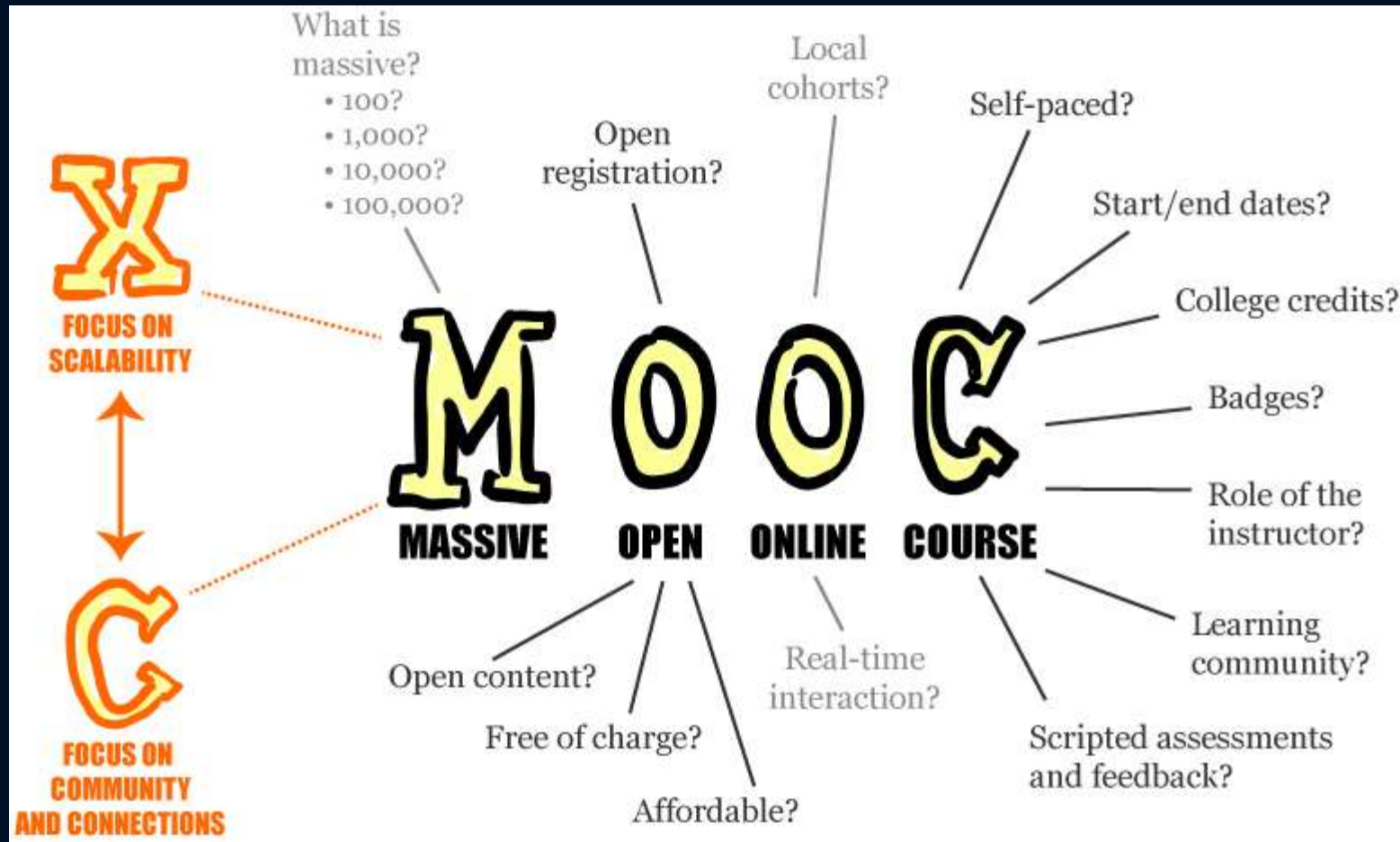


LAS Conference 2014

# Copyright Clearance for MOOCs at NTU Libraries

GOH SU NEE AND THAM JING WEN  
(SCHOLARLY COMMUNICATION GROUP)



MOOC poster by Mathieu Plourde (2013).

[http://en.wikipedia.org/wiki/Massive\\_open\\_online\\_course#mediaviewer/File:MOOC\\_poster\\_mathplourde.jpg](http://en.wikipedia.org/wiki/Massive_open_online_course#mediaviewer/File:MOOC_poster_mathplourde.jpg) CC BY 2.0.

