

Creative Commons (CC): What CC is and how to find CC material

(Selected information sheets from the Creative Commons Information Pack for Students and Educators)

Full information pack for teachers and students can be downloaded from http://smartcopying.edu.au/scw/go/pid/956

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What is Creative Commons?

for Teachers and Students

This information guide was jointly developed by the ARC Centre of Excellence for Creative Industries and Innovation through Creative Commons Australia and the Copyright Advisory Group of the Ministerial Council on Education, Early Childhood Development and Youth Affairs.

For further information contact Creative Commons Australia at info@creativecommons.org.au.

Creative Commons (CC) is an internationally active non-profit organisation that provides free licences for creators to use when making their work available to the public. These licences help the creator to give permission for others to use the work in advance under certain conditions.

Every time a work is created, such as when a journal article is written or a photograph taken, that work is automatically protected by copyright. Copyright protection prevents others from using the work in certain ways, such as copying the work or putting the work online.

CC licences allow the creator of the work to select how they want others to use the work. When a creator releases their work under a CC licence, members of the public know what they can and can't do with the work. This means that they only need to seek the creator's permission when they want to use the work in a way not permitted by the licence.

The great thing is that all CC licences allow works to be used for educational purposes. As a result, teachers and students can freely copy, share and sometimes modify and remix a CC work without having seeking the permission of the creator.

Standard rights and obligations

CC provides six core licences, each of which allow members of the pubic to use the material in different ways. While there are different CC licences, all CC licences include certain standard rights and obligations.



User rights

Every CC licence allows you to:

- Copy the work (eg. download, upload, photocopy and scan the work);
- Distribute the work (eg. provide copies of the work to teachers, students, parents and the community);
- Display or perform the work (eg. play a sound recording or film in class, or stage a play to parents);
- Communicate the work (eg. make the work available online on the school intranet, learning management system or on a class blog); and
- Format shift verbatim copies of the work (eq copy a MP3 version of music onto a CD or an MP4 version of a film onto a DVD to play in class).

Source: Adapted from 'Baseline Rights', http://wiki.creativecommons.org/Baseline_Rights

Some CC licences also let you make other uses, however these are the base user rights provided for all CC material.

User obligations

When you use any CC material, you must:

- always attribute the creator of the work (for information on how to attribute a work, see information guide, 'How to Attribute Creative Commons Material' at http://www.smartcopying.edu.au/scw/go/pid/956);
- get permission from the creator to do anything that goes beyond the terms of the licence (e.g. making a commercial use of the work or creating a derivative work where the licence does not permit this);
- keep any copyright notice attached to the work intact on all copies of the work;
- indicate and link to the licence from any copies of the work; and
- where you make changes to the work, acknowledge the original work and indicate that changes have been made (eg by stating 'This is a French translation of the original work, X').

In addition, when you use any CC material, you must not:

- alter the terms of the licence:
- use the work in any way that is prejudicial to the reputation of the creator of the work;
- imply that the creator is endorsing or sponsoring you or your work; or
- add any technologies (such as digital rights management) to the work that restrict other people from using it under the terms of the licence.

Optional Licence Elements

Along with the basic rights and obligations set out in each CC licence, there are a set of 'optional' licence elements which can be added by the creator of the work.

These elements allow the creator to select the different ways they want the public to use their work. The creator can mix and match the elements to produce the CC licence they want. This process is a simple and quick way for creators to indicate how they wish their work to be used.

Each element has its own icon and abbreviation, making them easy to identify. There are four standard licence elements:



Attribution (BY)

You must credit the creator, the title and the licence the work is under. This is compulsory for all Creative Commons licences. For more information on how to attribute a work, see information guide, 'How to Attribute Creative Commons Material' at http://www.smartcopying.edu.au/scw/go/pid/956.



Non-commercial (NC)

Any use of the work must be for noncommercial purposes only. For example, file sharing, educational use and film festivals are all allowed, but advertising and forprofit uses are not.



No Derivative Works (ND)

The work can only be used exactly how it is. The work cannot be adapted or modified in any way. This means you will need to get extra permission if you want to remix the work, crop a photo, edit down text or use a song in a film.



Share Alike (SA)

Any new work produced using this material must be made available under the same licence as the original work. So, for example, if you remix a work under an Attribution-Share Alike licence, you have to release the new work you create under an Attribution-Share Alike licence.

Six standard Creative Commons licences

These elements are mixed and matched to create the six standard CC licences. The table below lists these licences and the different conditions which attach to each.

Licence	Symbols	Type of use	You can
Attribution (BY)		Commercial and non-commercial	 Copy; Adapt or modify; Redistribute (publish, display, publicly perform or communicate the work); and License to others.
Attribution- Noncommercial (BY-NC)	EY NC	Non-commercial only	 Copy; Adapt or modify; Redistribute (publish, display, publicly perform or communicate the work); and License to others.
Attribution-Share Alike (BY-SA)	BY SA	Commercial and non-commercial	 Copy; Adapt or modify; Redistribute (publish, display, publicly perform or communicate the work); and License to others on the same terms as the original work.
Attribution-No Derivative Works (BY-ND)	© O O	Commercial and non-commercial	 Copy; Redistribute (publish, display, publicly perform or communicate the work) verbatim copies; and License to others
Attribution- Noncommercial-Share Alike (BY-NC-SA)	BY NC SA	Non-commercial only	 Copy; Adapt or modify; Redistribute (publish, display, publicly perform or communicate the work); and License to others on the same terms as the original work.
Attribution- Noncommercial- No Derivative Works (BY-NC-ND)	BY NC ND	Non-commercial only	 Copy; Redistribute (publish, display, publicly perform or communicate the work) verbatim copies; and License to others

Myths about Creative Commons

Below are some myths that you might hear about Creative Commons.

CC is anti-copyright

CC believes in copyright and the right of creators to control the use of their work. CC just provides voluntary tools to let creators manage their own copyright.

