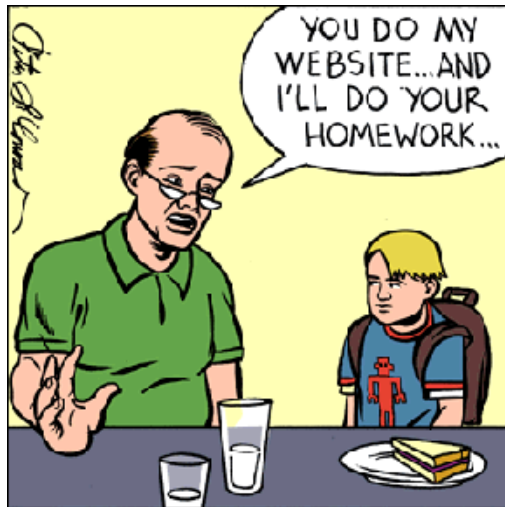
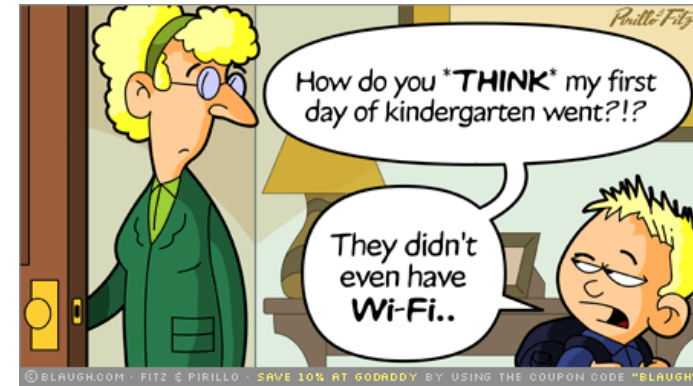


Creative Commons for Creativity & Knowledge Exchange

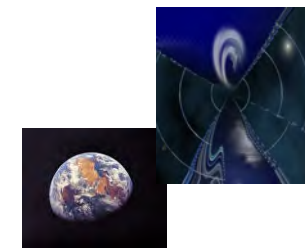
YING CHAN

Co-public lead, CCHK
Journalism and Media Studies Centre, HKU

Knowledge Exchange Conference, Hong Kong Convention Centre
December 6, 2011



New Media



Digital

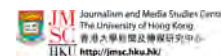
- Perfect storage
- Perfect transmission
- Global
- immediate

Interactive

- User choice
- Interactive
- Adaptability
- sharing

Multimedia

- Rich Sensory Experience



2002 Creative Commons founded by Larry Lessig

2003 One million members

2008 CCHK founded

2011 400,000+ works licensed under CCHK

**Creative Commons is about
a shared culture**

From “A Shared Culture”

- “When you share your creativity you're enabling people anywhere to use it, learn from it, and be inspired by it. If you share your creative wealth, you can accomplish great things. There are millions of other peoples all around the planet who are working together to create a better, richer and more vibrant culture, using creative commons.”



All Rights Reserved













Some Rights Reserved



Public Domain


Four Protocols

-  Attribution – attribute the author
-  Non-commercial – no commercial use
-  No Derivative Works – no remixing
-  ShareAlike – share under the same license; e.g. remix only if you let others remix

-  Attribution
-  Attribution – Share Alike
-  Attribution – No Derivatives
-  Attribution – Non-Commercial
-  Attribution – Non-Commercial – Share Alike
-  Attribution – Non-Commercial – No Derivatives

Mix and Match

Creators mix and match these elements to make a licence e.g:

-  Attribution-Noncommercial-ShareAlike – can remix, tweak, and build upon the work, as long as:
you credit the author; it is for non-commercial purposes; and you license your new creations under the same licence



Attribution



Attribution-ShareAlike



Attribution - Non-commercial



Attribution-Noncommercial-ShareAlike



Attribution - NoDerivatives



Attribution-Noncommercial-NoDerivatives

creative commons About Licenses Public Domain Support CC Projects News

Donate to Freedom and Sharing: CC's Annual Campaign

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When you choose a license, we provide you with HTML you can use to add the license information to your site and information on how to select a license on one of several free hosting services that have incorporated Creative Commons. This is not a registration and we do not retain a record of your selection.