# NTU MOOCs on Coursera



Beauty, Form & Function: An Exploration of Symmetry  
Jan 12th 2015



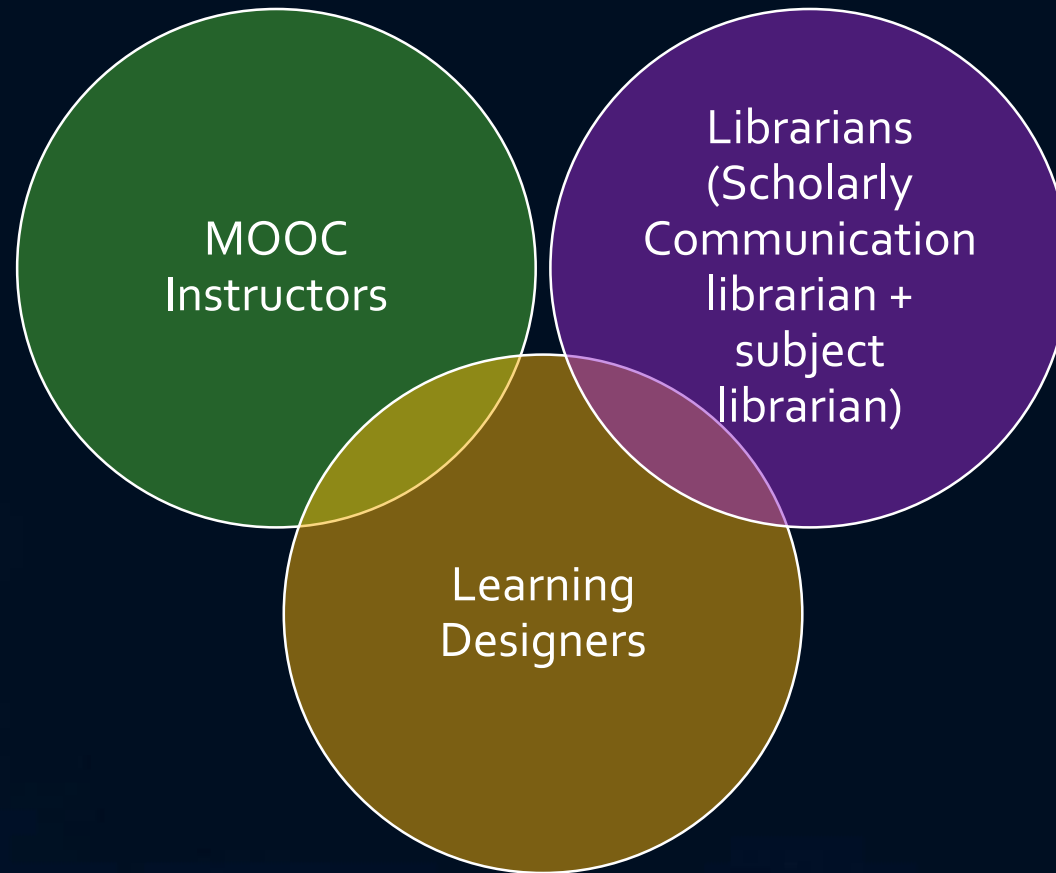
Foundations of E-Commerce  
Jan 19th 2015



Introduction to Forensic Science  
Date to be announced.

Nanyang Technological University (2014). In Coursera.  
<https://www.coursera.org/ntu>

