The Next Generation of Creative Commons Licenses, What's New in CC 4.0

Kris Helge
Scholarly Communications
Changes implemented in 4.0 CC suite

• More global license
• Rights outside of copyright addressed
  – Sui generis
  – Moral, publicity, privacy...
• Improved attribution
• Anonymity
• 30 days to correct breach
Changes implemented in 4.0 CC suite

• Improved readability
• Clarify adaptations
Same licenses

- What do these symbols mean?
- CC – Creative Commons
- BY – must give proper attribution
- ND – No derivatives
- NC – may not reuse for commercial benefit (No Commercial)
- SA – Must perpetually reuse with the same license mandated by the original creator (Share Alike)
CC licenses

The Licenses

**Attribution**
CC BY
This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered. Recommended for maximum dissemination and use of licensed materials.

View License Deed | View Legal Code

**Attribution-ShareAlike**
CC BY-SA
This license lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms. This license is often compared to “copyleft” free and open source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia, and is recommended for materials that would benefit from incorporating content from Wikipedia and similarly licensed projects.

View License Deed | View Legal Code

**Attribution-NoDerivs**
CC BY-ND
This license allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to you.

View License Deed | View Legal Code

**Attribution NonCommercial**
CC BY-NC
This license lets others remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms.

View License Deed | View Legal Code

**Attribution NonCommercial-ShareAlike**
CC BY-NC-SA
This license lets others remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms.

View License Deed | View Legal Code

**Attribution NonCommercial-NoDerivs**
CC BY-NC-ND
This license is the most restrictive of our six main licenses, only allowing others to download your work and share them with others as long as they credit you, but they can’t change them in any way or use them commercially.

View License Deed | View Legal Code

We also provide tools that work in the “all rights granted” space of the public domain. Our CC0 tool allows licensors to waive all rights and place a work in the public domain, and our Public Domain Mark allows any web user to “mark” a work as being in the public domain.

This page is available in the following languages:
Castellano | Castellano (España) | Català | Dansk | Deutsch | English | Esperanto | français | hrvatski | Indonesian | Italiano | Magyar | Melayu | Nederlands | Norsk | polski | Português | Português (BR) | Suomalainen | Türkçe | Uzbekistan | русский | español | العربية | французский | 希臘語 | 한국어
2 other licenses

- CC0
- Public Domain Mark
Social Media; Web 2.0

- Facebook
- Wikis
- Mindomo
- YouTube
- Flickr
- Second Life
- Courseware
- Cloud Computing
Web 3.0

- Affective Computing Software
- Augmented Reality
- Holograms
- Uploading one’s consciousness
Legal and ethical pitfalls

- Defamation
- Copyright Infringement
- Privacy Issues
- Plagiarism
Defamation

- Libel (written)
- Slander (spoken)
- 4 elements:
  - a false statement alleged to be fact concerning another person or entity;
  - publication or communication of that statement to a third person;
  - fault on the part of the person making the statement amounting to intent or at least negligence;
  - and damage caused to the person or entity who is the subject of the statement.
- Public figures must prove actual malice *
Per se defamation

• Damaging a person's professional character or standing;
• Alleging that an unmarried person is unchaste;
• Alleging that a person is infected with a sexually transmitted disease;
• Alleging that the person has committed a crime of moral turpitude;
Examples

• Butler University
• American College
• Tarrant County case
  – 1 million dollars in attorney fees
• Publisher suing for defamation
• Facebook incident
• Airlines tweets
Copyright

• Sole right to:
• Reproduce their work
• Prepare derivatives of their work
• Distribute their work
• Perform their work
• Display their work
• Fair use
• 108 – preservation, ILL, personal use...
• 110(1) and 110(2)
• But does not meet our needs in the digital age
Creative Commons
Privacy

• Affective Computing Software
• Consent
• Privacy
• Imbalance of power (authoritative power)
  – Facebook, cloud computing...
Plagiarism

• Using others words, ideas... without giving attribution
• Plagiarism is an ethical dilemma, not a legal one
• Giving attribution is a defense to plagiarism, not to copyright infringement
• A lot of issues with plagiarism, but what can be done about it?
Best practices to avoid legal and ethical pitfalls

- Be informed (dos and don’ts)
- Train students
- Put in writing
- Monitor
- Utilize mistakes as teaching opportunities (internally)
- Internal retraining
- Multi-media
Questions??