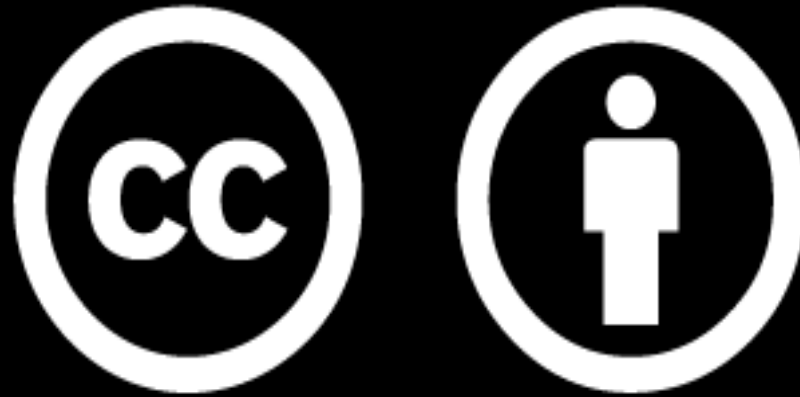


Why OER for Learning?

Rory McGreal
UNESCO/ICDE Chair in OER
March 2020





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Some images fair dealing or fair use



Open
Educational
Resources

2012 Paris OER Declaration

Chairholders in Open Education 2020



Colin de la Higuera
France



Cheryl Hodgkinson-Williams
S. Africa



Rory McGreal
Canada



Carlos Delgado Kloos
Spain



Mitja Jermol
Slovenia



Marco Kalz
Netherlands



Tel Amiel
Brazil



Daniel Burgos
Spain



Jane Agbu
Nigeria



Wayne Mackintosh
New Zealand



Virginia Rodes
Uruguay



Robert Schuwer
Holland



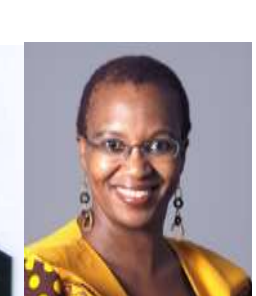
Maria S. Ramirez
Mexico



Jako Olivier
, South Africa



Sana Harbi
Tunisia



Mpine Makoe
South Africa



Martin Weller
UK



Fawzi Baroud
Lebanon



Elifas Bisanda
Tanzania

Christian Stracke
Holland



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in
Open Educational Resources



Athabasca University
The future of learning.



INTERNATIONAL
COUNCIL FOR OPEN AND
DISTANCE EDUCATION

The Challenge for the 21st Century

2025 + 98 million new students

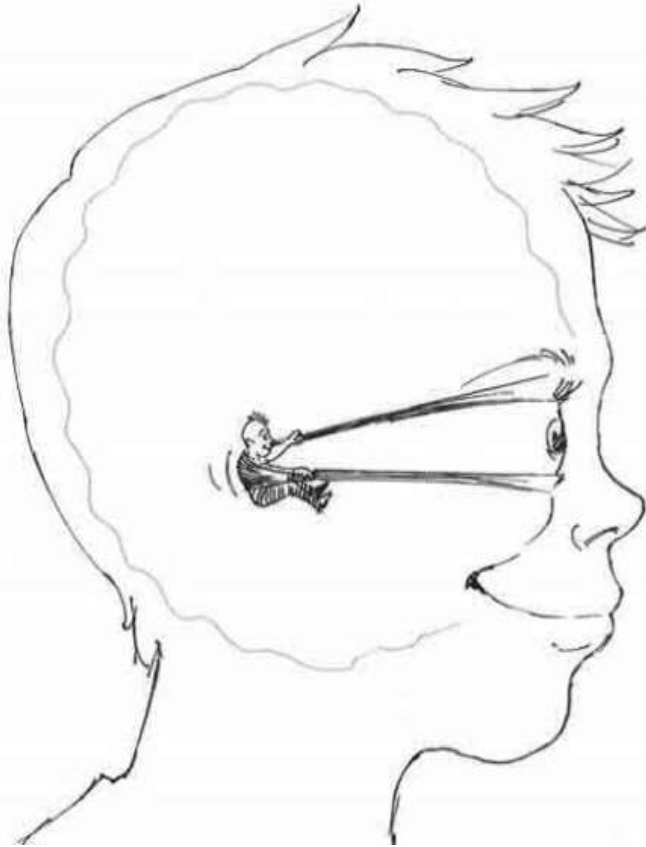
4 universities

(30k students)

er & IDP Australia

How to educate ALL these learners?





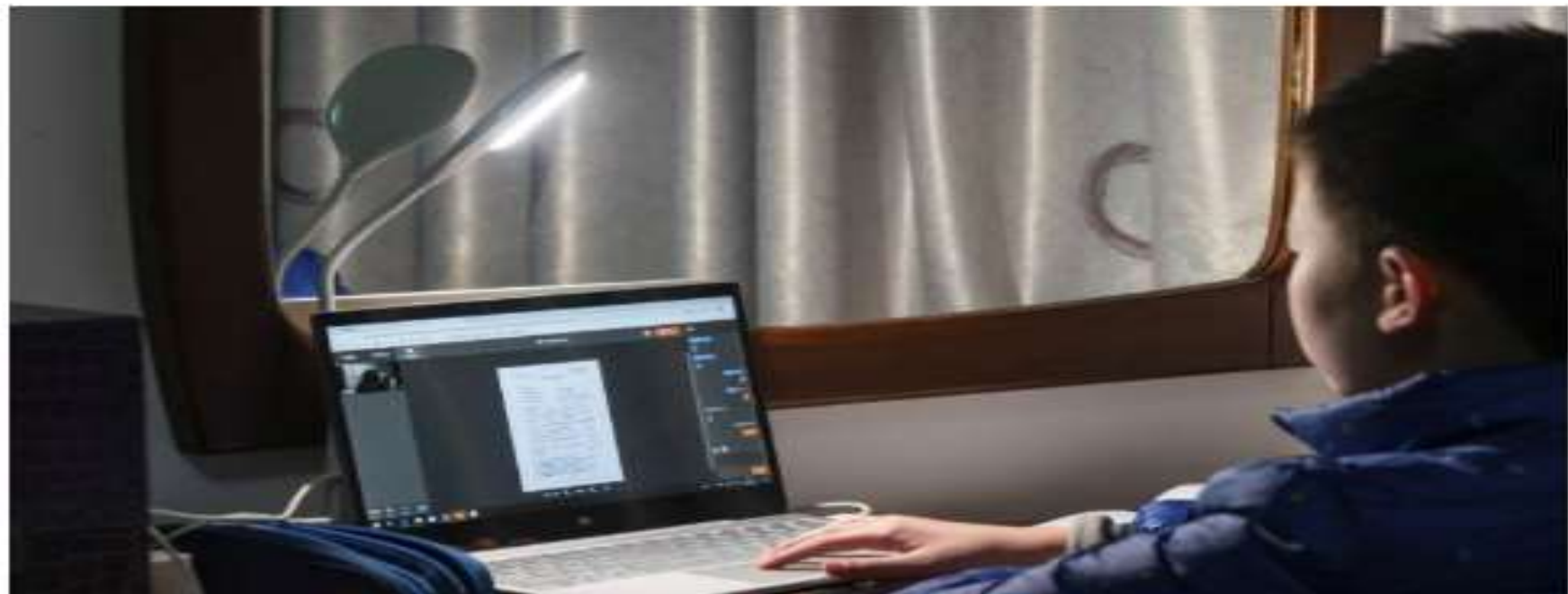
Education is a weapon of **MASS** construction

Nos armes de construction massive que sont l'éducation, la formation
– [Michaëlle Jean](#)

Coronavirus Feb 17

...

China's students will now study online because coronavirus has shut schools



Universities embrace elearning



[Image:](#) South China Morning Post



Video Conferencing

Zoom crushed estimates when it reported fourth-quarter results last week, growing its customer base by 61% to nearly 82,000. The number of large customers spending over \$100,000 per year soared 865 to 641 and Zoom continues to expand existing customer relationships with a net dollar expansion rate over 130%.

