



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?

About Wikimedia Commons

Wikimedia Commons

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





About Wikimedia Commons

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





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

This project page in other languages:

العربية | Asturianu | Бельаруская мова | Български | বাংলা | Català | Česky | Dansk | Deutsch | Ελληνικά | English | Esperanto | Español | Eesti | Euskara | Extremadurés | فارسی | Føroyskt | Français | Galego | עברית | Hrvatski | Magyar | Հայերեն | Ido | Italiano | 日本語 | ਪੰਜਾਬੀ | Polski | Português | Ripoarisch | Lingála | Lietuvių | Македонски | मराठी | Nederlands | Norsk (Bokmål) | Polski | Português | Română | Русский | Slovenčina | Српски / Srpski | Suomi | Svenska | ไทย | Türkçe | Українська | Tiếng Việt | 粵語 | 中文(简体) | 中文(繁體) | +/-

Shortcuts

COMU

COMUL

COMUP

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.

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

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Purpose

Requirements

Format

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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

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



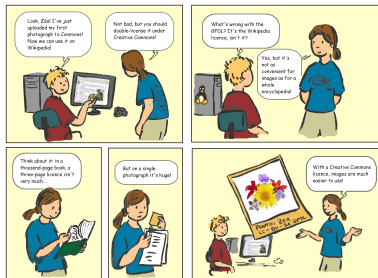
Format

Based on the requirements

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



Previous works



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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Additional topics

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?