Creative Commons (often abbreviated as CC) is a US-based non-profit organisation founded in 2001 to make it possible to legally and ethically share creative work, e.g. photographs. Their main contribution is that they provide a set of various copyright-licenses that determine how creative work can be shared and how it has to be credited. The intention is to create a public domain where everybody can use each others’ work under standardised terms within the current online space.

This is where the Creative Commons license comes in. The system allows creators to share their content online freely with others, imposing only minimal restrictions on its use.

Creative Commons (CC) licenses are public licenses. You can use them to indicate what other people are allowed to do with your work. Each work is automatically protected by copyright, which means that others will need to ask permission from you as the copyright owner.

CC licenses let you easily change your copyright terms from the default of “all rights reserved” to “some rights reserved.” They are legal tools to give permission in advance to share and use your work – on conditions of your choice.

CC licenses are copyright licenses, and depend on the existence of copyright to work. CC licenses are legal tools that creators and other rights holders can use to offer certain usage rights to the public, while reserving other rights. Those who want to make their work available to the public for limited kinds of uses while preserving their copyright may want to consider using CC licenses. Others who want to reserve all of their rights under copyright law should not use CC licenses.

[Copyright](https://creativecommons.org/faq/#what-is-copyright-and-why-does-it-matter) grants to creators a bundle of exclusive rights over their creative works, which generally include, at a minimum, the right to reproduce, distribute, display, and make adaptations. The phrase “All Rights Reserved” is often used by owners to indicate that they reserve all of the rights granted to them under the law. When copyright expires, the work enters the [public domain](https://en.wikipedia.org/wiki/Public_domain), and the rights holder can no longer stop others from engaging in those activities under copyright.

There are six different Creative Commons licenses: CC BY, CC BY-SA, CC BY-NC, CC BY-ND, CC BY-NC-SA, CC BY-NC-ND. The letter pairs indicate conditions for use.

[**Creative Commons**](https://creativecommons.org/) is the name of an American non-profit company that releases copyright licenses to the public at no cost. These licenses are known as Creative Commons licenses, and were first issued in 2002.

The reason that Creative Commons (CC) licenses exist is to provide creators with an easy way to define how other people can use their content. CC licenses also protect normal users, as they don’t have to worry about copyright infringement as long as they follow the rules of the license.

The Creative Commons organization provides a variety of easy-to-understand licenses that content creators can freely use. Creators display these alongside their licensed works, which plainly describe the terms of fair play for anyone using them.

You’ve probably noticed a copyright symbol and/or an “All Rights Reserved” note on music, movies, books, and other content. That means the creator retains all rights to the media.

**The Creative commons licenses are of 6 types and they are made out of 4 conditions.**

**Condition 1: You should acknowledge the creator of the work**

**Condition 2: You should use only for non-commercial purposes**

**Condition 3: You should not derive any new material out of it**

**Condition 4: You should share the material you created using a material you received under CC licence.**

**Each of these conditions has an abbreviated name and unique symbol:**

**These are:**

1. **BY (Attribution)**
2. **SA (Share Alike)**

### ND (No-Derivatives)

1. **NC (Non-commercial)**

Remember that SA and ND are mutually exclusive, which reduces the number of possible combinations. In addition, because almost everyone who uses a CC license requires attribution, licenses that don’t include BY are rare.

“BY” stands for attribution (the obligation to credit the author and other parties designated for attribution); “NC” stands for NonCommercial (commercial use is excluded from the licence grant); “ND” means NoDerivatives (only verbatim copies of the work can be shared) and “SA” represents ShareAlike (i.e. the work can be modified and modified versions can be published but only under the original or a compatible licence).

These four features form the basis of a fixed set of six CC licences:

The most permissive licence is CC BY. It grants unrestricted, irrevocable, royalty-free, worldwide, indefinite rights to use the work in any way, by any user and for any purpose. The only requirement is that the user credits the author and other parties designated to receive attribution and retains copyright and licence notices. All other licence versions contain further restrictions. The most restrictive licence is the CC BY-NC-ND. It allows neither modifications nor commercial use.

**CC BY (Attribution)**



As already mentioned, CC BY grants an unrestricted licence to use the respective content. How the content is used, e.g. in original or modified form, by whom or for what purpose, is irrelevant.

