

POOLING IDEAS

We are what we share

Attributing Creative Commons Materials

All Creative Commons (CC) licences require that users of the work attribute the creator. This is also a requirement under Australian copyright law. This means you always have to acknowledge the creator of the CC work you are using, as well as provide any relevant copyright information.

For many users of CC material, attribution is one of the hardest parts of the process. This guide is designed to help you ensure you are attributing the creator of a CC licensed work in the best possible way.

What to include when attributing

The same principles apply to providing attribution across all CC licences. You should:

- credit the creator;
- provide the title of the work;
- provide the URL where the work is hosted;
- indicate the type of licence it is available under and provide a link to the licence (so others can find out the licence terms); and
- keep intact any copyright notice associated with the work.

This may sound like a lot of information, but there is flexibility in the way you present it. With a bit of clever formatting and linking it is easy to include all this information, particularly in the digital environment.

A part of

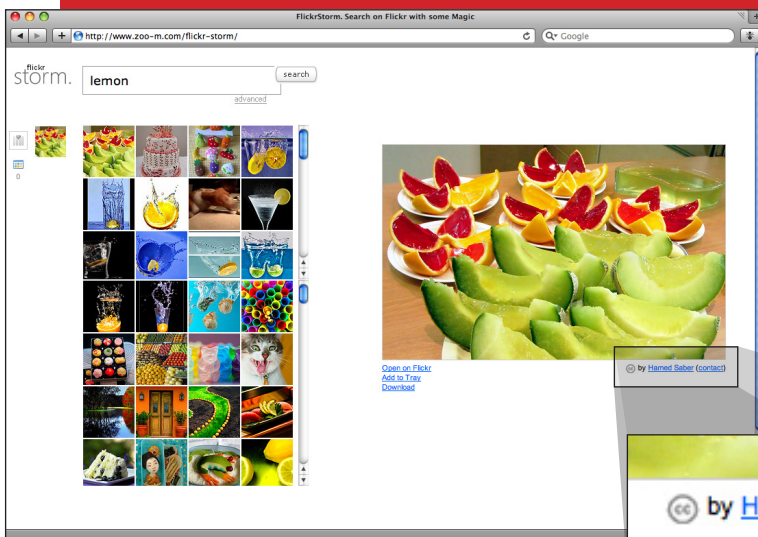


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Of course, you do not have to include any information you cannot locate. However, you should make a good effort to find the relevant information for the material you are planning on using. Think about what you would want if it was your material.

For example



FlickrStorm (<http://www.zoo-m.com/flickr-storm>) is an online search tool that helps you find high-quality, CC-licensed Flickr photos and automatically generates an appropriate attribution.

Searching for the keyword 'lemon' using FlickrStorm basic search returns a range of search results, including the image on the left.

Notice the site includes an attribution for the selected image in the bottom right hand corner.

Although the attribution is very short it provides access to all the information requested by the CC licence (and more) by using clever linking:

- When you roll your mouse over the © logo the type of licence it is under appears next to it (in this instance an Attribution licence). This links to a summary of the licence (<http://creativecommons.org/licenses/by/2.0>);
- The username in the by line links to the user's photostream on Flickr (www.flickr.com/photos/44124425616@N01). From there you can access the user's profile (www.flickr.com/people/hamed) by clicking 'Profile' next to their user avatar;
- The photo itself links to the page where the photo is hosted on Flickr (www.flickr.com/photos/44124425616@N01/1552383685), which includes the full title (*Eid Mubarak*) and other details about the photograph; and
- The 'contact' link gives you direct access to Flickr's internal messaging system (www.flickr.com/messages_write.gne?to=44124425616@N01).

In the offline environment, where you can't create hyperlinks between content, the attribution becomes more lengthy. But it still doesn't have to be intrusive.



Here is a good offline attribution for this photo. It lists the creator's name, title and licence (using the licence button provided by CC at <http://creativecommons.org/about/downloads>) and, by including a link to the photo's Flickr page, gives access to all the other information and links.



