

REUSING CULTURAL CONTENT AVAILABLE ONLINE IN EDUCATIONAL ACTIVITIES AND TEACHING/LEARNING MATERIALS (WITH AN EYE ON COPYRIGHT)

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27 September 2021



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- Internet as a resource for education and its challenges
- A glimpse of the copyright scenario for educational re-use of digital cultural heritage
- Useful resources about educational use of digital cultural heritage





Image from MOOC Creating a Digital Cultural Heritage community CC BY KU Leuven

INTRODUCTION

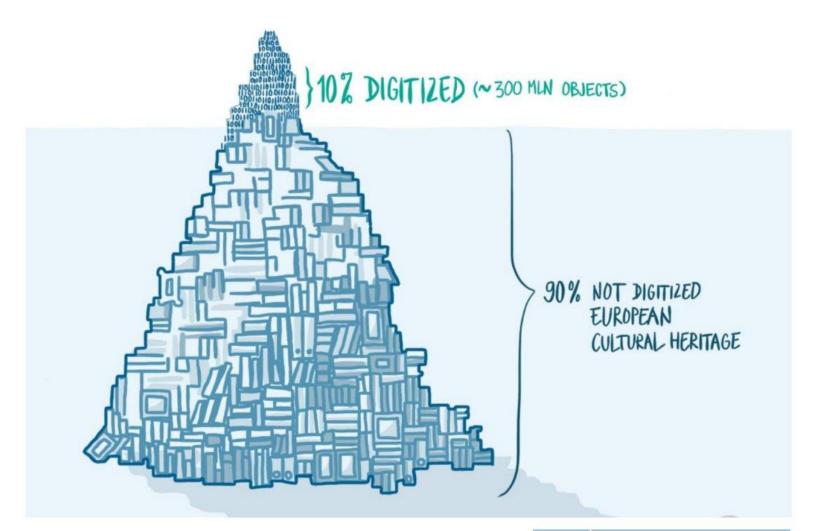
About digital cultural heritage and education



DIGITIZATION AND DIGITAL CULTURAL HERITAGE

- The digitization of cultural heritage collections is a process initiated since the beginning of 2000.
- The scope is to transform our heritage into a new form in the digital world, unlocking modern possibilities of access, preservation, sharing, and re-use.
- It is estimated that only 10% of European cultural heritage collections are digitized! Nevertheless, this amounts to tens of MILLIONS of cultural heritage files that Cultural Heritage Institutions (CHIs) have generated along time.
- One third of this digitized material, curated with more or less accuracy, is available online on websites and portals.





90% of our heritage has not yet been digitized. This digitally available 10% represents 300 million objects, only one third of which (34%) is currently available online, with barely 3% of that works suitable for real creative re-use. Visual: Elco van Staveneren, <u>www.denkschets.nl</u>, CC BY-SA.





SHARING IS CARING (ALSO ONLINE)

- Each CHI is currently going through a process of digital transformation, which implies that the digitized collections are leveraged for various purposes, especially in audience engagement. It is generally acknowledged that the covid-crisis acted as an accelerator for this process.
- Main objective remains always to support CHIs' mission to preserve our common heritage for future generations, to foster societal progress and well-being, to support identity building at national and European level, and to spread knowledge.
- Main challenge is to reach and engage audiences and to gain visibility (of the collections and of the Institution) in the digital environment, on the web and on the social media.



DIGITAL CULTURAL HERITAGE AND EDUCATION

- Digital cultural heritage holds a huge potential for empowering education at all levels.
- Pictures, videos, texts and other online resources and available tools can make a difference in designing a new educational scenario, where European cultural heritage is easily integrated in the different learning paths of formal and informal education.
- A wealth of resources and initiatives at local and European level is constantly growing, which leverage on the potential of digital cultural heritage to support teaching, learning and discovering.





Image CC BY-NC-ND - Ajuntament de Girona. CRDI (Martí Massafont Costals)

INTERNET AS A RESOURCE

Potential and challenges of online content search for teaching and learning



NEED FOR INFO? JUST LOOK ONLINE..

