"I'*m* Prepared for IP Rights Governance" - Creative Commons Licensing, Media Assets Management, and the Role of Technical Services as IP Rights Administrator

Tom Adamich, MLS
President
Visiting Librarian Service
P.O. Box 932
New Philadelphia, OH 44663
330-364-4410
vls@tusco.net

Picture Reference: I'm the guy in the upper left hand corner of the Nike ad following running of the 2002 Gasparilla Distance Classic held on Tampa's Bayshore Blvd.

Session Goals

- Identify the key Intellectual Property Rights Governance Management (IPRGM) concepts
- Discuss student portfolios and recognize the legalities associated with K-12 student-produced portfolios
- Distinguish between traditional copyright and open access rights assignment (ex. Creative Commons)
- List technological requirements for creating school-wide portfolio repositories in the K-20 school environment
- Reflect on strategies used to promote intellectual property awareness and portfolio management skill development for both students and educators

Student Portfolios – Key Components

Types:

- Learning (Formative) **Portfolio**
- Assessment (Summative) **Portfolio**
- Employment (Marketing or Showcase) **Portfolio**

Barrett explains that most K-12 student portfolios are summative, although characteristics of each may be utilized.

Barrett, H. 2001. "Electronic **Portfolios** *= Multimedia Development +* **Portfolio** *Development: The Electronic* **Portfolio** *Development Process". In Electronic* **Portfolios***: Emerging Practices in* **Student***, Faculty, and Institutional Learning, ed. B.C. Cambridge. Washington, DC: American Association for Higher Learning, 111.*

Student Portfolios – Key Components

Barrett explains that most K-20 student portfolios are summative, although characteristics of each may be utilized.

Barrett, H. 2001. "Electronic **Portfolios** *= Multimedia Development +* **Portfolio** *Development: The Electronic* **Portfolio** *Development Process". In Electronic* **Portfolios***: Emerging Practices in* **Student***, Faculty, and Institutional Learning, ed. B.C. Cambridge. Washington, DC: American Association for Higher Learning, 111.*

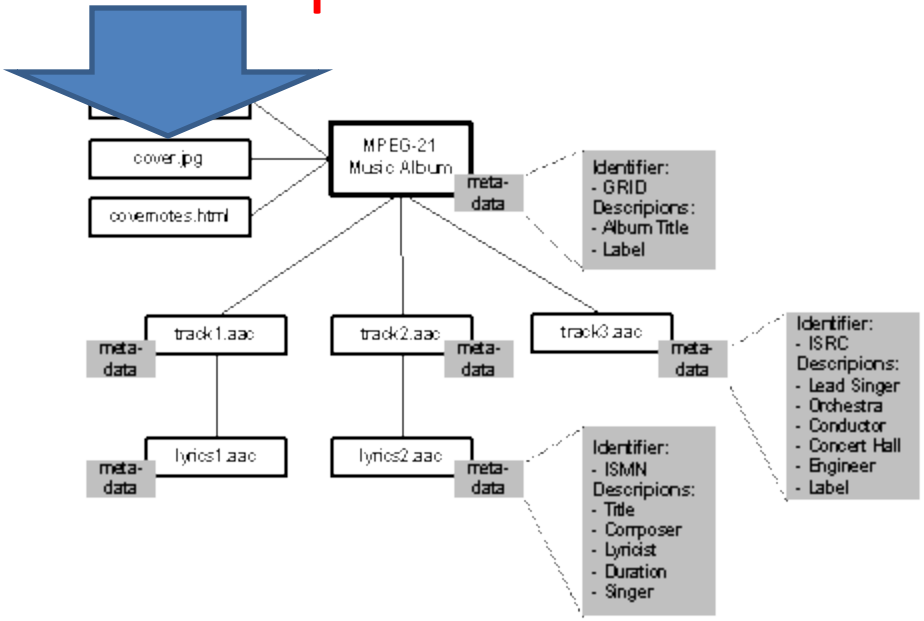
Student Portfolios – Key Components

Multimedia-based outputs/learning objects

- Photographs
- Graphics
- Artwork
- Handwritten Documents
- Video files
- Audio files

Learning Objects

Component parts of an IPR that may function as a separate element: Example: the cover art.jpg file in our example