You can do anything you want with CC materials

CC materials are not free of copyright. The creator of the work does not lose their copyright in the work, but rather chooses to share the work with the public under certain conditions. If you breach the licence by using the material in a way not permitted, standard copyright law applies.

All CC licences are non-commercial

Some people think that you are never allowed to make commercial use of a CC work. This is not true. There are a number of CC licences which allow commercial use work.

Why should Schools and TAFE use CC?

Teachers and CC

Although teachers can rely on statutory licences and education exceptions set out in the Australian Copyright Act to copy and communicate material, there are very restrictive rules dictating when a teacher is able to:

- Copy an entire work or large portions of a work;
- Modify and remix a work; and/or
- Make the work available to parents and the community.

Using CC material is a good alternative because:

- Teachers can copy an entire work without limitation;
- There is a lot of CC material that teachers can modify and remix;
- Parents and the community can freely access the work; and
- CC material is available for free and not subject to licence fees.

Students and CC

Students can also benefit from using CC material in their class and homework tasks. Students copy and communicate material under the fair dealing provisions in the Copyright Act. These provisions are complex, making it difficult for a student to:

- Copy an entire work or large portions of a work;
- Modify and remix a work; and/or
- Make the work available to parents and the community.

Using CC material is a good alternative because:

- Students can copy an entire work without limitation;
- There is a lot of CC material that students can modify and remix; and
- Parents and the community can freely access the work.

Things to think about before using Creative Commons material

Below are some questions you should ask yourself before using CC material.

Am I following the licence?

If you breach the CC licence by using the work in a way not permitted by the licence, standard copyright law applies and you may be liable for copyright infringement.

Do I think that the material is infringing?

As with all works you find online, you should always be on the look out for copyright infringement. The simple fact is that many people infringe copyright accidentally because they do not know that they are not allowed to post material online. Creators who are using CC licences are more copyright aware, and hence tend to make this mistake less often. However, it is still a good idea to use your common sense. If the work contains commercial music, television or movies you should try to contact the person who posted the work online to ensure that they have the permission to make the work available in that manner before you use it.

How do I want to license my end product?

It is always important to think about what end use you want for your work at the very beginning. If you wish to make your work available under a CC licence, you need to decide which licence you intend to use for your work as this will determine what CC material you can include in your work.

More useful links

- 'Choosing a License', http://creativecommons.org/about/licenses
- Licence Icons and Licence Badges, http://creativecommons.org/presskit
- Licence Icons and Licence Badges usage policy, see 'Creative Commons Trademark policy' at http://creativecommons.org/policies



How to find Creative Commons licensed materials

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Digital technologies have revolutionised the way in which content is created and shared in education. Teachers and students alike can communicate, share and modify all kinds of content, from video to images and music, in new and interesting ways. The use of digital forums like websites, wikis and blogs in the classroom is rapidly expanding. With these new opportunities, there come various copyright challenges.

Creative Commons presents a solution to this problem. This copyright licensing scheme opens up a whole swag of content that teachers and students can freely copy, communicate, remix and repurpose. Permission from the copyright owner does not need to be sought as permission has already been granted.

This guide was created to help teachers and curriculum units find CC licensed material. It forms one part of an information pack on CC for the education sector. It is advised that you first read information guide 'What is Creative Commons?' at http://www.smartcopying.edu.au/scw/go/pid/956 for a simple and helpful introduction to CC.

Finding CC materials

Because the CC system includes metadata (machine readable code), CC content can be found a number of different ways. A good place to start is the search portal on the Creative Commons website (http://search.creativecommons.org). The portal allows users to return very specific results from a number of websites which host CC material, based on the type of use you want to make of the material.

For information on how to CC material using the CC search portal, see information guide 'How to find Creative Commons Material using the Creative Commons Search Portal'.



You can also search for CC material using Google, Yahoo! and Mozilla Firefox. These search engines offer advanced search options which allow you to customise your search for CC material based on a search term and the type of CC licence the material is available under.

For information on how to use these different search engines to find CC material, see the following information guides at http://www.smartcopying.edu.au/scw/go/pid/956:

- 1. How to find Creative Commons Material using Google
- 2. How to find Creative Commons Material using Yahoo!
- 3. How to find Creative Commons Material using Mozilla Firefox

Sources of CC licensed content

If you're looking for specific types of content, it can sometimes be easier to go directly to a website which hosts the type of CC material you are looking for. The table below outlines some good sources of CC material. For a more detailed list see http://wiki.creativecommons.org/Content_Curators.

Source	Description	Content	Website
Flickr	Flickr Online photo album with over 80 million CC licensed images. CC licensed material can be accessed via the main site or through a dedicated portal.		www.flickr.com/creativecommons
Open Photo	A moderated photo community with over 3000 CC licensed photos in various categories.	Images	http://openphoto.net
Picture Australia	Australian themed images hosted by the National Library of Australia. Some images are CC licensed.	Images	www.pictureaustralia.org
ccMixter	CC sound remix tool and archive. All the music on ccMixter can be remixed.	Music	http://ccmixter.org
Freesound	A good source of sound effects and background noises, all available for reuse.	Sounds	www.freesound.org/
Blip.tv	A video sharing site that includes a lot of CC licensed material.	Video	www.blip.tv
Engagemedia	An Australian-based site which distributes videos about social justice and environmental issues in the Asia Pacific. All videos are CC licensed.	Video	www.engagemedia.org
Pool	An ABC-run multimedia site that includes lots of CC-licensed usergenerated video, music, art and text, as well as increasing amounts of CC material from the ABC's own archives.	Images, video, music, text	www.pool.org.au



How to find Creative Commons materials using the Creative Commons Search Portal

for Teachers and Students

This information guide was jointly developed by the ARC Centre of Excellence for Creative Industries and Innovation through Creative Commons Australia and the Copyright Advisory Group of the Ministerial Council on Education, Early Childhood Development and Youth Affairs.