Allow commercial uses of your work?

Yes i

No i

Allow modifications of your work?

Yes i

Yes, as long as others share alike i

No i

Jurisdiction of your license i

[/donate/?utm_source=ccorg&utm_medium=site_header](#)

creative commons

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This is a human-readable summary of the **Legal Code (the full license)**


[Disclaimer](#)


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 **Noncommercial** — You may not use this work for commercial purposes.

 **No Derivative Works** — You may not alter, transform, or build upon this work.

With the understanding that:

creative commons

Share, Remix, Reuse — Legally

Creative Commons is a nonprofit organization that develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation.


Search for licensed content:

Search

Learn More... **Choose License**



A big thank you to all of our supporters in 2010!

We need your continued support for the year ahead.

Regional Comparison Hong Kong was behind

- CC Taiwan (Sept 2004)
<http://creativecommons.org.tw/blog/>
- CC Mainland (March 2006)
<http://cn.creativecommons.org>
- CC HK (Oct 2008)
<http://hk.creativecommons.org>
- CC MO (coming soon!)

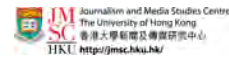
 

Hong Kong was behind

Then
Journalism and Media Studies Centre
took the lead in 2007

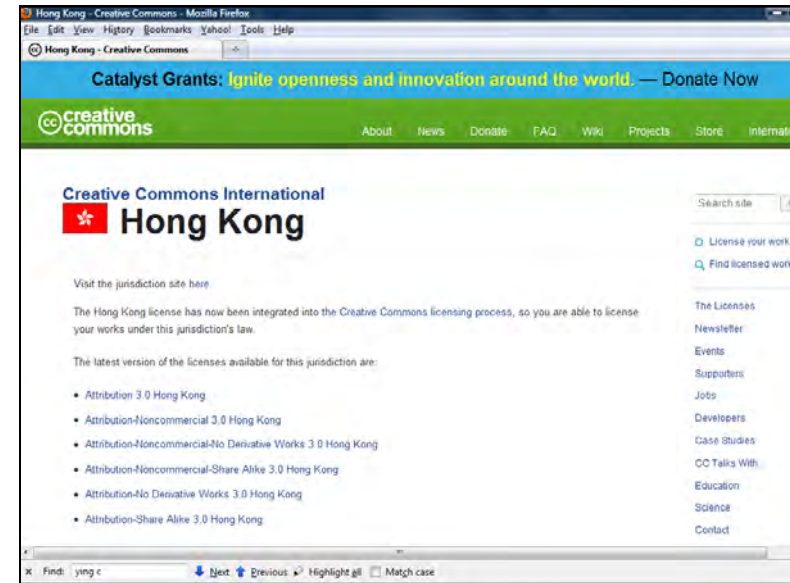
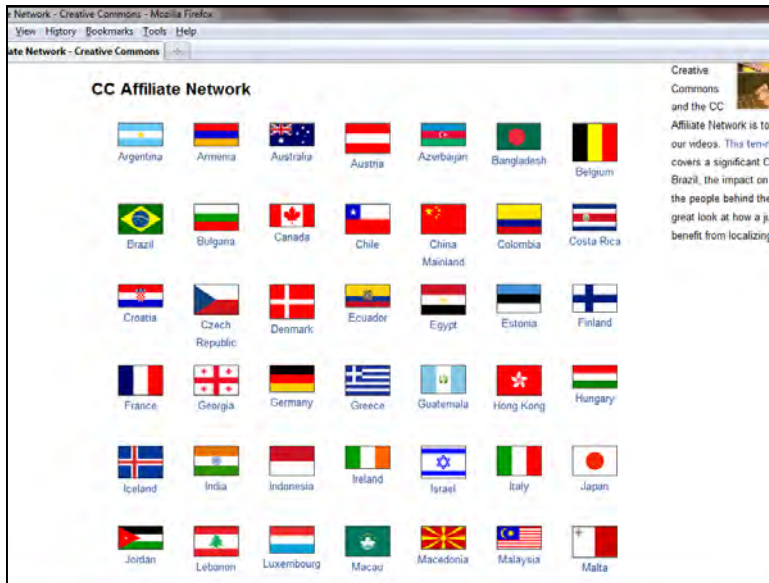