**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.

CC BY is the most open license. It allows the user to redistribute, to create derivatives, such as a translation, and even use the publication for commercial activities, provided that appropriate credit is given to the author (BY) and that the user indicates whether the publication has been changed.

If you find a photograph that is published under the [CC BY license](https://creativecommons.org/licenses/by/4.0/), you are allowed to download, copy, distribute, adjust, modify, and build on the photo, even commercially, as long as you credit the original creator. Images published under this license give you all the options for use and modification but require always to provide the source.

### CC BY-SA (Attribution-Share-Alike)

### image

As the general licence of Wikipedia, CC BY-SA is one of the most important and widespread CC licences. Licensers, who would like their content to be uploaded onto Wikipedia, or would like to combine it with Wikipedia content, are advised to use CC BY-SA.

The only difference between CC BY-SA and CC BY is the ShareAlike clause in section 3b of the legal code. Under the CC BY licence, anyone who adapts the work can redistribute a modified version under the terms of their choice. CC BY-SA, however, binds the adapter to the terms of the original licence. In other words, adapted versions must be shared under CC BY-SA or a compatible licence

**This license lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms.** This license is often compared to “copyleft” free and open source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia, and is recommended for materials that would benefit from incorporating content from Wikipedia and similarly licensed projects.

### This condition means that anyone who modifies the material must distribute their derivative work under the same license. They cannot add conditions without the original author’s permission.

**CC BY-SA** allows people to republish your content, including derivatives, even for commercial purposes. However, they must credit you and relicense the new content under the same terms as yours. This setup is known as [**“copyleft” in open source software licensing**](https://www.makeuseof.com/tag/copyleft-copyright-key-concepts/), and is what Wikipedia uses.

If you find a photograph that is published under the [CC BY-SA license](https://creativecommons.org/licenses/by-sa/4.0/) you are also allowed to download, copy, adjust, modify, and build on the original work even for commercial purposes. You need to credit the creator and license any new work using the creator’s work under the same license. Thus, if you include a photograph in producing another document, this document needs to be licensed the same way as the original photograph.

### CC BY-ND (Attribution-No-Derivatives)



The CC BY-ND licence does not permit adaptations of the work. To protect its integrity, only verbatim copies may be distributed and shared. The NoDerivatives restriction can lead to significant problems with the combination of different content, e.g. in remixing, sampling or joined publications.

**This license allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to you.**

If you find a photograph that is published under the [CC BY-ND license](https://creativecommons.org/licenses/by-nd/4.0/) you are allowed to reuse the original work for any purpose, including commercially; however, you cannot share it with others in an adapted form (only in the original). You must credit the creator.

### CC BY-NC (Attribution-Non-Commercial)

### image

Contrary to the afore-mentioned licences, the CC BY-NC reserves the right to use the content commercially, i.e. a user is not allowed to reproduce the work or create derivatives if their purpose is to realise a commercial gain

If you find a photograph that is published under the [CC BY-NC license](https://creativecommons.org/licenses/by-nc/4.0/) you are allowed to download, copy, adjust, modify, and build on the original work only for non-commercial purposes. You must acknowledge the creator but you do not need to license your new work on the same terms. Thus, the photograph can only be used for non-commercial uses.

### CC BY-NC-SA (Attribution-NonCommercial-ShareAlike)

### image

The CC BY-NC-SA combines the NonCommercial and the ShareAlike features. Therefore, the work can be adapted, and adapted versions can be shared under the conditions referred to in paragraph 2 above. However, no commercial use of the licenced material is permitted, neither of the original nor of any modified form

If you find a photograph that is published under the [CC BY-NC-SA license](https://creativecommons.org/licenses/by-nc-sa/4.0/) you are allowed to download, copy, distribute, adjust, modify and build on the work non-commercially. You need to credit the creator and license your new creation (including the downloaded photograph) under the identical terms.

### CC BY-NC-ND (Attribution-NonCommercial-ShareAlike-NoDerivatives)

### image

The CC BY-NC-ND is the most restrictive CC licence. Neither modifications nor commercial uses are permitted.

If you find a photograph that is published under the [CC BY-NC-ND license](https://creativecommons.org/licenses/by-nc-nd/4.0/) you are allowed to download, copy, and distribute the work. You cannot change or adapt the photograph or use it commercially. You always have to acknowledge the creator.