For further information contact Creative Commons Australia at info@creativecommons.org.au.

To make finding Creative Commons material as easy as possible, Creative Commons hosts a CC Search Portal on its website (www.creativecommons.org). Using the metadata that is part of all CC licences, the search portal can return results based on search terms and the type of use you want to make from a number of websites.

This guide was created to help teachers, students and curriculum units find CC licensed material using the CC Search Portal. It forms one part of an information pack on CC for the education sector. It is advised that you first read information guide 'What is Creative Commons?' at http://www.smartcopying.edu.au/scw/go/pid/956 for a simple and helpful introduction to CC.

The Creative Commons Search Portal is not the only way to search for CC material. You can also use Google, Yahoo! or the Mozilla Firefox search tool.

For information on how to use these different search engines, see the following information guides at :

'How to find Creative Commons Material using Google'

'How to find Creative Commons Material using Yahoo!'

'How to find Creative Commons Material using Mozilla Firefox'



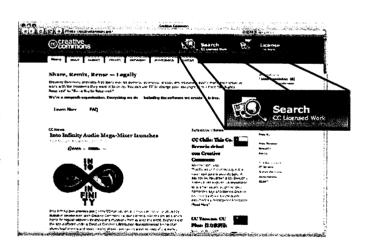
Finding CC materials using the Creative Commons Search Portal

Below is a step-by-step guide to using the search tools in CC Search Portal to find content released under Creative Commons licences. The CC Search Portal allows users to return very specific results from a number of sources. By reading the metadata embedded in the digital files of content licensed under Creative Commons, the search portal can find content that is available for certain kinds of uses, including works that are available for commercial reuse and works that are available for remixing. By limiting the search to specific sites that only include one type of content (eg videos, photos or music), the CC Search portal also lets you search for specific types of material. This can give it an advantage over the CC search tools provided by Google, Yahoo! and Mozilla Firefox.

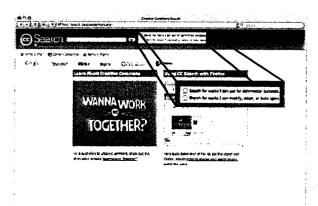
It is important to consider how you want to use any CC material before you begin your search. This is because different CC licences let you do different things. Knowing what you want to do with the material will help you choose the licence that is suitable for your use.

Step 1. Start a CC Search

There are two ways to get to the Creative Commons Search Portal. You can access it directly by typing http://search.creatievcommons.org into the address bar on your web browser. Alternatively, you can get to it by clicking on the 'Search CC Licensed Work' button (see right) which is on the right hand side of the top header of each page on the Creative Commons website (http://creativecommons.org).



Step 2. Choose the right licence for what you want to do



To filter material based on the type of use you want to make, go to the box at the top right hand side of the search query field. This gives you two options 'Search for works I can use for commercial purposes' and 'Search for works I can modify, adapt or build upon'.

Select the option/s appropriate for your use. You can select one, both or none of the boxes.

For example, if you select 'works I can use for commercial purposes', the search engine will exclude content under a licence which prohibits commercial use (ie that includes the Non-commercial term). Similarly, selecting 'works I can modify, adapt, or build upon' will exclude results that you cannot change (ie under a No Derivative Works licence).

If you select both options, only results under the broadest CC licences, Attribution and the Attribution-Share Alike, will be returned. If you don't select either of the boxes you will get material under all of the CC licences.

The table below shows how each option will filter the material by licence.

		Filtering options			
		Neither	Use for commercial purposes	Work I can modify, adapt or build upon	Both
9	BY	✓	√	✓	√
licence	BY-NC	✓	×	√	×
by lie	BY-ND	√.	✓	×	×
	BY-SA	✓	✓	✓	√
Results	BY-NC-SA	√	×	√	×
Re	BY-NC-ND	√	×	×	×

Step 3. Choosing the right type of material

Next you need to choose the type of content you are looking for. The Creative Commons Search Portal gives you access to a number of different search engines that let you search for different types of material. Each engine has its own tab on the search engine page.

Google	YAHOO!	flickr	blip.tv	OWL music	SpinXpress
		the second second pro-	the contract of the contract o	and the second of the second o	and the second s

If you want to find content of all types you can use the general Google and Yahoo! search tabs. Or you can limit your search to sites that only provide one type of content. The table below provides a summary of the type of content provided by each tab.

				Search tab				
		Google	Yahoo!	Flickr	Blip.tv	OWL	SpinXpress	
ė	Images	✓	√	√	×	*	√	
licence	Music and audio	✓	√	*	*	✓	✓	
Results by	Film and moving images	~	✓	~	✓	×	✓	
ď	Text	✓	√	×	×	×	✓	

Step 4. Running the search

Now that you've chosen the type of licence and material you want to search for, you can enter keywords for your refined search in the search query field at the top of the page.

To run your search, you can press 'Go' or simply click on the tab you would like to search.

Example

You are running a class project on river systems. The students are required to create a video on a river system of their choosing. In order to assist the students with this task, you are preparing a course pack that includes sample images for the students to use.

You want to conduct a search for CC images to include in the course pack. To do this you need to:

- 1. Go to the Creative Commons Search Portal.
- 2. As the project is designed for classroom use, there is no need to exclude noncommercial content. However, it is likely that the students will want to adapt the images so you need to limit your search for works that can be adapted or modified.
- 3. Enter 'rivers' into the into the Creative Commons Search Portal query field.
- 4. Select the 'Flickr' tab to look for images only and start the search.

Your search returns a number of photos that are exactly the kind of images you were looking for. You insert them into your course pack, along with the appropriate attribution details. For information on how to attribute CC material, see information guide 'How to Attribute Creative Commons Material' at



How to find Creative Commons materials using Google

for Teachers and Students

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For further information contact Creative Commons Australia at info@creativecommons.org.au.