# Who are Involved?

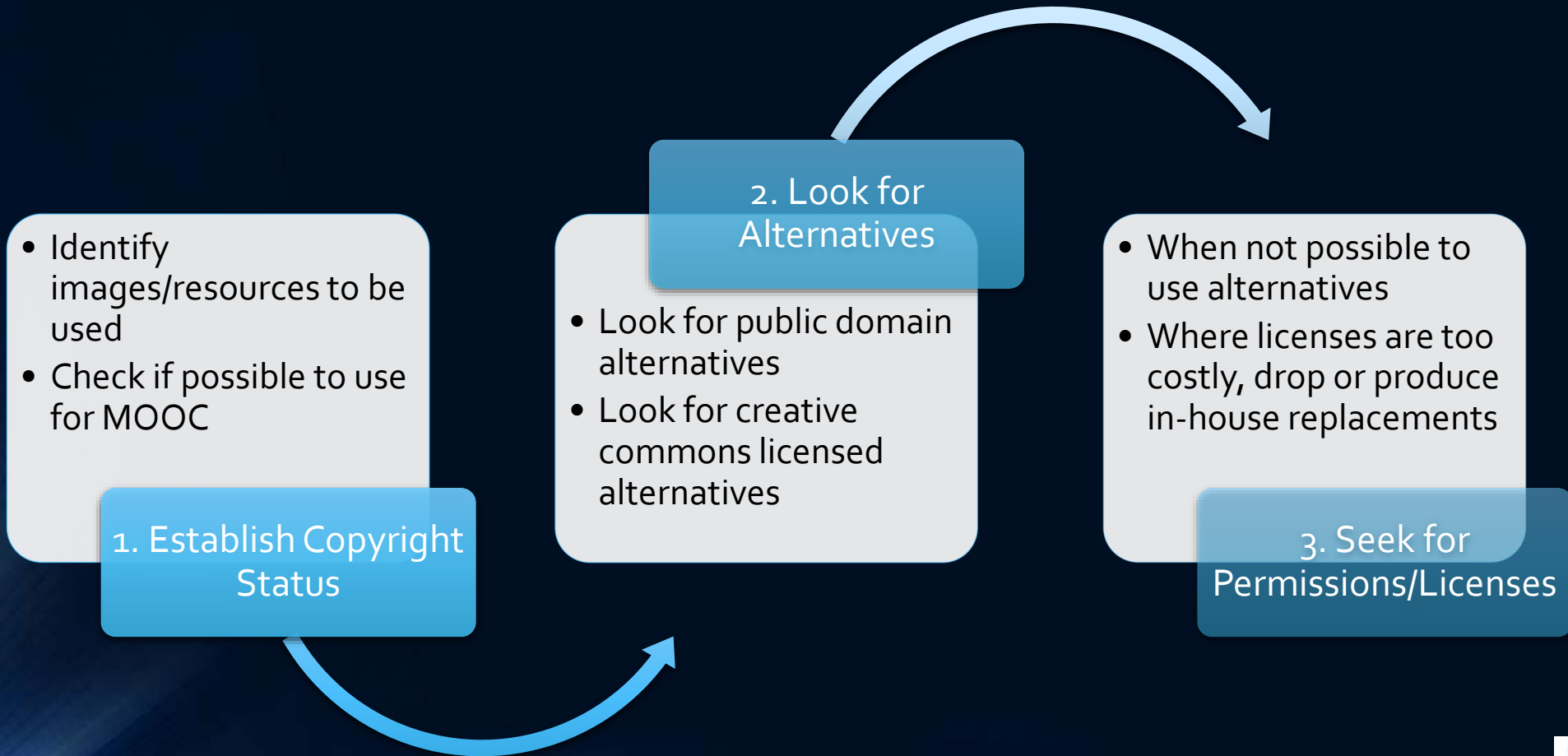


# Each MOOC its Own

- Varying needs for copyright clearance across MOOCs
- Some require heavier usage of images or illustrations or text that are not produced in-house
- Others use hardly any

	MOOC 1	MOOC 2
No. of images reviewed	28	470
No. of images replaced	0	256
No. of images paid for use	7	34

# Workflow



# Permission Log Form

- Thumbnail of image
- Title/description of image
- Source of image
- Priority of need for the image eg. Must Have, Good to Have, Generic
- Copyright status eg. Creative Commons licensed, Public domain, permission required
- Copyright holder
- Details of alternatives
- Follow-up notes

# CHALLENGES



# Challenges

- Lack of relevant knowledge and experience (for all parties)
- Difficulty in using teaching materials originally used in a non-MOOC setting in a MOOC eg. Harvard Business case studies
- Identifying source of images
- Singapore Copyright Act

