Lesson 3.3: Attribution

Objectives

In this lesson, students will:
- ❖ Learn what copyright means.
- ❖ Gain an understanding of the rights of a creator and the responsibilities of using someone else's work.
- ❖ Learn how to attribute an image.
- ❖ Experience applying copyright principles to a Scratch project.

Agenda

1. Copyright and Attribution	5 mins
2. Student Activity: Not My Creation	10 mins
3. Giving Credit	10 mins
4. Student Activity: Giving Credit	10 mins
5. Student Activity: Using Somebody Else's Image	15 mins
6. Wrap Up and Reflections	5 mins

Preparation

- ❏ Projector and speakers for video
- ❏ The reference article is a good read if you are not well versed in copyright protections and responsibilities, licensing and Creative Commons.
- ❏ Print student activity worksheets (one per student or student pair)

Resources & Links

- ❏ Video link: **https://tinyurl.com/jeqqpbu**

- ❏ Reference article: "Step 7: Images Copyright and Creative Commons": **https://tinyurl.com/y56hzayc**

- ❏ Fun Facts A starter project: https://scratch.mit.edu/projects/378873163/

- ❏ Fun Facts B starter project: https://scratch.mit.edu/projects/378873163/

Introduction to the Lesson

Students and educators have the right to use copyright-protected work for education purposes under the Fair Use exception.   When using **licensed** work, copyright holders give permission for others to use, copy or even change their work without having to ask for permission and without having to worry about copyright law infringement. This lesson focuses on searching for licenced work on the web (images and video) that anyone can use.

"Although the fair use doctrine is largely silent as to the student's duty to cite his sources, the student should ensure that he credits the author for any material he uses. Copying material without citing sources is plagiarism -- which is not protected under the fair use doctrine. The original author always has the right to claim authorship of portions of a project that were copied. Likewise, the author can lawfully prevent the use of her name if her original works are distorted or mutilated."   LegalZoom,
<https://info.legalzoom.com/copyright-fair-use-guidelines-school-projects-26915.html>

In this lesson students will learn about copyright, licensed works and attribution. They will learn where to search for images and how to attribute images from the internet by practicing attribution in a Scratch project.

1. Copyright and Attribution

Engage students in a brief introduction:

We talked about copyright and Fair Use which allows the use of a copyrighted work under certain circumstances such as for a student to use in a school project.

What does copyright mean again? Copyright means the law grants a creator rights over how their work is used by others.

What if you want to use an image for a blog or a project of your own, not related to school work or other allowances under Fair Use?   The rules are a little different then.

Let's watch this video: **https://tinyurl.com/jeqqpbu**

Let's review what should happen if we want to use somebody else's creation:
1. Check who owns it
2. Get permission to use it
3. Always give credit to the creator
4. Buy if necessary

2. Student Activity: Not My Creation

In this activity students will read about Alex's and Daren's actions. They will decide if there are problems with what either did and what they should have done differently.

Distribute the activity worksheet. Give students about 5-8 minutes to complete the activity, then review it with them.

Review Student Activity:

What Daren did	What Daren should have done
Alex creates a really cool Scratch project and shares it.	
Daren sees Alex's project in Scratch and wants to use it. He copies the code and sprites and creates a project just like it. There is no mention of Alex's project.	Daren did not ask for permission to use Alex's project. It is understood that every Scratch project is available for reuse, but Daren should have remixed the project so that it shows it is Alex's original creation. Daren could additionally credit the project to Alex.
Daren then uses Google to find an image, downloads it and includes it in his Scratch project.	If Daren had asked for permission to use the image and received it, he still needs to give credit to the author of the image he downloaded.

3. Giving Credit

Engage students in an interactive discussion:

If you find an image you want to use, it can be difficult to track down the owner to ask for permission.

Thankfully, many creators want to share their work without having to give permission over and over again. To do that creators give permission to others to use their work by licensing an image for example.   Licensing an image means the creator is giving permission to use their image. There are different types of licenses in which the creator can decide how she is giving permission to use the image. For example, there is a license that allows others to use the image and change it in any way, another license states that you can use the image, but not change it.

For any image you find, no matter what the license conditions are, you must always attribute the image. What does that mean? You must give credit to the author.
You do that by adding text below the image that should include (if available):

1. image title,
2. the name of the author,
3. the source link,
4. and the type of license (including a link if it is used online).

Here is an example of properly attributing an image (available in Exhibit A):
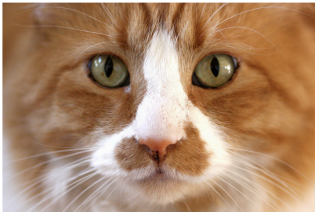
"MacDuff the cat" by Kevin Dooley. flickr.com, licensed under creativecommons.org/licenses/by/2.0

If you use somebody else's work and don't give credit, it's called **plagiarism** which is like stealing. So we always want to give credit when we use work that is not ours.

