released for use in seminars and training courses in the commercial sector.

When using works, be sure to cite the correct source.

How do you do this?

References include the following information:

- ◆ Name of the author or institution
- ◆ Title of the work
- ◆ Year of publication
- ◆ Reference (page reference in a book, newspaper edition, complete Internet address with date of last access)

Anyone who distributes copyrighted works without consent is committing copyright infringement. The first step here is a warning notice. These are usually sent by a lawyer. In it, the deletion of the work is demanded as well as the payment of damages. If the deadline for this expires and nothing has happened, legal proceedings are initiated.

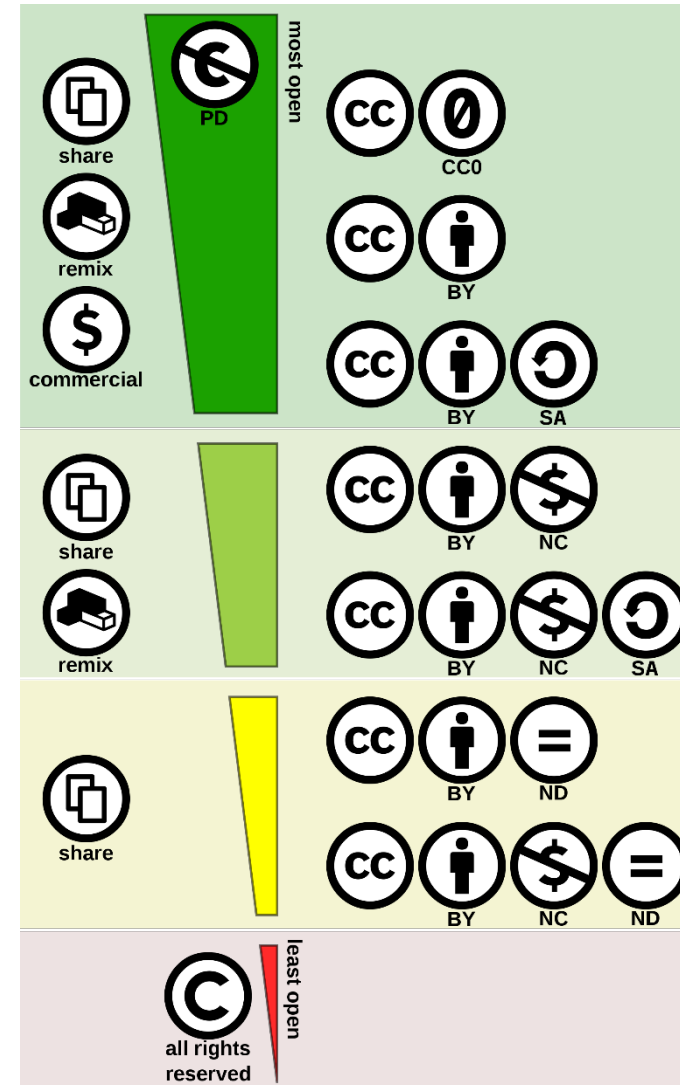


There are many aspects to consider in terms of copyright. But of course, you should be able to use works of others for your learning materials in the future. There are special licenses for this. The most common one is the so-called **Creative Commons** and we will now talk a bit more about it.

Authors can share their work with the public and at the same time license it with a license that prevents this work from being used and distributed in an uncontrolled way. The most well-known license organisation for such "open" licenses is *Creative Commons*. On the website creativecommons.org you can create a license for each work with a few clicks. Here, a distinction is made between seven different licenses depending on how strictly you want to license your work.

Creative Commons Licenses

With the help of the spectrum or directly on the [Creative Commons licenses page](#), you can always read what the designations and icons stand for.

