

**Discuss the following scenarios and determine whether the subsequent use of the CC-licensed work is acceptable or unacceptable. If it is unacceptable, explain why.**

1.

**Original Work:** A .pdf file of an open composition textbook, CC BY-NC

**Subsequent Use:** An institution's English department likes the book so much that they adopt it for use in their first-year composition classrooms. The digital document is distributed via the institution's website. In order to accommodate those students who either don't like to read things on a screen or don't have consistent access to the technology, a print version is made available for a small fee at the bookstore.

- Acceptable
- **Unacceptable**  
**This use is unacceptable because the CC license prohibits any commercial use. The bookstore is charging a fee for the print version. Although the fee is minimal, this still counts as commercial use.**

2.

**Original Work:** An article about pronoun reference on a publicly-visible website, CC BY

**Subsequent Use:** An educator, developing a textbook to be sold, pastes text from the article into one of the book's chapters with appropriate quotation and the original author's name, title of work, and CC license, along with the name of the website that the material was taken from.

- **Acceptable**  
**This use is acceptable. The educator is selling the textbook, but that is fine because the license allows commercial use. The educator correctly acknowledges the original author.**
- Unacceptable

3.

**Original Work:** A text file on a faculty website containing an overview of research methods, CC BY

**Subsequent Use:** An instructor from the same institution incorporates the text of the document into a large presentation about research methods, including a linked URL on the very last slide.

- Acceptable
- **Unacceptable**  
**This use is unacceptable. Although the instructor includes a linked URL, the URL is not attached to the original author's text, and the instructor does not provide enough information for a valid attribution (author's name, etc.).**

4.

**Original Work:** A digital recording of a song, CC BY-NC-ND

**Subsequent Use:** An instructor plays the song as soothing background music, not an “educational repurposing,” during a final exam, with the artist’s name, song’s name, album’s name, and license projected on the screen.

- **Acceptable**  
**This use is acceptable. The instructor has NOT repurposed the song and is merely sharing it. The instructor is not selling the song and has correctly attributed it to its original creator.**
- Unacceptable

5.

**Original Work:** A digital file of a presentation about MLA style, CC BY-ND

**Subsequent Use:** An educator downloads the file, changes the content of several slides, and uploads it with appropriate attribution, including the name of the original author, the title of the work, and the license.

- Acceptable
- **Unacceptable**  
**This use is unacceptable. The license does NOT permit any changes to the original material, and the educator has changed the content of several slides.**

6.

**Original Work:** A digital file (.doc) containing a writing assignment prompt, CC BY-SA

**Subsequent Use:** An instructor downloads the file, edits it, adds to it, and then distributes the new file under a CC BY-NC-SA license.

- Acceptable
- **Unacceptable**  
**This use is unacceptable. The license requires that all derivative works be licensed with the SAME license. The instructor has used a different license, one that also bans commercial use.**

**Discuss the following scenarios and choose the CC license that you think is best for each one (CC 0, CC BY, CC BY-SA, CC BY-NC, CC BY-NC-SA, CC-BY-ND, or CC-BY-NC-ND), .**

**Scenario #1:** Bob is a political cartoonist who likes to spread his message by encouraging viewers to share his cartoons on their Facebook timelines. However, he wants to reserve the right to publish his cartoons in paid magazines and wants to ensure that, when shared, others retain his cartoons in their original form.

What CC license should Bob use? **CC-BY-NC-ND**

**Scenario #2:** Tui works for a company that builds science kits for schoolchildren to use in the classroom. Tui's job is to choose a license for the instructional handouts that teachers can download from the website. Teachers need to be able to make copies, share the handouts, and adapt them for different ages and abilities. Tui does not want the teachers to be able to sell the handouts.

What CC license should Tui use? **CC-BY-NC**

**Scenario #3:** Tessa operates a whale and dolphin watching company. The boat captains carefully count and track where and when they see marine life, so they know where to visit at what time of the year. Tessa wants to share this information with local researchers. She's also happy to share it with other tour operators, but she wants anything made with the data to remain open.

What CC license should Tessa use? **CC-BY-SA**

**Scenario #4:** Elliott runs a bike sharing company. His customers sometimes have trouble finding places to park and aren't always sure where bike routes connect to each other. Elliott has good anonymous data from the bikes' GPS and wants to release this data so that the community can use it to develop a community-maintained cyclists' map for Auckland.

What CC license should Elliott use? **CC-0**

**Scenario #5:** Te Huia works for a university designing online courses. The courses that she designs are intended to be shared widely and she's happy for people to build upon them and adapt them for local needs. She does not want these courses or their adaptations to be shared commercially, and she wants to make sure that her university is credited as the original creator.

What CC license should Te Huia use? **CC-BY-NC**

**Scenario #6:** Kupe works for the Department of Conservation. He has created a brochure to share with early childhood educators that contains photographs and descriptions of poisonous and dangerous plants found in New Zealand. It also includes information about what to do when the plants are ingested or touched. This is an important health and safety information product. Kupe wants teachers to reproduce and share it widely. He is fine with commercial publishers reproducing this brochure, but he doesn't want anything in it changed; it's important that the brochure be reproduced faithfully.

What CC license should Kupe use? **CC-BY-ND**