CCHK Launch at HKU 24 Oct, 2008




Launch on 25 Oct, 2008 HKICC Lee Shau Kee School of Creativity





Post – Launch Focus on Education

- Educational outreach to government and community organizations
- Published educational materials
- Seminars and talks for secondary school teachers
- Launched Creative Archive for Liberal Studies + Public Service Broadcaster
<http://www.rthk.org.hk/creativearchive/>
- Focus on mechanisms to 'build community'





CCHK license adoption trends

Type	13 Aug 2009	27 May 2010	3 Nov 2011
by	15552	8943	27493
by-nc	46263	65227	152750
by-nc-nd	89631	59150	135595
by-nc-sa	884037	82125	100375
by-nd	14402	5965	22878
by-sa	10832	5831	13538
Total	260717	227241	452629

Advantages in adopting CC

- Legal and promotes respect to copyright
- International standard for sharing
- Branding through Creative Commons
- Searchable with metadata
- Building connections and getting feedbacks



Considerations in Adopting CC

- Irrevocable – once released, forever shared
- May require extra persuasions



The growing sharing Culture

- MIT OpenCourseWare
- OpenCourseWare Consortium



CC publishing



CC Publishing



<http://mediactive.com/>

“Had I signed with a traditional publisher, the book would not have reached the marketplace for a year or more from the date when I signed. With a company like Lulu, you wrap up the project and you’re off to the races. In a fast-moving area like media, that’s a huge benefit to foregoing the standard route.”

— Dan Gillmor



CC projects global



More CC global projects

- Dan Gillmor, <http://mediactive.com/>
- Larry Lessig, <http://www.lessig.org/blog/>
- Joi Ito, <http://aproxymator.com/photos/joi>
- [Al Jazeera Creative Commons Repository](#)

CC projects in Taiwan Education Department resources

- 教育部教學資源網,
<http://etoe.edu.tw/>
- 教育部數位內容交換分享平台
<http://edshare.edu.tw/>
- 教育部創用CC資訊網
<http://ccnet.moe.edu.tw/>

教育部 教學資源網

個人化菜單 RSS

使用本網站時請：註冊 登入

關於教學資源網

☆一般使用者

- ETOD簡介
- 關鍵字/Tag

☆加載單位

- 加入教學資源
- 「教學資源交換規格」說明

☆研討會相關文件

- ETOD 搜尋引擎
- 我們活動 公佈欄
- 教學資源統計
- 教學資料統計

☆相關網站

- 台灣創用CC官網
- 學習加油站
- 教育部數位內容分派交換平台

Join or 加入收藏

教學資源搜尋系統

查詢日期： 檔案格式：不限 年級： 依條 不限欄位

查詢字串多字語以空格隔開

作者權：不限

熱門查詢：教學 特權 英文 交通安全 自然 林淑蓉 林高美 國文 特權 元亨 ... more

七大領域

- 語文 (19064) 國語文 (13664) 英文 (3541) 國語語 (1343) 客語 (476) 原住民族 (40)
- 數學 (3665) 社會 (5076) 生活 (3952)
- 健康教育 (3374) 綜合活動 (3306) 藝術與人文 (4357)
- 自然與生活科技 (8568)

六大議題

- 資訊教育 (1604) 環境教育 (2392) 人權教育 (394)
- 家庭教育 (641) 生涯發展 (473) 性別平等教育 (1028)