- More and more often, students and teachers look over the internet to find texts or images or other types of information to support their daily work.
- General search engines, such as Google Search, and more specialized tools like Google Scholar allow for *never-ending* searches, also pointing to research outcomes, visual resources, audio files, etc.
- Popular sites, such as Wikipedia, are widely used to source information about the most varied topics, and are particularly appreciated by students - either they're serious or.. cheating during examinations
 ③



CHALLENGE 1: TRUSTWORTHYNESS

How do I know if the information I found on the internet is reliable, accurate, valid?

- This depends on the source: for digital cultural heritage content the most reliable source is the content holder, i.e. the owner institution, or its curators.
- Not always it is easy to retrieve on the internet which is the source of a text, a news, or a visual resource.
- Also, despite the many efforts in the direction of granting trustworthy information to circulate on the internet, the proliferation of fake news and fake content is becoming a real issue.



CHALLENGE 2: COMPLETENESS

How do I ensure to have all the contextual information for the materials that I find on the internet?

- Not all the visual resources that one can find on the internet bring complete information, attached to the image, which allows for contextualization. For example, a heritage photograph might miss information such as date or place that are however fundamental for educational reuse (especially for historical resources).
- This problem relates to the METADATA, which is the information that is associated to a digital object.
- Today there is a growing attention to metadata completeness and richness, because of the fast and often uncontrollable circulation of digital content on the internet.



CHALLENGE 3: REUSE

If I found a nice or interesting historical image on the internet, I might want to use it in my school essay. Can I do this?

- While in practice it is very unlikely to be sued for wrong re-use of a resource if there is no commercial purpose - e.g. using a copyrighted image in private materials for personal study - this doesn't mean that the re-use is always lawful.
- The scenario of copyright for digital content is extremely complex.
- This is due also to the fact that we are still very far from a normalization of the copyright laws across European countries.
- There are initiatives like Creative Commons or RightsStatements.org, which try to provide a way to move into the *jungle* of the internet content licensing. They both offer rights labels to be included in the object's metadata, which are expected to be easier to understand. Europeana supports most of them.



OK, SO WHERE TO FIND TRUSTABLE AND REUSABLE CONTENT?

- As a flagship initiative of the European Union, Europeana.eu is the digital gateway to European cultural heritage collections.
- It gives visibility and access to more than 50 millions cultural heritage items made available by trusted CHIs from all over Europe.
- Heritage items comply to established quality standards.
- It is based on complex mechanisms and technical architectures to support state-of-the-art search and display, for the best user experience in the portal.
- Stories and contextual information are associated with the individual digital objects.
- Trusted Europeana partners like Photoconsortium operate as accredited aggregators to enable the digital collections of CHIs to appear in Europeana.



EUROPEANA PORTAL

- The Europeana initiative was conceived as the gateway to the European cultural heritage.
- It is based on a search engine that makes possible to search for content in Europeana, by using keywords (in English and in other languages).
- It supports a user experiences by highlighting and documenting cultural heritage collections published on the portal, e.g. many editorials are available about the most varied topics.
- Feature pages of specific interest are available, collecting in one place various materials about a certain topic.
- Users can also sign in and create their own profile on Europeana, so to mark favorite items and generate personal galleries; and can participate in various activities (collection days, crowdsourcing, creative contests..)



SEARCH MILLION ITEMS (AND GOOD LUCK!)





OR

Browse the editorials on Europeana

- Digital exhibitions
- Galleries
- Collections
- Blogs
- Featured spaces





Exhibitions

Explore the exhibitions



China in perspective

Discovering China through European heritage collections



Looted Library,...

How Riga Jesuit College's books found their way from Latvia to Sweden



A century of technology

Read about groundbreaking 20thcentury inventions in transport, industry, media and everyday life

DROITS FOND



The Sakharov Prize, the...

Read about the Sakharov Prize for Freedom of Thought and the European Parliament's commitment to safeguarding...

EUROPEANA DIGITAL EXHIBITIONS





The Beaver's Journey



The Charter of Fundament...