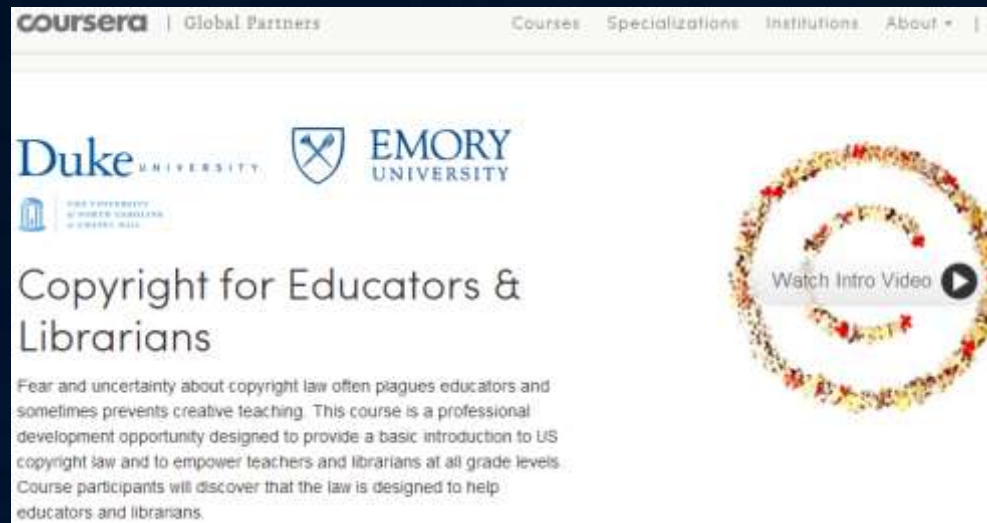


*SixSaltinesAndForkOnPlate* by Melchoir (2009).  
[http://en.wikipedia.org/wiki/Saltine\\_cracker\\_challenge#mediaviewer/File:SixSaltinesAndForkOnPlate.jpg](http://en.wikipedia.org/wiki/Saltine_cracker_challenge#mediaviewer/File:SixSaltinesAndForkOnPlate.jpg) CC BY-SA 3.0.

# How do we manage?


Learn, learn and learn!

- Coursera MOOC
- American Library Association e-learning
- IP Academy classes



The screenshot shows the Coursera course page for "Copyright for Educators & Librarians". At the top, it features the Coursera logo and navigation links for "Global Partners", "Courses", "Specializations", "Institutions", and "About". Below this, the logos for Duke University and Emory University are displayed. The course title "Copyright for Educators & Librarians" is prominently shown, along with a "Watch Intro Video" button. A descriptive paragraph states: "Fear and uncertainty about copyright law often plagues educators and sometimes prevents creative teaching. This course is a professional development opportunity designed to provide a basic introduction to US copyright law and to empower teachers and librarians at all grade levels. Course participants will discover that the law is designed to help educators and librarians."

*Copyright for educators & librarians* [on Coursera] by Duke University, Emory University and The University of North Carolina at Chapel Hill (2014).  
<https://www.coursera.org/course/cfel>



The screenshot shows the ALA eCourse page for "Copyright for Teachers and Librarians eCourse/e-book Bundle" by Rebecca P. Butler. The item number is 1541-8963. The publisher is ALA Editions and the price is \$175.00. There is an "E-mail a Friend" button. A red banner across the image reads "CLOSED SEE MESSAGE BELOW".

*Copyright for teachers and librarians eCourse/e-book bundle* by American Library Association.  
<http://www.alastore.ala.org/detail.aspx?ID=4319>



The screenshot shows the IP Academy course page for "MANAGING COPYRIGHT & CONFIDENTIAL INFO IN EDUCATION & TRAINING INSTITUTIONS". The course is scheduled for 11 March 2013, from 9.00am to 5.15pm. The course highlight states: "This course will address some important issues that educators and management will have to deal with:" followed by a list of four questions: "Who owns the curriculum and training materials developed?", "Are contract tutors employees of the organisation?", "Are institutions liable for the IP infringements of their students and staff?", and "What happens if copyright works created by staff and students, sometimes outside the institution, are commercialised?"


*Managing Copyright and Confidential Information in Education and Training Institutions* by IP Academy (2013).  
[http://www.ipacademy.com.sg/cos/o.x?c=/ipa\\_cws/programme&kind=Institutions&cat=executive%20seminars](http://www.ipacademy.com.sg/cos/o.x?c=/ipa_cws/programme&kind=Institutions&cat=executive%20seminars)

# How do we manage?

Learn, learn and learn!

- Guides from Intellectual Property Office of Singapore (IPOS)

**COPYRIGHT** infosheet

**Copyright for Educators** 

**What is Copyright**

Copyright is a private property right that protects original works such as novels, computer programmes, music and photos. Generally, copyright owners enjoy various exclusive rights over their copyright works (such as the rights to reproduce, perform and communicate their works). These different exclusive rights form the bundle of rights that we call copyright. They enable a copyright owner to control the commercial exploitation of his work.