Google is one of the most commonly used search engines in the world, but did you know you can use Google to find Creative Commons (CC) licensed content? Using Google Advanced Search, you are able to search for CC material by keyword and refine your results to show only material available under certain CC licences.

This guide was created to help teachers, students and curriculum units find CC licensed material using Google's Advanced Search. It forms one part of an information pack on CC for the education sector. It is advised that you first read information guide 'What is Creative Commons?' at http://www.smartcopying.edu.au/scw/go/pid/956 for a simple and helpful introduction to CC.

Google is not the only way to search for CC licensed materials. Creative Commons hosts its own search engine at http://search.creativecommons.org. You can also use Yahoo! or the Mozilla Firefox search tool.

For information on how to use these different search engines, see the following information guides at :

'How to find Creative Commons Material using the Creative Commons Search Portal'

'How to find Creative Commons Material using Yahoo!'

'How to find Creative Commons Material using Mozilla Firefox'



Finding CC materials using Google Advanced Search

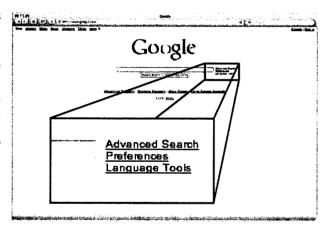
Below is a step-by-step guide to using the Google Advanced Search to find content released under Creative Commons licences. Google Advanced Search is best used to search for CC material across a number of different websites or to search within websites that do not provide their own search system. To search for CC material in Flickr, Blip.tv, Owl Music Search and SpinXpress, it is recommended that you use the CC Search Portal.



It is important to consider how you want to use any CC material before you begin your search. This is because different CC licences let you do different things. Knowing what you want to do with the material will help you choose the licence that is suitable for your use.

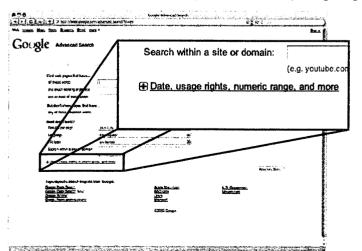
Step 1. Start a Google Advanced Search

There are many ways to get to Google's Advanced Search options. You can access it directly bv typing www.google.com/advanced search into the address bar on your web browser. Alternatively, most people will access the search options by going to the Google homepage (www.google.com) and clicking on the 'Advanced Search' link on the right hand side of the search query field. This will bring you to the Google Advanced Search page (see right).

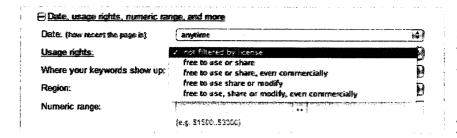


Step 2. Filter results for what you want to do

By default Google search results are not filtered by licence. To filter your search results for CC licensed content expand the 'Date, usage rights, numeric range, and more' section



at the bottom of the Advanced Search page by clicking on it. This reveals a set of further advanced options including a drop-down menu called 'Usage rights'. Use this to filter for CC material based on the type of use you want to make.



Select the option from this menu that is appropriate to your use.

All CC licences grant the user the right to use and distribute the

licensed content. Therefore, if you select the 'free to use or share' option, your search will return content available under any of the CC licences.

If you restrict the results to material that can be used commercially, you will exclude content under a Noncommercial licence (eg Attribution-Noncommercial, Attribution-Noncommercial-Share Alike or Attribution-Noncommercial-No Derivative Works). Likewise, selecting the 'free to use share or modify' option will return results that you can legally remix (ie that do not have the No Derivative Works restriction).

If you select 'free to use, share or modify, even commercially', you will only return results under the two CC licences that allow both adaptation and commercial use (ie Attribution and Attribution-Share Alike).

The table below shows how the drop-down menu filters the material by licence.

		Filtering options				
		Not filtered by license*	Use or share	Use or share, even commercially	Use, share or modify	Use, share or modify, even commercially
e G	ВҮ	✓	✓	✓	✓	√
licence	BY-NC	✓ .	✓	×	✓	×
by lie	BY-ND	✓	✓	✓	×	×
	BY-SA	✓	✓	✓	✓	✓
Results	BY-NC-SA	✓	✓	×	√	×
R	BY-NC-ND	✓	√	×	×	×

^{*} Please note that although this option will theoretically return results under a Creative Commons licence, these will be amongst potentially millions of returned results that are not CC licensed.

Step 3. Search for keywords

Now enter your keyword in the field at the top of the page and click 'Advanced Search' to begin your search.

You can also combine Google's CC search tool with other fields on the Google Advanced search page to refine your search even further. For example, you can search for CC within a particular site or domain, or in a particular language, or in a particular file format.

Example

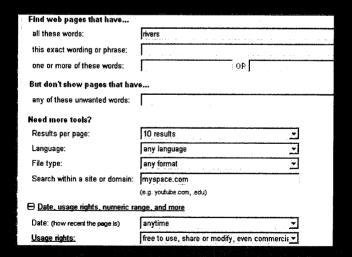
You are running a class project on river systems. The students' task is to learn about river systems from around the world and to create a short video about a river system of their choosing. They can use Creative Commons licensed materials and original content made by them. The best video will be entered in a competition run by Brisbane's Riverfestival.

Your students want to find a CC licensed song to use in the soundtrack of their video. They decide to look for an appropriate song on MySpace using Google Advanced Search.

Because they want to use the music in a video, they need to look for material that they can 'change and adapt'. As there is a prize for the competition winners, they aren't sure whether their use is 'non-commercial'. To be on the safe side, they decide to look for a song that they are allowed to use commercially.

To search for Creative Commons music that can be remixed and used for commercial purposes, the students need to:

- **5.** Go directly to the Google Advanced Search or access it through the Google homepage.
- **6.** Expand the 'Date, usage rights, numeric range, and more' section at the bottom of the page by clicking on it.
- 7. Choose 'free to use, share and modify, even commercially' from the 'Usage Rights' drop down menu.
- **8.** Type 'myspace.com' in the 'Search within a site or domain:' field, to limit their search to this site. Type 'river' in the 'all these words' field at the top of the page and start the search.