Mobile Learning

Wireless Access

Mobile Learning



OPENNESS

Digital convergence:



Electronic book

Radio

Telephone

Computer PDA

Game player

Fax

Handy 21 Oxygen project MIT



Camera

WWW

Email

Clock

Pervasive computing





$\frac{1}{4}$ of the world's population

+2 billion Internet connexions
World population: +7.8 billion



The world is going mobile



Mobile Learning

1/3 only access internet via mobile

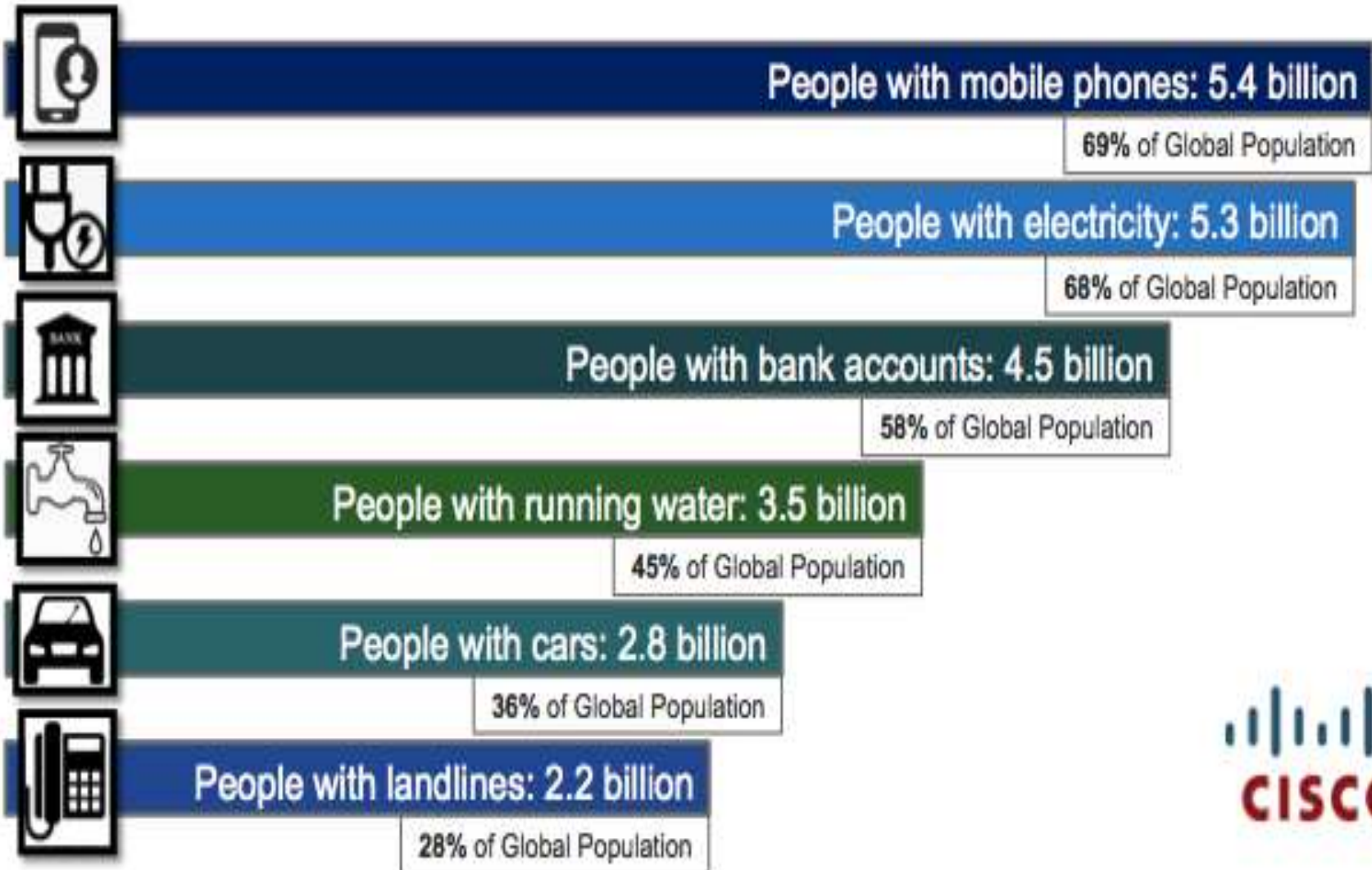
+5 billion mobile devices

+3 billion mobile internet users



Mobile Growth Continues Through 2020

By 2020, more people will have mobile phones than electricity at home



Design for Mobile FIRST



**Internet is
the biggest
commons**

**Public domain
is a priceless,
shared heritage**



Copyright:
The Good Guys



Scriptural Scribes

20 000 years



**“The concept of
copyright was utterly
foreign to the ancient
mind.”**

Tom Harpur

Copyright:
The Good Guys



Columcille **(St. Columba)**

6th Century

- Copied St. Finian's psalm book
- Defeated King Diarmid who ruled "to every cow its calf, to every book its copy" (Brehon Law)
- 3000 killed in battle at Cuilcenn
561

Copyright:

What it means

Copyright was instituted to “encourage learning and “promote the progress of science and the useful arts

NOT

to protect the rights of the author

Para-copyright or pseudo-copyright?
- Jaszi



Copyright:
The Good Guys

Statute of Queen Anne 1710: An Act for the Encouragement of Learning



Queen Anne

Copyright

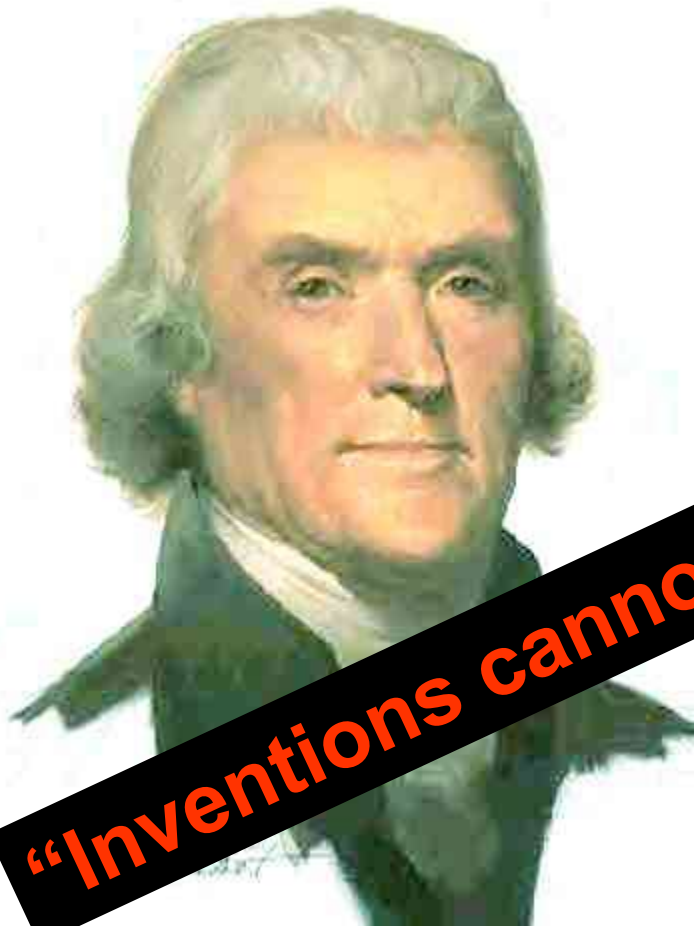


George Washington USA: Copyright Act 1790: An Act to Promote the Progress of Science and the Useful Arts



15-5-9

Copyright:
The Good Guys



Its peculiar character is that no one possesses the whole of it. He receives an idea from me, receives instruction from me, receives light from me; as he who lights his taper at mine, receives light without darkening me."

President Thomas Jefferson

**Copyright:
The Good Guys**



**“incentive NOT property
or natural law is the
foundational justification
for American copyright -
It is a privileged
monopoly.”**

President James Madison

**Copyright:
The Good Guys**



John Perry Barlow
Electronic Frontier Foundation

"The greatest constraint on your future liberties may come not from government but from corporate legal departments laboring to protect by force what can no longer be protected by practical efficiency or general social consent."

