Find and Use Media

FIND AND USE MEDIA

THE UNIVERSITY OF QUEENSLAND LIBRARY

The University of Queensland

CONTENTS

MODULE OVERVIEW

Aims and objectives

This module will:

- show you how to source media (including images, video, and audio) for your assignments
- help you to understand copyright and licencing obligations so that you can ethically reuse media.

After completing this module, you will be able to:

- locate licenced and public domain materials
- create appropriate attribution statements.

Module sections

Download versions are available from the homepage.

Duration:
Approximately 30 minutes

Student partnership

This module was developed with UQ student partners as part of a Student-Staff Partnership project.

Graduate attributes

Knowledge and skills you can gain from this module will contribute to your Graduate Attributes:

Influential communicators

Respectful leaders

This module is part of Digital Essentials, a series of online modules to help you quickly build your digital skills so you can succeed in study and work.

Return to UQ Library.

1. "NO COPYRIGHT INFRINGEMENT INTENDED"

As a UQ student or employee, you may be asked to create a video, presentation, website, or blog. These projects contain multiple types of media (images, audio, animations, and video content). If you want to reuse someone else's creative work how can you do this ethically?

Technology makes it increasingly easy to obtain and manipulate content — to create mashups, remixes, and memes — how can you be sure you are respecting other people's rights as creators? In most cases a "No copyright infringement intended" disclaimer is not the answer.

Example of how original creative works can be "remixed". Source: Michael Cramer CC BY 2.0.

Algorithms can identify online copyright infringement

The major online platforms now use algorithmic means to identify works which potentially infringe

copyright. A well-known example of this is YouTube's Content ID, which can automatically scan images, audio or video content uploaded onto the platform, and then notify copyright owners. Copyright owners can ask the platform to take down your content if it infringes their intellectual property rights.

[▶] YouTube Content ID (YouTube, 3m9s)

[📄] *One or more interactive elements has been excluded from this version of the text. You can view them online here: https://uq.pressbooks.pub/digital-essentials-find-and-use-media/?p=25#oembed-1*

Reusing content? What you should check first

Before you reuse someone else's image, video or audio you should consider the:

- **copyright status** of the item and whether any exemptions for use exist
- **licence conditions** (if relevant)
- **moral rights** of creators.

Failing to consider these factors can negatively impact your project. For instance, if the project is for a university assignment, infringing copyright or failing to appropriately credit a source could mean you receive a lower mark or inadvertently commit plagiarism (plagiarism is a form of academic misconduct). In the workplace, the same behaviour could open you or your employer up to legal liability. A less severe consequence could be that your project receives a copyright take-down notice.

[📖] Read the *Atlantic Magazine*'s When a 'Remix' Is Plain Ole Plagiarism. Think about how you would feel if your creative work was copied without your permission.

2. COPYRIGHT

Most people are familiar with the copyright symbol ©. You may have seen this symbol in the title pages of books, stamped on images, or appearing in the footer of web pages.
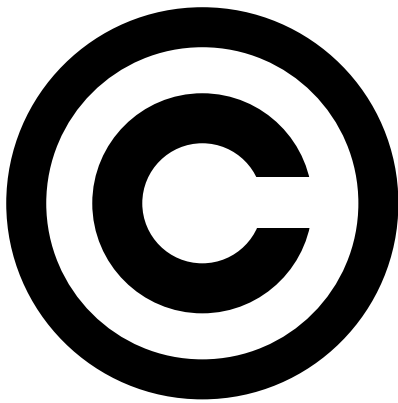
Copyright symbol by Unknown via Wikimedia Commons.

What is copyright?

Copyright is a type of intellectual property which protects the rights of creators to determine how their original works may be used, including whether they can be copied and shared. In Australia, copyright is embodied in the *Copyright Act 1968* (Cth).

The purpose of the copyright system is two-fold:

- It ensures creators receive some form of payment or credit for their creative work over a certain period of time.
- The system arguably incentivises creativity by protecting the rights of creators.

Under Australian law, works do not need to be registered to be protected by copyright. It is also important to note that once granted, copyright protection is not permanent. When copyright protection ceases, the work is considered to be in the public domain.

Moral rights

In addition to the economic rights of creators, the Copyright Act 1968 (Cth) also protects their moral rights. In Australian law, the authors of literary, dramatic, musical or artistic works have a right to proper attribution for their work (see 3. Licences and attribution). Creators are also protected from the "derogatory treatment" of their works, treatment which would negatively impact the author's honour or reputation.