After trying several different keywords, they find a song that they like under a CC Attribution licence. They add it to the film and, in accordance with the licence, include the author, title, source and the CC licence the song is under in the credits of the film. For information on how to attribute CC material, see information guide 'How to Attribute Creative Commons Material' at



How to find Creative Commons materials using Yahoo!

for Teachers and Students

This information guide was jointly developed by the ARC Centre of Excellence for Creative Industries and Innovation through Creative Commons Australia and the Copyright Advisory Group of the Ministerial Council of Education, Employment, Training and Youth Affairs.

For further information contact Creative Commons Australia at info@creativecommons.org.au.

Is Yahoo! your preferred search service? Did you know that it provides you with not one but two ways of searching for Creative Commons materials? You can use the Yahoo! Advanced Web Search or Yahoo!'s dedicated Creative Commons Search Interface to find Creative Commons material, filtering your search results based on the type of use you want to make of the material.

This guide was created to help teachers, students and curriculum units find CC licensed material using Yahoo!'s Advanced Search. It forms one part of an information pack on CC for the education sector. It is advised that you first read information guide 'What is Creative Commons?' at http://www.smartcopying.edu.au/scw/go/pid/956 for a simple and helpful introduction to CC.

Yahoo is not the only way to search for CC licensed materials. Creative Commons hosts its own search engine at http://search.creativecommons.org. You can also use Google or the Mozilla Firefox search tool.

For information on how to use these different search engines, see the following information guides at :

'How to find Creative Commons Material using the Creative Commons Search Portal'

'How to find Creative Commons Material using Google'

'How to find Creative Commons Material using Mozilla Firefox'



Finding CC materials using Yahoo! Advanced Web Search

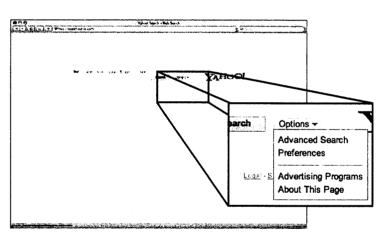
Below is a step-by-step guide to using the Yahoo! Advanced Web Search to find content released under Creative Commons licences. Yahoo! is most useful for general CC searches. To search for CC material in Flickr, Blip.tv, Owl Music Search and SpinXpress, it is recommended that you use the CC Search Portal.

It is important to consider how you want to use any CC material before you begin your search. This is because different CC licences let you do different things. Knowing what you want to do with the material will help you choose the licence that is suitable for your use.

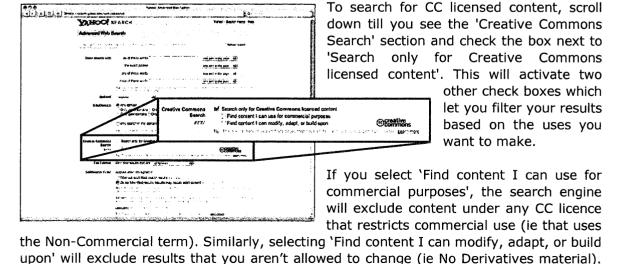
Step 1. Start a Yahoo! Advanced Web Search

Like Google, you can get to Yahoo!'s Advanced Search options a variety of ways. You can access it directly at http://search.yahoo.com/advanced. Unlike Google, there is no way to click directly through to the Advanced Web Search from the Yahoo! Homepage at www.yahoo.com. Rather go directly to http://search.yahoo.com. From here you can access the Advanced Settings from the 'Options' drop-down menu on the right hand side of the search query field on the Yahoo! Search page.

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Step 2. Filter results for what you want to do



If you select both options, only results under the broadest CC licences (ie Attribution and Attribution-Share Alike) will be returned. If you don't select either of the boxes you will get material under all of the CC licences.

The table below shows how the check boxes filter the material by licence.

		Filtering options				
		Neither	Content I can use for commercial purposes	Content I can modify, adapt or build upon	Both	
Ge Ce	BY	√	√	√	✓	
by licence	BY-NC	✓	×	✓	×	
y lie	BY-ND	✓	✓	×	×	
	BY-SA	✓	✓	√	√	
Results	BY-NC-SA	✓	*	*	×	
R	BY-NC-ND	√	×	✓	×	

Step 3. Search for keywords

Now enter your keywords in the fields at the top of the page and click 'Yahoo! Search' to begin your search. You can also combine Yahoo!'s Creative Commons search tool with other fields on the Yahoo Advanced Web Search page to refine your search even further. For example, you can search for CC within a particular site or domain, or in a particular language, or in a particular file format.

Finding CC materials using Yahoo! Creative Commons Search

Yahoo! also hosts a dedicated Creative Commons Miles Search interface at http://search.yahoo.com/cc which operates in a similar way to the Yahoo! VAHOO! SEARCH Advanced Web Search. It provides the same two check boxes as the Advanced Search, which filter the results based on the type of use you Find content I can use for commercial purposes. want to make. Once you have Find content I can modify, adapt, or build upon. selected the check boxes that correspond with your use, you simply enter a keyword into the search query field

For more detail on how these check boxes break down material by licence, see 'Step 2: Filter results by what you want to do' section above.

above. Your search should return only appropriately licensed CC material.

Remember that all CC material you use must be attributed. For information on how to attribute CC material, see information guide 'How to Attribute Creative Commons Material' at www.smartcopying.edu.au/scw/go/pid/956.



How to find Creative Commons materials using Mozilla Firefox

for Teachers and Students

This information guide was jointly developed by the ARC Centre of Excellence for Creative Industries and Innovation through Creative Commons Australia and the Copyright Advisory Group of the Ministerial Council of Education, Employment, Training and Youth Affairs.

For further information contact Creative Commons Australia at info@creativecommons.org.au.