Copyright: What it means



- No one owns ideas.
- They belong to everyone
- Copyright holders possess a “copy” right
- Copyright protects the expression of ideas NOT the ideas
- Holders have a **limited** right to control the expression of their ideas for a **limited time**

Copyright:

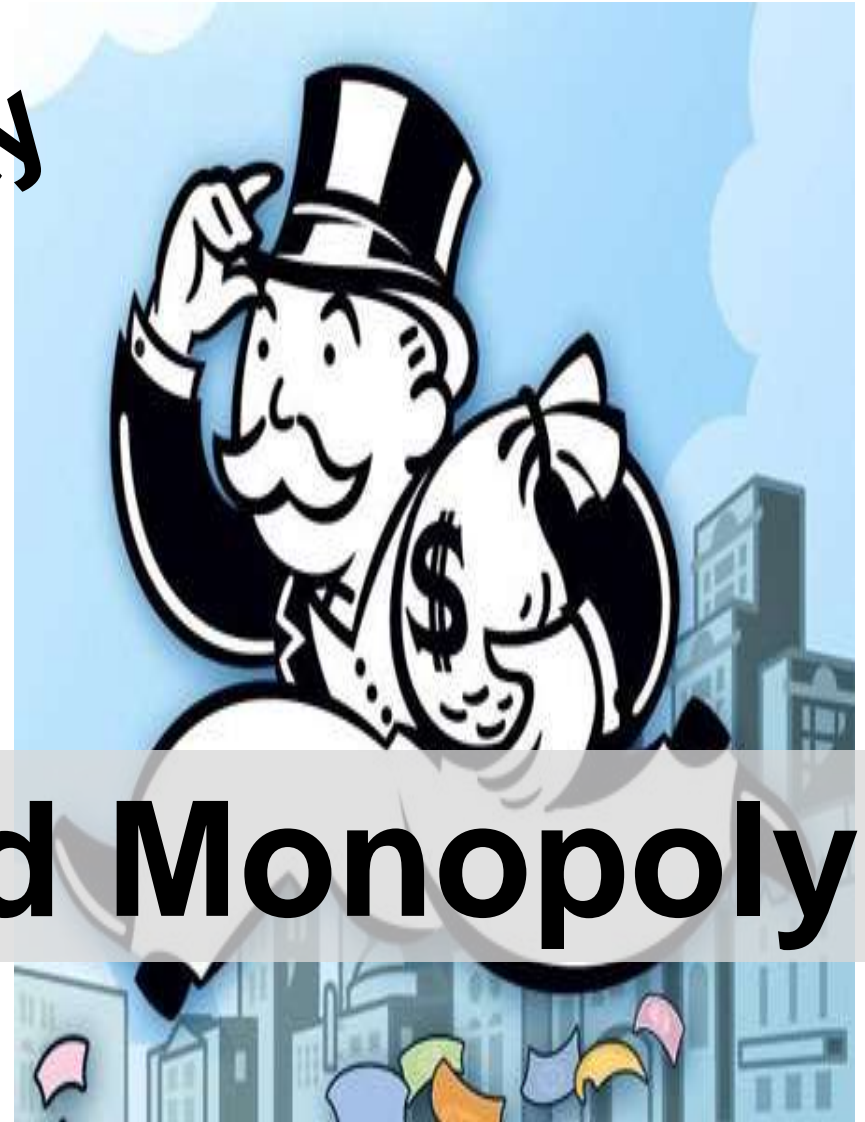
What it DOESN'T mean

DROIT D'AUTEUR

[Author's right]



Intellectual Property



Privileged Monopoly



United Nations
Educational, Scientific and
Cultural Organization



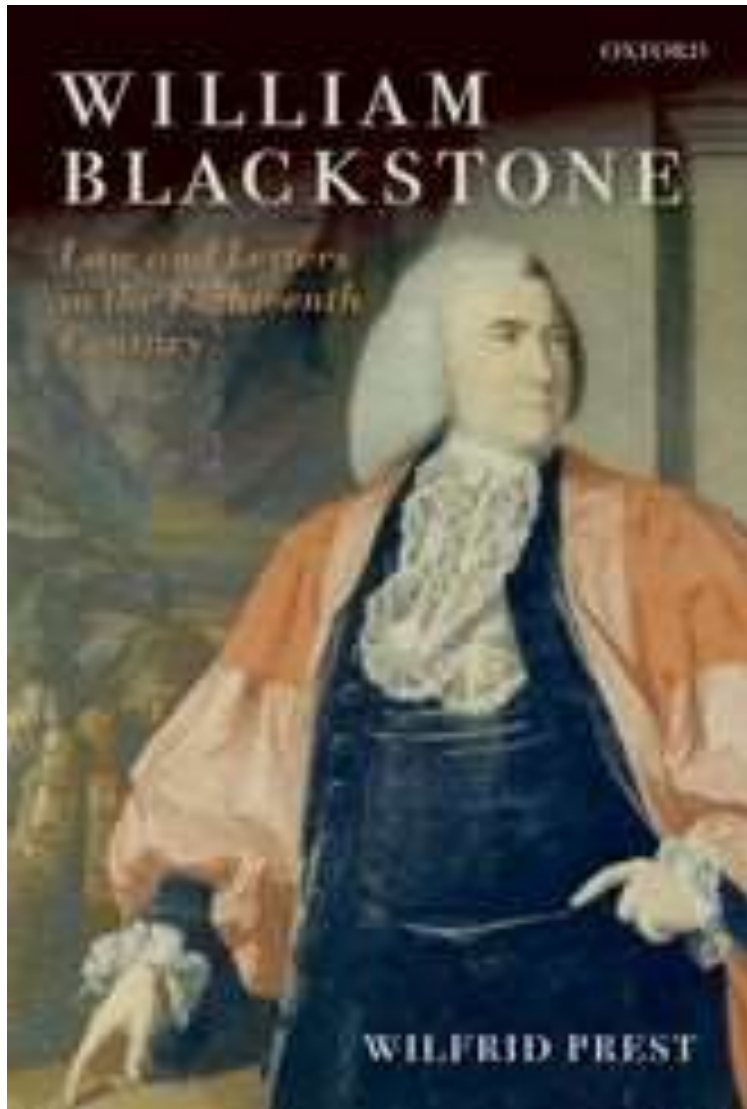
UNESCO Chair in
Open Educational Resources



**Athabasca
University**
The future of learning.



INTERNATIONAL
COUNCIL FOR OPEN AND
DISTANCE EDUCATION



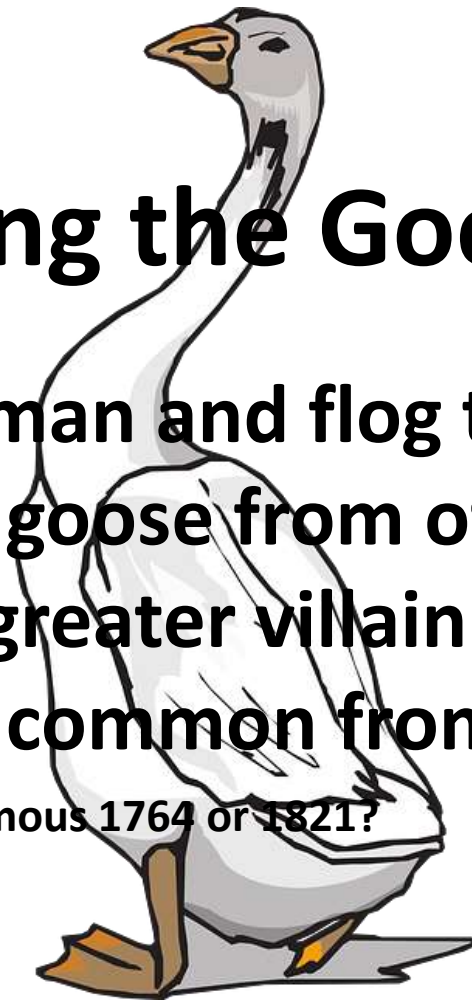
**There is nothing
which so generally
strikes the
imagination, and
engages the
affections of
mankind, as the
right of property**

William Blackstone *Commentaries on the Laws of England* 1765-69

Stealing the Goose

**They hang the man and flog the woman
Who steals the goose from off the common
But leaves the greater villain loose
Who steals the common from off the goose.**

Anonymous 1764 or 1821?



**Monopoly controls
have been the
exception in free
societies; they have
been the rule in
closed societies.**

▀ *Lawrence Lessig*



OER?

Open Educational Resources (OER)

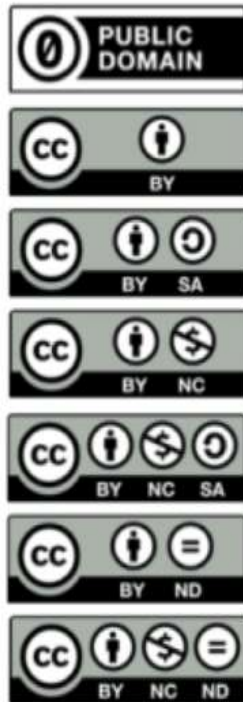


“Open Educational Resources (OER) are learning, teaching and research material in any format and medium that resides in the Public Domain or are under copyright that have been released under an open license that permits no-cost access, reuse, repurpose, adaptation and redistribution by others.”

OPEN LICENCE

most free

least free



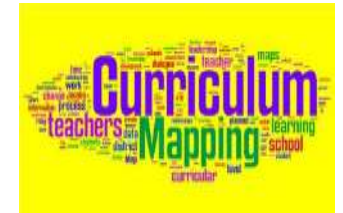
OER

Not OER

"Open license refers to a license that respects the intellectual property rights of the copyright owner and provides permissions granting the public the rights to access, re-use, re-purpose, adapt, and redistribute educational materials."