What types of works does copyright protect?

The *Copyright Act 1968* (Cth) protects a wide range of works including:

- literary works
- dramatic works
- musical works
- artistic works
- sound recordings
- cinematography films
- television and sound broadcasts
- published editions of works.

Exemptions to copyright

Certain uses of works will not infringe copyright as they are seen as "fair dealing". For instance, fair dealing exemptions exist for the purposes of:

- research or study
- criticism or review
- parody or satire
- news reporting
- giving of professional advice by a legal practitioner.

(?) It is important to note that the exemption for research and study is not available to you if you are publishing your work (e.g. uploading your video on YouTube or publishing your assignment as a website). The Copyright Council of Australia has more information on the research and study exemption.

What is considered to be fair?

Courts use a range of factors in determining whether a use constitutes fair dealing or not, including:

- the purpose of the use
- the amount of copying involved

- whether the use negatively affected the creator
- whether proper attribution was used
- whether their permission could easily have been sought.

For example, photocopying a few pages of your course textbook is considered to be fair dealing, while photocopying the entire work is not.

Read [Explainer: what is 'fair dealing' and when can you copy without permission?](#) Do you think Australia's fair dealing exemption should be reformed?

3. LICENCES AND ATTRIBUTION

You can use copyright material, without infringing on the rights of the creator, by agreeing to a licence.

What is a licence?

A licence grants you "permission to use intellectual property in a way that would otherwise be a breach of the owner's statutory rights" (Encyclopaedic Australian Legal Dictionary). Typically, a licence covers:

- **exclusivity** — an exclusive licence means only the licensee is allowed to use the work
- **duration** — how long you are allowed to use the material for
- **purpose** — what kinds of things can you do with the item (i.e. is the use for personal or commercial reasons)
- **restricted uses** — outlines restrictions on the use of the item (e.g. using an image with a model in such a way as would bring them into disrepute)
- **attribution requirements** — the way in which the creator is credited.

Public copyright licence

A public copyright licence, or public licence, is a type of copyright licence popularised by Creative Commons and the open software movement. This type of licence is open to the public at large and is non-exclusive (i.e. it is available to more than one person at a time). Most public copyright licences are written in a way that is easy to understand for non-lawyers.

Creative Commons

Creative Commons has popularised the use of public copyright licences. Their licences are built by using a combination of four main conditions.

[Creative Commons License and how it helps us share digital content (YouTube, 5m32s)](#)

> *One or more interactive elements has been excluded from this version of the text. You can view them online here: https://uq.pressbooks.pub/digital-essentials-find-and-use-media/?p=42#oembed-1*

Attribution

Attribution is the act of crediting an author or creator for their work. Attribution is similar to academic citation and referencing, a practice you may already be familiar with. Creative Commons licences indicate the attribution should include:

- title of the work – with a link to the original source
- creator's name – with a link to their page, if available.
- licence the work is made available under – with a link to the licence deed
- any copyright notices associated with the work.

The attribution statement should appear as close to the work as possible. Attribution requirements are almost always discussed in the licence, so check this if you are unsure.

Example: "Creative Commons 10th Birthday Celebration San Francisco" by tvol is licensed under CC BY 2.0.

Read How to give attribution for CC licensed materials.

4. FINDING LICENSED WORKS

There are many different ways you can access licensed works for your project, including using search engines, and by browsing or searching stock collections. Our [Open educational resources (OER) guide](#) lists more sources.

Search engines

Search across multiple collections using a search engine.

- [Creative Commons Search](#) — CC Search will search across large collections of Commons material, including Europeana, Flickr, and the New York Public Library.
- [Advanced Google Image Search](#) — simply add your search terms and then use the "usage rights" drop-down to select options.
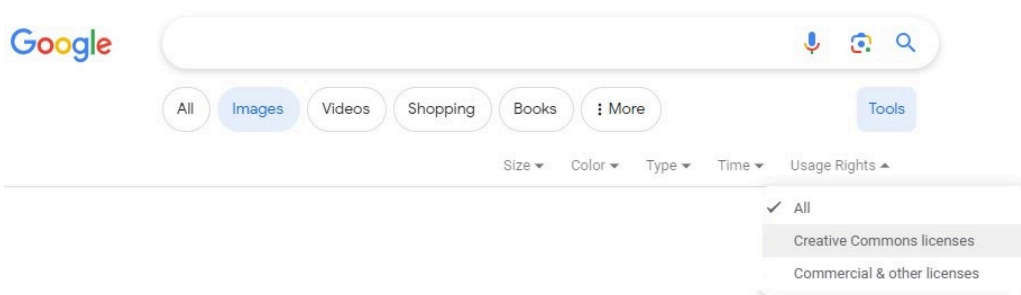
Screenshot of [Google Images](#) search. Go to Tools and choose "Usage rights" to search for Creative Commons images.