Mozilla's Firefox web browser is a popular open-source program which includes a Creative Commons search option in its in-built search tools. Using Mozilla Firefox, you are able to search for CC material by keyword and refine your results to material available under certain CC licences.

This guide was created to help teachers, students and curriculum units find CC licensed material using Firefox's search tool. It forms one part of an information pack on CC for the education sector. It is advised that you first read information guide 'What is Creative Commons?' at http://www.smartcopying.edu.au/scw/go/pid/956 for a simple and helpful introduction to CC.

Mozilla Firefox is not the only way to search for CC licensed materials. Creative Commons hosts its own search engine at http://search.creativecommons.org. You can also use the Google or Yahoo! search tool.

For information on how to use these different search engines, see the following information guides at :

'How to find Creative Commons Material using the Creative Commons Search Portal'

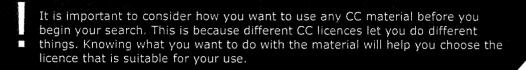
'How to find Creative Commons Material using Google'

'How to find Creative Commons Material using Yahoo!'



Finding CC materials using the Creative Commons Search in Firefox

Below is a step-by-step guide to using the search tool in Mozilla Firefox to find content released under Creative Commons licences.



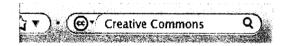
Step 1. Start a CC Search

Firefox has a built in search tool on the right hand side of the address bar at the top of your browser page. If you have not changed it, it should be set to Google. To find CC material, you need to change the search provider to 'Creative Commons'. To do this, click on the arrow next to the Google 'G' icon and select 'Creative Commons' from the drop down menu.

Once you have selected 'Creative Commons' as your default search provider, the icon will change to the Creative Commons 'CC in a circle' icon.

G Google Yahoo A Amazon.com A Answers.com Creative Commons B eBay W Wikipedia (en) Manage Search Engines...

Step 2. Search for keywords



Enter your keyword in the Search Box and press enter, or the magnifying glass search symbol at the right of the box.

Step 3. Returned results in CC Search Portal

You will be taken automatically the CC to Search Portal (http://search.creativecommons.org) where your results will be displayed. From here you can filter the results based on the type of use you want to make using the check boxes provided (ie 'works I can use for commercial purposes' and 'works I can modify, adapt, or build upon'). You can also use the tabs along the top of the page to move between different search services. You can choose Google or Yahoo! for general searches, or you can search the specific sites listed for specific types of content. For example, to find photos, use the Flickr search. To find video, try blip.tv.

For more information on using the CC Search Portal see information guide 'How to find Creative Commons Material using the Creative Commons Search Portal' at http://www.smartcopying.edu.au/scw/qo/pid/956.



How to attribute Creative Commons licensed materials

for Teachers and Students

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All Creative Commons licences require that users of the work attribute the creator. This is also a requirement under Australian copyright law. This means you always have to acknowledge the creator of the CC work you are using, as well as provide any relevant copyright information.

For many users of CC material, attribution is one of the hardest parts of the process. This information guide is designed to help you ensure you are attributing the creator of a CC licensed work in the best possible way.

What to include when attributing a work

The same basic principles apply to providing attribution across all CC licences. When attributing a work under a CC licence you should:

- Credit the creator;
- Provide the title of the work;
- Provide the URL where the work is hosted;
- Indicate the type of licence it is available under and provide a link to the licence (so others can find out the licence terms); and
- Keep intact any copyright notice associated with the work.

This may sound like a lot of information, but there is flexibility in the way you present it. With a bit of clever formatting and linking, it is easy to include everything, particularly in the digital environment.



Of course, you do not have to include any information you cannot locate. However, you should make a good effort to find the relevant information for the material you are planning on using. Think about what you would want if it was your material that others were using.

Example

FlickrStorm (http://www.zoo-m.com/flickr-storm) is an online search tool that helps you find high-quality, CC-licensed Flickr material and automatically generates an appropriate attribution. Searching for 'lemon' using FlickrStorm brings up the image below.

Here is the complete CC attribution for the image.

Eid Mubarak by Hamed Saber available at http://www.flickr.com/photos/44124425616@N01/1552383685 under a Creative Commons Attribution 2.0 http://creativecommons.org/licenses/by/2.0



However, FlickrStorm provides a much shorter attribution in the bottom right hand corner of the photo (pictured left). Although the FlickrStorm attribution is very short it provides access to all the information requested by the CC licence (and more) by using clever linking:

- When you roll your mouse over the esymbol, a pop up gives you the name of and link to the CC licence (http://creativecommons.org/licenses/by/2.0);
- The author's name links to the author's photostream on Flickr (www.flickr.com/photos/44124425616@N01). From there you can access their profile (www.flickr.com/people/hamed);
- The photo itself links to the photo's Flickr entry (www.flickr.com/photos/44124425616@N01/1552383685), which includes the full title (*Eid Mubarak*) and other details; and
- The contact link gives you direct access to Flickr's internal messaging system (www.flickr.com/messages_write.gne?to=44124425616@N01).

In the offline environment, where you can't link, the attribution becomes more

lengthy. But it still doesn't have to be intrusive.

Here is a good offline attribution for this photo that's shorter than the one above. It indicates the name, title, source and licence (using the licence button). By including a link to the photo's Flickr page, it also gives access to all the other information and links.



