

Making Creative Commons More Effective with Usage Management

by

Matthew Paul Bohnsack

A.S., Pre-Engineering, North Iowa Area Community College, 1994

B.S., Electrical Engineering, Iowa State University, 1997

THESIS

Submitted in Partial Fulfillment of the
Requirements for the Degree of

**Master of Science
Computer Engineering**

The University of New Mexico

Albuquerque, New Mexico

April, 2012

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Dedication

This thesis is dedicated my wife Elisa and our two daughters Evelyn and Katherine.

Acknowledgments

I would like to thank my advisor, Professor Gregory Heileman, for his support.

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ABSTRACT OF THESIS

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Abstract

The Creative Commons provides legal and technical infrastructure that allows intellectual property to be shared in terms that are more flexible than the default “all rights reserved”. Under Creative Commons licenses, content can be distributed widely online, but still controlled with specific, well-understood common terms, such that authors reserve some rights. More and more content is being shared online under Creative Commons licenses. As such, it is very easy to create mash-ups or derivative works, based on many different assets licensed under different Creative Commons licenses. What’s not so easy is to pick a license compatible with all the different licenses inside of a derivative work or to make sure all the licenses in a derivative work are compatible with each other.

This paper looks at the conceptual and technical foundations of the Creative Commons, takes a survey of how these things are commonly used on the Internet today, and proposes

an architecture, including usage management, that can be used to make Creative Commons more effective. An implementation of the proposed architecture is presented along with a discussion on new functionality and future work it could enable.

Contents

List of Figures	xi
List of Tables	xii
Glossary	xiii
1 Introduction	1
1.1 Motivation	1
1.2 Creative Commons Overview	3
1.2.1 Creative Commons	3
1.3 Creative Commons on the Internet Today	4
1.4 Usage Management	4
1.5 Related Work	4
1.6 Approach	4
2 Implementation	5

Contents

3	Conclusions	11
4	Future Work	14
	References	16

List of Figures

1.1	CC licensed image on Flickr (Total)	2
2.1	Use case 1	6
2.2	Use case 2	7
2.3	Compliance Checking Tool	8
2.4	License Reasoning Engine	9
2.5	CC+ Broker Service	10

List of Tables

Glossary

RDFa Resource Description Framework – in – attributes

XDM Extensible Metadata Platform

XML eXtensible Markup Language

Chapter 1

Introduction

1.1 Motivation

Creative commons is being used more and more on the web. For example, the popular photo- and video-sharing site Flickr has published a case-study claiming that they were hosting over 200 million CC licensed images as of October 2011.[citation needed] In March of 2010, Creative Commons published a graph of the number of CC licensed images on Flickr.[citation needed] This graph showing growth from 2006 to 2010 is reproduced in figure 1.1 on page 2.

This is an incredible number of images, and Flickr is not the only place that CC licensed content can be found on the Internet. A more detailed look at CC content on the Internet is give in Section1.3.

With all the images, video, text and other content that can be found on the web under different CC licenses, it is very each for make a mash-up document containing “found content”. However, it is not so eash to make sure you are following all the rules when you create derivative works (mash-ups). If you combine dozens or even hundreds of assets