Learning Objects

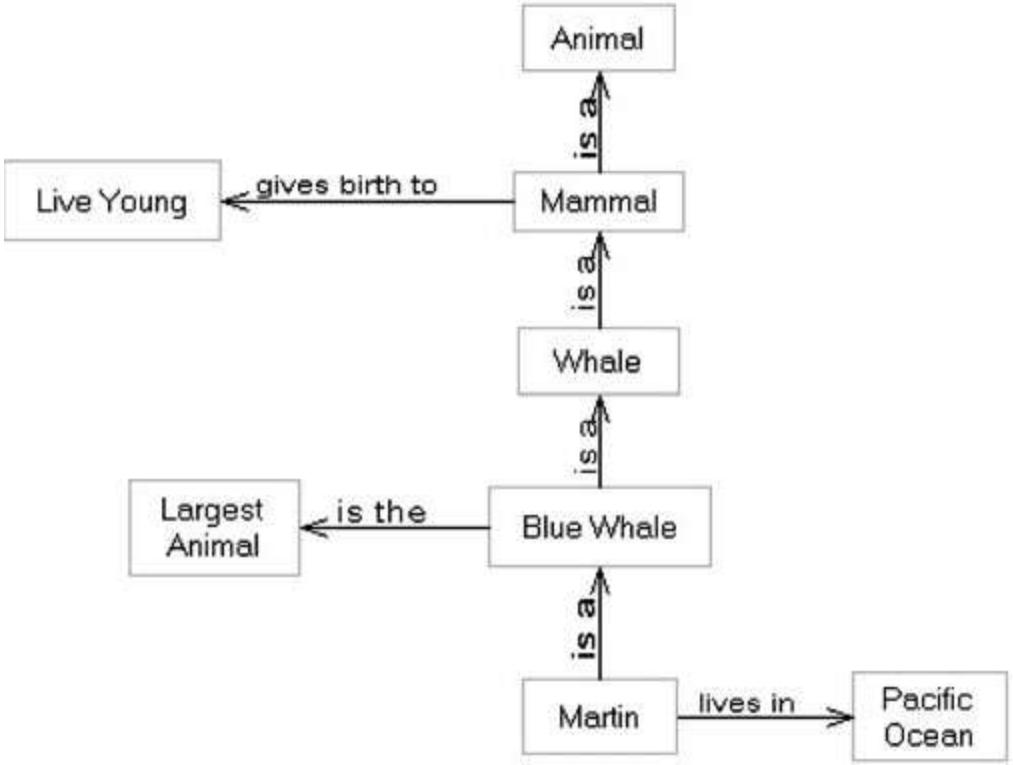
May contain its own set of metadata:

- <rdf:**type** rdf:resource="&mp7g**;Image"/>**
- <dc:**title** xml:lang="ca**“>Cover.jpg</**dc:title>
- <dc:**description** xml:lang=“eng**“>cover art for MPEG-21 Music Album…</**dc:description>
- <dc:**language>us</**dc:language>
- <dc:**date** rdf:datatype="&xsd;date">**1999-05-16**</dc:date>
- <dc:**format>image/jpeg**</dc:format>
- <dc:**creator**><rdf:Bag>
- <rdf:li**>Jones, Tom**</rdf:li>
- </rdf:Bag></dc:creator>
- <dc:**publisher** rdf:resource="**http://www.musicsource.com**"/>
- <dc:**relation** rdf:resource=**“MPEG-21 Music Album**</dc:relation

Global IPRGM

- Stands for Global Intellectual Property Rights Governance Management
- Primary goals: promote the use of common practices for rights assignment and rights access

Global IPRGM – Semantic-web based



Source: Dov Dori, ViSWeb—the Visual Semantic Web: unifying human and machine knowledge representations with Object-Process Methodology, The VLDB Journal — The International Journal on Very Large Data Bases, v.13 n.2, p.120-147, May 2004 [doi>10.1007/s00778-004-0120-x]

Rights metadata

- Promotes discovery
- Container for rights information
- Facilitator for contextual relationship development
- Again, uses semantic web common practices and interoperability