### With any of the licenses mentioned above you need to be aware that the producer of the image does not provide any warranties about the photo, and disclaims liability for all uses of it. You still need to check that the publicity or privacy rights of people shown on the footage are not affected

If you want to operate differently from the above-mentioned four attributes, you always would need to ask for permission from the creator.

### CC0 (No Rights Reserved)

The CC0 is a tool to deliberately dedicate copyright-protected works to the public domain. Thus, it is basically a waiver of rights. Once it is in effect, a work belongs to the public domain and can be used by anyone without any restrictions or obligations. CC0 is nothing but a standardised declaration of such a waiver which can be used by anyone who wishes to dedicate their work to the public domain.

As jurisdictions, especially copyright systems and systems of authors' rights differ across countries, CC0 was designed as a three-tier instrument to ensure its worldwide validity. In authors’ rights systems such as in Germany, France or Austria, it is generally not possible to waive an author’s right completely or, in other words, to give up one’s ownership of a work. Authors’ rights are considered as some kind of human right which can neither be waived nor transferred. Hence, in these authors' rights regimes, a simple waiver would probably be invalid.[[9]](https://meta.wikimedia.org/wiki/Open_Content_-_A_Practical_Guide_to_Using_Creative_Commons_Licences/The_Creative_Commons_licencing_scheme#cite_note-9) To avoid this dilemma, the CC0 waiver is supplemented by two fallback options:

The first fall back option is a permissive licence similar to CC BY but without the attribution requirement.[[10]](https://meta.wikimedia.org/wiki/Open_Content_-_A_Practical_Guide_to_Using_Creative_Commons_Licences/The_Creative_Commons_licencing_scheme#cite_note-10) Hence, it is a licence without any restriction or obligation. The second fallback option, CC0, is a legal construct usually referred to as a “non-assertion pledge”. It is a legally binding promise of the right holder not to enforce their rights in any way, even if there was a legal option to do so because the waiver and/or licence are not valid. The idea behind the three-tier approach is the following: If the first solution is not effective, the second option comes into effect and if this was ineffective as well, the third option would come into force. In some jurisdictions, certain rights can never be waived or made subject to a blanket licence. In these cases, for example, the second fallback solution comes into play.

According to section 2.b.2 of the legal code patents and trademark rights cannot be licenced under the CC licences. This is especially important for corporate and institutional licensers who own trademark rights in their company name, logo, etc.

A special case is **CC0**, which isn’t technically a license. This allows creators to waive all rights to their work and allow anyone in the world to use it for any purpose without asking. It’s technically different than something being in the public domain, but most people use CC0 and “public domain” interchangeably.

## **1. Public domain dedication (CC0)**

This [Creative Commons CC0 license](https://creativecommons.org/publicdomain/zero/1.0/) is the most common license for the use of free images and videos in photo databases. It is a very special way of granting rights to the users because it basically means “**all rights are granted**”. The creator gives his/her work into the so-called [public domain space](https://creativecommons.org/share-your-work/public-domain/) by waiving all of his/her rights to the work worldwide under copyright law.

For you, this means you can download, copy, distribute, modify, and build upon the images, even for commercial purposes, all without asking for permission. You can include them even in printed or digital products. Thus, images under this license perfectly fit into your next presentation.

You are not allowed to resell any photo that you have downloaded. You also shouldn’t use any photographs that show people in a way that harms their personal rights or integrity.

You are not required to give a credit to the source or the photographer, however, we advise you to always do this. If you think the footage is nice and it helps you to create a nice presentation, why not give thanks to the photographer who took it and acknowledge her/his contribution?

### ND – NoDerivatives

Two CC licences contain the restriction NoDerivatives: CC BY-ND and CC BY-NC-ND. As any licence restriction, the ND element does not mean that the material cannot be adapted or modified at all. It rather means that the right to modify the work is reserved, i.e. anyone who would like to publish an adapted version of the material must obtain an additional licence. Intent and purpose of the restriction is to protect the integrity of the work

#### **Adaptation**

#### Section 1a of the legal code defines adapted material as follows:

“Adapted Material means material subject to Copyright and Similar Rights that is derived from or based upon the Licensed Material and in which the Licensed Material is translated, altered, arranged, transformed, or otherwise modified in a manner requiring permission under the Copyright and Similar Rights held by the Licensor. For purposes of this Public License, where the Licensed Material is a musical work, performance, or sound recording, Adapted Material is always produced where the Licensed Material is synched in timed relation with a moving image.