Eid Mubarak by Hamed Saber (100) 1. http://www.flickr.com/photos/44124425616@N01/1552383685

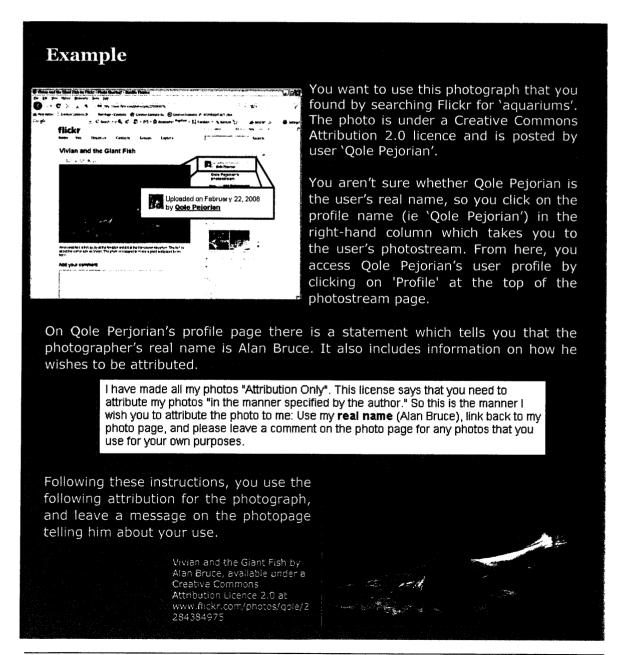
Identifying the creator

Sometimes it can be hard to identify the person who created the material you are using. Use common sense when determining who to attribute.

If you're on a blog or news website with a number of authors, attribute the person associated with the content you are reusing. Try to find a by-line (eg by Joan Citizen) or the name of the person it was submitted by. If there is more than one author of the content, you should attribute them all. It is a good practice in cases such as this to attribute the publication as well.

Other times, it may be difficult to find the name of the creator. This is often the case for websites like Flickr or Youtube, where the author may only be identified by their username. It is always a good idea to see if you can find their legal name, for example in the 'about' or 'biography' section of a website, on a profile page, or in the copyright notice (eg © Joan Citizen 2009). While looking to find the creator's legal name, you should also check whether the creator has asked to be attributed in a particular way.

If you can't find the legal name, use the pseudonym or username if there is one.



Attributing others

The creator of the work may also require other parties to be included in the attribution, such as co-creators, sponsors or publishers. Where other parties are identified you should also include them in the attribution. If you are unable to provide details of all the parties, be sure to provide details of where you found the work (eg the website, magazine, journal).

Always include the CC licence

Even though it can sometimes be difficult to provide all the information, you must **always** include the details of the CC licence that the work is available under. This is so other people know that you have permission to use the work, that they can use it as well and under what conditions.

As you can see from the example above, the CC licences can be identified in several ways. You can list the licence name in full, use the abbreviated form of the licence or use either the thick or thin licence buttons.

This table shows the full licence name, abbreviated form and both licence buttons for each of the six standard CC licences.

Licence	Abbroviation	Liconae buttour
	Abbreviation	Licence buttons
Attribution	BY	
		(CC) EY
Attribution-ShareAlike	BY-SA	@ 00
		(OC)) EY-5A
		goody is 1754
Attribution-No Derivative Works	BY-ND	
		BY ND
		((cc)) EY-ND
Attribution-Noncommercial	BY-NC	
		BY NC
		(CC)) BY-NO
Attribution-Noncommercial-ShareAlike	BY-NC-SA	@080
	31 110 311	BY NC SA
		(cc)) EY-NO-SA
Attribution-Noncommercial-No Derivative Works	BY-NC-ND	@08 <u></u>
	BT-NC-ND	BY NC ND
		(CC)) BY-NO-ND
		@ ①
Attribution	BY	
		(CC)) EY
Attribution-ShareAlike		
Attribution ShareAlike	BY-SA	
		(CC)) BY-SH

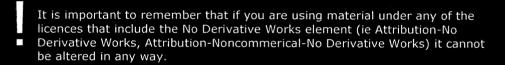
Link to the site

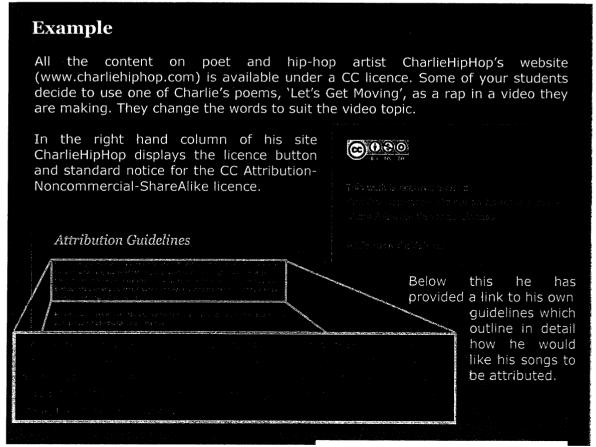
As you can see from the above examples, it is also important that, where possible, you provide a link to the site where you obtained the original work. This gives other people the ability to easily access the original work themselves. Depending on the medium in which you are reusing the work, this can be done by either using a hyperlink or the URL as text. If the original work does not have an associated URL, you do not have to link back to the original work.

Remixing the original work

If you change the original work in any way, such as cropping the work, changing the colours or replacing words, you will be creating a derivative work of the original. You should always attribute the original work in any derivative work and identify that changes have been made to it.

Often the simplest way to do this is to use the phrase "This work is a derivative of..." and attribute the original work as you would normally. If your work incorporates a number of derivative works, you might say, "This work includes material from the following sources..." and list each original work. It is a good idea to state the order you are listing them in eg "This work includes material from the following sources (listed sequentially)..."





To comply with the CC licence and these guidelines, your students include this attribution for CharlieHipHop in the credits of their film.

Attributing in different mediums

Where possible, the same information should be included regardless of how you are reusing the work. However, sometimes this is impractical or impossible. The CC licences let you change the exact placement, language or level of detail from medium to medium, as long as your attribution is still 'reasonable to the medium'.

For example, when you are using CC material in a book, it is easy to provide a long, written attribution with all the information next to the work, including the name and URL of the licence spelled out in full (this is always a good idea when you are using CC material offline, or in a document that you think people are likely to print out). However, when you use a CC song in a podcast, it is trickier to provide this level of information.

