

**A Practical Example:
My Source for the Image on our Course Home Page**



The image above is on our course home page. Below is some moderately cryptic text:

"Online Test = Open CHEAT!" Flickr photo by Mr. Stein
<https://flickr.com/photos/5tein/2348649408>

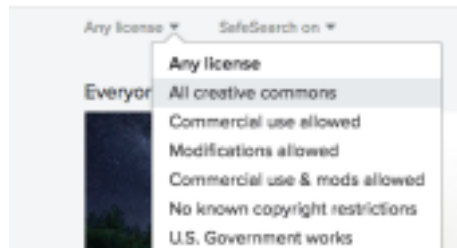
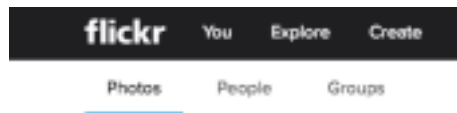
shared under a Creative Commons (BY-NC-SA) license.

Other than the obvious answer of “The instructor did it”, how did this image come to be here? What steps did I go through to find it, ensure that I could legally use it, and make it part of our course?

I started with the assumption that I wanted a photograph that would visually represent online learning, and that I would like one that was either in the public domain or licensed for educational use. I chose to search for photos licensed under Creative Commons, and I chose to search Flickr online because I’ve had good luck finding Creative Commons licensed photos there.



With Flickr, one must first do a search before being offered the chance to narrow down the results with things like licensing requirements. So, I searched for “online learning”. I got hundreds of thousands of hits – but many were copyrighted, since an initial search has no licensing restrictions. So, the next step was to narrow down my results to those with a Creative Commons license.



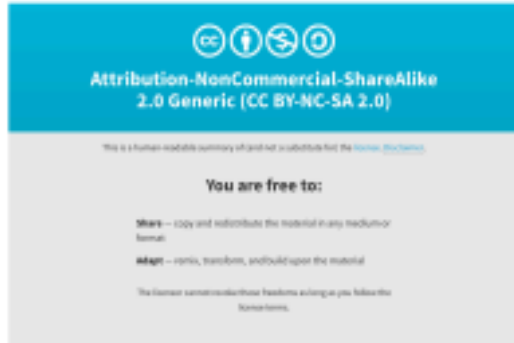
This got rid of more than 90% of the photos... but I still had almost 20,000.

I paged through the photos until I found one I liked.

I clicked on the photo, and got a full-screen version:

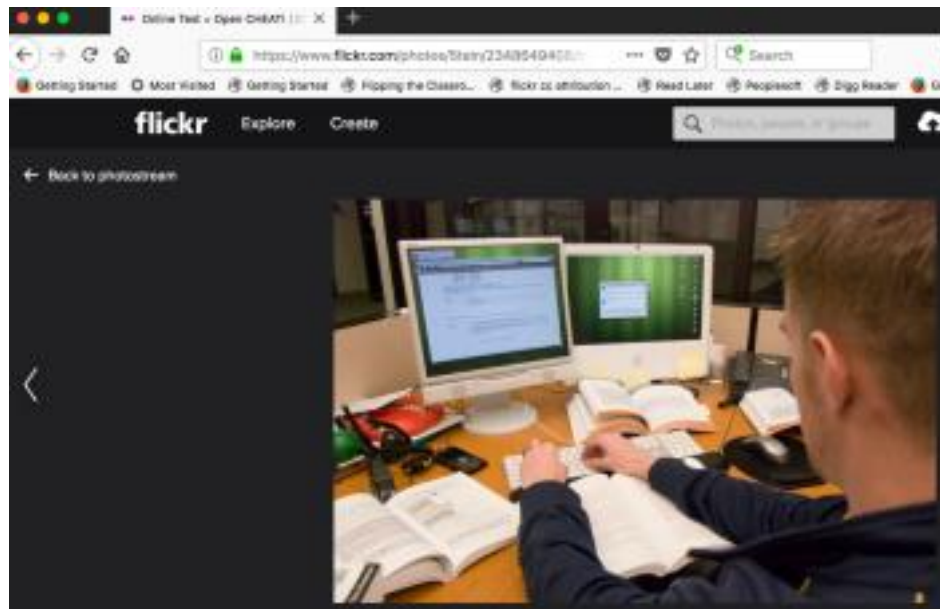


I clicked on the link at "Some rights reserved." and checked the license terms (see next page)



Sure enough – it’s licensed under Creative Commons for non-commercial use, so it’s OK for me to use it for educational purposes so long as I give credit to the source.

How should I cite my source? One of the easiest ways I’ve found for Flickr photos is to use a tool called the “Flickr CC Attribution Helper”, whose purpose is to generate these citations. I have installed it as a bookmarklet in my web browser, and when I zero in on a Flickr photo with a Creative Commons license, all I need to do while looking at the photo is to choose the browser bookmark for the Attribution Helper. It looks like this when I do it (it seems to work better in Chrome than in Firefox):



After some mild humorous annotations and a short delay, the image on the next page appears.



I copied the text version of the attribution and pasted it into the content editor for the page banner, after the image itself.

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