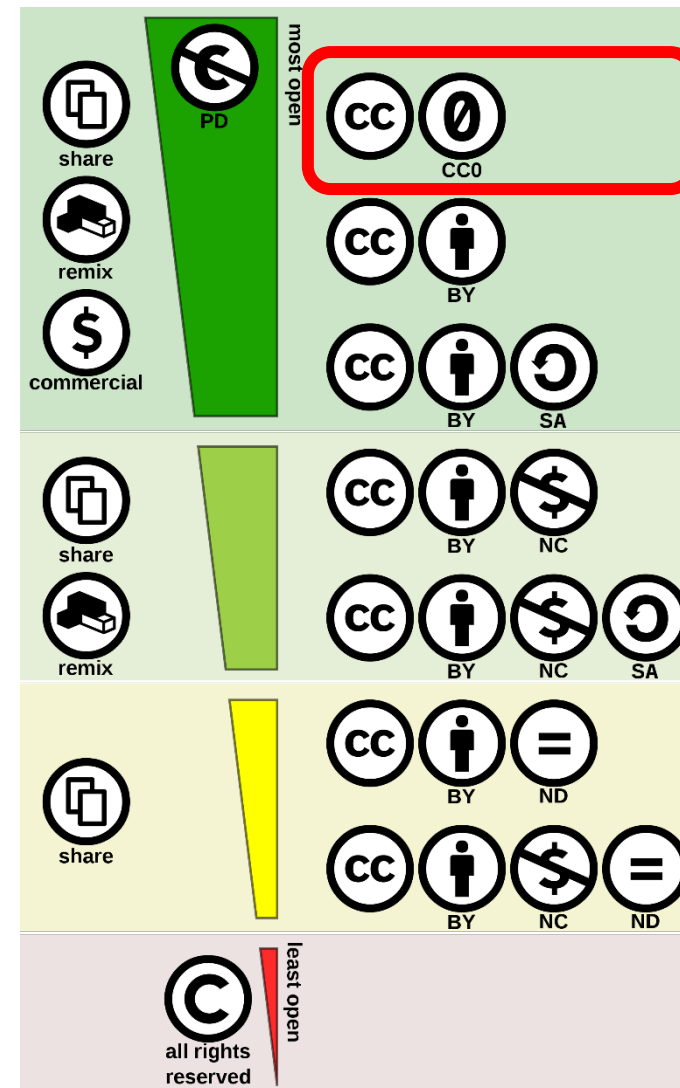


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CC0 means that a work is in the *public domain*. The creator/rights owner has waived all rights and placed the work in the public domain, so that others may reuse it for any purposes without restriction under copyright or database law.

CC0 is not officially considered a Creative Commons license...