#### What exactly is an adaptation?**[**[**edit**](https://meta.wikimedia.org/w/index.php?title=Open_Content_-_A_Practical_Guide_to_Using_Creative_Commons_Licences/The_Creative_Commons_licencing_scheme&action=edit&section=40)**]**

There are some examples in the legal code of uses, which are to be considered adaptations and uses, which are explicitly excluded from this definition. According to section 1a of the legal code, an adaptation takes place when the material is “translated, altered, arranged, transformed, or otherwise modified in a manner requiring permission under the Copyright and Similar Rights.”[[89]](https://meta.wikimedia.org/wiki/Open_Content_-_A_Practical_Guide_to_Using_Creative_Commons_Licences/The_Creative_Commons_licencing_scheme#cite_note-89) According to section 2.a.4 of the legal code, mere technical modifications are, however, not deemed adaptations. The latter means that format shifting is not considered an adaptation nor is the digitisation of a non-digital work. In these cases, the work itself remains unchanged. The digitisation of a printed novel, for instance, does not change the novel (the work), but only the media in which it is embodied. Therefore, it is not considered an adaptation or modification under copyright law but simply a reproduction of the work.

To determine which uses are adaptations is much more difficult. The licence gives examples of some acts which are usually considered modifications/adaptations under copyright law: Translations and the transformation of a work into another category of work, e.g. making a film out of a novel, are considered adaptations. Also, the act of synching music with other works, e.g. to use music as a background for a video, is indisputably deemed an adaptation

#### Adaptations of the work itself**[**[**edit**](https://meta.wikimedia.org/w/index.php?title=Open_Content_-_A_Practical_Guide_to_Using_Creative_Commons_Licences/The_Creative_Commons_licencing_scheme&action=edit&section=41)**]**

Modifications of the work itself, e.g. abridgements, extensions, or re-arrangements of its content are generally considered adaptation under copyright law. This applies irrespective of whether the adaptor owns the copyright in the modified version, because the modification itself is subject to copyright protection.

#### Adaptation by changing the context and combining the work with other content – remixes, mash ups, collections and work combinations**[**[**edit**](https://meta.wikimedia.org/w/index.php?title=Open_Content_-_A_Practical_Guide_to_Using_Creative_Commons_Licences/The_Creative_Commons_licencing_scheme&action=edit&section=42)**]**

More complex questions arise when verbatim copies of the work are used in a new context. Can, for example, an ND photo be used in a book where it is framed by an article? Can someone publish a collection of 100 photos of different origin, including ND images, on a website? Can someone include an ND text in an anthology combining articles written by a number of authors? Can someone exhibit an ND video in an artistic video collection? Can someone combine several media, including ND sound recordings, in a multimedia installation and sell them?

# **Citing materials under Creative Commons licence in Your Report**

* When reproducing a figure or table from another source you must also include an attribution (Creative Commons or copyright), presented in a *Note* directly below the figure/table.  The attribution will follow any explanatory notes required for the figure.
* An attribution for a figure reproduced from an Open Access journal article with a Creative Commons licence must include:
	+ 'From' when reprinting the figure or 'Adapted from' when adapting
	+ Title of article, in Title Case and double quotation marks " "
	+ by Author(s). The first initial(s) followed by the surname
	+ Year of publication
	+ Journal title, in Title Case and *italics*
	+ Volume (in *italics*) and issue number in (round brackets)
	+ Page number of original figure. (Where there are no page numbers use Section headings and paragraph numbers)
	+ DOI or URL, in (round brackets)
	+ Creative Commons licence

#### **How do I attribute a Creative Commons licensed work?**

It’s easy. You can use CC-licensed materials as long as you follow the license conditions. One condition of all CC licenses is attribution. The recommended way to attribute the author is that you cite:

**Title** -  What is the name of the material?

If a title was provided for the material, include it. Sometimes a title is not provided; in that case, don't worry about it.