Free collections

There are many free stock collections available for you to use. These include:

- [Wikimedia Commons](#) — contains 22 million freely usable media files including images, audio and video content.
- [Flickr](#) — contains images you can search by search keyword and then select drop-down option "Any licence".
- [Unsplash](#) — the [Unsplash licence](#) allows for a non-exclusive copyright licence for commercial or non-commercial use, to share, modify, distribute, or perform. Attribution is not necessary.
- [Pixabay](#) —contains images under a [Creative Commons CC0 Licence](#).
- [BBC Sound Effects](#) — contains over 16,000 sound effects are made available under a RemArc licence.

- [Freesound](#) — database of sounds licensed under Creative Commons.

Commercial collections

Many stock collections **charge licencing fees for permission** to use the works.

- [Adobe Stock](#) — contains images, vectors, illustrations, and videos.
- [Getty Images](#) — contains images, music, and video content. Getty Images allows users to embed selected images in their non-commercial websites or blogs for free.
- [Shutterstock](#) — contains images, music, and video content.

5. FINDING PUBLIC DOMAIN WORKS

What is the public domain?

A **public domain work** "is not protected by copyright, either because copyright has expired or because of a failure to comply with formal requirements for copyright protection" (Encyclopaedic Australian Legal Dictionary). Once a work enters the public domain you can **use, share, modify, or transform the creative work for free**.

In Australia, published works generally enter the public domain 70 years after the death of the creator, but this may vary for particular types of work.

📖 Read the Australian Copyright Council's fact sheet on the [duration of copyright](#) for more information on when particular types of work enter the public domain.

How can you tell when a work is in the public domain?

Sometimes a work will be labelled to say it is in the public domain. You may see a crossed-out copyright symbol, or text stating "**this image has no known copyright restrictions**". This is not always the case, however, and sometimes you will need to work out the public domain status using the date of publication.

Images

In Australia, photographs taken prior to 1 January 1955 are considered to be in the public domain. Photographs taken after 1 January 1955 are protected for the life of the creator, plus an additional 70 years.
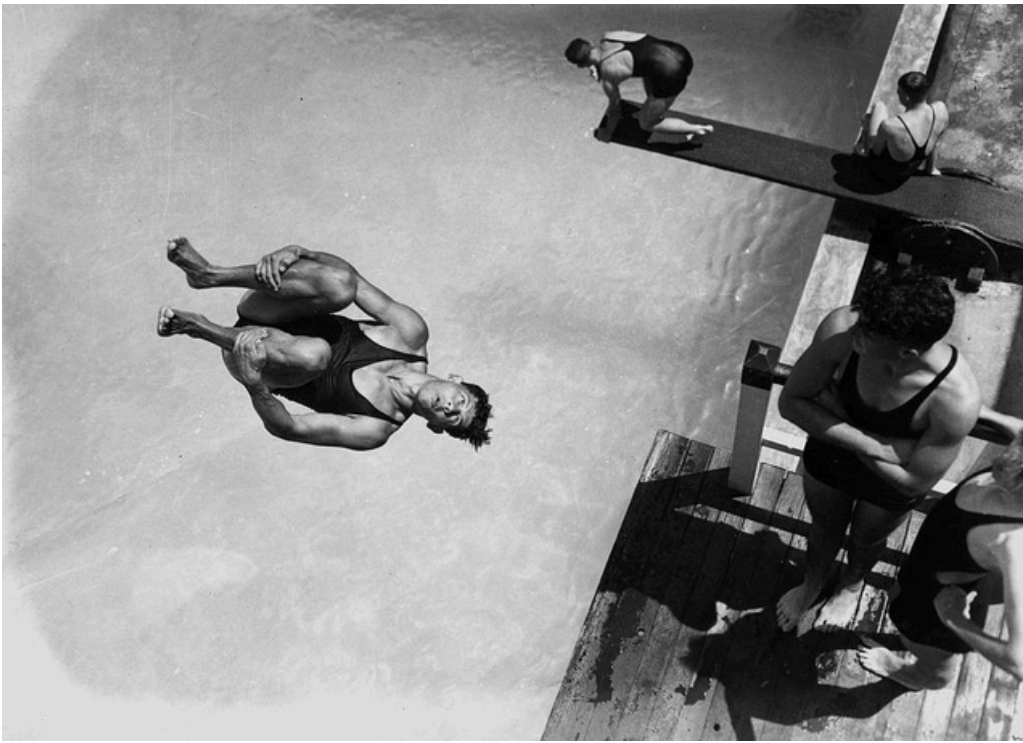
Diving at the Valley Baths, Brisbane, Queensland, 1938 John Oxley Library, State Library of Queensland Neg: 204200.