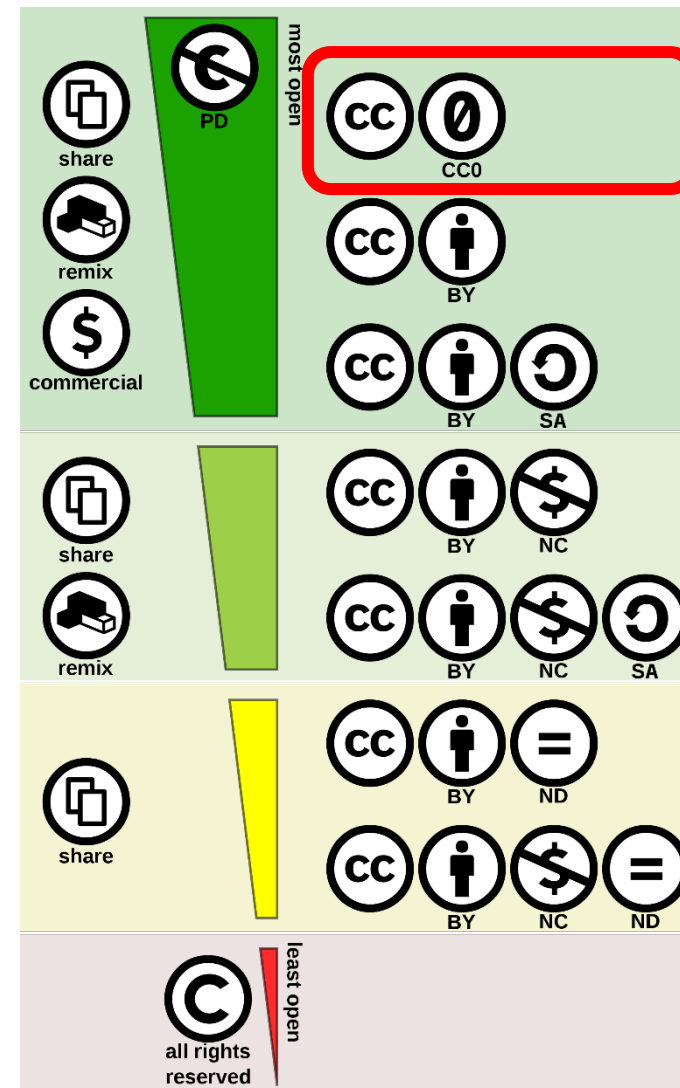


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... the six different Creative Commons licenses are:

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- CC BY-SA
- CC BY-NC
- CC BY-NC-SA
- CC BY-ND
- CC BY-NC-ND



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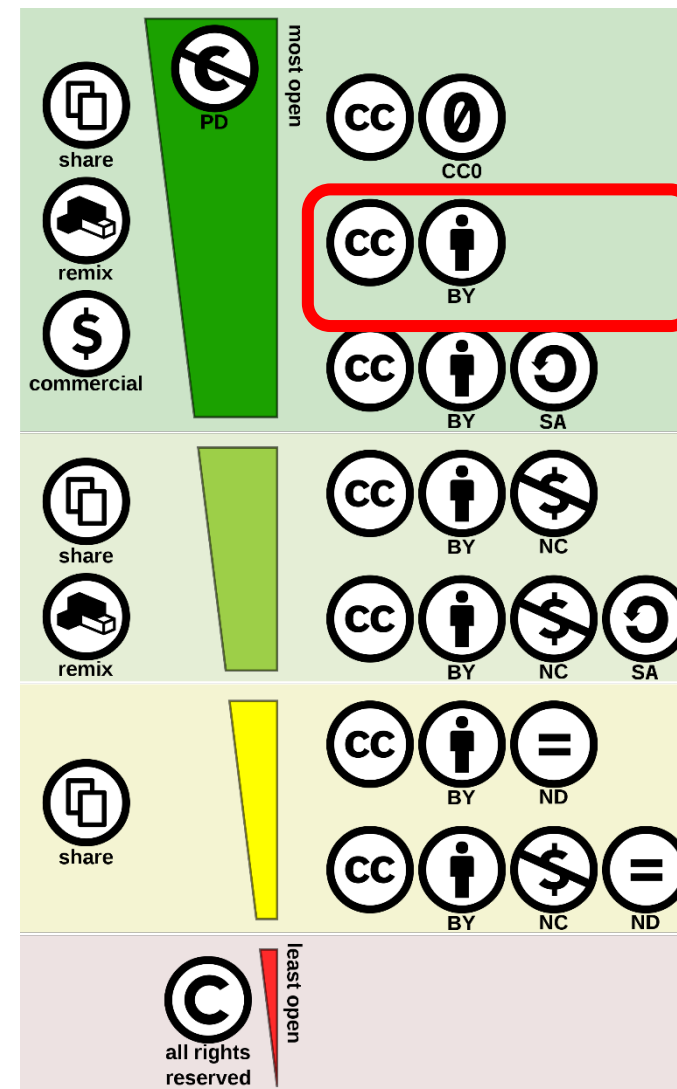
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Further conditions in the licenses:

SA (share alike)

NC (non-commercial use)