Creative Commons

- Provides licensing information as well as resource discovery assistance

http://labs.creativecommons.org/demos/search/search2/

Creative Commons

- CC metadata is based on interoperability concepts and semantic web-based structures:
- ccREL - uses Rights Expression Language (REL) + Rights Data Dictionary (RDD) resources
- Resource Description Framework (RDF) - assigns Uniform Resource Identifiers (URIs) to CC metadata

GOAL: Semantic web-based interoperability

Creative Commons - Example

- Finding information/access to “Worldwide Differential Calculus”:

http://wiki.creativecommons.org/Case_Studies/Worldwide_Center_of_Mathematics [project]

http://www.centerofmath.org/difcalc.html [resource]

Creative Commons - Example

For more information, please contact:
David B. Massey, Ph.D.
Director, Worldwide Center of Mathematics
web: http://www.centerofmath.org/
e-mail: dbm@centerofmath.org
Cambridge, MA 02139

Creative Commons

- Challenge: Encouraging resource providers to adopt Semantic web-based processes and ENABLE RESOURCE METADATA ACCESS ON THE WEB

ccREL – Resource Description Framework

Based on use of Uniform Resource Identifiers (URIs) and RDF triples (subject/predicate/object relationships)

- Example: http://adamich.org/OER/ dc: title “Tom Adamich’s Open Educational Resource” = Title
- http://adamich.org/OER/ cc:attributionName “Tom Adamich” = creator
- http://adamich.org/OER/ cc:attributionURL http://adamich.org/OER/ = URL

ccREL – Resource Description Framework

Enables two classes of properties to be associated with every IPR:

- Work properties (details about an IPR, including under what license the work is distributed)
- License properties (describing the aspects of the licenses used)

ccREL – Resource Description Framework

Creative Commons RDF triple example:

http://creativecommons.org/licenses/by/3.0

cc:attribution Non-commercial

Legal issues

- Creative Commons licenses are jurisdiction-agnostic - does not specify any particular juristiction's laws or statutes

…Some aspects of CC licenses may not align perfectly to a jurisdiction's IP laws and regulations.

Legal Issues

IPR brokers must participate in legally-recongnized IPR access activities and agreeements and adhere to principles developed by governing organizations:

- World Intellectual Property Organization (WIPO)
- World Trade Organization (WTO)
- Communia: The Thematic Network on the Digital Public Domain
- Anti Counterfeiting Trade Agreement (ACTA)

Student Portfolio Outputs/Learning objects in education repositories

- Born digital (in most cases)
- Created to be shared via repositories

Example: Orange Grove - Florida's Digital Repository

http://florida.theorangegrove.org/og/access/home.do

- Include metadata descriptions featuring shared standards and entry conventions

School-wide Portfolio Repostories – Technology Requirements

- Type of database support (in-house, external, etc.)
- Storage capacity
- Free vs. fee storage hosting and access (for external applications)

School-wide Portfolio Repositories – Output/Learning Object Storage Options

[University-supported strategy] Every matriculated student at the University of Washington has personal space on University servers for the storage and access to resources relevant to his or her education. The working portfolio repository can be constructed in this personal server space. However, students should be aware that: (1) the University caps the size of the space; and (2) no access to this space is guaranteed after graduation meaning that resources would need to be migrated to a non-University server.

University of Washington, School of Information. 2011. *LIS 596: Working Portfolio Digital Repository.* Retrieved March 12, 2011 from https://courses.washington.edu/lis596/wpdr.shtml .

School-wide Portfolio Repositories – Output/Learning Object Storage Options

Digital Repository: Example of Storage on SkyDrive

Free network-accessible storage space is available in several "flavors" using Microsoft SkyDrive by Windows Live. The University flavor provides an advertisement-free space under University sponsorship that also links to other student resources. The non-University flavor available to anyone requires some tolerance for advertising but will provide post-graduation access and services.

University of Washington, School of Information. 2011. *LIS 596: Working Portfolio Digital Repository.* Retrieved March 12, 2011 from https://courses.washington.edu/lis596/wpdr.shtml .

School-wide Portfolio Repositories – Output/Learning Object Storage Options

Wikis – PBWiki, etc.

Portfolio Output/Learning Object Storage Options - National

Australian National Data Service

The development of ANDS is intended to provide the essential meeting place where the Australian path forward for research data management can evolve and where a vision can be achieved. This vision will articulate over time policies and guidelines that are readily understood and interpreted while simultaneously creating exemplars of best practice covering:

research data ownership and the roles and responsibilities associated with ownership;
access to research data collected and maintained with public funding; and
best practice for the curation of experimental, research and published data.

