

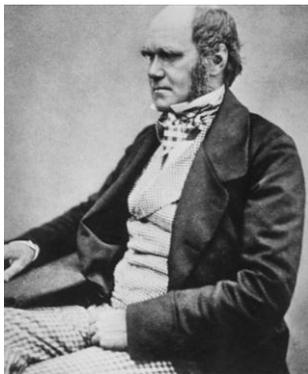
## Blogging & Copyright:

### Guidance on using and referencing copyright works

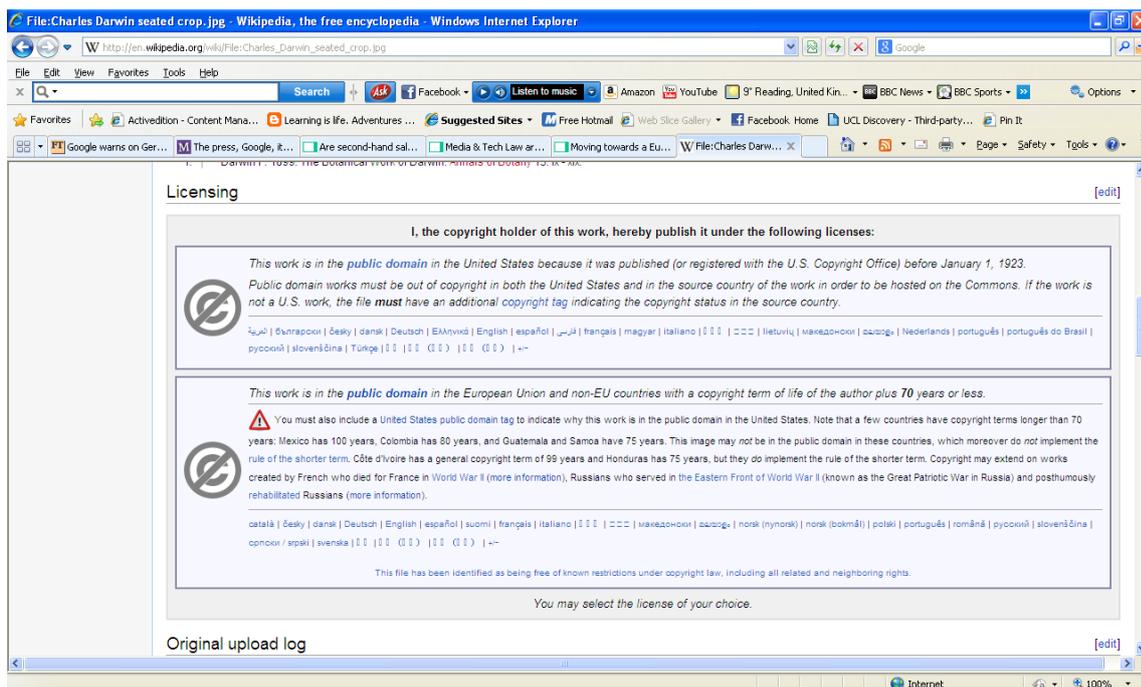
#### DO

#### 1. Do use material which explicitly says it is in the public domain

'Public domain' means copyright in the work has expired. Quite often Wikipedia / Wikimedia host content which is in the public domain; click on the image and scroll down to find the licence terms. Make sure that it says that it is in the public domain in the EU - some images are public domain in the US but not in the EU owing to different copyright laws.



Charles Darwin – an image in the public domain from Wikipedia



File:Charles Darwin seated crop.jpg - Wikipedia, the free encyclopedia - Windows Internet Explorer

http://en.wikipedia.org/wiki/File:Charles\_Darwin\_seated\_crop.jpg

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This work is in the **public domain** in the European Union and non-EU countries with a copyright term of life of the author plus 70 years or less.

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## 2. Do quote something you find interesting

The fair dealing provision in the UK Copyright Act permits the use of short quotations of published works for the purposes of criticism or review. The quote should be kept as short as possible in relation to the work as a whole (e.g. in the case of newspaper articles, a court case found that 11 words was a substantial enough amount to be copyright infringement!) and should not replicate the “heart” of the material. Always reference material appropriately (i.e. credit the author and the source). Images can be used under criticism or review but exercise caution online.