CC-BY Cable Green. Taken from http://www.slideshare.net/cgreen/updated-keynote-slides-october-2014?qid=e49d7e3b-3a0a-47a4-991d-3094e2f30574&v=qf1&b=&from_search=13 on July 27, 2015

OER



COMMONWEALTH of LEARNING



Athabasca University

Technology Enhanced Knowledge
Research InstituteUnited Nations
Educational, Scientific and
Cultural OrganizationUNESCO Chair in
Open Educational Resources

CANADA'S OPEN UNIVERSITY

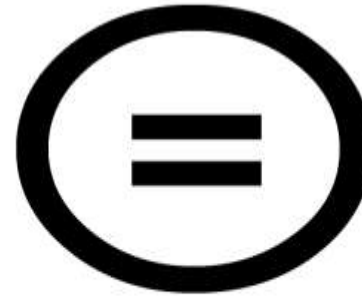


= 2 jiffies or 200 milliseconds



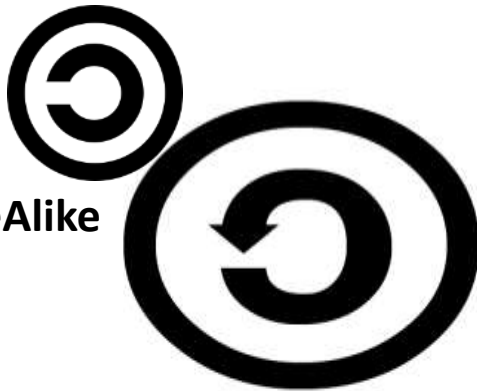
Some rights reserved

Attribution



No derivatives

ShareAlike



Non-commercial

The Way Forward



**All publicly
funded content
should be
openly licensed**

Changing OER

- **Mixing – a new resource**
- **Adaption – multiple contexts**
- **Extraction – remove assets**
- **Localisation – change to suit**
- **Translation - other language**
- **Reuse/Repurpose**



OER's are Open (Mostly)

- ## . OERs can be:

- ## – Augmented

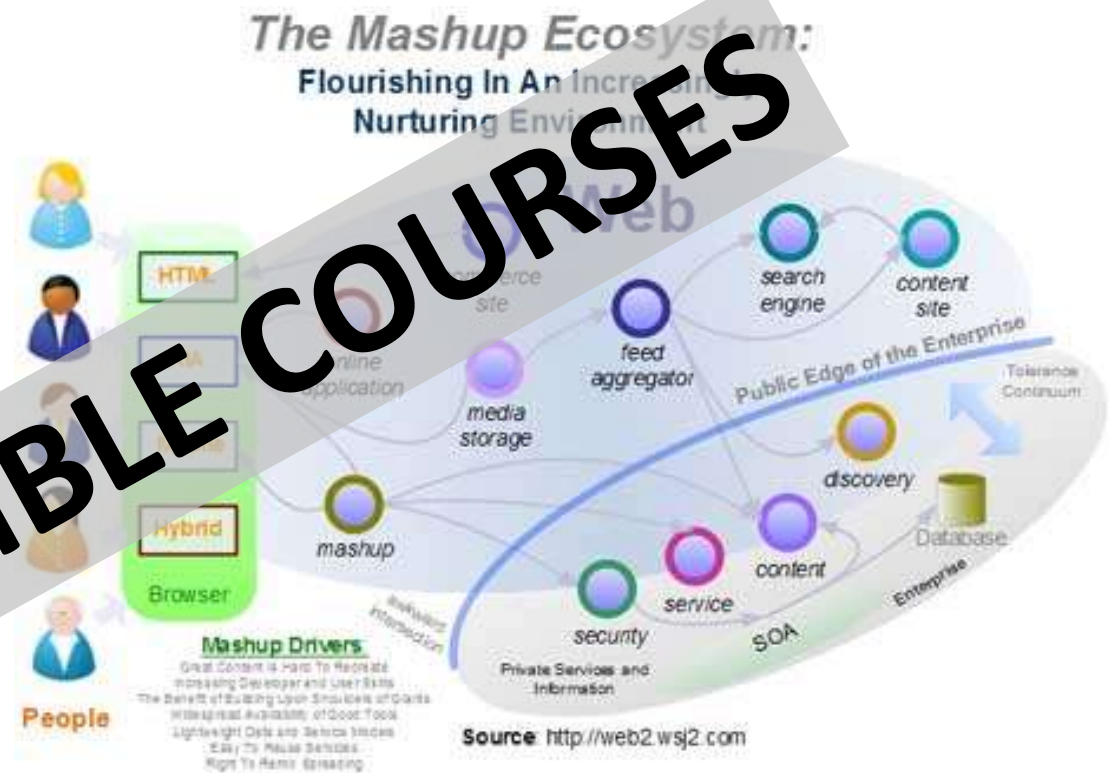
- Edited

- Customized

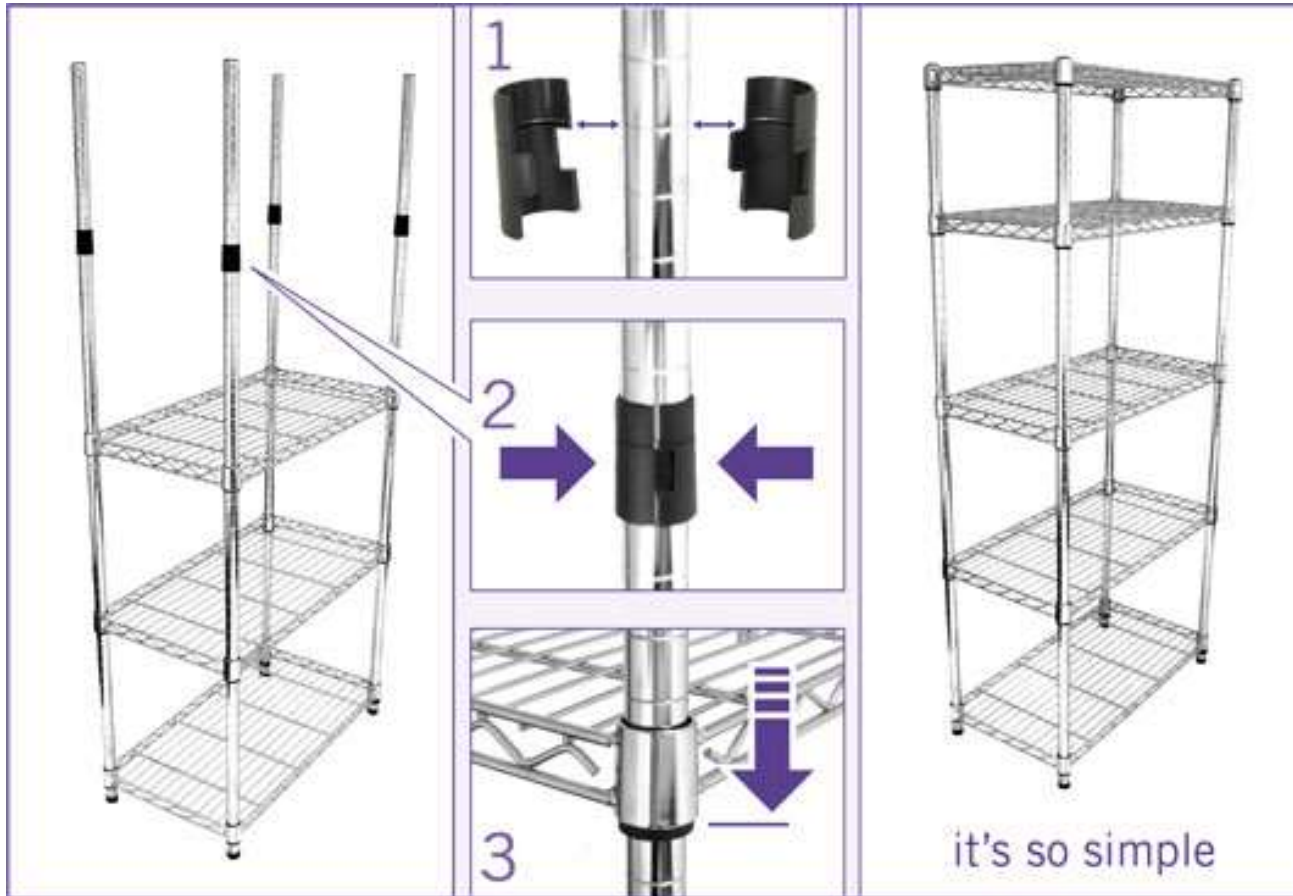
- ## – Aggregated

- Reformatted

- See Scott Leslie's 10 minute video at
– **Mashups!** <http://www.edtechpost.ca/gems/opened.htm>