Portfolio Output/Learning Object Storage Options - National

Registering data in ANDS:

The ANDS *Register My Data* service allows you to register collections of research materials. Descriptions of registered collections are published in a number of discovery services and e-research applications including:

- Research Data Australia
- Global Registries Initiative (in development)

http://ands.org.au/services/register-my-data.html

Portfolio Output/Learning Object Storage Options - National

Typical collections in ANDS:

- datasets from observations, investigations, instruments, surveys, etc
- recordings
- images
- video
- software
- text

Contact: http://ands.org.au/contact.html

School-wide Portfolio Repository - National

ANDS plans to use **Registry Interchange Format - Collections and Services (RIF-CS)**

as its data interchange format

…Allows receipt of metadata from multiple, disparate institutions to be added to the registry

Metadata standards

- Example of RIF-CS schema - http://services.ands.org.au/documentation/rifcs/1.2.0/schema/registryObjects.xsd :

<xsd:element name="collection"> <xsd:annotation> <xsd:documentation xml:lang="en"> Wrapper element for descriptive and administrative metadata for a collection registry object. </xsd:documentation> </xsd:annotation> <xsd:complexType> <xsd:sequence> <xsd:element name="identifier" type="identifierType" minOccurs="0" maxOccurs="unbounded"> <xsd:annotation> <xsd:documentation xml:lang="en"> Primary and alternative identifiers for a collection. The value of the <key> element may be repeated, or any additional (local or global) identifiers described. Each identifier must be represented in its own identifier element. </xsd:documentation> </xsd:annotation> </xsd:element>

Metadata standards/terminology

Example of schema vocabulary in ANDS - http://services.ands.org.au/documentation/rifcs/1.2.0/schema/vocabularies.html :

Activity Type (activity)

- **award**: something given to recognize excellence in a certain field
- **course**: education imparted in a series of lessons or meetings
- **event**: something that happens at a particular place or time as an organized activity with participants or an audience
- **program**: system of activities intended to meet a public need
- **project**: piece of work that is undertaken or attempted, with a start and end date and defined objectives

Portfolio Output/Learning Object Storage Options - National (ACRO)

Another great example of providing access to valuable materials which use metadata as both a discovery and governance tool.

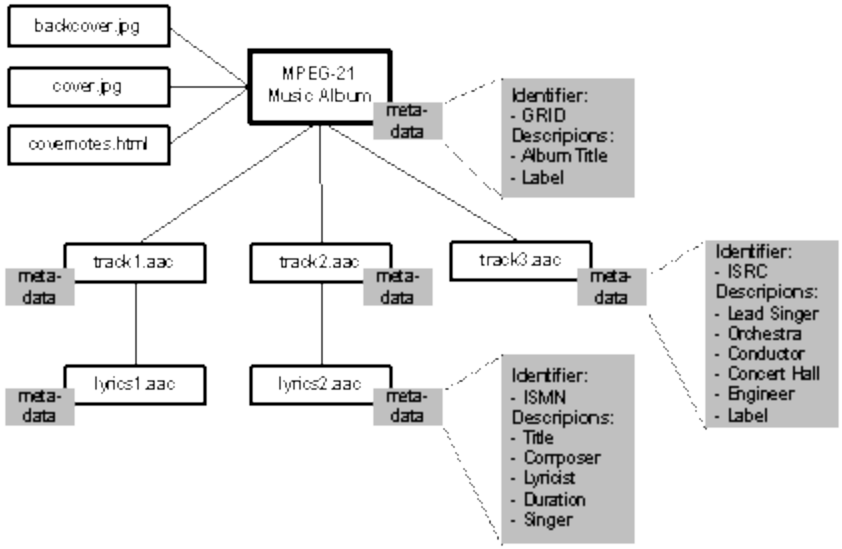
Portfolio Output/Learning Object Storage Options - National

ACRO Stills Collection example:
Title: Calarge 2
Description: computer graphic; layered pictures; abstract; fish.
Licence: Attribution-NonCommercial
Filesize: 1,429,264 bytes

