



Analyses of current practices in Europe

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Project

OpenCourseWare in the European Higher Education Context: how to make use of its full potential for virtual mobility with the support of the Lifelong Learning Programme of the European Union



Partners

- Delft University of Technology (TUD)
- Universidad Politécnica Madrid (UPM)
- Universitat de Barcelona (UB)
- Katholieke Universiteit Leuven (KU Leuven)
- Université de Lyon, VetAgro Sup
- OpenCourseWare Consortium (OCWC)
- Creative Commons (CC)
- European Association of distance Teaching Universities (EADTU)

Website

http://opencourseware.eu







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1. Introduction

During the last decade, many European Higher Education Institutions have joined the Open Courseware (OCW) Consortium creating their own sites with their own courses. All of them have followed the initiative originated in 2001 at the Massachusetts Institute of Technology (MIT) to share the educational resources used in classes, and to share them openly. However the word "openly" has been understood in many different ways. Among them, the most restrictive way has been to publish the resources offering free access but limiting their use by means of copyright. On the other hand, the less restrictive way has been to offer them without any restriction regarding uses, just requiring attribution for the authors. In order to offer this range of uses, institutions have mainly chosen to license their sites and resources by means of open content licenses, legal texts based on copyright that allows the use of licensed works without requiring authorization because it is already granted. One of the aims of this report is to show how European Higher Education Institutions are offering their courses in relation to the use by using those licenses.

Mainly, European Institutions are offering the educational resources under the MIT's terms of use by means of the same license or a localized equivalent legal text. A localized legal text is not just a translation but a porting to a certain legal framework, especially in terms of copyright. In fact the MIT started the OCW project with its own license that changed to the standard equivalent once a non endorsement clause was included and the requirement for attribution was broader than the original one including all the parts determined by the copyright holder. The current MIT license allows the reproduction, the distribution and the public display of any content in a non commercial way. The license used by the MIT also allows the creation of derivative works with the requirement to maintain the same terms in this new created work. This last requirement is the ShareAlike clause based on the copyleft philosophy originated by the free software community. However other institutions have adopted other approaches when opening their resources, and those other approaches are shown in this report.

Another important topic to be taken into account is the inclusion of the licenses used in the sites into the resources. Usually sites are well marked with the terms of use but there is a lack of information in the contents. Generally any content of the site is under the same license if there is not any indication stating otherwise. However some sites could include works under different terms of use and therefore they should be noticed. On the other hand, it is important to remark that any work could carry its own license in order to clarify its reusability once it is extracted from its original site. Usually this lack of information has been seen as not important because the contents were offered together as a whole. Nevertheless any resource in an OCW course can be reused separately and therefore users need to know how to do it once the resource is moved from the original site.

In this report we would like to show the current situation of the use of the licenses in the European OCW sites to detect good practices and also bad practices in order to create some guidelines for future members of the OCW movement and also to give some advice to the current ones.

The core of the report is divided in two parts parts, the first one analyzes the use of the license in the OCW sites while the second one is focused on the contents themselves. Before the analysis of the site there is also a short introduction on Open Content Licensing (OCL) to understand the meaning of the licenses used. This short introduction is aimed at beginners, therefor can be skipped for people who already knows the basics of OCL. After the analysis the are some conclusions pointing out the most important issues found. At the end of the report there is an annex with all the current European members of the OCW Consortium that have been analyzed as part of this report.

This report is part of the European Project *Opencourseware Europe* supported by the Lifelong Learning Programme of the European Union







2. Open Content Licensing

In this section we would like to introduce the basic concepts of open content licensing (OCL) in order to understand the features of the different licenses used in OCW portals. In general, the sites choose one of the licenses created by Creative Commons almost ten years ago.

Creative Commons is a non-profit organization created at the beginning of this century and whose most known project is the set of licenses created in 2002 that have become almost a standard to share contents in the digital context.

Currently Creative Commons have a set of six standard licenses, apart from other legal texts dedicated mainly to the public domain. Those six licenses have been translated and adapted to more than fifty different jurisdictions around the world.

All those legal texts are based in the corresponding copyright law and they are used to manage copyright to indicate what is permitted and what not. They are an alternative to the traditional "all rights reserved": Creative Commons licenses are a way to say "Some rights reserved"

All six licenses allow reproduction, distribution and public display of the licensed work if those acts are not commercial and users attribute the work to authors and to any part required by the copyright holder. It is also important to mention that users should maintain the legal notice included in the work. This last requirement is sometimes forgotten and then when the work is reused the license disappear.