OER: Course Assembly



Access



Savings and Efficiency

marginal cost and effort in making copies
and distributing online



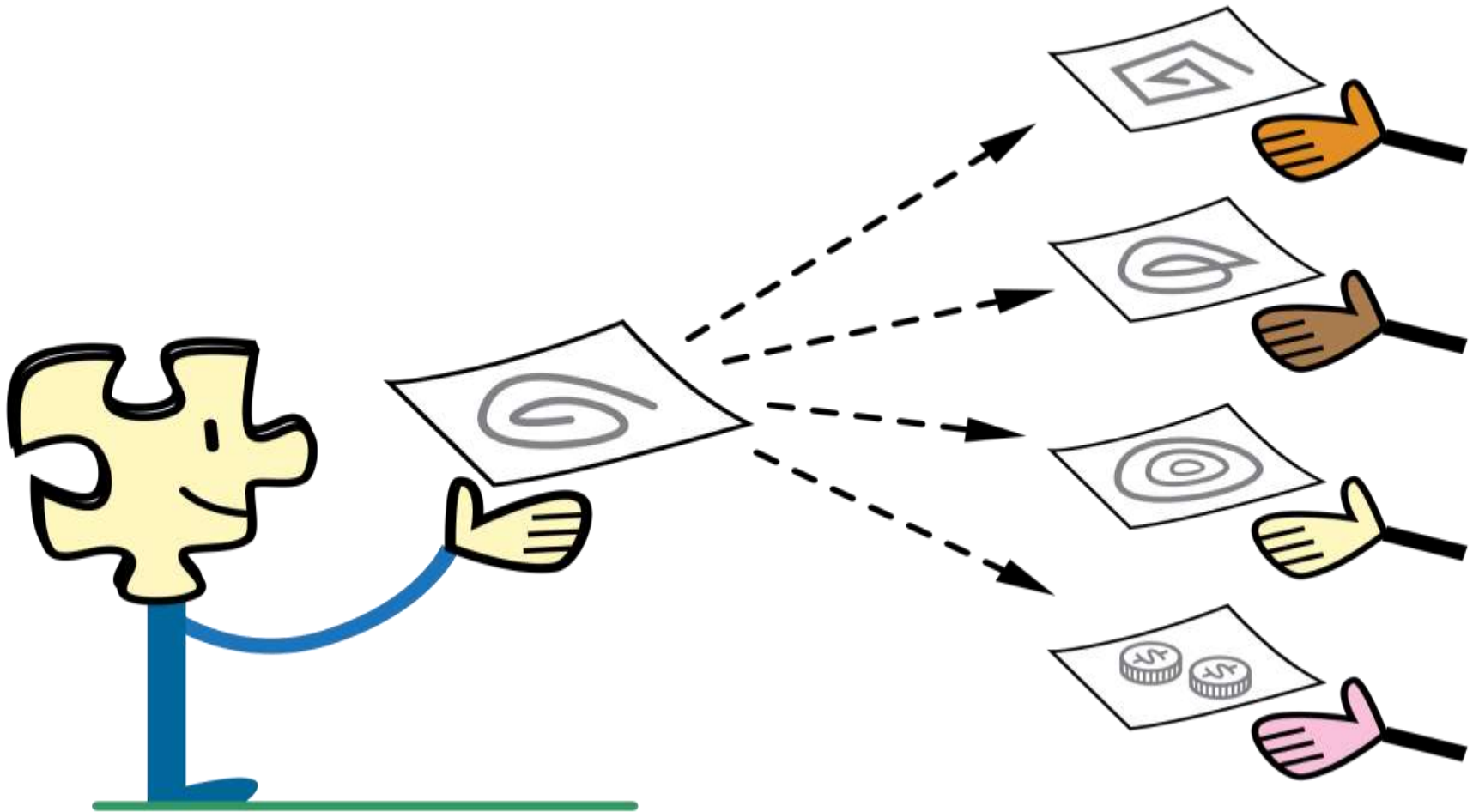
Speed & Immediacy



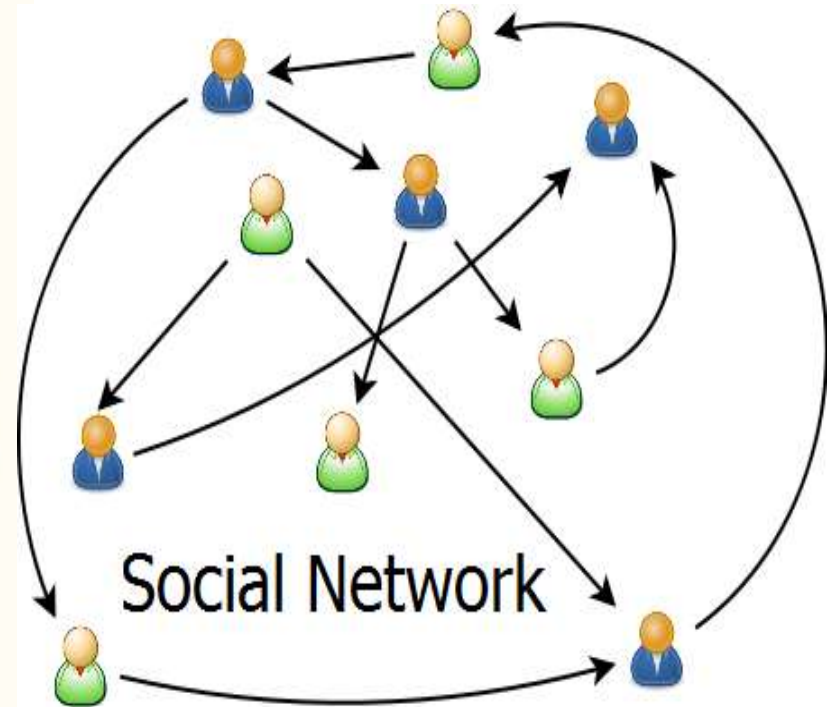
Sharing



Republishing



Multiple Channels



Conole, G.
(2008)

Multiple Versions Same Concept



Wisdom of Crowds



Informal & Formal Learning



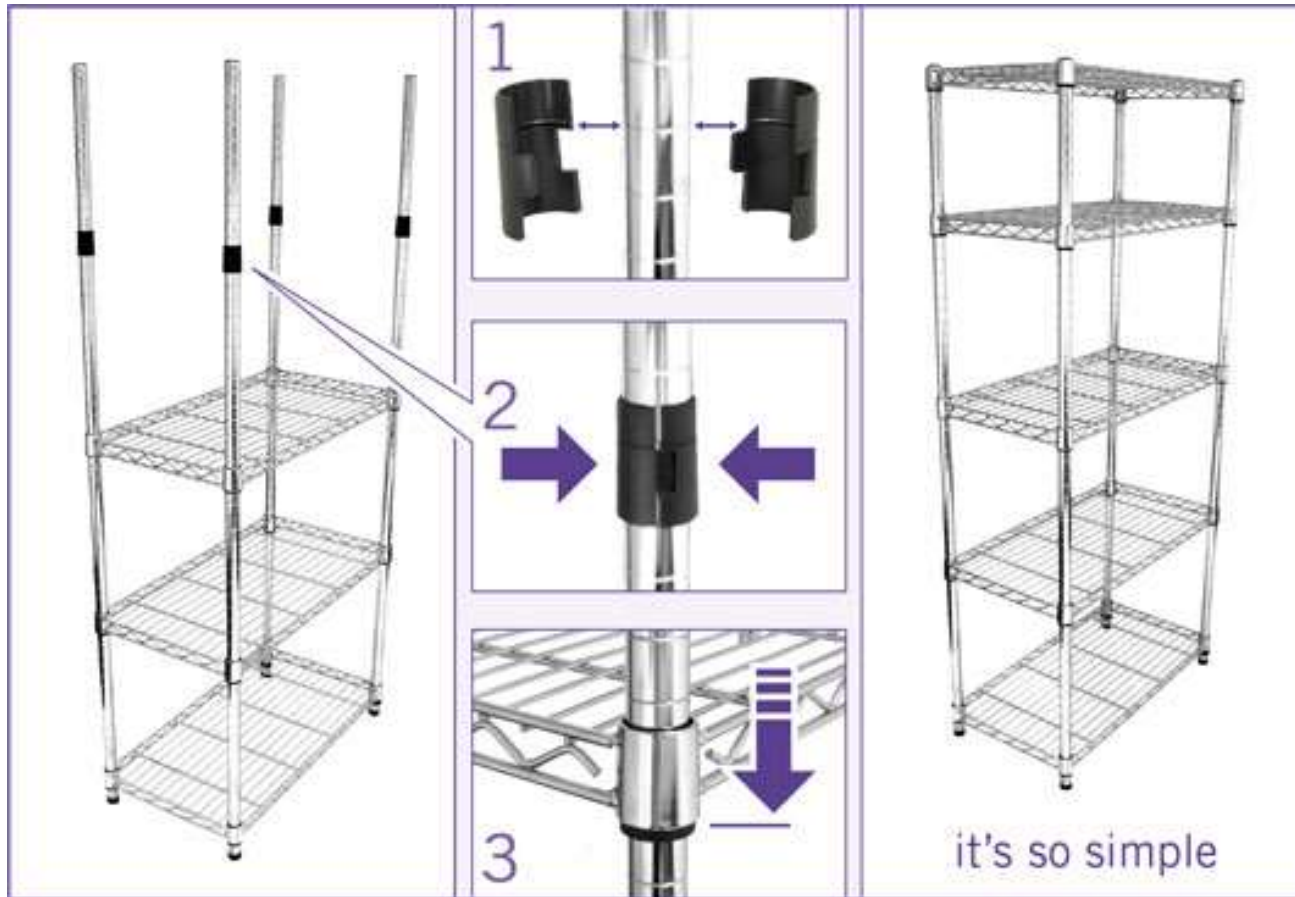
Informal & Formal Learning

Bridge the gap by increasing access

Personal interest & independent learning



OER: Course Assembly



Constructing OER

“Reading someone’s rich narrative, interpreting it and understanding it and making assumptions about it is hard; whereas if they have constructed the OER, it immediately has meaning” (Conole, 2008)