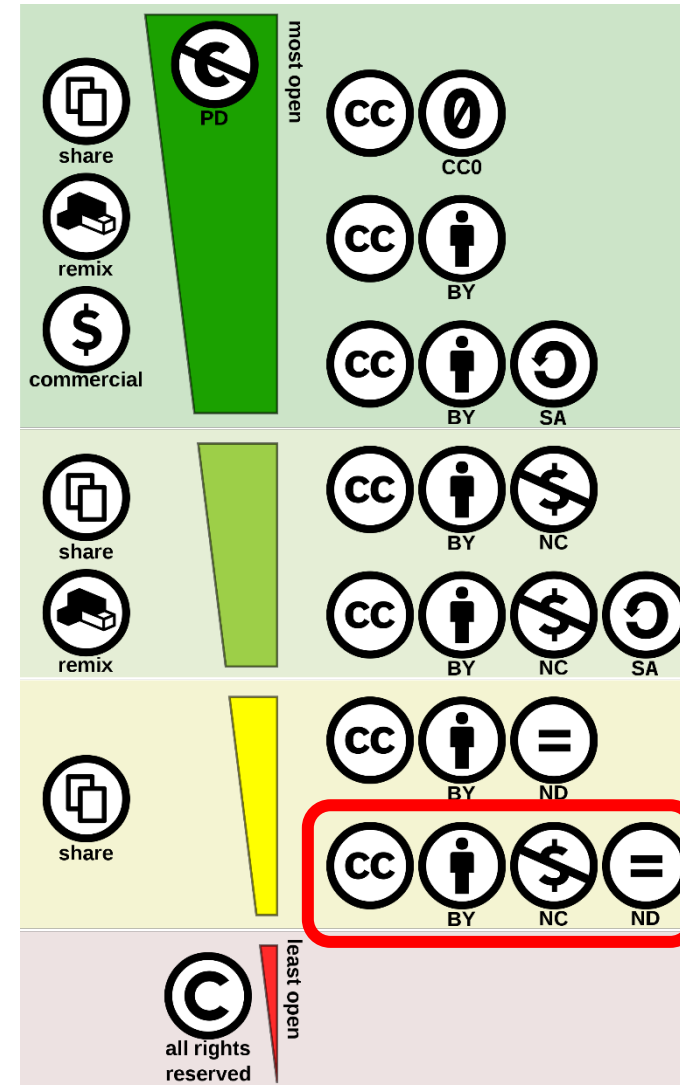
ND (no derivative works)



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Where can you find content for re-use?

[Openverse](https://wordpress.org/openverse) is an open source database to find content (images, audiofiles) under a Creative Commons license or in the public domain.




<https://wordpress.org/openverse>



An example from Openverse: The information about the license of an image can usually be found in the Image Attribution. In our example here you will find the designation CC BY 2.0.

License

This image was marked with a **CC BY 2.0** license:

 Credit the creator.

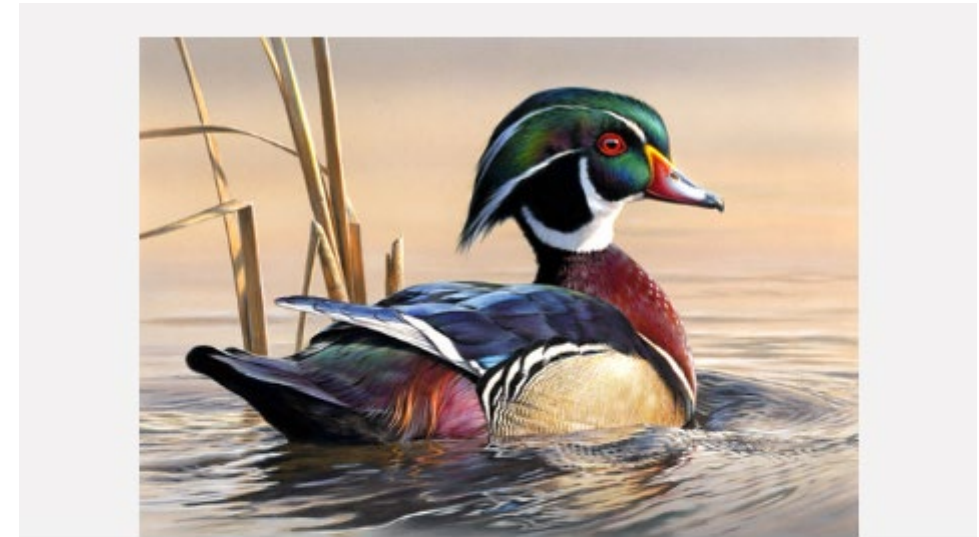
In this case, the most open license was applied: this allows the work to be distributed, remixed and built upon, and it can also be used for commercial purposes, as long as credit is given to the author of the original image. To make sure you credit correctly, you can simply copy the attribution text including the correct links.

