# Licensing tutorial

or how to educate the general public about copyright and free licenses to increase multimedia participation on Wikimedia websites

Wikimedia Foundation & Creative Commons

February 1, 2010



## Outline

#### Background information

Wikipedia and Wikimedia Commons Challenges Wikimedia Commons is facing Multimedia usability project

Licensing tutorial

Additional topics

What now?





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### About Wikimedia Commons

#### Wikimedia Commons

- a central repository for Wikimedia websites
- over 6 million files
- freely reusable works







#### Wikimedia Commons

- a central repository for Wikimedia websites
- over 6 million files
- freely reusable works



## And yet

- not well known, even within the Wikimedia community
- far from reaching its full potential





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# Wikimedia Commons: challenges

### Challenges specific to Wikimedia Commons

- a separate website, only for free works
- a small community
- a wiki-based media repository





# Wikimedia Commons: challenges

### Challenges specific to Wikimedia Commons

- a separate website, only for free works
- a small community
- a wiki-based media repository

#### As a consequence

- Users are confused as to where they should upload.
- Uploading a file to Commons is excruciatingly difficult.





# Current upload interface

#### Commons: Upload

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Shortouts COMU COM:UL COMFUE

#### Where is the work from? (Click on the appropriate link)

- . It is entirely my own work
- . It is someone else's work from Flickr (more information on uploading Flickr images)
- It is a derivative work of a file from Commons
- It is from another Wikimedia project (Wikipedia, Wikibooks, Wikinews, etc.)
- . It is from a US federal government source
- . It is a free software screenshot
- . It is from somewhere else
- It is a non-free fair use image (Non-free logo, cover, screenshot, artwork etc.)
- I don't know who the author is, or I don't know what license applies
- . I need help figuring out what the license is

#### For experienced users:

- Already know the license, and its copyright tag? Go directly to the main upload form.
- Already have an {{information}} template ready? (For instance, generated by the Flinfo tool?) Use the basic upload form.
- See also the full list of copyright tags for many nations. The first section of that page also has other general tags for public domain sources.









# Current upload interface - Own work

This form is only for uploading your own work - files that you have created To upload work created by someone else, please use a different form.	d and where you earn the copyright.
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Step 4. Has your work been published before? (If so, help us verify that this is a	rightful copp?
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Other tips	
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# Multimedia usability project

#### Main facts

- funded by a \$300 K grant from the Ford Foundation
- goal: to increase multimedia participation
- small team; 1 year
- focus on software development





# Project priorities

### Main goals

- new upload interface
- separate licensing tutorial
- support for incomplete uploads
- upload from any Wikimedia website to Commons
- better multilingual experience



## Outline

#### Background information

Licensing tutorial

Purpose

Requirements

**Format** 

Additional topics

What now?



## Purpose

## We want to explain in simple English

- copyright
- freely reusable works
- the fundamental difference between free and unfree works



## Purpose

### We want to explain in simple English

- copyright
- freely reusable works
- the fundamental difference between free and unfree works

#### Goal

- to give the user the basic knowledge to understand to which family the file they are uploading belongs
  - to avoid copyright violation
  - to direct the file to the appropriate repository



# Requirements

#### The tutorial should be

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- short
- easily translatable
- fun, enticing
- under a free license
- lightweight



#### **Format**

## Based on the requirements

- comic-like
- vector graphics (SVG)
- set of still images
- accompanying text



#### Previous works



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left: Rama, CC-by-sa 2.0

right: Rama & Delphine Ménard, CC-by-sa 3.0



# Previous works (2)



Understanding free content, QuestionCopyright.org, Public domain



Sharing creative works, Creative Commons, Public domain



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### Other possible tutorials

- derivative works
- freedom of panorama
- public domain
- · why allow commercial use
- fair use



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## What now?

#### Discussion

- Questions & comments
- Is this a project we could work together on?