Flickr is a great resource for public domain photographs. Simply search by keyword and filter your results by changing the "Any licence" drop-down to "No known copyright restrictions". Alternatively, browse the Flickr Commons.

Many libraries have extensive collections of historical images.

Australian collections

- National Library of Australia
- State Library of New South Wales
- State Library of Queensland
- Trove Pictures
- UQ Fryer Library

International collections

- British Library on Flickr
- Europeana
- Library of Congress Free to Use and Reuse Set
- New York Public Library Public Domain Collections

Audio

Determining when audio enters the public domain can be difficult. In Australia, sound recordings made

prior to 1 January 1955 are in the public domain. However, because audio may be just one part of other types of works, we recommend that you contact the Library for copyright advice if the work does not include any indication of copyright status.

These are some examples of public domain audio resources:

- Choral Public Domain Library
- Internet archive — Audio (some recordings are public domain)
- Mutopia — Public domain or Creative Commons licenced music.

Video

As with audio, determining whether video content has entered the public domain can be complicated. We recommend that you contact the Library for copyright advice if the work does not include any indication of copyright status.

There are many collections containing public domain video content:

- Vimeo Public Domain
- Moving Image Archive
- Prelinger Archives

6. REUSING IMAGES ACTIVITY

? Check your knowledge

Choose what you would do in the following scenario. Click the Proceed icon to go to the next step. Click the full screen option for a larger size view.

An interactive H5P element has been excluded from this version of the text. You can view it online here:
https://uq.pressbooks.pub/digital-essentials-find-and-use-media/?p=59#h5p-1

7. CHECK YOUR KNOWLEDGE

All the answers to the quiz questions can be found in this module.

Your response data will not be gathered if you answer the questions below. Take a screenshot of your result at the end of the quiz if you are required to show you have completed it.

⑦ Find and use media quiz

There are 7 questions to answer. After you answer a question, click the arrow to move to the next question.

> An interactive H5P element has been excluded from this version of the text. You can view it online here:
> *https://uq.pressbooks.pub/digital-essentials-find-and-use-media/?p=66#h5p-2*

If you are required to get a certificate with your name, take this version of the Find and use media quiz (requires a UQ login).

Note for Teaching staff: You can download and embed both the module and H5P quiz in their courses.

Module summary

① "No copyright infringement intended"

- Before using someone else's work, you must consider the copyright status of the work, any relevant licence conditions, and the moral rights of the creator. Failing to do so could negatively affect your university or work project and open you up to legal liability.

② Copyright

- Copyright is a type of intellectual property which protects the rights of creators to determine how their works may be used, including whether they can be copied.
- Certain uses of a copyright-protected work will not infringe on copyright. This is known as a fair dealing exemption. Using the work for the purposes of study or teaching falls under fair dealing.

③ Licences and attribution

- A licence grants you permission to use a copyright-protected work without infringing copyright but may stipulate how you use the work, and how the creator expects to be credited.
- Creative Commons offers public copyright licences, which are non-exclusive and written in plain English.

④ Finding licenced works

- You can find free and paid for images, audio and video content by using search engines or browsing stock collections.

⑤ Finding public domain works

- A public work is one in which the copyright protection has expired, or it did not comply with the requirements of copyright in the first place.
- Identifying public domain works can be complicated, and it is best to get copyright advice if you need it.

8. CONCLUSION

You have completed the Find and Use Media module.

Tell us what you think

Use our Digital Learning feedback form to give **anonymous feedback** on this module. You can provide your email if you would like us to reply to you.

Digital Essentials modules

Build your digital skills with Digital Essentials. Select modules from the 6 themes that match your interests and will help you succeed in study and work.