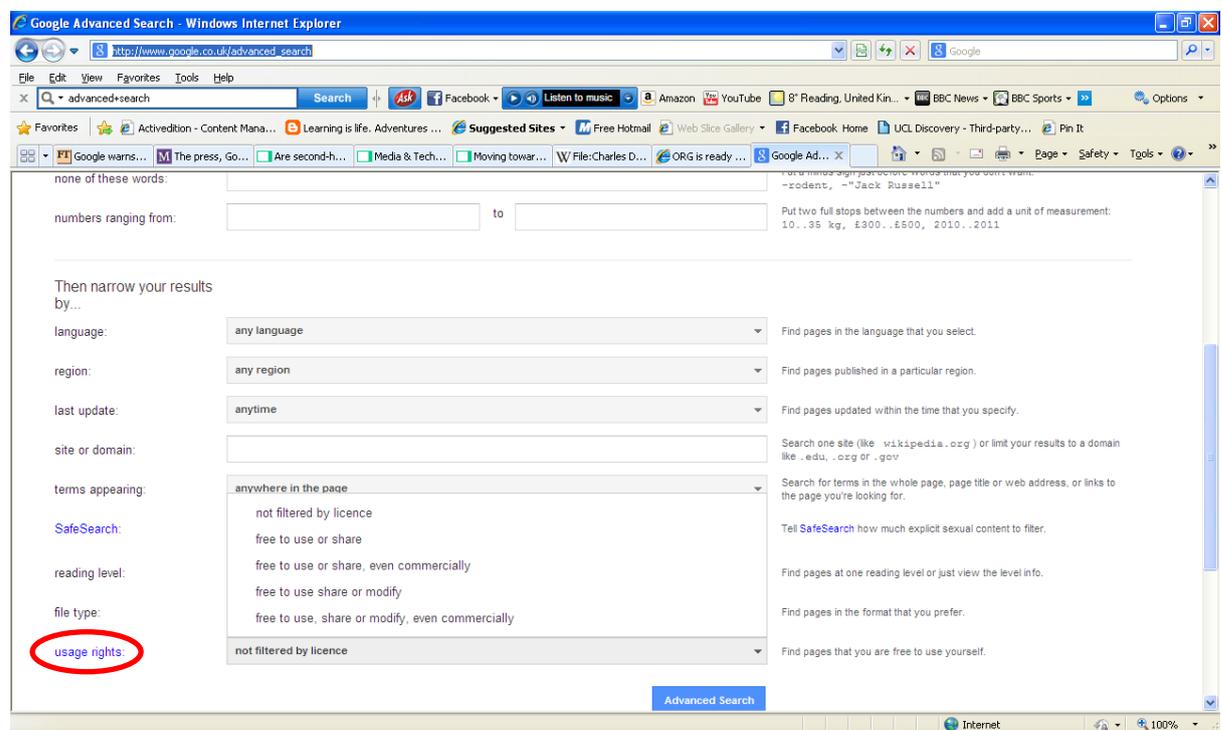
Using content purely for illustration is not fair dealing for criticism or review. Nor is using more content than is required or not in context, or using content to generate publicity, advertise or increase sales (such as an image on the front cover of a book or the Home page of a website).

## 3. Do use facts and ideas

Copyright does not protect facts, ideas, numbers, names, people / faces.

## 4. Do use materials which are licensed for the type of use you want to make of them

Creative Commons licences allow re-use of material without the need to seek formal written permission each time. There is a lot of material on the Web that is licensed under CC – to find it, you can do an Advanced Search tab in Flickr, Yahoo! or Google ([http://www.google.co.uk/advanced\\_search](http://www.google.co.uk/advanced_search)) and limit the results to licensed content:



The CC site also has its own search engine: <http://search.creativecommons.org/>

The main licences are as follows:

**Attribution (BY):** Licensees may copy, distribute, display and perform the work and make derivative works based on it only if they give the author or licensor credit

**Noncommercial (NC):** Licensees may copy, distribute, display, and perform the work and make derivative works based on it only for non-commercial use

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There is also a **CC-0 licence** which places a work straight into the public domain (e.g. no copyright applies).

**Crown Copyright:**

Material which is produced by officers or agents of the Crown in the UK is subject to Crown Copyright. The National Archives has created an Open Government Licence for public sector information which allows any work marked with this licence to be used in any way as long as the source of the information is acknowledged (include any credit specified by the information provider(s) and a link to this licence). More information here: <http://www.nationalarchives.gov.uk/doc/open-government-licence/>

5. **Do use still images from TV programmes/films if you are reviewing them**  
Stills from films and TV programmes can be used online if you are reviewing those films / TV programmes without having to acknowledge where you got the images from. However, the copyright holder must still be acknowledged: in the case of a film, it should be the director (you can mention the director in the body of the review); in the case of TV, it may be the director as well as the broadcast network / channel it has been aired on.