Credit the creator

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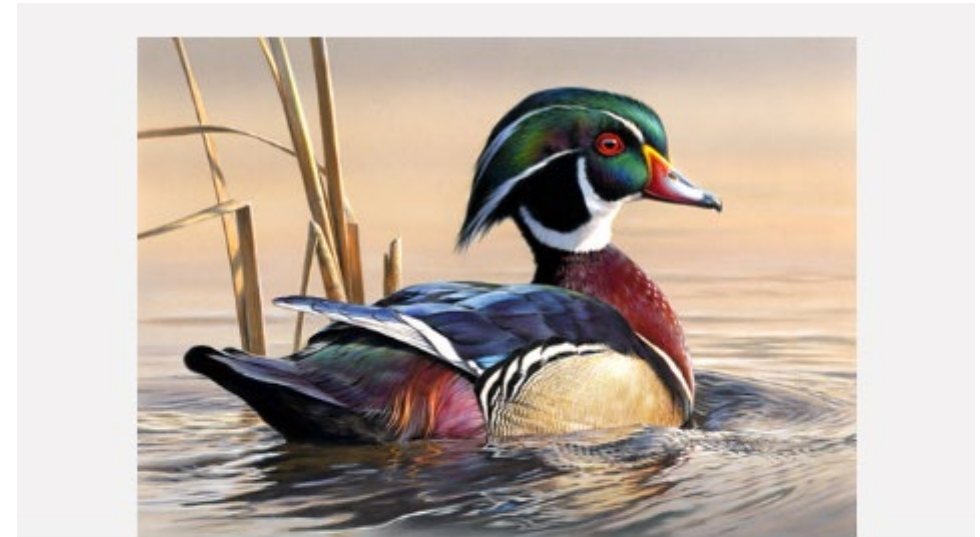
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A more detailed introduction on how to correctly attribute Creative Commons files, can be found in the Creative Commons Wiki:

https://wiki.creativecommons.org/wiki/Best_practices_for_attribution




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Where can you find content for re-use?

To make it easier for you to find material on the Internet, there are websites that provide royalty-free material for both photos and music, for example:



But please note that not all content on these pages is automatically under a CC0 or CC BY license, some have their own free licenses – always check licenses before using works!