Authors can go further on allowing more uses by choosing a certain license. They can take other options to open more their works, for instance they can allow reproduction, distribution and public display without restrictions, even commercial uses. A second option is to allow the generation of derivative works based on the original licensed work. In this second case, licensors can opt for a "copyleft" clause called ShareAlike that requires that the derivative works must maintain the same license that the original work. This requirement has been flexibility since the last version of the license allowing the use of a compatible license in order to allow compatibility the existing copyleft licenses.

All the conditions and requirements established on a license can be waived if the user obtains the corresponding permission from the copyright holder.

Creative Commons offers in its website a tool to choose between the six different licenses. This chooser is not a tool to register a work, it is just a questionnaire that leads to the chosen license from the answers.





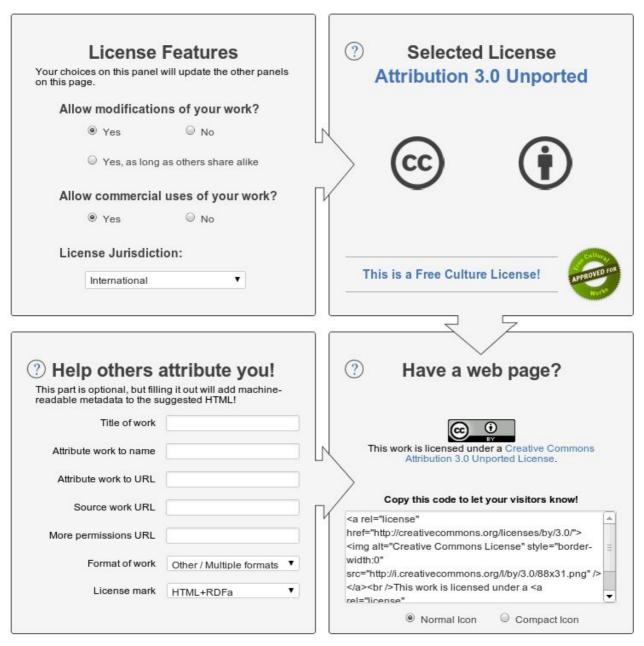


Figure 1: CC License Chooser, available at http://creativecommons.org/choose





From the election you can get the six different licenses that are

| CC BY | Attribution http://creativecommons.org/licenses/by/3.0/ |
|----------|--|
| BY SA | Attribution-ShareAlike http://creativecommons.org/licenses/by-sa/3.0/ |
| BY ND | Attribution-NoDerivs http://creativecommons.org/licenses/by-nd/3.0/ |
| BY NC | Attribution-NonCommercial http://creativecommons.org/licenses/by-nc/3.0/ |
| BY NC SA | Attribution-NonCommercial-ShareAlike http://creativecommons.org/licenses/by-nc-sa/3.0/ |
| BY NC ND | Attribution-NonCommercial-NoDerivs http://creativecommons.org/licenses/by-nc-sa/3.0/ |

Licenses are free and they are available to be used by anyone at any time and anywhere. They can be used for any copyrightable work in any format. If the content can not be protected by copyright because it is originally in the public domain or the protection term has expired, then you should use a public domain mark instead of a license.

Creative Commons offers the licenses with three layers, the license itself or legal code, a human-readable version with icons and short sentences called deed, and the code or machine readable version to be understand for machines.



Figure 2: Description of a CC License in three layers







The legal text is only offered in the languages of the corresponding jurisdiction, that can be only one or up to five. However the deed is the same for all the ported versions of a license and it is translated to all the possible languages available in the Creative Commons Affiliate network



Figure 3: A Commons Deed from a French CC License in danish





The licensing process does not require any procedure just the indication of the license in the work. This indication should be made according to the format of the work. Here there are some examples:

Websites



With the corresponding HTML code:

```
<a rel="license" href="http://creativecommons.org/licenses/by-nc-sa/3.0/">
<img alt="Creative Commons License" style="border-width:0" src="http://i.creativecommons.org/l/by-nc-sa/3.0/88x31.png" />
</a>
<br/>
<br/>
This work is licensed under a
<a rel="license" href="http://creativecommons.org/licenses/by-nc-sa/3.0/">
Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License
</a>
<a rel="license" href="http://creativecommons.org/licenses/by-nc-sa/3.0/">
```

The HTML code includes the RDFa language that allows machines to find the content. This format is the abovementioned third layer of the licenses.

Texts

A simple notice including the URL of the license

"Copyright (c) 2012 by author. This work is made available under the terms of the Creative Commons Attribution-ShareAlike 3.0 license, http://creativecommons.org/licenses/by-sa/3.0/"

The button of the corresponding license or the icons of the elements of the license can also be included. When the text is available online, the URL and the button can be linked to the commons deed.