Chapter 1. Introduction

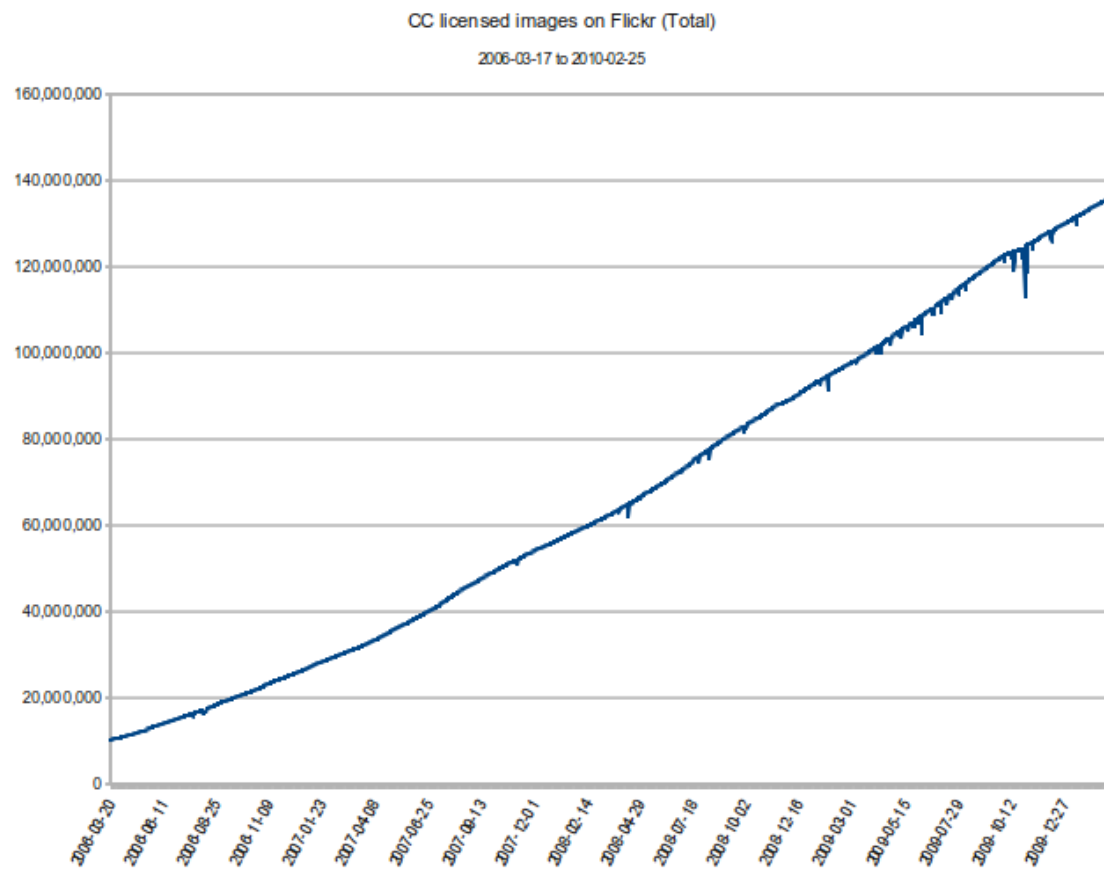


Figure 1.1: CC licensed images on Flickr (Total)

together, each of which might have a slightly different Creative Commons license, how can you ensure that your intended use is 100% compliant with all of the licensed content? Further, if an asset you want to use has a license incompatible with your intended use, is there an easy way for you to acquire an alternative license that lets you use the asset in the way you want to?

1.2 Creative Commons Overview

1.2.1 Creative Commons

The Creative Commons is a nonprofit organization that provides free, easy-to-use legal tools that provide a simple, standardized way to pre-clear usage rights to creative works for copyright owners. It gives copyright holders an easy way to license their works in a way that leaves “some rights reserved” as compared to the “all rights reserved” default. By providing these legal tools, the Creative Commons hopes to increase the amount of creativity available “in the commons”.

Seven main license types are defined by Creative Commons:

1. *Public Domain:*

This license doesn’t put any restrictions on how others may remix, tweak, or build upon your work.

2. *Attribution:*

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 the licenses offered. It is recommended for maximum dissemination and use of licensed materials.

3. *Attribution, Share-Alike:*

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 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.

Chapter 1. Introduction

4. *Attribution, No-Derivatives:*

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

5. *Attribution, Non-Commercial:*

This license lets others remix, tweak, and build upon your work non-commercially, and although their new works must also acknowledge you and be non-commercial, they don't have to license their derivative works on the same terms.

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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.