教育部數位內容交換分享平台 EdShare

搜尋 教學教材 教學影片 研習心得 網路資源

中文 English

親子學前教育

九年一貫教育

國文 國語文 客家語文 原住民族文 英語 華語 生活 數學 社會 健康與體育 藝術與人文 自然與生活科技 綜合活動 遠距教育 環境教育 性別平等教育 人權教育

搜尋

請選擇檢索方式

- 主題檢索 依據
- 元件名稱
- 關鍵字檢索 依據格式
- 精準

登入會員

帳號

密碼

登入 忘記密碼 註冊

新手指南 上進指南

相關公告

- 教育資源CC資源網設置作業諮詢服務
- EdShare將於11月上午十時至十一時舉辦座談
- 2008數位學習交換分派計畫相關文件

熱門教材

- 教案下載教材
- 教案下載教材
- 教案下載教材

CC Project in China

Journalism and Media Studies Centre
The University of Hong Kong
香港大學新聞及媒體研究中心
http://jmec.hku.hk

CC 香港共享創意
CREATIVE COMMONS
HONG KONG

CORE China Open Resources for Education

零距離接觸世界一級高校課堂

2009年2月11日 星期三 用戶名: 密碼: 登錄

首頁 | 關於協會 | 開放課程 | 開源工具 | 精選資源 | 會員 | 論壇 | 常見問題 | 我的CORE

當前位置： 首頁 > 關於協會 > 協會簡介

協會簡介

中國開放教育資源協會（China Open Resources for Education 簡稱 CORE）成立於2008年10月，是全國第一個與中國建國70周年紀念活動相呼應的協會。

CORE是在中國這特殊信息化教育國際化、國際教育與區域教育發展加快的背景下產生的。2008年9月，由美國愛德華（International Education Technology Foundation 簡稱 IETF）、麻省理工學院（Massachusetts Institute of Technology 簡稱 MIT）等北美著名大學共同資助的「MIT-COPE 國際協定」，成功籌劃了教育國際化、開放與共享。為此北美的北愛大學、康乃狄大學、賓夕法尼亞州立大學等，正在努力“推動全球開放教育資源計畫”的國際化教育。此外，4月份由 MIT 發起、由 MIT 資助的“國際教育資源計畫”正在進行中。MIT 基金會教育項目主任 Marshall Hale Smith 訪台期間與香港大學共同簽署了該計畫。

MIT-COPE 的執行由 MIT 的領導，在 MIT 成立協會後，來自美國內外數百位教育專家學者，以及來自北愛大學、北愛大學、康乃狄大學、北愛大學、北京師範大學、北京理工大學、中國科學院（北京）、對外經濟貿易大學、中國政法大學（北京）、中國人民大學、中國廣播電視大學12所大學聯合上線教育。經教育界認可，成立了應用開放教育資源的國際性協會——CORE。

CORE 的成立是促進國際教育合作、提高教育質量、CORE 旨在以美國麻省理工學院為代表的國際大學的優良傳統。通過整合全球的教育資源，應用於中國的教學中，同時將中國的優良傳統與文化推廣到世界，搭建一個國際教育與區域教育共享的平台。CORE 的成立，是力推動國際教育的理念，為中外學習者提供教學、免費的教育資源，讓更多的學習者享有平等的學習機會。CORE 同時加強教育資源的國際化，為大學生學習提供了方便和快捷，受到了中國大學生及社會工作者的歡迎。目前兩年內將達到1000人次。

Cc derivatives

Journalism and Media Studies Centre
The University of Hong Kong
香港大學新聞及媒體研究中心
http://jmec.hku.hk

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ccLearn

About FAQ Projects Resources Search Contact

Projects

DiscoverEd

A scalable, extensible, federated search for educational resources on the web.

The beta version of the DiscoverEd is available for testing.

One of the more interesting and pressing problems facing users of the Internet is quickly finding and evaluating the resources they need. Clearly, this is a problem not limited to education, but given that the top concern for most educators (and learners, for that matter) is lack of time, we needed to design more efficient and effective ways of identifying educational resources online. In collaboration with other open educational projects, and with several major search engines, we have tested out possible solutions to this "time problem."