Learner-generated Content

- new ways of co-constructing ideas
- knowledge created, targeted and shared
(Conole, 2008)



Partnering



Mass Participation



Self Production/Publishing



Individualisation

No one-size-fits-all textbook or curriculum



Online Collaborations

- OER are essential



Archives

OER can provide a web-based, viewable, re-usable record of quality educational materials



International Collaborations

**OER are
essential**



OER for Blended Learning



OK

The background of the image shows a library with several rows of bookshelves filled with books of various colors. In the foreground, a tablet computer is positioned vertically, displaying a blank white screen. The text 'GENERAL COURSE PACKAGE BUNDLE' is overlaid on the image in a large, white, sans-serif font, centered horizontally and partially covering the tablet and the books behind it. The text is flanked by two horizontal white lines, one above and one below.

GENERAL COURSE PACKAGE BUNDLE

Col.org



Creative Commons
Attribution 3.0
License
(some images fair dealing)

Pentalogy, July, 2012



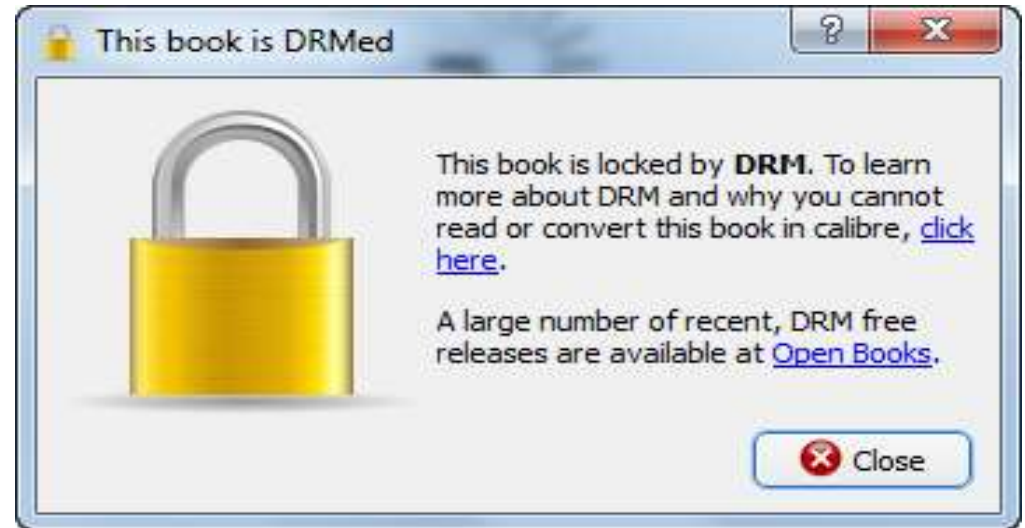
Fair dealing **MUST** be given
a large and liberal interpretation

Canadian Supreme Court

Why OER?

- **DRM (digital rights management)**
- **Digital licenses**

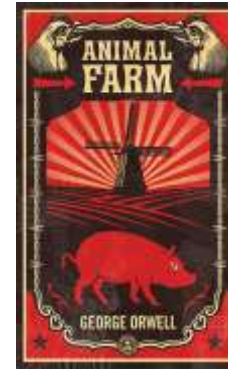
digital restrictions management?



defective by design



defective by design



Palm Pre



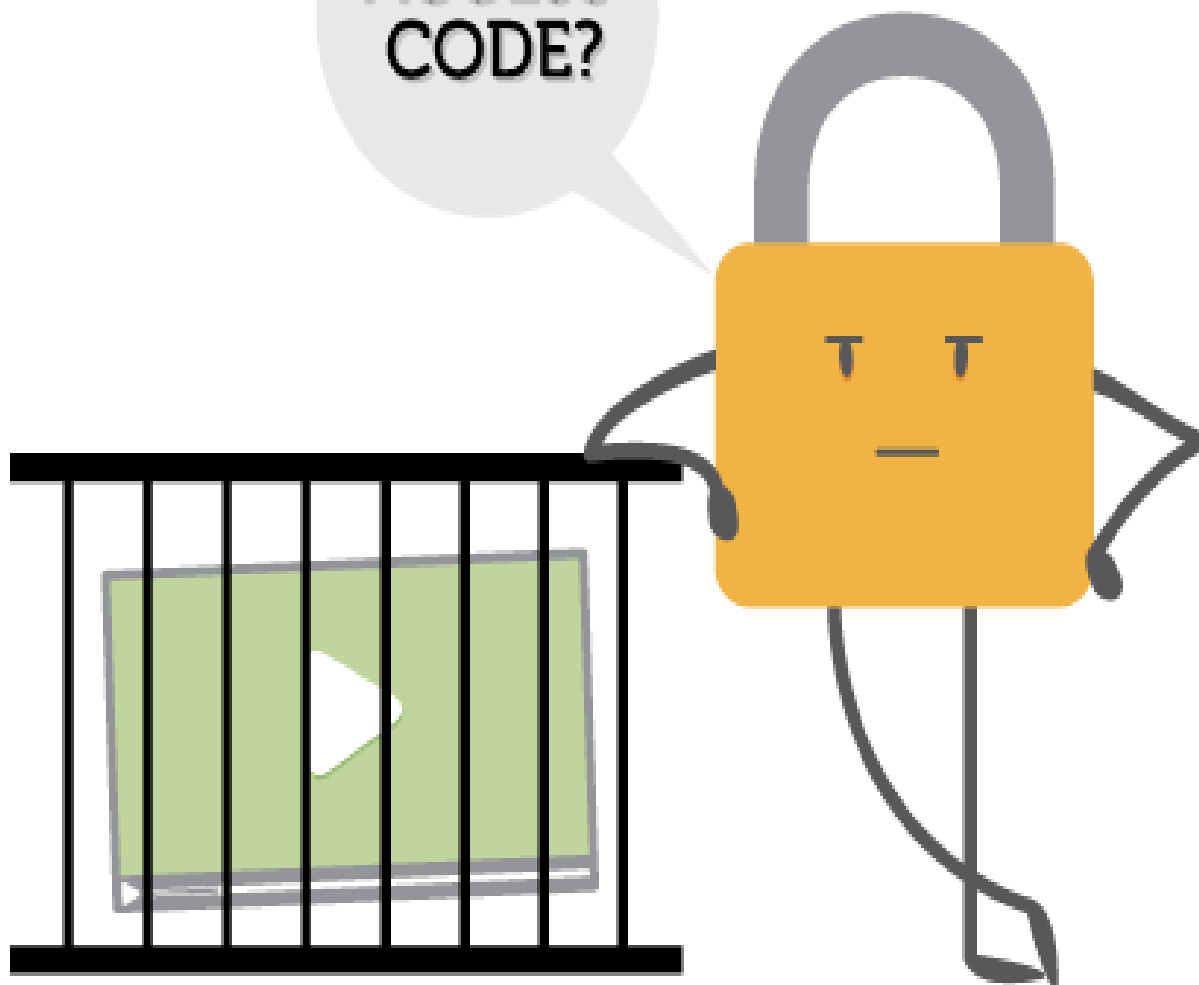


DRM software needs deep permissions into the operating system

DRM can stop normal operating system functions



ACCESS
CODE?



DRM (Digital Rights Management)

You CANNOT

- . Copy & paste, annotate, highlight**
- . Text to speech**
- . Format change**
- . Move material**
- . Print out**
- . Move geographically**
- . Use after expiry date**
- . Resell**



But our device is our **PROPERTY**

- DRM restricts our freedom
- Can we not own & control our own property?



Nielsen.com

But, we're innocent!





There's no theory of capitalism that says that my private property should be regulated by the state because there's a copyrighted work Inside of it.

Cory Doctorow



The uploader has not made this video available in your country.

Sorry about that.