There is a great place to find images that anyone can use called *Creative Commons Search.* It is also very easy to find the owner and name of an image for images licensed under Creative Commons. The URL is:

http://search.creativecommons.org/

Prompt students to write down this URL in their journal. They will be using this search site during the next activity.

Demonstrate an example of searching for an image and click on it to get to the source of the image. Following is a description of doing a safe search and how to find the image attribution information.

1

search.creativecommons.org

(cc)**Search**   **About**   **Browse by Collection**   **Feedback**
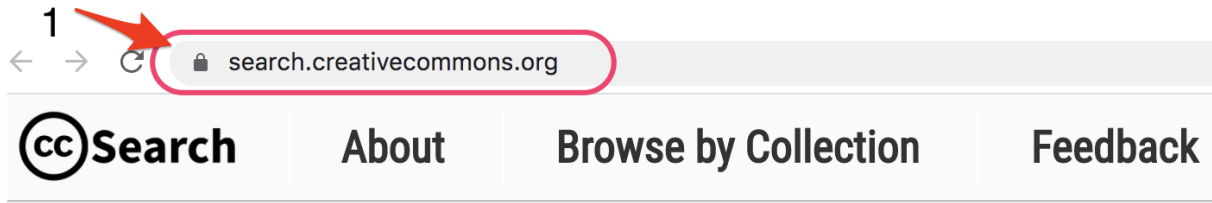
Looking for the old CC S

SEARCH FOR CONTENT TO REUSE

2 → dog   **3** → SEARCH

To search for images with the least restrictive licenses you can check the SA license filter and of course the public domain filter.
Public domain images are free from any intellectual property laws either because the copyright expired or the image never had a copyright.

All licenses ⌄

☐ CC0

☑ Public Domain Mark

☑ BY

☐ BY-SA
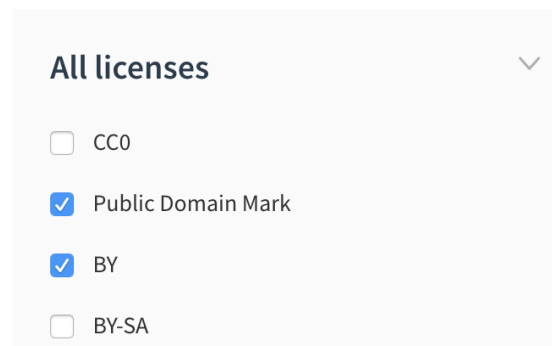
The Creative Commons license "BY" is the least restrictive and states the following.

Attribution CC BY

(cc) BY

This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered. Recommended for maximum dissemination and use of licensed materials.

Checking these 2 filters would make any image safe to use anywhere when not used for school work.

For attribution purposes, once you find an image you like, click on it to find the name and owner if available. The attribution information will be in the **lower left hand of the image**.

It is very easy to find the attribution information for a Creative Commons licensed image.

IMAGE ATTRIBUTION

"DSC_0275" by eeshea is licensed under CC BY 2.0
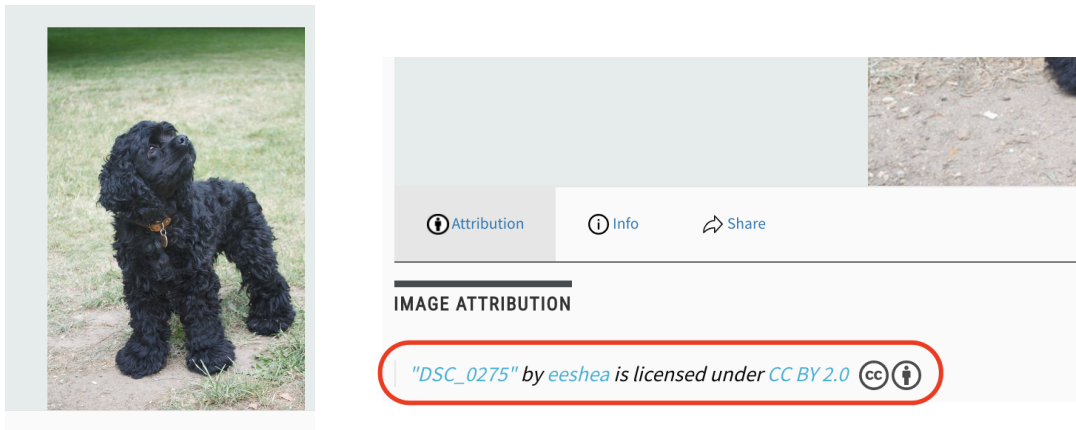
Tell students that when they find an image, they can click on the license link to see the terms of the license to make sure it is ok to use in the manner they had planned. This applies to images they want to use outside of school work.