**DON'T**

6. **Don't assume that if you just credit the author there is no copyright infringement**

It's not always enough to just credit the author; quite often you will need permission from the copyright holder to use their material (especially images) or they should be licensed for use. If you see the phrase 'All Rights Reserved' that means that the work is copyright and the only way you can use it is if you get permission from the creator or under a legal defence.

7. **Don't assume everything you find on the Internet is 'public domain'**

Copyright lasts for 70 years after the death of the author, so the chance of something being in copyright online is quite high. Authors/creators do not have to put a copyright notice on their work as copyright arises automatically, so even if a work does not have a copyright notice on it, assume that that work is copyright anyway.

8. **Don't attribute/credit incorrectly**

You may have seen some newspapers or blog posts attribute images with 'Copyright: Google Images'. This is incorrect, as is 'Copyright: Twitter' and so on. Whenever you attribute an image or other type of material, you must always reference the author/photographer's name; if you don't know it or are unsure whether you can use it, don't. Always make sure you attribute a Creative Commons licensed image correctly; there are some useful tools which can help you:

*Xpert Attribution tool*

<http://www.nottingham.ac.uk/xpert/> - like a search engine but will also give you code to embed into a website / blog post / Powerpoint

*Code generator for crediting Flickr images online* (make sure you have the link to the photo you want to use first)

<http://imagecodr.org/result.php> - generates code for websites / blogs

9. **Don't assume that no response to your request for permission to use material means you can use it**

Obtaining permission to use others' copyright material can take time (although digital tends to be quicker as people can be reached via email or social media). If you do not receive a response to your request for permission, don't just go ahead and use it - find something else. When you request permission to use other people's copyright material, permission must always be given in writing (letter/email), and if you receive permission, always add a line saying "Reproduced with permission" or similar and credit the source/author. This may be along the lines of: © A. Smith, 2008.

Some publishers will specify how you should credit, e.g.:

© Timothy Dudley-Smith (b.1926) in Europe and Africa (Oxford University Press).

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Individuals may authorise you to use their works but not specify a credit, in which case you could put something like this: © Erving Newton (Denmead Man). Used with permission. Photograph: All Saints Church, Denmead.

<http://www.flickr.com/photos/vamoose627/2728122799>

10. **Don't use maps outside of the terms of their licence**

Digital or online maps are all subject to licence agreements and independent terms and conditions. The University subscribes to DigiMap (Ordnance Survey) where the

licence allows you to publish maps on the University website as part of your course and use the maps/data in dissertations & sponsored research.

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Use the maps/data in any work of a commercial nature

Use the maps/data in commissioned research undertaken for the sole and exclusive benefit of the research sponsor

Use the maps/data in work undertaken on placements which is part of your employer's work

Useful FAQs are here: [http://edina.ac.uk/digimap/support/faq\\_oslicence.html](http://edina.ac.uk/digimap/support/faq_oslicence.html)

**Google Maps**

You may embed Google maps on freely available public facing websites (e.g. the University website) without written permission as long as Google is attributed (e.g. © 2011 Google) and also any third-party suppliers (e.g. © 2011 Tele Atlas). This attribution is automatically added within the API when embedded into websites/blog posts.

**Useful Further Information**

1. Quick slideshow: "What is the correct way to attribute?"

<http://www.slideshare.net/eabarbanel/creative-commons-attribution-3228503>

2. A useful guide on referencing images you use in your blogs and on your websites:

<http://hubpages.com/learningcenter/legal-image-use>

There is no right or wrong way to attribute as long as you have included the author/creator's name and a reference to the source. There is no standard form of words, but you should always reference the author and try to mention the source wherever possible.

For Creative Commons licensed content, you must cite:

- (i) the name of the Original Author (or pseudonym) if supplied
- (ii) the title of the Work if supplied
- (iii) to the extent reasonably practicable, the URI (URL) that is associated with the Work

3. SitePoint – text, audio, video and images

<http://www.sitepoint.com/30-creative-commons-sources/>

4. Useful Infographic:

<http://foter.com/blog/how-to-attribute-creative-commons-photos/>

*Last updated: October 2013*