Portfolio Output/Learning Object Storage Options – National - NewMARS DRMS Project

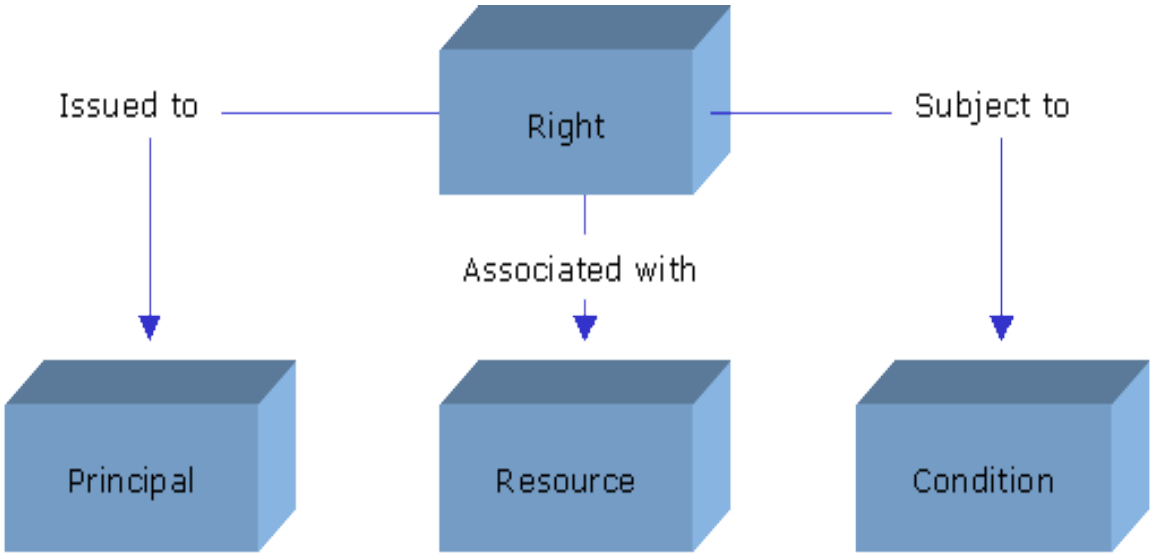
Uses MPEG-21 Rights Expression Language (REL)/Rights Data Dictionary (RDD) Schema

Music Album Example: http://mpeg.chiariglione.org/standards/mpeg-21/mpeg-21.htm#_Toc23297968



Portfolio Output/Learning Object Storage Options – National - NewMARS DRMS Project

Also includes MPEG-4 Rights Expression Language schema - http://mpeg.chiariglione.org/standards/mpeg-21/mpeg-21.htm#_Toc23297968 :



Portfolio Output/Learning Object Storage Options – National - NewMARS DRMS Project

Actions permitted within NewMARS DRMS:

- Insert (add attributes)
- Delete (remove inserted attributes)
- Register (owners/rights information)
- Offer (ecommerce-related information)
- Retract (remove information)
- Query (discovery)
- Negotiate (price adjustment + transaction)

School-wide Portfolio Repository Skills for Students

- Content management skills
- Technical compliance identification skills
- Time/data management skills
- Presentation access and delivery ability utilizing output(s)/learning object(s)
- Planning and developmental skills (i.e. database management)

School-wide Portfolio Repository Development Checklist

- ✓ Identify curricular areas using student portfolios in student assessment
- ✓ Discuss policy development and maintenance
- ✓ Discuss School-wide Portfolio Repository database development and maintenance – processes and maintenance cycles
- ✓ Select technology options and develop portfolio storage/disposition plan
- ✓ Identify persons/groups responsible for materials input and metadata options (automated processes vs. human input)

School-wide Portfolio Repository Development Checklist

- ✓ Plan and present information sessions on School-wide portfolio repositories, IPRGM, Creative Commons
- ✓ Prepare and/or acquire takeaway materials on these topics (including this presentation) to distribute as needed to stakeholders
- ✓ Propose formation of a School-wide Portfolio Repository Advisory Board and offer to host/sponsor regular meetings

Questions/comments

Tom Adamich, MLS
President
Visiting Librarian Service
P.O. Box 932
New Philadelphia, OH 44663
330-364-4410
vls@tusco.net