HOW TO

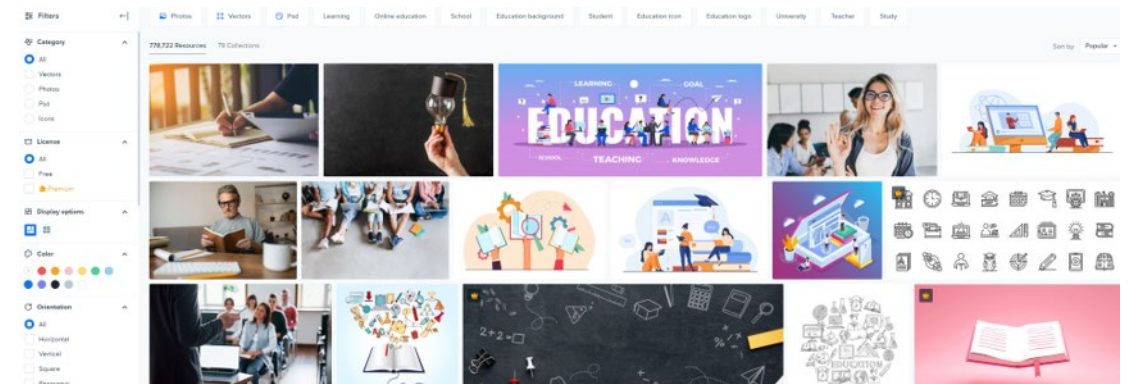
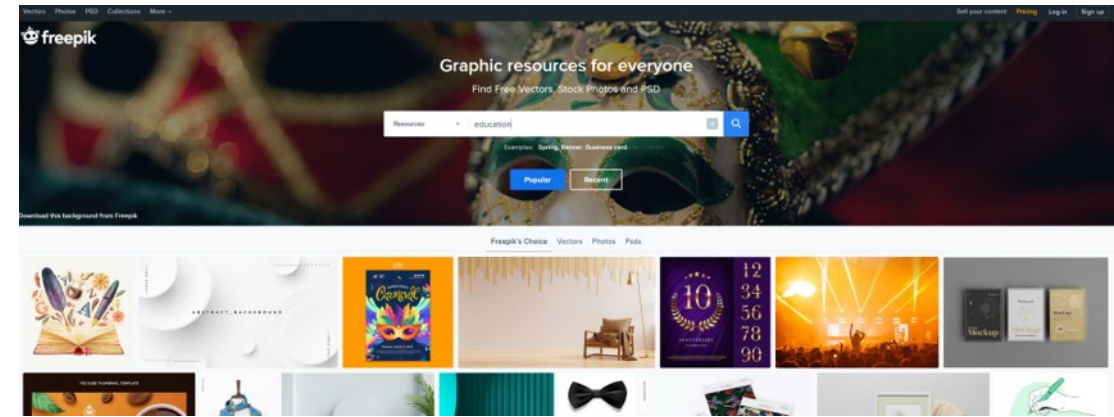
Now, after the theoretical part, let's move on to an example:

- ◆ Embedding and using graphics and audio files for your course materials.

We have already mentioned that there are dedicated platforms for this, which facilitate the search for royalty-free materials. For graphics, there are a lot of website providers like shutterstock.com, pixabay.com, and freepik.com, to name a few.

- ◆ We will use freepik.com here.

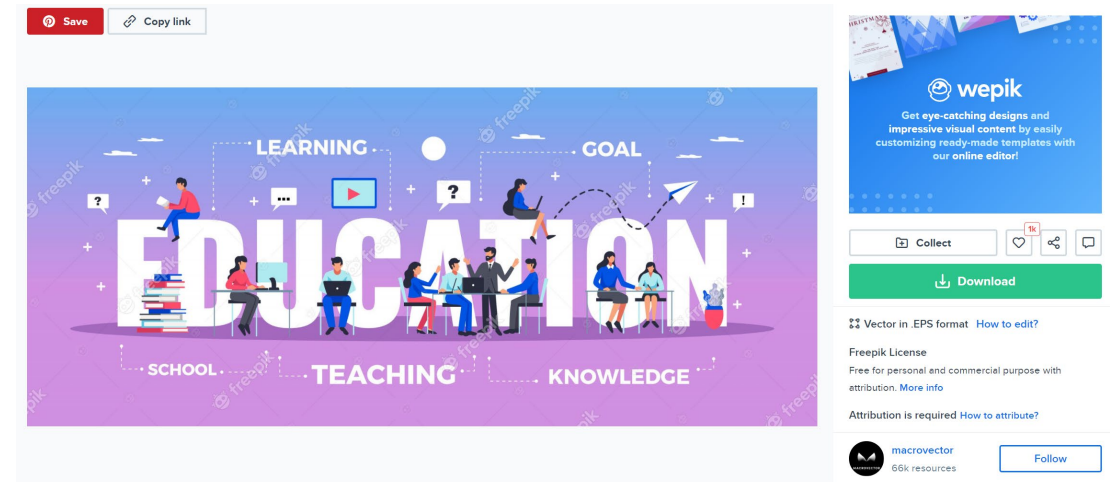
To do this, navigate to the website and select a graphic. Type a suitable term into the search bar for example “education” and select a graphic.