Family Matters







EX48TON:

A century of technology

Groundbreaking 20th-century inventions in transport, industry, media and everyday life



of Street

A discourse on art. A manipulation of nature. A man-made solution for the challenges of life. Throughout history the term technology' has had different meanings, but always implied a certain degree of human intervention, ingenuity and creativity. At the crossroads between sciencific measure and practical application, tools and processes, man and machine, technology aims at making our lives easier and helping us adjust to changes in our environment. In this tense, technology is as old as humankind itself. But the revolution in the 20th century is a toory in itself from the early decades onwards, more advances were made in more fields as a greater speed than ever tectore. Looking back on the 20th century as a <u>Century of Change</u>, this exhibition explores different aspects of the technological revolution, accoming in on inventions and events that shaped the world we live in today. Next to striking innovations such as traveling to space, computing and industrial automation, we explore how technology has invaded our homes. We set off by moming into a crucial driver of technological change: the production and use of energy.

CHAPTERS

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63 Connectin	g Europe			
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60 Credits				

This is a recent Europeana exhibitions, created in the framework of a project about the history of 20th Century.

It explores groundbreaking 20th-century inventions in transport, industry, media and everyday life.

Erasmus+

https://www.europeana.eu/en/exhibitions/a-century-of-technology





Galleries

Explore our galleries



Street art and graffiti

Exploring street art and graffiti from across Europe



Sokol movement

Curated by National Library of Serbia, this gallery explores the Sokol movement - a gymnastics organisation founded in Prague...



Sport souvenirs and...

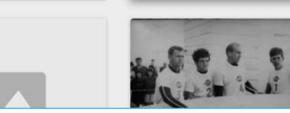
Showing support and remembering sporting events through everyday objects.



Athletics

Discover vintage photography of athletics, with track and field events, races and athletes from across Europe. Gallery curated...

EUROPEANA GALLERIES









Birds for collaging

Pictures of birds that work well for collage art.

💿 Curated by @nisha.alberti



64 ITEMS



Eurasian Teal Finnish National Gallery

Steller's Eider

Finnish National Gallery



Male Mandarin Duck

Finnish National Gallery





Finnish National Gallery

Identity &

L 🧲 Innovation



Erasmus+



THE 'BIRDS FOR COLLAGING' GALLERY

Collections

Topics

TOPIC

Art

Browse Europeana by topic





TOPIC Sport Inspiring art, artists and stories Sporting heritage and culture

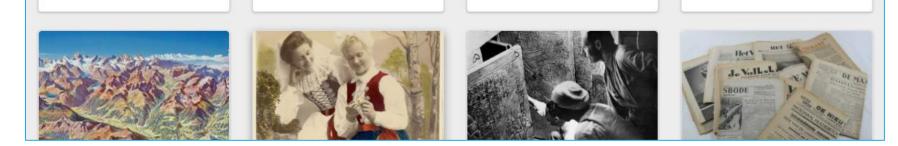


TOPIC Photography Inspiring images and the history of photography



TOPIC World War I The untold stories and official histories of World War I

EUROPEANA COLLECTIONS





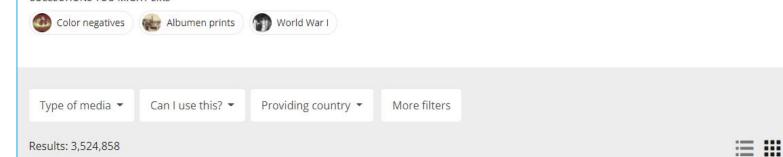




Photography

Discover inspiring images and the history of photography through the collections of European cultural heritage institutions.

COLLECTIONS YOU MIGHT LIKE











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Blog



100 years of football in...

From Unió Deportiva Girona to Girona Futbol Club



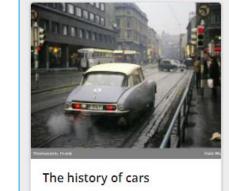
Nadia Comăneci, the first... 'The Goddess from Montréal'



Spot the difference: 6 spor... Can you see the changes in these vintage sport photographs?



Leading the field: ploughin... Agricultural tests of skill and agility





Anton Geurts: from a...



Tea from China



Surprising sports at the...