<u>Images</u>



Apart from the visual identification is also recommended to embed the license into files when possible. Sometimes this is not an easy procedure but it is useful if we want to be found by searching machines. There is some technical information at the Creative Commons site.





3. Use of OCL in OCW portals

When the MIT started its own OCW site, a decade ago, they decided to use a customized license based on the Attribution-NonCommercial-ShareAlike 1.0 license. The main differences between this customized legal text and the regular license were that that the MIT was requiring for a broader attribution including the institution itself apart from the authors. There was also a special note remarking that some content could be protected by full copyright, if it was stated by a certain sign, and therefore it could no be reused as the rest of the licensed material offered. This customized license changed when Creative Commons upgraded the licenses to newer versions including some modifications. In version 2.5 the requirement of attribution was expanded to all parts included in the legal notice or required by the copyright holders, while in the current version, 3.0, there is a non-endorsement clause required by some institutions.

Following the MIT example, the majority of OCW sites are using the standard Creative Commons Attribution-NonCommercial-ShareAlike (BY-NC-SA) in the current version or older ones. As mentioned before, this license allows a non commercial use of the contents including reproduction, distribution, public display, and even the generation of derivative works based on the original contents if those new created works are licensed under the same license or a compatible one with the same terms of use.

Nevertheless, analyzing all the OCW European sites, some of them are using a most restrictive license, the Attribution-NonCommercial-NonDerivs (BY-NC-ND). We have not found any portal allowing commercial uses by means of an alternative CC license or other open content license.



Figure 4: An OCW site licensed under a Attribution-NonCommercial-NonDerivs Creative Commons License







Apart from the type of license it is remarkable the use of localized Creative Commons licenses. As mentioned before, Creative Commons licenses have been ported to different jurisdictions. The porting process includes the adaptation of the legal text to the national copyright laws and the translation to the official languages of the countries. Although all the analyzed European countries have CC licenses, except Cyprus and Russia, some OCW sites use the International or Unported version of the licenses. It is important to mention here that some of them link the license to the version of the deed translated in their language. They may do that to facilitate the understanding of the license or because there are some misunderstandings between the translation and the porting processes. Another explanation is that the platforms used for OCW sites offer the unported versions by default.

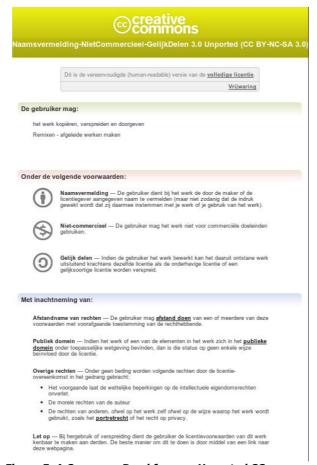


Figure 5: A Commons Deed from an Unported CC License in dutch

Many portals have not updated the license to the current version 3.0. This is not mandatory but it is recommended especially because the current version is more complete and it has important changes from previous versions, for instance the non endorsement clause, as mentioned before. However not all the jurisdictions have the last version ported yet.

In relation to the marking of the licenses on the sites, some institutions use the current set of buttons that include the elements of the license by means of icons which are available at http://creativecommons.org/about/downloads/

Those iconic buttons facilitated the understanding of the license. However there are still a lot of sites using the first button offered by CC when the licenses were created with the lemma "Some Rights Reserved".









This button does not specify which license is being used until you click the button or access to the full legal notice, If it exists.

Any of the buttons used to mark the licensed site should include a link to the corresponding license, as mentioned before, and it generally does. The link usually points to the Commons deed, the human-readable version of the license. However some sites do not embed this link into the button and just a few had a link pointing to a different license.

Other sites state that the portal is under the CC BY-NC-SA license but once you enter to each course you find a different license, usually the CC BY-NC-ND.



Iniciativa Digital Politècnica. Oficina de Publicacions Acadèmiques Digitals. © UPC. Universitat Politècnica de Catalunya • BarcelonaTech.



Figure 6: An OCW site licensed under a CC BY-NC-SA license







Figure 7: A course from the OCW site shown in Figure 6 under a CC BY-NC-ND license

Another important issue that sometimes is forgotten is the marking of the portal with correct HTML code including the RDFa language. As mentioned before, this language is the third layer of the license and allows machines understanding the licenses and find open licensed contents

Finally, another point to take into account is the holder of copyright. In many cases the site is marked with the license but there is no mention about who owns the copyright and how to attribute the work. In other cases, institutions are stated as copyright holders and therefore they are the ones to ask for a wider permission to reuse contents beyond licenses. A third option is the authors, usually lecturers or professors.