4. Student Activity: Giving Credit

Explain the activity to students and distribute the activity worksheet.

5. Student Activity: Using Somebody Else's Image

There are two Scratch activities available for students to practice attributing somebody else's images. One involves downloading an image from the internet, the other one does not. Choose the one appropriate for your class.

Student Activity A: In this activity there is no downloading from the internet, but students still practice attributing an image. This is useful if students are not able to download images onto their computing device.

Student Activity B: In this activity students practice searching and then downloading an image from the internet and giving appropriate attribution for the image used.

Explain the activity to students and distribute the activity worksheet.

6. Wrap Up and Reflections

Reflection Points:
- What is plagiarism?   - If you want to use a picture your friend took, write down the steps to follow so you don't commit plagiarism.   - If you would like to use a picture for your Scratch project, what are the steps to follow to find and attribute the image?

Exhibit A

"MacDuff the cat" by Kevin Dooley. flickr.com, licensed under creativecommons.org/licenses/ by/2.0
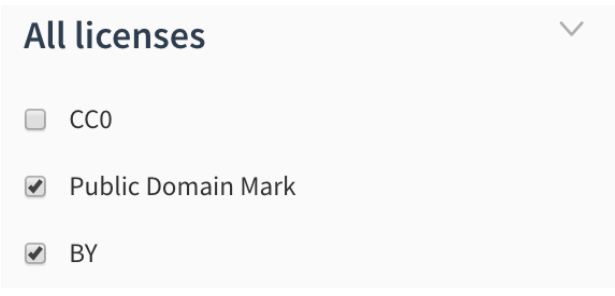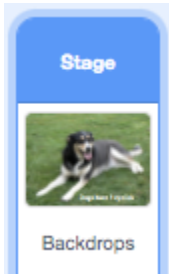
Student Activity: Not My Creation

What to do:

Read about Alex's and Daren's story and decide if there are **copyright** issues with what Daren does. If you think there is an issue, what should Daren have done differently?

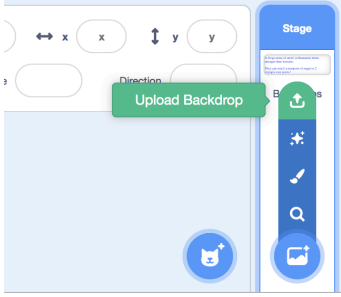| What Daren did	What Daren should have done
Alex creates a really cool Scratch project and shares it.	
Daren sees Alex's project in Scratch and wants to use it. He copies the code and sprites and creates a project just like it. There is no mention of Alex's project.	
Daren then uses Google to find an image, downloads it and includes it in his Scratch project.	

Student Activity: Giving Credit

What to do:	Using/Details:
Go to the Create Commons search by entering the URL on the right	http://search.creativecommons.org/
Click on **All licenses** and select the 2 filters shown on the right to locate images that are safe to use for anything.	**All licenses** ⌄ ☐ CC0 ☑ Public Domain Mark ☑ BY
Search for an image of a horse and click on it. If an owner and title are not listed, look for a different image.	
In your journal, write down the attribution information for the image.	Image name, owner, license.
Repeat the same for an image of your choosing.	

Student Activity **A** : Using Somebody Else's Image

What to do:	Using/Details:
Remix and **save**	378873163
In the project page, **give credit** to the original creator	**Notes and Credits** *How did you make this project? Did you use ideas, scripts or artwork from other people? Thank them here.*
Run and **Explore** **Notice** the attribution (credit) for the dog images are missing.	

Pick one or both of the dog images and add the attribution.
 	
Image Information:
 	
Dog1 - **Image title:** Pleeeease!
        Creator: Caninest
        License: CC BY 2.0
 	
Dog2 - **Image title:** Manda
        Creator: Chase N.
        License: CC BY-SA 2.0
	You can add text to the image.
	The images are in **Backdrops** under **Stage.**
	
	Stage
	Backdrops
	
	Or you can add the credit to the "**Notes and Credits"** section on the project page (much easier)!

Save and test your project. Make sure you have NO images in your project that are not attributed !!	You may need to delete an image that is not attributed if you only chose 1..

Student Activity **B** : Using Somebody Else's Image

What to do:	Using/Details:
Remix and **save**	300818580
In the project page, **give credit** to the original creator	
Run and **Explore** **Notice** an image for the fun facts about dogs is missing.	Images are **Backdrops** under **Stage**
Search for an image using the creative commons search.	Search.creativecommons.org Click on the image and write down the name and owner of the image and type of copyright license (CC BY...)
Download the image from the internet and **upload** it as a backdrop in the Scratch project.	
Give Credit to the image. You can add text to the image by clicking on backdrops under stage and then click on the Backdrops tab. You also add the credit to the "**Notes and Credits**" section on the project page (much easier)!	