Below are suggestions for how you might attribute a CC work in different mediums. Remember, however, to always check whether the creator has specified a particular attribution.

Books, magazines, journals	 Remembering to spell out the licence type and URL in full, include the relevant attribution information next to the CC work or as a footer along the bottom of the page on which appears. Alternatively, you can list the CC works in the back of the publication. If you take this option, it is best to indicate the page number of the work or order in which they appear in the publication.
Photos and images	 Provide the relevant attribution next to the photograph, or close by (eg on the edge or bottom of the page) if that is too obtrusive.
Slideshows	 Include the relevant attribution information next to the CC work or as a footer along the bottom of the work on each slide on which the work appears. Alternatively, you can include a 'credits' slide at the end of the show, that lists all the materials used and their attribution details. Again, you should indicate the slide or order so people can find the attribution for a specific work.
Film	 Include the relevant attribution information with the work when it appears on screen during the film. If this is not possible, attribute the work in the credits, just as you would see in a normal film.
Podcasts	 Mention the name of the artist and that it is under a CC licence during the podcast, like a radio announcement, and provide full attribution on your website, next to where the podcast is available.

Keep track of everything you use

Finally, in order to attribute properly, it is important that you keep track of all the materials that you use as you use them. Finding materials later can be very difficult and time consuming. Use the table below to keep track of all the CC material you use as you use it.

Author/s	Title	Source (eg website)	Licence



Quick Reference Guide to Finding Creative Commons Material

for Teachers and Students

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Information about Creative Commons

- http://www.creativecommons.org CC international site
- http://www.creativecommons.org.au CC Australia site
- http://www.icommons.org iCommons CC-founded open source community
- http://wiki.creativecommons.org/Content Curators List of sites which host CC-licensed material

Search tools for finding Creative Commons and open access resources

These sites have material which is searchable by how they can be used, including whether they are under a Creative Commons licence:

- http://search.creativecomm+ons.org/ main CC search engines
- http://unlockingip.org/au/ search engine for Australian open content material
- http://www.google.com.au/advanced search?hl=en Google advanced-search allows you to search for material based on its "usage rights"
- http://search.yahoo.com/web/advanced?ei=UTF-8 yahoo advanced-search allows you to search for CC licensed material only
- http://www.flickr.com/creativecommons/ allows you to search the Flickr photo archive for CC material
- http://blip.tv/posts/?search video site that allows you to search based on licence
- http://www.mozilla.com/en-US/firefox/ internet browser with a built in CC search function
- http://www.owlmm.com/ Owl offers a next generation music discovery engine which compares your favourite songs to thousands of others to find similar songs, all of which are CC licensed



Web resources where all material is CC licensed or open access Text

- http://wiki.creativecommons.org/Books
 CC wiki listing notable CC licensed books
- http://freewords.org/freepress/ an artistic project which releases an eclectic mix of writing under CC licensing
- http://www.austlii.edu.au/ collection of Australian state and federal legislation, case law and journals. AustLII participates in the free access to law movement.

Images

- http://www.geograph.org.uk/ photographs of the British Isles all under CC licences
- http://openphoto.net/ a moderated photo community with over 3000 CC licensed photos in various categories

Sound

- http://ccmixter.org CC sound remix tool and archive
- http://www.opsound.com CC music archive
- http://www.magnatune.com CC record label
- http://iamendo.org CC music distribution site
- http://freesound.iua.upf.edu/ collaborative database of CC licensed sounds
- http://cchits.org/ collaborative podcast where users can contribute, find, and share music under CC licences
- http://www.artistserver.com/ music community
- http://soundtransit.nl/ archive of "field recordings" from various locations around the world published under a CC Attribution licence

Video

- http://wiki.creativecommons.org/Film CC wiki listing notable CC licensed films.
- http://www.revver.com advertising supported CC video site
- http://elephantsdream.org Elephants Dream, open source film
- http://www.overmundo.com.br/overblog/cafune-na-rede Cafune, feature-length CC film
- http://www.oddjobjack.com/freejack.php Master flash files and bitmaps of every piece of art used in the Odd Job Jack cartoon, available under a CC licence.

Collections

- http://ocw.mit.edu/index.html provides free, searchable, access to MIT's course materials for educators, students, and self-learners around the world.
- http://www.opendoar.org/ a directory of open access academic repositories, featuring collections such as:
 - http://www.tlrp.org/ the Teaching and Learning Research Programme supports and develops the UK's educational research to improve outcomes for learners of all ages.
 - http://www.hsdvl.org/ the Harvard-Smithsonian Centre for Astrophysics, has built an
 extensive collection of digital video materials supporting science, technology, engineering, and
 mathematics education reform.
- http://www.overmundo.com.br/banco/banco.php Overmundo Banco de Cultura Brazilian multiformat CC archive (in Portuguese, but you can view the licences in English).

Other

http://www.berkleeshares.com/ - provides music lessons in text, audio and video format under CC licence.

Web resources where some material is CC licensed or open access Images

- http://www.flickr.com online photo album CC licensed material can be accessed via the main site, or through a dedicated portal at http://www.flickr.com/creativecommons
- http://www.pictureaustralia.org Australian themed images, some of which are CC licensed.
 Includes the following Flickr groups:
 - People, places and events http://www.flickr.com/groups/83633840@N00/
 - Australia Day http://www.flickr.com/groups/69431001@N00/

Video

http://www.blip.tv – free video distribution site

Other

- http://www.archive.org/ The Internet Archive is an internet library, hosting thousands of CC-licensed and Public Domain video, audio, and text items.
- http://secondlife.com Second Life, a resident built virtual world, which allows open licensing for content created in the world
- http://www.remixreading.org/ Remix Commons is a network of free culture projects in the UK
- http://openclipart.org/ Open Clip Art Library
- http://www.lightandmatter.com/ The Light and Matter series of introductory physics textbooks is available for free under a CC licence.