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This license is the most restrictive of the licenses, only allowing others to download your works and share them with others as long as they credit you, but they can't change them in any way or use them commercially.

1.3 Creative Commons on the Internet Today

1.4 Usage Management

1.5 Related Work

1.6 Approach

Chapter 2

Implementation

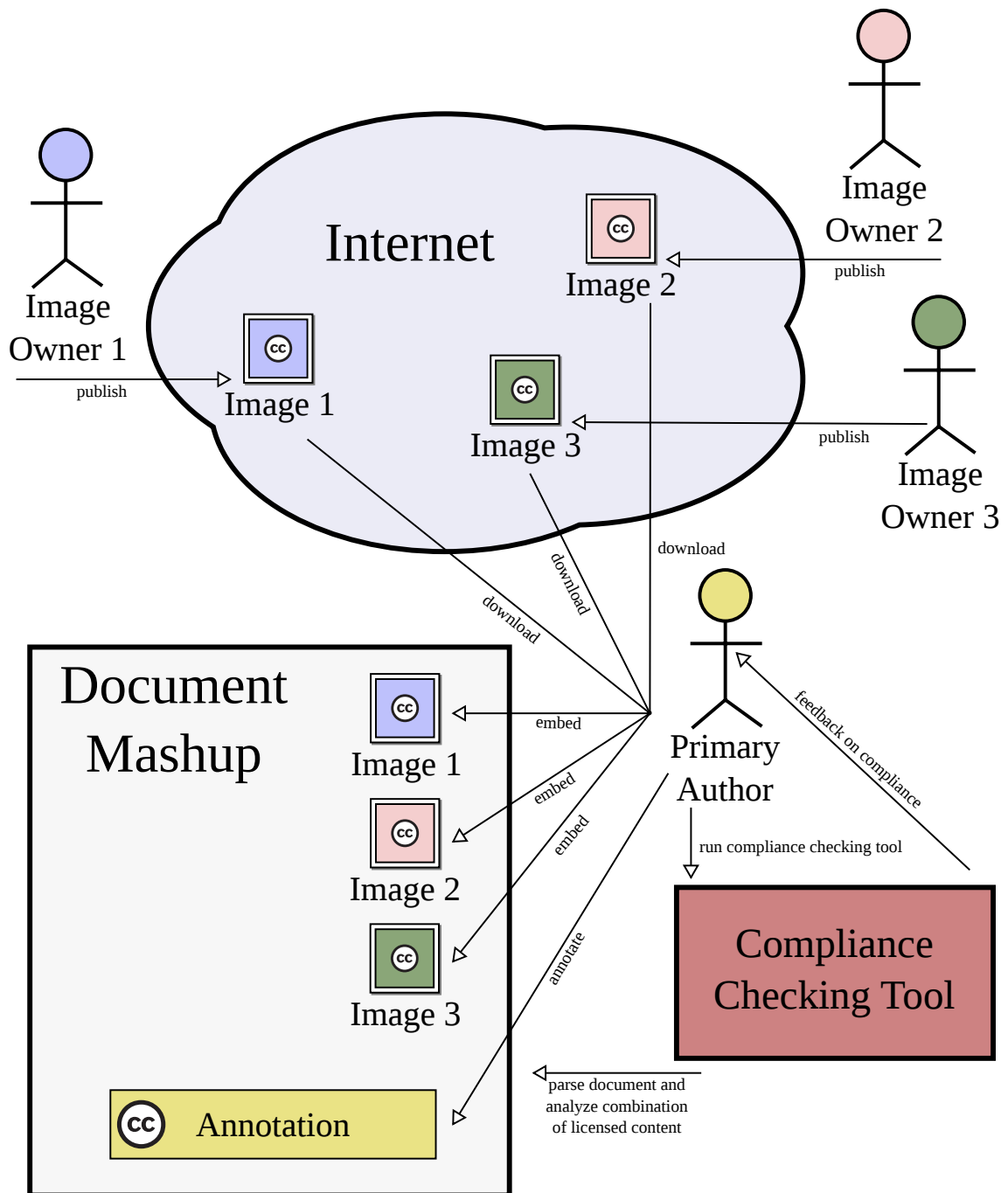


Figure 2.1: Use case 1.