**COPYRIGHT** infosheet

**Copyright & The Internet** 

**What is Copyright**

Copyright is a private property right that protects original works such as novels, computer programmes, music and photos. Generally, copyright owners enjoy various exclusive rights over their copyright works (such as the rights to reproduce, perform and communicate their works). These different exclusive rights form the bundle of rights that we call copyright. They enable a copyright owner to control the commercial exploitation of his work.

*Infopacks* by Intellectual Property Office of Singapore (2014).  
<http://www.ipos.gov.sg/AboutIP/IPResources/Infopacks.aspx>

# How do we manage?

Learn, learn and learn!

- Looking at best practices

## Copyright quick guides

- Teaching - PDF version (91 KB)
- Use of images in PowerPoint presentations - PDF version (18 KB)
- Blackboard - PDF version (91 KB)
- Hardcopy course readers - What can I include? - PDF version (18 KB)
- Television and radio broadcasts (21 KB)
- Copyright permissions (24 KB)
- Lecture recording (17 KB)
- Theses and publication (15 KB)
- Guest lecturer guide to copyright (18 KB)

## Copying for research or study

- Copying for personal research or study
- Copying from the Internet

## Copying for teaching

- Text copying guide
- Text copying - frequently asked questions staff only
- Broadcast copying guide
- Broadcast copying - frequently asked questions staff only
- Music licence copying guide

## Creating copyright material

- UQ Intellectual Property Policy for Staff, Students and Visitors
- Authors' moral rights
- Creative Commons licence

### COPYRIGHT

#### QUICK GUIDES

COPYING FOR RESEARCH OR STUDY

EDUCATIONAL COPYING

TEXT & GRAPHICS EDUCATIONAL COPYING

BROADCAST EDUCATIONAL COPYING GUIDELINES

MUSIC LICENCE COPYING GUIDELINES

SAMPLING AGREEMENT WITH CAL (FULL)

UQ COURSEPACKS AND COPYRIGHT

### Contacts



Tom Joyce  
UQ Copyright Lawyer  
Email: [t.joyce@library.uq.edu.au](mailto:t.joyce@library.uq.edu.au)  
Phone: (07) 3365 6755

### Quick links

#### Plagiarism

- [Academic integrity and plagiarism - advice](#)

Copyright by University of Queensland Library (2014).

<https://www.library.uq.edu.au/copyright/>

- NTU Legal & Secretariat Office
- NTU librarian(s) experienced in license matters

**NANYANG TECHNOLOGICAL UNIVERSITY** ABOUT NTU GLOBAL ADMISSIONS

Home >  
Legal & Secretariat Office

- ▶ About LSO
- ▶ LSO 101
- ▶ How LSO Works
- ▶ Policies & Procedures
- ▶ Templates & Sample Documents
- ▶ When You Consult LSO
- ▶ What We Can Do for You
- ▶ What We Cannot Do For You
- ▶ Requests for Legal Advice
- ▶ Feedback
- ▶ Contact Us

**Professionalism**  
**Reliability**  
**Negotiation**  
**Legal advice**  
**Commitment to solutions**  
**Understanding your needs**  
**Proper procedures & policies**  
**Legal structure**  
**Templates**  
**Corporate governance**

Welcome to the Legal & Secretariat Office

How do we  
manage?

Consult the experts!

Nanyang Technological University (2012). *Legal & Secretariat Office*.  
<http://www.ntu.edu.sg/LSO/Pages/default.aspx>

The background is a deep blue gradient with a complex, abstract pattern of curved lines and a grid-like structure that creates a sense of depth and movement, resembling a tunnel or a digital space.

LOOKING FORWARD

# Looking Forward

- Integrating copyright related topics in instructional classes
- Guides eg. attribution, creative commons licensing, fair use, obtaining permission, open resources
- Not just for MOOCs
- NTU Intellectual Property Policy
- Singapore Copyright Act

<b>PART 2. INTELLECTUAL PROPERTY OWNERSHIP</b>	
2.1	IP Ownership by the University
2.2	Copyright of Works
2.3	Student Thesis
2.4	Outside Consultants and Independent Contractors

*Policy on intellectual property, technology transfer and research collaborations by Nanyang Technological University (2013).*

<http://www.ntu.edu.sg/nieo/Documents/IP-Policy.pdf>

THANK YOU