UQ systems

Use UQ systems module, includes:

- [Check your IT set up](#)
- [Book rooms](#)
- [Printing at UQ](#)

Assignment essentials

- [Find and use media](#)
- [Information essentials](#)
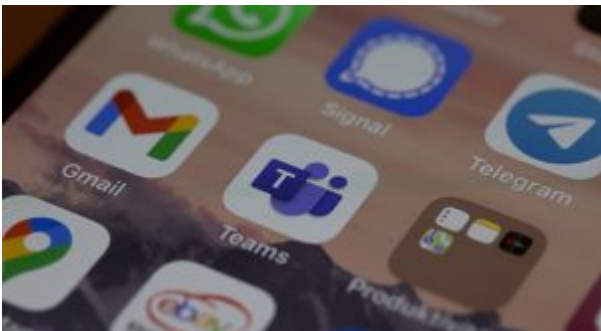- [Write, cite and submit](#)
- [Types of assignments](#)

Digital creation

- [Accessibility](#)
- [Choose the right tool](#)
- [Intellectual Property](#)

🔒 Digital security and safety

- [Digital security](#)
- [Internet essentials](#)
- [Social media](#)

👥 Professional identity and skills

- [Communicate and collaborate](#)
- [eProfessionalism](#)

📊 Work with information

- [Artificial Intelligence](#)

- [Work with data and files](#)
- [Document your research data](#)

How to use the modules

You can complete entire modules or check the **Module Overview** section to select just the parts you need.

Watch [Using Digital Essentials (YouTube, 1m 37s)](#), created by our student partners, for tips on how to use the modules to build your digital skills.

> 🖵 *One or more interactive elements has been excluded from this version of the text. You can view them online here: https://uq.pressbooks.pub/digital-essentials-find-and-use-media/?p=72#oembed-1*

Read more about our [Student Staff Partnership project to improve the Digital Essentials modules](#).

Teaching staff – use the modules in courses

Teaching staff can embed or link the modules in courses to help build your students' digital literacy.

- There are interactive elements throughout each module and a short H5P quiz at the end.
- The modules are also available for your students to download in EPUB, PDF and HTML format to make them more accessible.

Import a module into Learn.UQ (Blackboard)

Instructions to embed a module in your course. Email us via dxdc@library.uq.edu.au if you have any questions.

- [Blackboard courses](#)
- [Blackboard Ultra courses](#).

Blackboard courses

[Embed Digital Essentials in Learn.UQ course (YouTube, 1m 55s)](#)

> One or more interactive elements has been excluded from this version of the text. You can view them online here: https://uq.pressbooks.pub/digital-essentials-find-and-use-media/?p=72#oembed-2

Text version of video instructions:

1. Go to the module home page
2. Select **Common Cartridge (LTI Links)** under the **Download this book** options.
3. Go to your Blackboard course
4. Go to **Course Management**
5. Click **Import Package/View Logs**
6. Click **Import Package**
7. Click **Select a Package** and navigate to the **.imscc** file you downloaded from the module
8. Scroll down to **Select Course Materials** and select **all** the options
9. Click **Submit**.

In your course site, the module will appear in a new [content area](#) in your course. Each module chapter will be a section. You can [copy, move and delete](#) the chapters in your course.

Blackboard Ultra courses

1. Copy the URL of your Pressbook
2. Go to the Learning Resources section in your Blackboard Ultra course
3. Click +
4. Click **Create**
5. Click **Teaching tools with LTI connection**
   a. Click to edit the title (where it has New LTI Link...) to enter your Pressbook's title
   b. Select Visible to students
   c. At **Configuration URL** enter your Pressbook's URL
   d. Add a **Description**
6. Click **Save**.

Note: You can click the More options dots to go back to make changes to the entry after you have saved it.

Add a weblink in the course menu

- You can provide <u>weblinks to the chapters</u> in the weekly folders in Learning Resources e.g. If you want your students to read the chapters in particular weeks.
- You can also add your book as a <u>weblink in the menu</u>.

Assess student learning

Most modules have a final short quiz created in H5P. You can download the H5P quiz from the module and embed it in your course if you would like to check your students' completions or to allow for the results to be transferred to the Grade Centre in your course.

The H5P quiz content will not record any completion data unless you download and add the H5P quiz directly to your course. Students can screenshot the quiz if they are required to show completion.

Add the final H5P quiz to your course

If you would like to check your students' responses and completion of a module you can:

1. Go to the final H5P quiz in the **Check your knowledge** section of the module
2. Click **Reuse** then **Download as a .h5p file**
3. Then <u>embed</u> or <u>link</u> the quiz in your course. Note: You will need a <u>H5P account</u>.