# Third Party Content Guide

The purpose of this document is to outline practices for clearing and citing MOOC content.

**Important note: This document is for informational purposes only. This does not provide legal advice for clearance. For legal questions or matter, consult an intellectual property attorney.**

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# Finding Clearance

When looking for materials to present in your course, look at the following sources in order of priority:

1. Public Domain
2. Copyrights held by the organization or course instructor
3. Third party materials i.e. copyrighted material not held by the organization or instructor

**We highly recommend using public domain or Creative Commons licensed materials over third party materials whenever possible.**

# Public Domain or Creative Commons

For a detailed account of Public Domain, and what is and is not included in it, see Berkeley Law's 'Is it in the Public Domain?' workbook.

*Image Resources*

- Creative Commons Search: A portal for searching sites that contain images with Creative Commons (CC) licenses. Make sure the individual searches are set for images with free or CC licenses.
- FreeFoto.com: Contains images to download for use on Web sites and for non-commercial print purposes; requires source credit.
- Gimp-Savvy: A Community Indexed Photo Archive: Contains over 27,000 free photos and images from NASA, NOAA, and the U.S. Fish and Wildlife Service.
- Public Domain Image: Royalty-Free Stock Photo Directory: High resolution, royalty-free public domain images; a credit and link back to the site is requested.
- PublicDomainPictures.net: Repository for over 23,500 public domain photos.

*Text Resources*

Textbooks
- OpenStax College: Free, Open, Customizable textbooks (Creative Commons 3.0 license)
- University of Minnesota Open Textbook Catalog: Search / catalog of free to use textbooks.

Books
- Internet Archive (IA) Ebook and Texts: The Internet Archive and Open Library offers over 6,000,000 fully accessible public domain eBooks.
- Directory of Open Access Books (DOAB): Search site for Open Access books

Journals and articles
- Directory of Open Access Journals
- PubMed Central: PMC is a free full-text archive of biomedical and life sciences journal literature at the U.S. National Institutes of Health's National Library of Medicine (NIH/NLM)
- Public Library of Science (PLOS):  A nonprofit publisher and advocacy organization founded to accelerate progress in science and medicine by leading a transformation in research communication.

*Video and Music Resources*

Videos
- YouTube videos with Creative Commons Licenses: YouTube videos which are free to use under the creative commons license.

Music
- Mutopia Project: Offers sheet music editions of classical music for free download.
- FreeSound.org: A collaborative database of Creative Commons Licensed sounds.

# Third Party Clearance - Selling Points

MOOCs are still a relatively new concept, even for publishers. Below are a some points of emphasis when talking to publishers about clearing content for your edX MOOC.

- Global reach: more eyeballs on content, and a new channel to show it in
  - Provide enrollment data when possible this type of data is often helpful.
  - If a student enjoys a text offered in connection with an edX MOOC, they may be more likely to read/buy other texts from the publisher (by the same author and/or related topics).
- Value / goodwill derived from association with edX brand, top tier colleges and universities and innovation in the world of online education
- Upsell opportunity
  - As a condition of getting a free digital copy to share with course registrants, you can promise to include a conspicuous upsell link in the course. This includes language informing the students that they can buy a personal copy of the text (an enhanced digital copy or hard copy, as applicable), as well as a link to the applicable e-commerce site where the e-book/hard copy can be purchased.
    - Given that the students have already demonstrated an interest in the course/text material by registering for the course and the free text is considered required reading by the course creator, the publisher's text is being marketed to a targeted, captive audience.
    - If there is a course with a large enrollment, even a small percentage of purchasers could be attractive to publishers.
- Data: You can provide the publishers with certain data on course registrants. This includes the number of enrolled students, number of active students, number of students who pass the course and earn a certificate.
  - If the text is being offered through an eBook tool like Vital Source, you (or Vital Source) can provide additional information to publishers, including the number of course registrants that purchased a personal copy of the text, the unique page views, page visits, highlights and notes for each text. This data can educate publishers on how MOOC learners are interacting with their material.  It seems like data is incredibly valuable to publishers.

# Citing Sources

Third party materials can be used many ways within the course. This includes textbooks, to images imbedded within videos. These sources should be cited where appropriate.

There is no standard way to cite these materials. The way sources are cited will depend on the citation styles prefered by the course instructor/designers. Below are examples of how some course teams have cited their work.

## Citation Examples

Below are examples of citations within courses. You will need to register for courses in order to access the courseware.

**Description**: Image permissions listed underneath a video
**Course:** GeorgetownX Intro to Bioethics
**Course registration**:  https://www.edx.org/course/georgetownx/georgetownx-phlx101-01-introduction-811
**Example location**:
https://courses.edx.org/courses/GeorgetownX/phlx101-01/1T2014/courseware/85b6fcc9043741359204925dc14df35d/1522e7c4577940b888e4713830b40fc5/02

**Description**: Image permissions listed underneath a video
**Course:** HarvardX Letters of Paul
**Course registration**:  https://www.edx.org/course/harvardx/harvardx-hds1544-1x-early-christianity-927
**Example location**:
https://courses.edx.org/courses/HarvardX/HDS1544.1x/2013_SOND/courseware/5a82b239efa24503b6f37ca987c4b531/629849f4701d4cda90a4b40aea631d7c/06

**Description**: Reusing or reposting of information within the course
**Course:** DelftX: ET3034TUx Solar Energy
**Course registration**: https://www.edx.org/course/delftx/delftx-et3034tux-solar-energy-770
**Example location**:
https://courses.edx.org/courses/DelftX/ET3034TUx/2013_Fall/85c5f3db05824a22a9a060b08b9bdfa9/

**Description**: Notice to students that they do not have permission to download course videos due to copyright protections
**Course:** DelftX: NGI101x Next Generation Infrastructures
**Course registration**: https://www.edx.org/course/delftx/delftx-ngi101x-next-generation-1238
**Example location**:
https://courses.edx.org/courses/DelftX/NGI101x/1T2014/courseware/a5c495641c43458ba1e542cdd0be4aec/9c79c5880d5e4795aa3236d0bd559fc6/

**Description**: Citations of reading and additional materials
**Course:** DelftX: NGI101x Next Generation Infrastructures
**Course registration**: https://www.edx.org/course/delftx/delftx-ngi101x-next-generation-1238
**Example location**:
https://courses.edx.org/courses/DelftX/NGI101x/1T2014/courseware/84372276f66e462eabb4333d9a0bf0b8/00ce9eb8e0c640eea3ab36bdd89ad3de/

**Description**: Citation of a graphic inside a video (skip ahead in the video)

**Course:** HarvardX: PH210x United States Health Policy

**Course registration**: https://www.edx.org/course/harvardx/harvardx-ph210x-united-states-health-1407

**Example location**:

https://courses.edx.org/courses/HarvardX/PH210x/1T2014/courseware/6c72e264cfc640d7a3b998930e99921b/994ec624377d40be94f5481a0f9ab9ba/


**Description**: Citation in a video

**Course:** HarvardX: HLS1.1x Copyright

**Course registration**: https://www.edx.org/course/harvardx/harvardx-hls1-1x-copyright-1803

**Example location**:

https://courses.edx.org/courses/HarvardX/HLS1.1x/1T2014/courseware/26eee2073e4b43c48319d6216ee3f6f9/9a912700ef234b40b990d026c251f608/