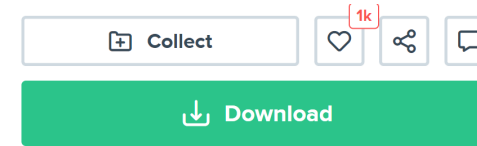
Screenshots from [freepik.com](https://www.freepik.com), created may 2, 2022

If you now select this image, a download button will appear on the right side. Underneath this button, you can see the format of the image and then - very important - the license: For example, "Free for personal and commercial use with attribution."

So that means you are welcome to use this image, provided you write the attribution underneath it.



Education horizontal typography banner set with learning and knowledge symbols flat illustration Free Vector

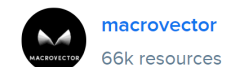


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You can even find a link here how to set these references correctly. Copy this link and add it to your material as source.

×

How to attribute?

Creating content takes a lot of time and effort, but we need from you is an attribution link. Choose the medium you're going to use the resource for.

Web Printed Elements Video Apps/Games

For example: websites, social media, blogs, ebooks, newsletters, etc.

Copy this link and paste it wherever it's visible, close to where you're using the resource. If that's not possible, place it at the footer of your website, blog or newsletter, or in the credits section.

```
<a href="https://www.freepik.com/vectors/sale">Sale vector created by macrovector - www.freepik.c...
```

Copy

For any other questions, check out our [FAQ Section](#)

Screenshot from [freepik.com](https://www.freepik.com), created may 2, 2022

With freepik and many other suppliers it is also possible to purchase a flat rate. In this case you pay a certain monthly fixed price and can use all the graphics even without attribution, depending on the type of package, even commercially. Maybe the marketing department of your company has such a package which you can also use for your teaching purposes.

The same is true for audio files. Let's assume you have created your own small learning video and want to add music or sound effects to it. For this purpose, there is for example the website [artlist.io](https://www.artlist.io). Here you can choose a flat rate and then select from a large database of audio files.

Using Youtube Videos

Videos are also works and can therefore be subject to different licenses. Therefore, it is also possible to encounter a Creative Common license for Youtube videos. You learned how to deal with this in the previous chapter. The license indicates what you are allowed to do with the work.



Where do you find the information about the license for a Youtube video?

The licenses are hidden in the description under the Youtube video and usually become visible by clicking on "View more". If there is no license information here, the Youtube standard license applies. It is the default license setting when uploading from Youtube if nothing else is selected. What this license includes in detail can be read in the [terms of use](#).

In general terms, this means that these videos can only be accessed via Youtube and cannot be reproduced or processed without the permission of the copyright holder. So if you have the integration on H5P via the Youtubelink, you always link the video with the Youtube site and thus comply with the licensing requirements.



Attention! In the video options of Youtube videos you will always find a CC icon in the lower right corner of the screen: This has nothing to do with Creative Commons licenses but stands for “closed caption” and will turn on subtitles in the video!



So, if you want to use a video somewhere, the safest option is to create an embed and share the video via Youtube.

What does this mean?

Under a youtube video you'll find a "share" button. By clicking on it you'll find a few options. If you share the link via one of the social media options, the link of the video will be copied in the right way so that it is embedded. If you copy the video URL via this link and don't change anything you will be on the right side regarding licenses.



In this video you'll find more insights about the differences between Creative Common Licenses and the Youtube Standard License:

[Creative Commons License and Youtube License](#)



If you have a free YouTube account, you may have noticed that there are advertisements before or even in the videos. Especially for a presentation this would be very inappropriate. On the website of the German Institute for Adult Education there is a guide how to skip this. The page is only available in German but can be translated using the browser settings of Google or Firefox.

[YouTube-Videos ohne Werbung im Kurs einsetzen](#)

For more information on copyright in relation to your teaching activities and in your country, you can also take a look at the EU Intellectual Property Office Observatory website.

[FAQs on copyright for teachers](#)

For more details on using Creative Commons material in your classes and trainings, please also refer to the learning topic on Open Educational Resources (OER) within the Cur8 LXP!



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