Eid Mubarak by Hamed Saber 
<http://www.flickr.com/photos/44124425616@N01/1552383685>

Check what the creator wants

When you are using someone's work, you should always check whether they have asked to be attributed in a particular way. Attribution instructions can often be found on the copyright page of a personal website, or on the member's profile page on websites like Flickr or YouTube.

Identifying the creator

Sometimes it can be hard to identify the person who created the material you are using. Use common sense when determining who to attribute.

If you're on a blog or news website with a number of authors, attribute the person who seems to be associated with the content you are reusing. If there is more than one author of the content, you should attribute them all. It is a good idea in cases such as this to attribute the publication as well, just in case.

Other times, it may be difficult to find the name of the creator. Particularly on web services like Flickr or YouTube the author may only be identified by their username. It is always a good idea to see if you can find their legal name, for example in an 'About' or 'Biography' section of a website, on a profile page, or in the copyright notice (eg © Jane Smith 2008).

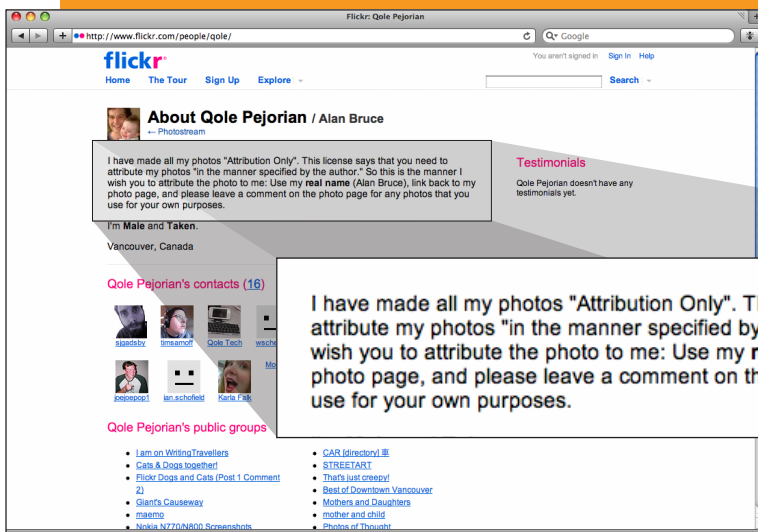
If you can't find the name, use the pseudonym or username if there is one.

For example

You want to use this photograph in a factsheet for your website. You found it by searching Flickr photographs licensed under a Creative Commons Attribution licence (<http://www.flickr.com/creativecommons/by-2.0>) for the keyword 'aquariums'.

The photo was uploaded by the Flickr user Qole Pejorian. You're uncertain whether 'Qole Pejorian' is the user's real name. You know that some users include their real name on their user profile so you figure that's a good place to start.

You click on the username (Qole Pejorian) next to the user's avatar in the right-hand column. This takes you to Qole Pejorian's photostream where you can easily access their profile by clicking 'Profile' in the photostream navigation bar.



On the profile you find the statement below. Now you know that his real name is Alan Bruce, but you also know how he wishes to be attributed.

Following these instructions, you use the following attribution for the photo, and leave a comment on the photo's page on Flickr telling him about your use.



Vivian and the Giant Fish by Alan Bruce, available under a Creative Commons Attribution Licence 2.0 at <http://www.flickr.com/photos/qole/2284384975>

Attributing others

The creator of the work may also require other parties to be included in the attribution, such as co-creators, sponsors or publishers. Where other parties are identified you should also include them in the attribution. If you are unable to provide details of all the parties, be sure to provide details of where you found the work (eg the website, book or magazine).

Always include the CC licence URL

Even though it can sometimes be difficult to provide all the information, you must **always** include the details of the CC licence that the work is available under. This is so other people know that you (and they) have permission to use the work and under what conditions.

As you can see in the example below, licences can be identified in several ways. You can list the licence name in full (eg Creative Commons Attribution-Noncommercial Australia 2.5), or you can use the abbreviated form of the licence (eg CC BY-NC Aus 2.5) or the licence buttons.