Figure 8: An OCW site under an institution copyright

Copyright 2010, Autors i col·laboradors. Reconocer autoría/Citar obra. Esta obra se publica bajo una licencia Licencia Creative Commons



Figure 9: An OCW site under authors' copyright

The determination of who owns copyrights could seem not important or some institutions don't want to go onto these details. However, since the license used in general includes some restrictions as the noncommercial uses, it is important to establish who will decide what to do if anyone ask for further permission.







4. Use of OCL in OCW contents

Apart from the use of licenses in OCW sites we have to take into account the use of the licenses in the contents. Although a site can be seen as a work and therefore it can be licensed under a license, in fact a site is a compilation of works that can be licensed under the same conditions or not. Those works included in OCW sites can be used separately in many cases and therefore it is important to know under which conditions.

Ideally any of those educational resources should be marked with the corresponding open content license stating the terms of use in a clear way. In a previous section we have shown some examples of marking different formats.

Looking at the different OCW sites in Europe there is a lack of information within the contents themselves. The site is usually marked with the license, as we have said before, but many of the contents included there have not any mention to the terms of use. This lack of notice can suppose a problem because once the contents are downloaded from the site and they are reused, the following users will not know that those items were under any open content license.

Another important issue is that in general copyright laws understand the absence of any legal notice as "all rights reserved", therefore this lack of license mark could transform an open educational resource into a closed one.

It is more difficult to find a document marked with the license in the code. As we mentioned before, Creative Commons offers tools to mark sites and files with machine readable code. Those tools are very helpful to mark any content in order to be found when somebody searches for reusable items without worrying about copyright restrictions or interpretations. Although the tools are available and some of them are easy to work with there is still a lot of unknowable about them and rarely are used on a common basis.

However there are situations where the license notices are contradictory and they could lead to confusions and misunderstandings. One of those situations is when the site is ruled by a default license but documents have their own license that can be different. In the following figures you can see that the site states that contents are licensed under a CC BY-NC-ND license but the content itself is licensed under a CC BY-NC-SA



Autor: Josep Planelles Editor: Universitat Jaume I

Data: 2010

Figure 10: Information about a content included in an OCW course







Edita: Publicacions de la Universitat Jaume I. Servei de Comunicació i Publicacions Campus del Riu Sec. Edifici Rectorat i Serveis Centrals. 12071 Castelló de la Plana http://www.tenda.uji.es e-mail: publicacions@uji.es

Col·lecció Sapientia, 5 Segona edició, 2010 www.sapientia.uji.es

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CC Josep Planelles - ISBN: 978-84-691-8477-6

Noves notes de Química Quantica - UJI

Figure 11: Credits from the content mentioned in Figure 10

2

A similar case is shown in the next figures but now the content is marked under the traditional "All rights reserved". In this case the OCW site points to webpages of a university department where contents are hosted. Those webpages have the same copyright notice that was included when materials were created and it has not changed when they were included as part of the OCW site.



Figure 12: An OCW course under a CC BY-NC-SA license







Curso de Acústica creado por GA. © Copyright 2003. Todos los derechos reservados. Contacto: acustica@lg.ehu.es