We've done it!
Perfect copy protection!
A CD that self-destructs
after one playing...





iPhone



Microsoft's Ebook Apocalypse Shows the Dark Side of DRM



Brian Barrett, Wired

Who's really losing?



Any obstacle that makes a record harder to listen to is bad news for the artist that made it

Sony Rootkit

Digital Licenses

- Copy & paste, annotate, highlight
- Text to speech or hyperlink
- Format change
- Move material to another computer
- Print out
- Move geographically
- Use after expiry date
- Resell



- Owners have NO liability even if product doesn't work
 - Owners can “invade” your computer without permission
 - Collect & use personal data
 - User has a “privilege” to use the product not own it
-
- Prohibited to show your content to others
 - Must accept that you have NO rights



Google Chrome

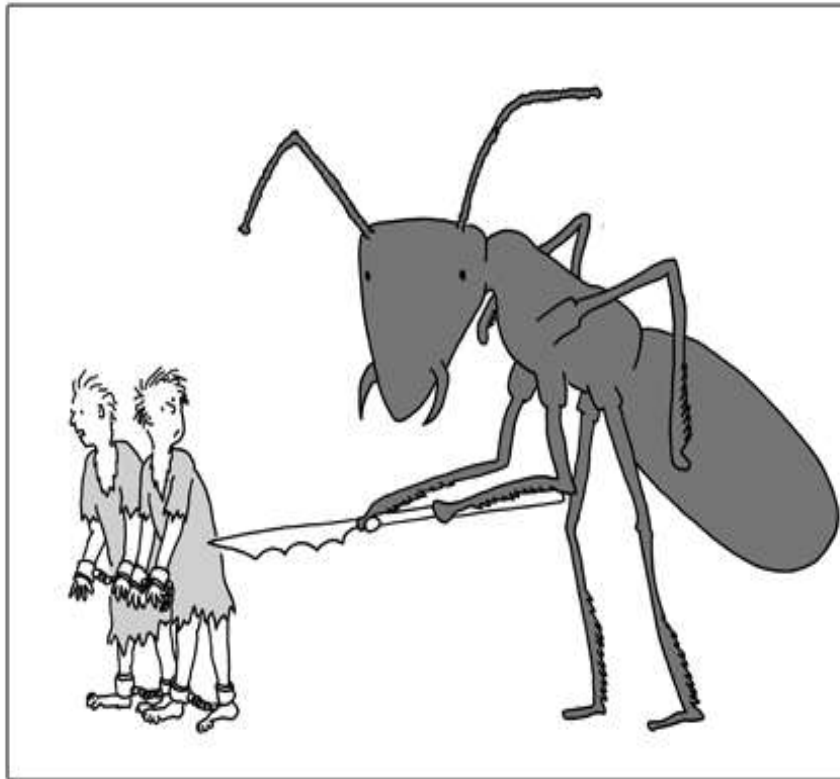


Behind the Open Source Browser Project



We're going to own all of
your shit, whether you like
it or not. **Deal with it.**

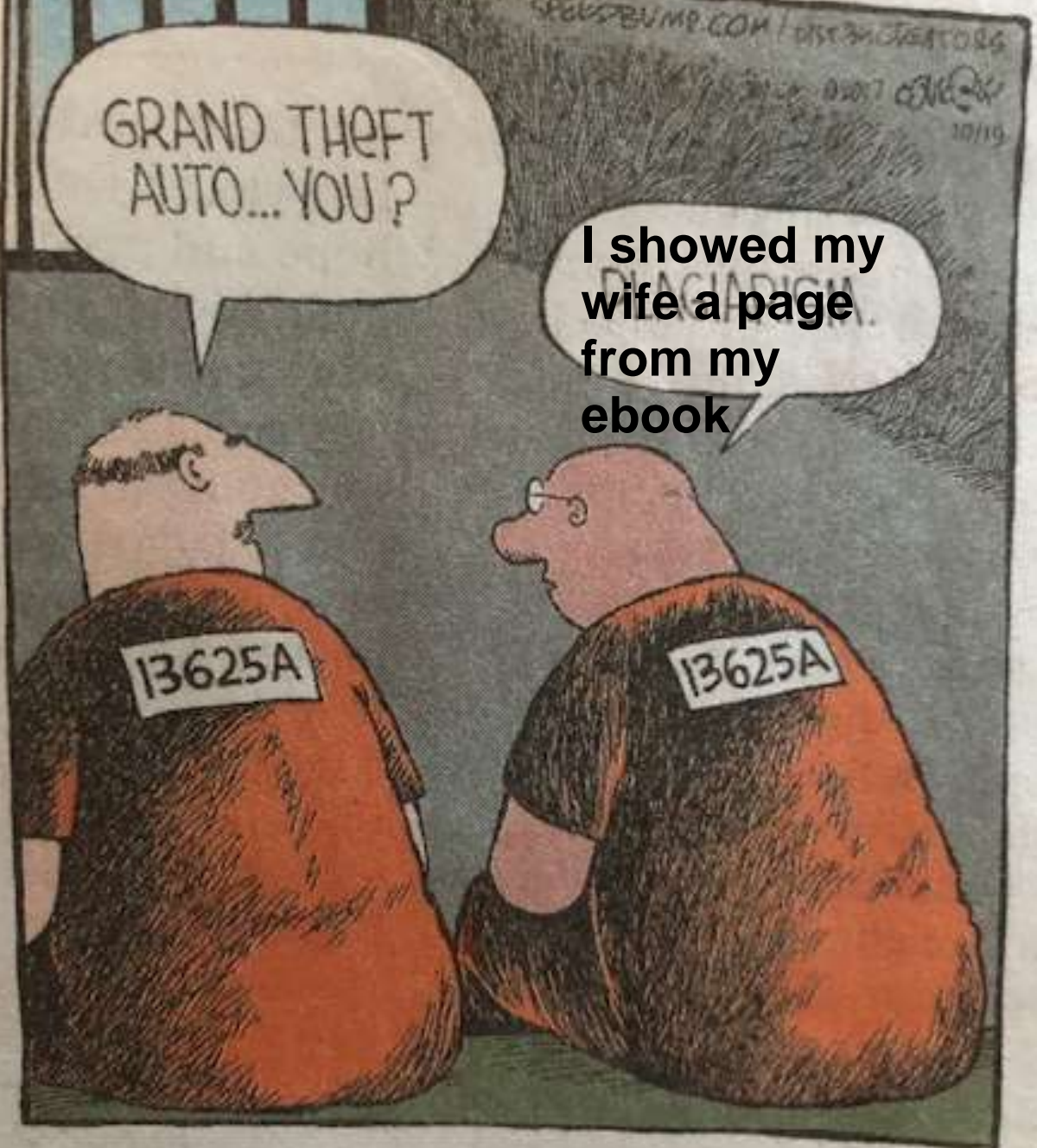
Brian Rakowski,
Product Manager



Well, lesson learned. Next time, I'm definitely reading
the end user license agreement.

Microchip's authorized representatives will have the right to reasonably inspect, **announced or unannounced** and in its sole and absolute discretion, Licensee's premises and to audit Licensee's records and inventory of Licensee's use of the Software, **whether located on Licensees premises or elsewhere, at any time**