Link to the site

As you can see from the above examples, it is also important that, where possible, you provide a link to the site where you obtained the original work. This gives other people the ability to easily access the original work themselves. Depending on the medium in which you are reusing the work, this can be done either using a hyperlink or the URL (ie web address) as text. In instances where the original work does not have an associated URL, you do not have to link back to it.

Offline attribution

Where your reuse is offline, such as in a book or as part of an exhibition, or where you think people are likely to want to print the work you should follow the same principles by providing the creator's name, title of the work, the licence it is under and the source where you got it from, remembering that for offline works it is a good idea to spell out the licence type and any URLs in full.

For example



You want to use parts of the report *Unlocking the Potential Through Creative Commons: An Industry Engagement and Action Agenda*.

The document clearly states on the inside of the front cover that the report is licensed under a Creative Commons Attribution 2.5 Australia licence, granting you the right to copy, communicate or adapt the report "...so long as you attribute the Australian Research Council Centre of Excellence for Creative Industries and Innovation and the authors."

Here are three examples of how you might attribute the document.

Full attribution

Unlocking the Potential Through Creative Commons: An industry engagement and action agenda by Elliott Bledsoe, Jessica Coates and Brian Fitzgerald. Published by the Australian Research Council Centre of Excellence for Creative Industries and Innovation. Available under a Creative Commons Attribution 2.5 Australia licence. For more information see <http://creativecommons.org/licenses/by/2.5/au>. Available at <http://creativecommons.org.au/unlockingthepotential>.

Abbreviated attribution

Elliott Bledsoe *et al*, *Unlocking the Potential Through Creative Commons* (<http://creativecommons.org.au/unlockingthepotential>). Published by the Australian Research Council Centre of Excellence for Creative Industries and Innovation. Creative Commons BY 2.5 Aus.



Attribution using a CC licence button



Unlocking the Potential Through Creative Commons
(<http://creativecommons.org.au/unlockingthepotential>)
Elliott Bledsoe *et al*, published by the Australian
Research Council Centre of Excellence for Creative
Industries and Innovation.

Or

Unlocking the Potential Through Creative Commons
(<http://creativecommons.org.au/unlockingthepotential>). Elliott Bledsoe *et al*, published by the Australian Research Council Centre of Excellence for Creative Industries and Innovation. 

Remixing the original work

If you change the original work in any way, such as cropping the work, changing the colours or replacing words, you will be creating a 'derivative work' of the original. You should always attribute the original work in any derivative work and identify that changes have been made to it.

Often the simplest way to do this is to use the phrase "This work is a derivative of..." and attribute the original work as you would normally. If your work incorporates a number of derivative works, you might say, "This work includes material from the following..." and list each original work. It is a good idea to state the order you are listing them in (eg sequentially).

For example

All the content on poet and hip-hop artist CharlieHipHop's website (www.charliehiphop.com) is available under a CC licence. You and some of your friends decide to use one of Charlie's poems, Let's Get Moving, as a rap in a video you are making. You change the words to suit the video's topic.

In the right hand column of his site CharlieHipHop displays the licence button and standard notice for the CC Attribution-Noncommercial-ShareAlike licence. Below this he has provided a link to his own attribution guidelines which outline in detail how he would like his songs attributed.



This work is licensed under a
Creative Commons Attribution-Noncommercial-Share Alike 3.0 Unported License.

[Attribution Guidelines](#)

For example

Attribution Guidelines

Posted by charliehiphop on Fri, 18 January, 2008 - 10:28 - Comments disabled

Per license, you may use any work posted under the domain charliehiphop.com in whatever non-commercial way you see fit so long as you extend the same rights to others on your finished product. Your use of our work in no way implies endorsement of your work by any contributor to charliehiphop.com. Please acknowledge our contribution to your final work by linking back to <http://charliehiphop.com>.

Full broadcast rights of audio files are extended so long as you acknowledge the creator of the work and do not alter the ID3 tags in the files.

Copy any textual material in

Links to <http://charliehiphop.com> appropriate.

To comply with these guidelines, you should include the following attribution for CharlieHipHop in the credits of your film.