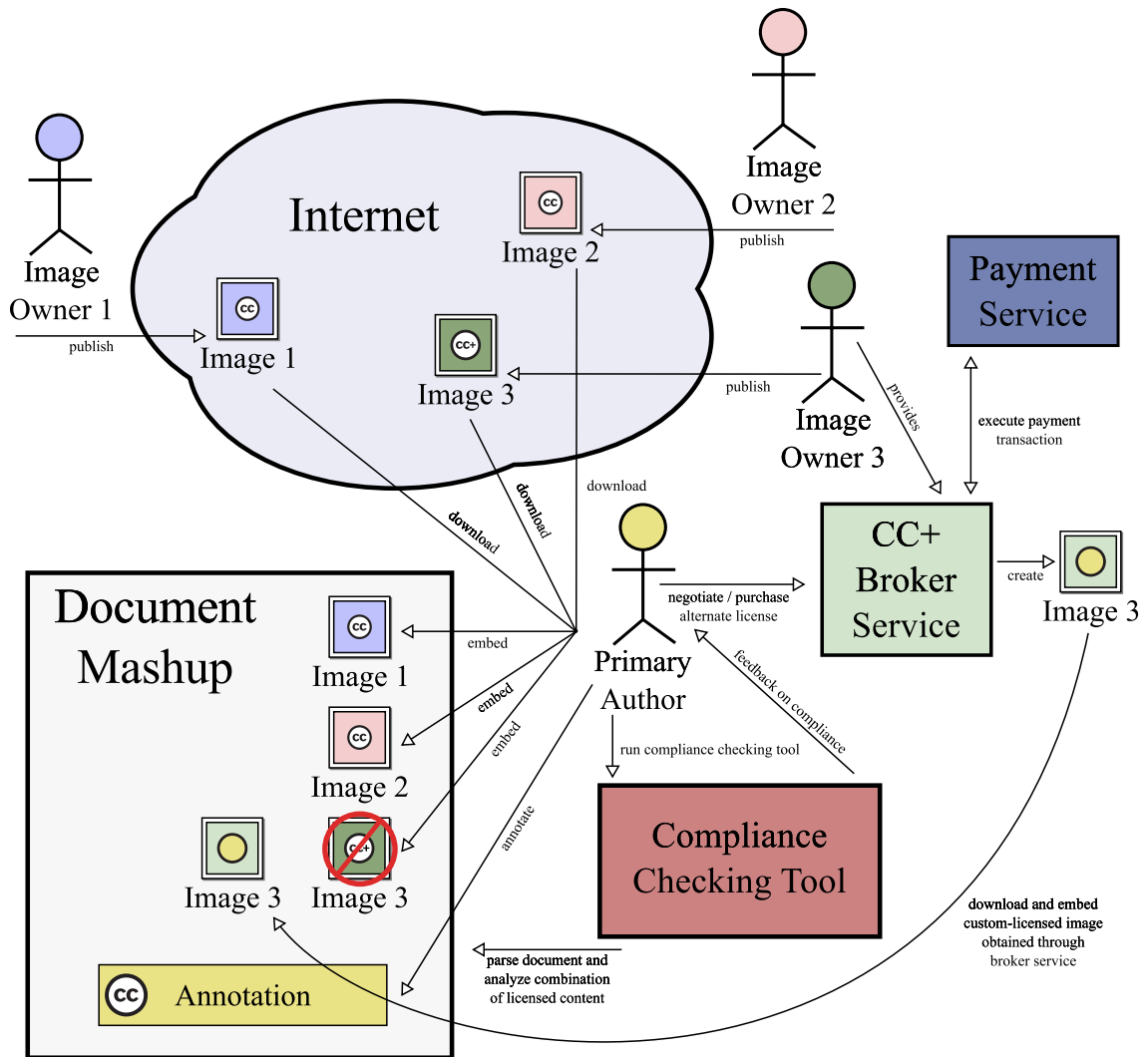


Figure 2.2: Use case 2.