The Digital Millennium Copyright Act

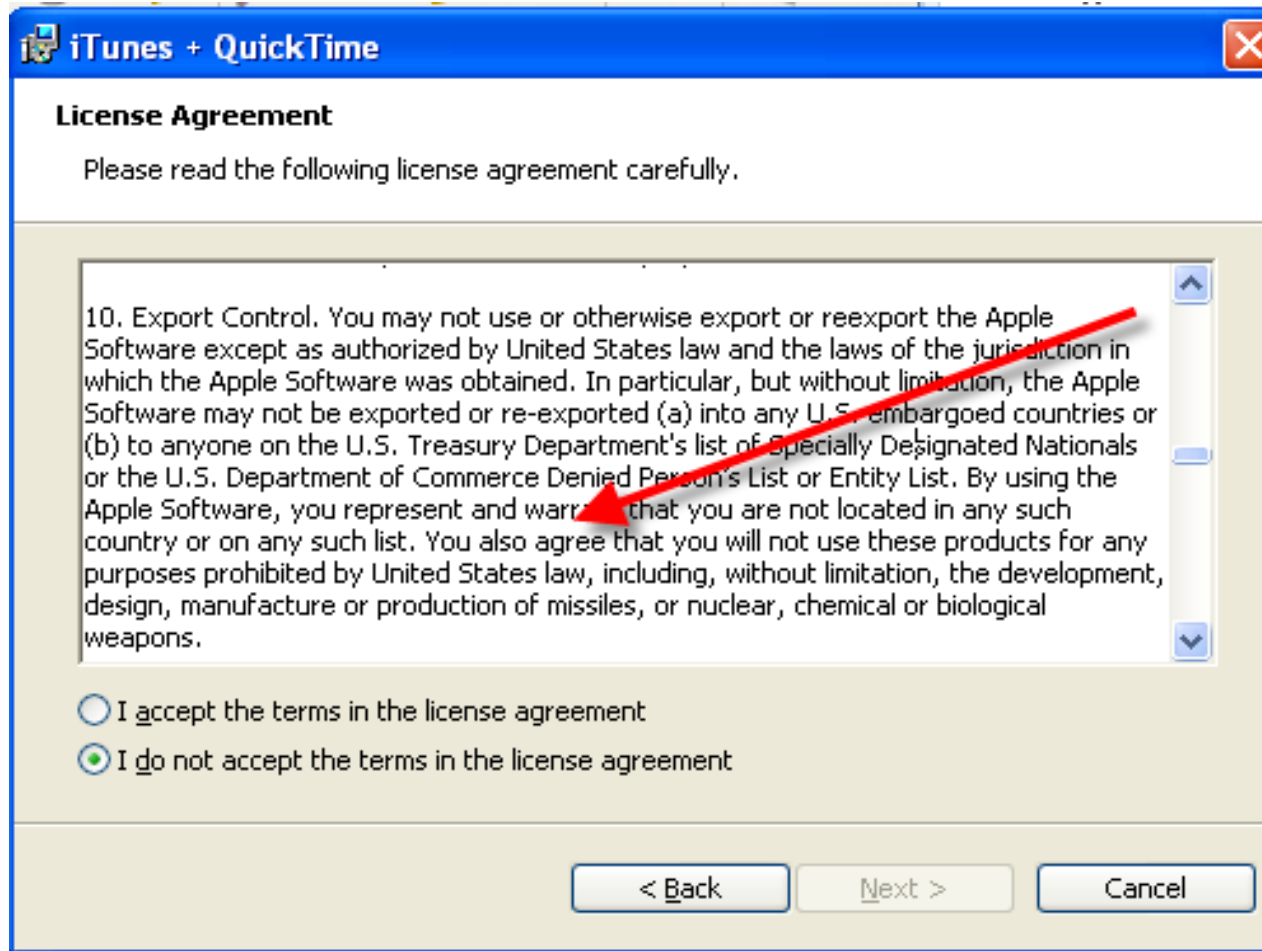


Open ETextbooks



- Copy & paste, annotate, highlight v
- Text to speech or hyperlink v
- Format change v
- Move material to other course v
- Print out
- Move geographical location v
- No expiry date v
- Reuse/Reuse in other courses v
- Respect privacy and digital rights vv



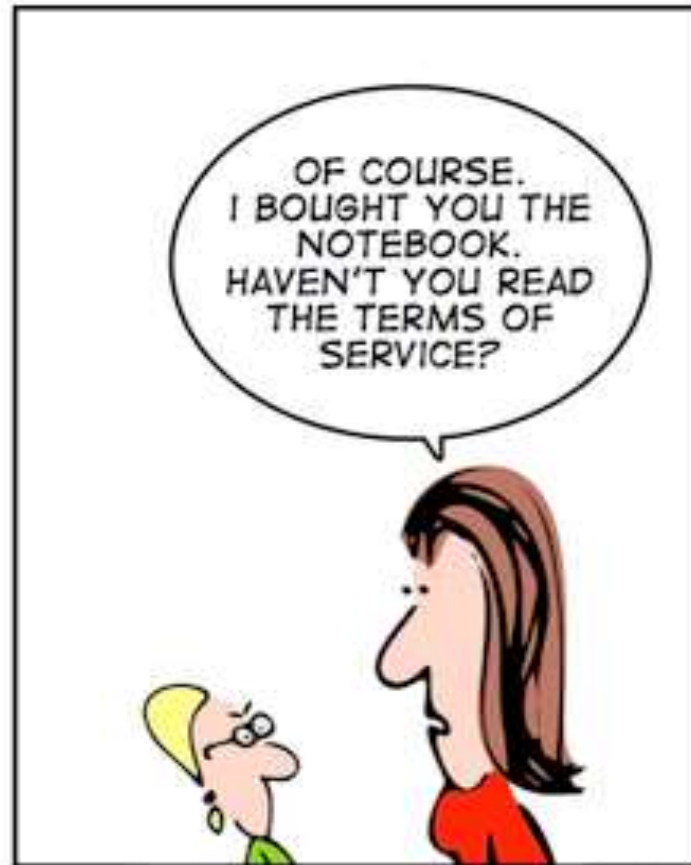


Apple's iTunes EULA expressly forbids you from using iTunes to create missiles and biological, chemical, or nuclear weapons

Do you own what you pay for?



THE 2.0 MODEL



geek and punk

Access Rights?


Vendors can control how, when, where, and with what specific brands of technological assistance audiences are able to access content



The Post-Ownership Society



We all just “share” and “rent” on the powerful platforms of Silicon Valley billionaires; this is far from a satisfactory alternative

A medieval manuscript illustration depicting a lord and his peasants. On the left, a lord in a blue tunic and straw hat stands holding a long staff. Three peasants are shown harvesting wheat with sickles. The background features a red and gold circular pattern, and the entire scene is framed by a blue and white geometric border.

Companies NOT Aristocrats

Return to Feudalism – Cory Doctorow



We-Vibe



Heart pump



Electronic
Voting
Machine
(EVM)



Visit www.eci.gov.in to download full report and get

Cory Doctorow

The End of Ownership

PERSONAL PROPERTY IN THE DIGITAL ECONOMY



Aaron Perzanowski and Jason Schultz

Somehow, the notion of actually owning the things you buy has become revolutionary.

If you bought it, you should own it—simple as that - Kyle Wiens.

“Every day, computers are making
people easier to use”

你知道一切都在变化

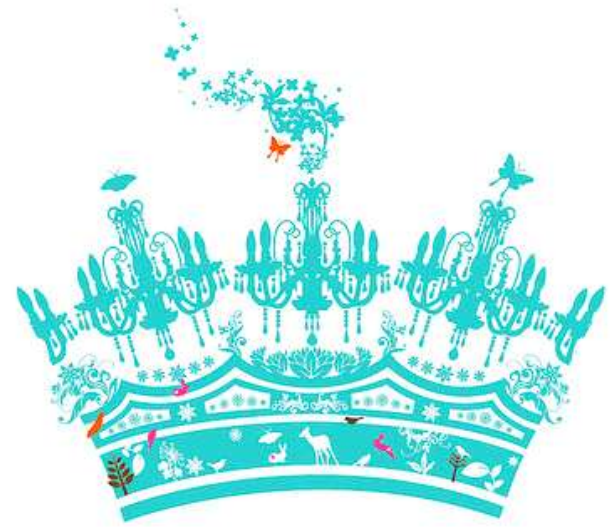


<innovation always produces hostility among
those who prosper in old paradigms>

**Openness is the
skeleton key that
unlocks every
attempt at vendor
control and lock in**



David Wiley

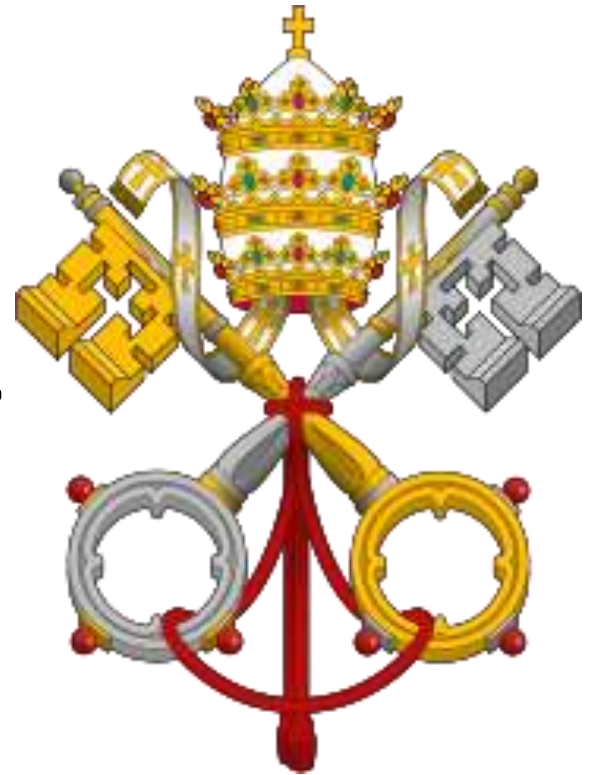


The restriction of the commons by patents, copyright, and databases is **not** in the interests of society and unduly hampers scientific endeavour.

Papal Encyclical

“On the part of rich countries there is excessive zeal for protecting knowledge through an unduly rigid assertion of the right to intellectual property . . .”

- Pope Benedict XVI





God is on our side

*Thank
you*



rory@athabascau.ca