A FORK IN THE ROAD – WHY CC BY?

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Open Science

- Copyright support:
  - Usage of copyright protected material
  - Open licensing of own work
- Copyright transfer in academic publishing
- Promote open science practices
- Open access for retained rights

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Choosing a CC license

- Some journals offer a choice of CC license
- What to choose?
- What do the licenses mean in practice?
Comfort zone

- Uncertainty about practical implications of the different licenses
- The least permissive license is often chosen because it feels more comfortable
WIIFM

- WIIFM - “what’s in it for me?”
Aim

- Change their way of thinking:
  - Take action for openness
- Informing about what the conditions of the licenses may mean in practice.
- Pros and cons of the conditions
How

- Webinars for researchers
- Mandatory PhD course in scientific communication
- Individual support on request
Start at the open end

- Start at the most permissive license
- Only add restrictive conditions if they are needed
- Can you explain why they are needed?

“Ordering of Creative Commons licenses from most to least permissive” by Creative Commons on Wikimedia Commons is licensed under CC-BY-SA-4.0
Pros & cons

- **Pro:** Better possibilities for dissemination and reuse
- **Con:** Publishers sometimes charge more for the more open licenses

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Hesitation

- **NonCommercial (NC):**
  Can others make profit from my work?

- **NoDerivatives (ND):**
  Plagiarism?

Photo by Jukan Tateisi on Unsplash
NonCommercial - NC

- Prohibits commercial use: e.g. post on a commercial website
- Are you planning to monetize your work?
- Open Access article is available for free
NoDerivs - ND

- Prohibits modifications, e.g. translations
- Contrary to the principle of openness
- Does not compromise academic integrity
“the production of new knowledge can only be achieved if researchers can rely on the ideas and publications of their peers and predecessors and revisit, reuse, and transform them, adding layer upon layer of new insights. Researchers are the ultimate remixers — OA is the ultimate way to make remixing possible.”

Why Sharing Academic Publications Under “No Derivatives” Licenses is Misguided

Brigitte Vézina, Creative Commons

“If I have seen further it is by standing on the shoulders of Giants”

Isaac Newton
Plagiarism: When you don’t say where you took it from

Copyright Infringement: When you take it without permission

Moral

Legal

Both: When you take it without permission and pass it off as your work
CC BY: That’s why

- Use CC BY primarily (if no reasonable obstacle)
- Beneficial for openness in scientific communication
- In accordance with funder requirements and university open access policies
Thank you for listening!

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