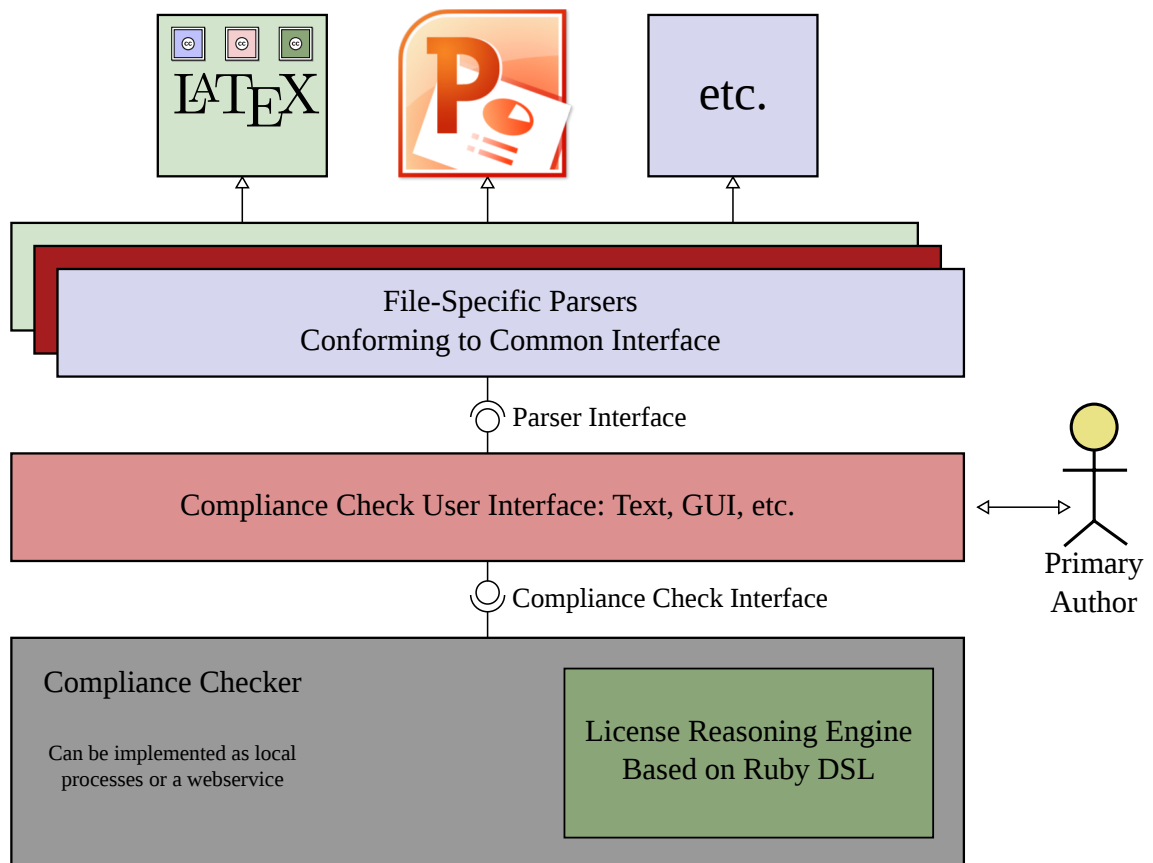


Figure 2.3: Compliance Checking Tool



Figure 2.4: License Reasoning Engine



Figure 2.5: CC+ Broker Service

Chapter 3

Conclusions

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Chapter 3. Conclusions

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Chapter 4

Future Work

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Chapter 4. Future Work

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