Figure 13: Legal notice from the course shown in Figure 12

| Archivo | Descripción | Tamaño | Formato | |
|--|---|-----------------------------------|--|-------------------------|
| 1.Concepto salud y salud pública.pdf | Tema 1 - Concepto salud y salud pública | 1598Kb | Adohe PDF | Visualizar/Abrir |
| 2. Salud laboral.pdf | Tema 2 - Salud Laboral | 555Kb | Adobe PDF | Visualizar/Abrir |
| | | | | |
| 3-Daños Laborales.pdf | Tema 3 - Daños Laborales | 625Kb | Adobe PDF | Visualizar/Abrir |
| 4-Mujer.pdf | Tema 4 - Mujer | 511Kb | Adobe PDF | Visualizar/Abrir |
| 5-Reproducción.pdf | Tema 5 - Reproducción | 1572Kb | Adobe PDF | Visualizar/Abrir |
| 6-Inmigración.pdf | Tema 6 - Inmigración | 1464Kb | Adobe PDF | Visualizar/Abrir |
| 7-Cáncer.pdf | Tema 7 - Cáncer | 2256Kb | Adobe PDF | Visualizar/Abrir |
| 8-SL Empresa.pdf | Tema 8 - SL Empresa | 1307Kb | Adobe PDF | Visualizar/Abrir |
| 9-SL Públicos.pdf | Tema 9 - SL Públicos | 1128Kb | Adobe PDF | Visualizar/Abrir |
| 10-√igilancia de la Salud.pdf | Tema 10 - Vigilancia de la Salud | 1124Kb | Adobe PDF | Visualizar/Abrir |
| 11-Física.pdf | Tema 11 - Física | 1859Kb | Adobe PDF | Visualizar/Abrir |
| 12-Químico.pdf | Tema 12 - Químico | 1301Kb | Adobe PDF | Visualizar/Abrir |
| 13-Biológicos.pdf | Tema 13 - Biológicos | 1388Kb | Adobe PDF | Visualizar/Abrir |
| 14-Ergonómicos.pdf | Tema 14 - Ergonómicos | 1978Kb | Adobe PDF | Visualizar/Abrir |
| 15-Psíquicos.pdf | Tema 15 - Psíquicos | 2163Kb | Adobe PDF | Visualizar/Abrir |
| s Guía docente: 3uía docente Salud Laboral (Enero 2009) Archivo Descripción Tamaño Formato Guía docente.pdf 61Kb Adobe PDI | - <u>Visualizar/Abrir</u> | | | |
| | (C) 2011, ELENA RONDA, DIANA | GIL, CARMEN VIVES. Cite/attribute | Resource. Esta obra se publica bajo una licencia <u>Cr</u> e | eative Commons License. |

Figure 14: List of contents from an OCW course. Legal notice states that are under a CC BY-NC-SA license

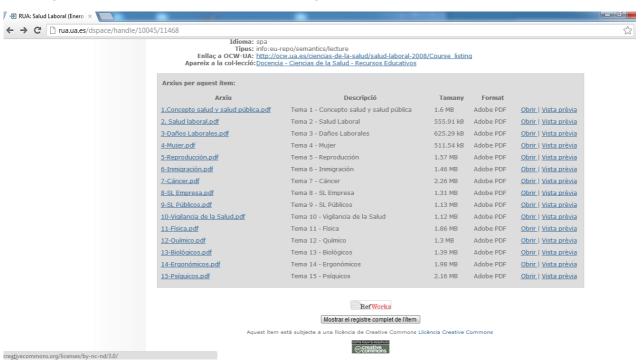


Figure 15: List of contents from the same course shown in Figure 14 but offered from the institutional repository. At the bottom, the URL of the license

A third situation, similar to the previous two, is when the contents are hosted in an institutional repository that usually licenses all contents with a different license than the one used in the OCW site. This situation leads to confusion because if you access to the contents through the OCW site you see a license and if you access though the repository you find a different one.







5. Conclusions

After looking at almost all the European OCW sites currently on line, we can affirm that the majority of them are following the original MIT site in terms of licensing. The use of the Creative Commons Attribution-NonCommercial-ShareAlike license is generalized although in many cases ported versions are not used and the general unported version is the chosen one instead.

The indication of the license is made by the use of the corresponding icon and the link to the deed when it is stated in the footnote of the sites. Some of the sites are still using the first visual mark of the Creative Commons, the logo with the sentence "Some rights reserved"

However, when the site is used not to store contents but to link to other platforms sometimes there are some incoherences in terms of licensing because those secondary, or primary, storing platforms could have different policies regarding to terms of use. This situation leads to confusions in oder to determine which is the real license applied and moreover when there is a lack of license in the content itself.

When an OCW site is not licensed under a CC BY-NC-SA license usually adopts another license from the set of options offered by Creative Commons and often it tends to be more restrictive by choosing the NonDerivative element instead of the ShareAlike. This election requires that any user who wants to adapt any content of the site to her needs should ask for permission before.

Regarding the application of the licenses into the contents themselves, there is a lack of information mainly because the materials were made before or there are no concerns about marking them.

As mentioned in the entire document it is very important to indicate the terms of use of an educational resource to avoid its possible enclosure. A mispractice in the use of an open content license can lead to disable the reuse of the material or its adaptation for new learners.

As part of this current project we would develop a set of guidelines in order to facilitate content creators and site managers the use of open content licenses. With this future document we hope we could help to solve those mispractices and improve the sharing of open educational resources. We think it is important to address those licensing issues when we talk about quality in the OCW framework.

Therefore, in the future document we would like to address the problems we have encoutered like the lack of legal notices, the lack of licenses, the differences on the use of licenses depending on the publishing platform, and the marking of contents.



