a. What are Creative Commons licenses?

A Creative Commons license (or CC) allows content creators to control how content users are allowed to use their creative works. It is a lot like the normal copyright except that it uses clear and concise language, along with graphics, to convey the various license types. A CC license is applied to a creative work by the creator.

b. How do Creative Commons licenses work?

All CC licenses demand that the creator is given credit when their work is used. Each license type grants other accessibility and imposes other restrictions depending on the type. Examples include whether or not the work can be used by a commercial entity or strictly non-profit. Sometimes the creator will allow a user to expand on their work and others may insist that it not be changed. Creators may also choose to allow their work to be used with no limitations at all.

c. Explain how a CC license would be useful for someone with an original video on YouTube.

Again, the creator may apply any limitations available through the Creative Commons license structure. I would think that someone publishing a video to YouTube would want to disallow use by others to protect themselves and any other persons in the video. I am not a YouTube creator so I am unfamiliar with what common practice may be. I am sure the CC structure offers enough choice to protect in any manner a creator may deem necessary.