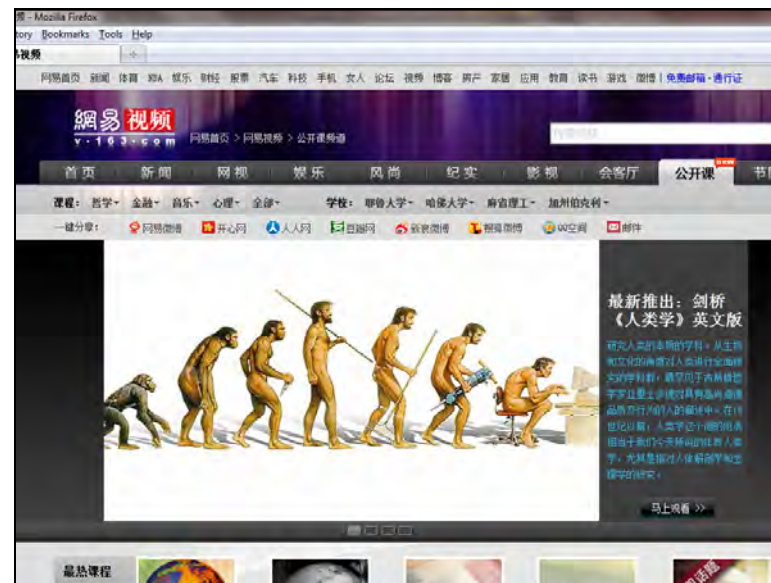
In addition to the DiscoverEd, we are hosting several existing search portals for educational resources, as can be seen in the "Search" tab.

This project has evolved, and here are the major elements to date. More comprehensive analysis and calls for community participation are forthcoming.

- We have built an archive of links and annotations to accessible educational materials on the web. "Accessible" means that it can be read for free, without a need for a password or login, on the Internet. Any presumptively educational material is acceptable, including commercial materials, non-textual resources (e.g., computer programs, video lectures, etc.), as long as someone is willing to vouch for the material as being educational in nature (see note on "locators", below). The resulting archive is specified in a well documented (and open) format so that anyone can take advantage of the information within. Although this project is designed to promote OER,

CreativeCommons@HKU

- The Thinking Web
<http://philosophy.hku.hk/think/>
- China Media Project, JMSC
<http://cmp.hku.hk>



Challenges for CCHK

- How to foster a sharing culture on campus?
- What's HK's response to the open source/ course movement?
- How to engage the creative community to ensure sustainability of CCHK?
- Can government be more proactive in promoting sharing and creativity?



<http://gawkehttp://gawker.com/5861431/uc-davis-pepper-spray-cop-is-now-a-meme/gallery/1r.com/5861431/uc-davis-pepper-spray-cop-is-now-a-meme/gallery/1>

CCHK team, 2011

- Community Leads
 - Ying Chan, Director and Professor, JMSC, HKU
 - Pindar Wong, Internet Entrepreneur
- Lead Leads
 - Dr. Yahong Li, associate professor, Faculty of Law, HKU
 - Dr. Alice Lee, associate professor, Faculty of Law, HKU
- **Technical Lead** : Ben Chong, IT entrepreneur
- **Language Lead**: Peter Ma, educational consultant

Resources

- hk.creativecommons.org
- www.creativecommons.org.br
- ipd.gov.hk
- www.createhk.gov.hk

Thank You! :)

Credits

- OpenCourseWare Consortium (2008). Open Sharing, Global Benefits (Making Your Case with your Higher Administration), from <http://www.ocwconsortium.org/docs/HighAdmin.ppt>
- Rebecca McKinnon (2008). Creative Commons: Copyright in the digital age for Greater China and Hong Kong, from <http://www.slideshare.net/rmackinnon/cc-hku-129484>

Post Launch Experience

- Change in Culture takes time
- E.g. Launch of Liberal Studies + Public Service Broadcaster
- <http://www.rthk.org.hk/creativearchive/>
- Focus on mechanism to 'build community'
- Licences important but not essential to long-term success

- CC offers an opportunity and incentive to bring together the creative elements within the Educational community
- CC empowers a vibrant, engaged creative community essential to long-term success