Per license, you may use any work posted under the domain charliehiphop.com in whatever non-commercial way you see fit so long as you extend the same rights to others on your finished product. Your use of our work in no way implies endorsement of your work by any contributor to charliehiphop.com. Please acknowledge our contribution to your final work by linking back to <http://charliehiphop.com>.

The rap used in this film was based on *Lets get moving* by CharlieHipHop available at <http://charliehiphop.com>



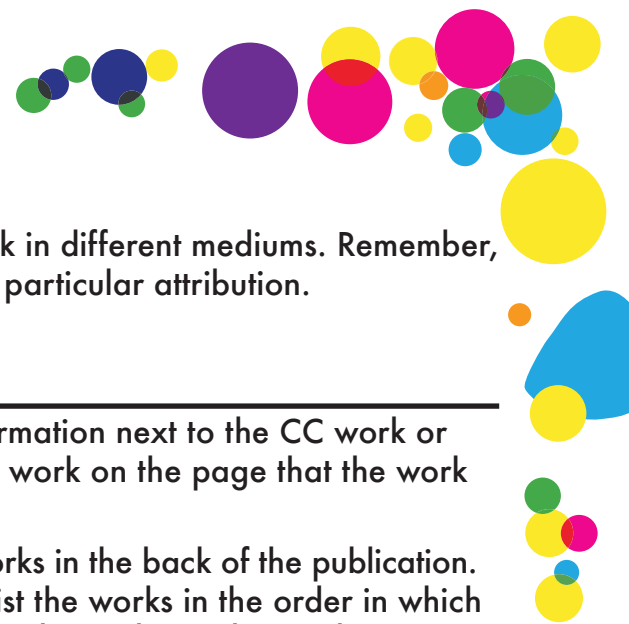
<http://creativecommons.org.au/licenses/by-nc-sa/3.0>

Of course, if you're using content available under a licence that includes the Share Alike element you must release your new work under a Creative Commons Attribution-Noncommercial-Share Alike licence too. For more information on complying with the full terms of the CC Licences, see our fact sheet at <http://creativecommons.org.au/materials/licences>.

Attributing in different mediums

Where possible, the same information should be included regardless of how you are reusing the work. However, sometimes this is impractical or impossible. The CC licences let you change the exact placement, the language or level of detail from medium to medium, as long as your attribution is 'reasonable to the medium'.

For example, when you are using CC material in a book, it is easy to provide a long, written attribution with all the information next to the work. However, where you use a CC song in a podcast, it is trickier to provide the same amount of information so immediately.



Below are suggestions on how you might attribute a CC work in different mediums. Remember, however, to always check whether the creator has specified particular attribution.

Type	Details
Books, journals and magazines	<ul style="list-style-type: none"> • Include the relevant attribution information next to the CC work or as a footer along the bottom of the work on the page that the work appears on; and • Alternatively, you can list the CC works in the back of the publication. If you take this option, it is best to list the works in the order in which they appear in the publication and indicate this to the reader.
Photos and images	<ul style="list-style-type: none"> • Provide the relevant attribution next to the photograph, or close by (eg on the edge or bottom of the page) if that is too obtrusive.
Slideshows	<ul style="list-style-type: none"> • Include the relevant attribution information next to the CC work or as a footer along the bottom of the work on each slide that the work appears on; and • Alternatively, you can include a 'credits' slide at the end of the show, that lists all the materials used and their attribution details.
Film	<ul style="list-style-type: none"> • Include the relevant attribution information with the work when it appears on screen during the film; and • If this is not possible, attribute the work in the credits, just as you would see with music in a commercial film.
Podcasts	<ul style="list-style-type: none"> • Mention the name of the artist and that it is under a CC licence during the podcast, like a radio announcement, and provide full attribution on your website, next to where the podcast is available.

Keep track of everything you use

Finally, in order to attribute properly, it is important that you keep track of all the materials that you use as you use them. Re-finding materials later can be very difficult and time consuming. Reproduce the table below to keep track of all the CC material you use.

Author/s	Title	Source	Licence
CharlieHipHop	<i>Lets get moving</i>	www.charliehiphop.com/lets_get_movin_mp3	BY-NC-SA 3.0