**Author** - Who owns the material?

Name the author or authors of the material in question. Sometimes, the licensor may want you to give credit to some other entity, like a company or pseudonym. In those cases, just do what they request.

**Source** - Where can I find it?

Since you somehow accessed the material, you know where to find it. Provide the source of the material so others can, too. Since we live in the age of the Internet, this is usually a URL or hyperlink where the material resides.

**License** - How can I use it?

You are obviously using the material for free thanks to the CC license, so make note of it. Don't just say the material is Creative Commons, because that says nothing about how the material can actually be used. Remember that there are six different CC licenses; which one is the material under? Name and provide a link to it, eg. <http://creativecommons.org/licenses/by/4.0/> for CC BY

# **Creative commons: A guide for scientists**

**Understanding licensing rights on the Internet, for publications and presentation purposes has not become easier. Sure, you can download a photo from a database for free, but how can you use it and how do you go about crediting the site or photographer? The Creative Commons provide a valuable framework for which sources you can use and share for what purposes, and under which circumstances. To simplify things, we’re going to decode the use of so-called free images and videos you use in your talks, papers and other science communication forms.**

We know how difficult it can be to find the right pictures to illustrate your next conference presentation. Just go ahead and google some scientific image and let’s see what comes up – there are a lot of images! But can you use them? Are they allowed in your presentation? Or in your paper? Hmmmm? How can you determine the rightful owner if the JPEG shows up on any number of sites?

A safer option would be if you look for online stock photography databases, which are loaded with images, photographs, videos and illustrations. If you are not familiar with these databases, check our two previous blog posts on the sourcing good images:

1. [#19: The best free photo databases for your scientific presentations](https://tressacademic.com/5-best-free-photo-databases/)
2. [#20: Best scientific photo databases](https://tressacademic.com/best-scientific-photo-databases/)

Here, you will definitely find the images you need for your next talk. We regularly search these sites for our image needs, but this brings up an entirely  different problem: You find a photograph that you want to use, it is free to download, but then there’s a small note at the bottom of the page saying:

“Attribution Non-Commercial Share Alike: This image is licensed under a Creative Commons Attribution, Non-Commercial Share Alike License.”

Next to this text is the following icon:

So, what does that mean?

Can you use the picture for your presentation or not?

Somehow, you might have the feeling that something called the ‘creative commons’ must be OK, so you decide to go ahead and use the picture, but have a bit of a bad feeling about it. We know this feeling! The problem was that we had not fully understood what the Creative Commons licenses were and how we are allowed to use them. But, fear not! We have investigated, so you don’t have to – and compiled the run down of this vague term.

Time to make up for the misunderstandings and get to know the how, what, and why of creative commons so you can use photographs, videos and illustrations in your next conference presentation or journal paper with confidence!

## **I. How Creative Commons work**

## **1. What is “Creative Commons”?**

Creative Commons (often abbreviated as CC) is a US-based non-profit organisation founded in 2001 to make it possible to legally and ethically share creative work, e.g. photographs. Their main contribution is that they provide a set of various copyright-licenses that determine how creative work can be shared and how it has to be credited. The intention is to create a public domain where everybody can use each others’ work under standardised terms within the current online space.

## **2. What does “Creative Commons” cost?**

Nothing! Using Creative Common Licenses is free of charge.

## **3. Who can use Creative Commons?**

Everybody! Whether you are an artist, writer, designer, any other form of creator, a person like you or me, or a scientist – it’s free. Everybody can reserve or waive rights of their own work to be used by other people. You do not have to be a member or sign-up at Creative Commons in order to use their licenses.

## **4. What can be shared under Creative Commons?**

Creative Commons can be applied to all creative works that falls under copyright, e.g. books, journals, magazines, articles, videos, photographs, illustrations, blogs, websites and others. It is not applicable to software and hardware products. The Creative Commons licenses only apply to work that is copyright protected and are valid only until copyright expires. Afterwards the use of the work is free anyway.

