dScribe
student-centric open educational resource (OER) publishing system at the University of Michigan

SI 521 Jan 29, 2009
Kathleen Ludewig
the end

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publishing framework
where we are now
the beginning
Begin at the end.
What are the main features of OERs?

“...educational materials and resources offered freely and openly for anyone to use and under some licenses to re-mix, improve and redistribute.”

• the content (courses & learning assets)

• the delivery (CMS)

• the use and reuse (CC licensing)
How do we get there?

- faculty utilizing openly licensed educational media
- institutions supporting open access journals and textbooks
- developers building software tools on open source platforms
- keep door open to new modes of learning
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At 71, Physics Professor Is a Web Star

DELIVERING ON THE PROMISE
37 million total visitors to OCW content

1.6 Million visitors
1,800 courses
930,000 visitors
1,550 courses
600,000 visitors
1,250 courses
470,000 visitors
900 courses
500 courses
OFFICIAL SITE LAUNCH
50 courses
PILOT SITE LAUNCH

2003  2004  2005  2006  2007

- University of Chicago translations
- OCR Chinese translations
- CORE Chinese translations
- Tufts University
- Japan ICW Consortium
- ParisTech ICW
- Chulalongkorn University
- Thai translations
- Notre Dame OCW
- U. Monterey OCW (Mexico)
- U. Irvine OCW
- U. UK OpenLearn
- OCW Universia
- NCTU OCW (Taiwan)
- TU Delft OCW (Netherlands)
- Novel OCW
- UMass Boston OCW
- U. Monterrey OCW (Mexico)
- Korea U. ICW
- UC Irvine OCW
- UIUC OpenLearn
Bienvenido

La Universidad de Monterrey reconoce que su función como institución educativa se cumple en la formación de hombres con actitud de auténtico servicio a la comunidad y está comprometida a entregarlo mejor y compartir sus conocimientos para la construcción de una mejor sociedad.

A través del proyecto OCW Consortium, la UDEM pone a disposición de profesores y estudiantes de cualquier parte del mundo una colección de cursos por internet de libre acceso, con contenidos que forman parte de los programas de estudios superiores que ofrece la universidad. De esta manera, la UDEM espera contribuir con la responsabilidad global de educar y servir a la comunidad.

Visite nuestros cursos

Consulte nuestra Oferta de Cursos disponibles. Si tiene alguna duda acerca de los OCW, le invitamos a visitar nuestra sección de Preguntas FREuentes.

Nos interesa saber su opinión acerca de nuestro sitio, escribamos con sus Comentarios.
Share, Remix, Reuse — Legally

Creative Commons provides free tools that let authors, scientists, artists, and educators easily mark their creative work with the freedoms they want it to carry. You can use CC to change your copyright terms from "All Rights Reserved" to "Some Rights Reserved."

We're a nonprofit organization. Everything we do — including the software we create — is free.

Learn More FAQ

CC News

Another Nine Inch Nails album out under a Creative Commons license
Eric Steuer, May 5th, 2008

More very exciting news from Nine Inch Nails: Just two months after the Creative Commons-licensed release of NIN's Ghosts I-IV, the band has released another album, entitled The Slip, also under CC terms. NIN has this to say about The Slip, which, like its predecessor, is available under a Creative Commons Attribution-
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How it’s being done, elsewhere

Traditional OCW publication model

Staff Centric

Challenges

• Cost
• Access to Faculty
• Scale
• Refresh Rate
how else can we do this?
(JISC paper from last week)
dScribe publishing model

goals:
• scalable
• sustainable
• participatory

approach:
• automate and simplify a complex process
• leverage capacity of institutional technologies and talents
digital & distributed Scribes

motivated students who:

• organize, clear, tag course materials
• are familiar with technology and software
• learn about intellectual property & copyright
• engage with content in new ways
dScribe cast of characters

dScribe  Faculty  dScribe2
select a dScribe

I’ll do it!

Class #1 Agenda:
find dScribe for this course
dScribe publication model

benefits to students:

• master course content
• learn about copyright and copyleft
• establish unique connection w/ faculty
• potential to get course credit
• collaborate w/ other dedicated classmates
• make resources available to underserved
dScribe publication model

benefits to faculty:
• students in course know best!
• establishing unique connection w/ students
• quality assurance of materials
• obtain user feedback on content > improve content
Open.Michigan publication framework

How will Michigan be different?

• process (dScribes, fair use, open search)

• multiple file formats

• international collaboration

• web 2.0/3.0

• outcomes, curriculum, career
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Using dScribes
<table>
<thead>
<tr>
<th>Hybrid model</th>
<th>Staff</th>
<th>Funding</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Full time</td>
<td>Institutional</td>
</tr>
<tr>
<td></td>
<td>Part time</td>
<td>Departmental</td>
</tr>
<tr>
<td></td>
<td>Volunteers</td>
<td>Foundation</td>
</tr>
</tbody>
</table>
Developing software
Modeling workflow

Recommended Action Decision (RAD) Tree Navigator

- Does the CO contain a word, logo, slogan, or product shape ("trademark") that identifies a particular company, product, organization, or person? (As examples, the word "Raytheon," the logo of the NBC peacock, the slogan "Can You Hear Me Now?," and the product design of the iPod.)

- Does the CO contain the face (or profile of a face) or name or voice that you recognize as a famous individual (a celebrity such as Elvis, a newsmaker such as Barack Obama, a famous scientist such as Einstein)?

- Does the CO contain information indicating that it is in the public domain?

- Was the CO created by the instructor?

- Does the CO appear to be created by other UM faculty, staff or students?

- Does UM OER have permission to publish this CO?

- From the information (image, voice, name, facts, etc.) included in the CO, in its context, can you identify a particular individual?

- Recommend an action: Retain
  * If yes to 16: [Retain: Public Domain] (CO is in the public domain)
  * If yes to 18 or 21: [Retain: Permission] (OER has permission to use CO)
  * If yes to 24: [Retain: Copyright Analysis] (CO may not be protected under copyright law)
Demonstration - OERca and Casebook

Example content objects
Publishing content
Sharing our work

Dentistry: Keynotes, Implants and Anatomy
by Emily Springfield · May 1st, 2008 · No Comments

Here at the School of Dentistry, we're working on making some of our existing trove of dental videos available to the world. We've started with videos of important school speakers, a series of demonstrations on creating dental implants, and some archival anatomy videos.

The anatomy videos are up to thirty years old, but the content is still good! And there are secret hopes that Dr. Chardick will win over the hearts of the dentistry world with his lively mix of plaids, stripes, and checks and those truly impressive sideburns.

Tags: Open Educational Resources → No Comments
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How can we improve this process?

Intellectual Property concerns are an obstacle
• a mess to navigate
• a mess to legislate
• a mess to litigate
Hope lies in collaborators and supporters

- U-M team members
- OCW Consortium
- ccLearn & Creative Commons
- U-M Copyright Office
- funders (Hewlett Foundation)
Action items!

Faculty, Students can do two things early on:

1. search for and use more open content
2. cite the work on which you build

Staff, Students can help faculty / others:

1. promote open search tools and copyright education
2. remind all that academic work should be of publishable quality == attribution
Where do you begin?

You can continue to help by:

• learning the dScribe process and helping faculty apply it
• educating yourself about copyright and alternative licensing
• use, create, and support open source software
• become an advocate for Open.Michigan
Outstanding Issues

1. OA as part of the goal of University?
2. Awareness surrounding OCW issues (or lack thereof)
   - Libertarian argument - apply here as well?
3. Question of interaction w/in OCW
   - Educational networking sites
4. Courses that may not translate well?