## **5. When would I use Creative Commons?**

Two examples:

1. If, in your next presentation, you want to use the work of somebody else, e.g. a photograph of an erupting volcano that a photographer took, you would not be allowed to do so because the photo is copyright protected. You would need to ask the copyright holder, the photographer, for permission. They might be very difficult to track down and could take a while. You might end up skipping the use of the photo. If the photographer offered the volcano photo under a Creative Commons license, you can use it as long as you follow the conditions outlined in the specific license type and the photographer will still be credited for it.
2. If you have created a nice visual, for example, a flow-chart, or took a very unique snapshot under the microscope as part of your research, you can make this work available to others. Selecting the appropriate Creative Commons license allows you to share your work with others in your community without giving up essential rights as the creator, as you can always request that people credit you for the work they use.

## **6. When does it not make sense to use Creative Commons?**

If you want to maintain all the rights to your work that copyright law grants you, using  Creative Commons licenses makes no sense. In this case, the phrase “All rights reserved” applies to you, which means your rights are guaranteed by copyright law. **Creative Commons is built upon the idea that you are willing to share and waive some of your rights for the benefit of others.**

## **7. How can I use Creative Commons to protect and share my work?**

You do not need to register your work if you want it to be available under Creative Commons rules. If you want to share your work go to their website and select the appropriate license (<https://creativecommons.org/share-your-work/>). You will be asked a few questions about which rights you want to reserve and waive. At the end of this short process, you will know which license is right for you. You will get to know which icons you would need to choose to communicate the license on your work. The online form will also provide you with HTML-codes for including the license on your online platforms.

## **8. Does Creative Commons replace Copyright?**

No! Creative Commons licenses build on existing copyright. They are not in conflict with copyright. Creative Common licenses define which rights the creator of a work retains and which ones are waived. The Creative Commons licenses are attributed as “Some rights reserved” licenses as the individual creator can decide how many rights are retained or given up.

## **9. How to let others know that your work is reusable under a Creative Commons license?**

Typically, the Creative Commons icon in conjunction with the license that was chosen is displayed on a presentation, a paper, a text, a book or next to where a creative work can be downloaded. People can then directly see from the icon or button you display that your work can be reused under certain Creative Commons rules.

## **10. How to give credit if you want to reuse a photo that is shared under a Creative Commons license?**

All Creative Commons licenses require users to attribute the creator of licensed material, unless the creator has waived that requirement, not supplied a name, or asked that his/her name be removed. It is, however, not enough to state in your presentation, handout or paper “Photo: Creative Commons”. The correct way of attributing would be to state “Photo by XYZ (creator’s name) licensed under CC BY 4.0”. If you modify a photograph under Creative Common licenses, you would need to indicate this as well.

## **II. Current versions and conditions of Creative Commons**

To find out which license is the most appropriate to use for your own work use the site’s [license chooser](https://creativecommons.org/choose/) or look at the comprehensive [flow-chart of the Australian branch of Creative Commons](http://creativecommons.org.au/content/licensing-flowchart.pdf).

## **V. Conclusion:**

Creative Commons licenses are a great way to let scientists share photographs, illustrations, fact sheets or any other kind of information that result from your research and could be of interest to other researchers to use. The combination of different attributes determines what exactly can be done with the photos or any other work. The various licenses can seem confusing at first, but we hope our no-nonsense guide to the 6 types will help you break free from lingering doubts.

Knowing what the different licenses mean gives a much better sense of security when you use other people’s work and when you share your own. So, when you prepare your next conference presentation and find great footage on photo databases, you’ll know how to deal with them!

The latest versions of the Creative Commons licenses is version 4.0 from 2013.

CC offers other legal and technical tools that also facilitate sharing and discovery of creative works, such as [CC0](https://creativecommons.org/choose/zero/), a public domain dedication for rights holders who wish to put their work into the public domain before the expiration of copyright, and the [Public Domain Mark](https://creativecommons.org/publicdomain/mark/1.0), a tool for marking a work that is in the worldwide public domain. Creative Commons licenses and tools were designed specifically to work with the web, which makes content that is offered under their terms easy to search for, discover, and use.

**How do I attribute a Creative Commons licensed work?**

It’s easy. You can use CC-licensed materials as long as you follow the license conditions. One condition of all CC licenses is attribution. The recommended way to attribute the author is that you cite:

**Title** -  What is the name of the material?

              If a title was provided for the material, include it. Sometimes a title is not provided; in that case, don't worry about it.

**Author** - Who owns the material?

Name the author or authors of the material in question. Sometimes, the licensor may want you to give credit to some other entity, like a company or pseudonym. In those cases, just do what they request.

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