THE EUROPEANA BLOGS

The history of cars

The 20th century car: from luxury and commodity to icon



THE BLOG POST

Published September 11, 2021 by <u>Sofie Taes (</u>KU Leuven / Photoconsortium), Frederik Truyen (KU Leuven)





EUROPEANA INTERACTIVE FEATURES

Get involved



Create an account

Save your favourite items and create your own galleries



Share your stories 🗹

We'd love to hear your stories of migration, sport, working life or World War I



Transcribathon 🗹

Decipher, transcribe and annotate handwritten stories from Europeana 1914-1918



Colouring Books

Find your crayons! Sharpen your coloured pencils! And enjoy adding colours in one of the books we have prepared for you.

Erasmus+







SHARE YOUR STORIES ON EUROPEANA



People across Europe are sharing stories about living in or moving to other countries. These migration stories cover a wide variety of topics: love, education, war, persecution, cuisine, sports, weather and more. These stories have as much happiness, love and life as there is sadness, war and tragedy.

READ THE STORIES





Features

Explore curated stories and collections highlights



20th century

Explore collections and stories from 20th century history and culture



Animals

Boost your knowledge of the animal world, history and culture



Art Nouveau

Explore Europeana's extensive archive of Art Nouveau stories



Architecture

Discover the wonders of European architecture

EUROPEANA FEATURED PAGES













europeana

HOME COLLECTIONS STORIES LOG IN / JOIN Q

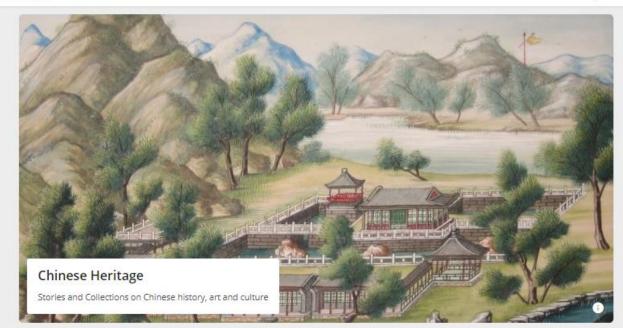
EUROPEANA CHINA FEATURE PAGE

This is an example of a feature page, collecting all editorials and collections with a thematic focus, in this case about Chinese heritage in Europe.

It is one outcome of a project just concluded, PAGODE – Europeana China.

www.europeana.eu/en/chinese-heritage

www.photoconsortium.net/pagode



Exhibition: China in Perspective









EXHIBITION



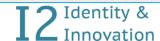




EXHIBITION

Invention and Skill

China has been known as a nation of creativity, invention, skill and innovation for centuries.



Myth and Meaning

of the physical world.

The Chinese symbolic language

goes far beyond the boundaries







Image CC BY-NC-ND - Ajuntament de Girona. CRDI (Martí Massafont Costals)

RIGHTS LABELLING

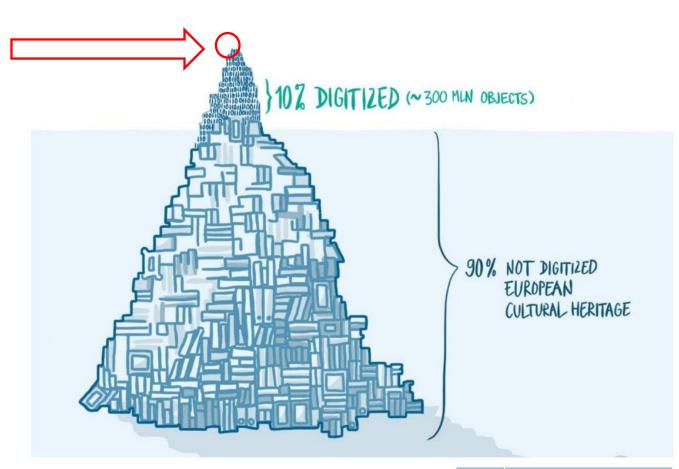
A glimpse of the copyright scenario for educational reuse





CREATIVE REUSE OF DIGITAL CULTURAL HERITAGE

- Surveys done in 2015 estimate that, out of the 10% digitized items, i.e. about 300 million objects, only one third (34%) is currently available online, with barely 3% of that works fully reusable
- The effort towards open access that was deployed in the recent years might have increased this 3%, but still only a limited amount of digital cultural resources online is reusable without conditions.

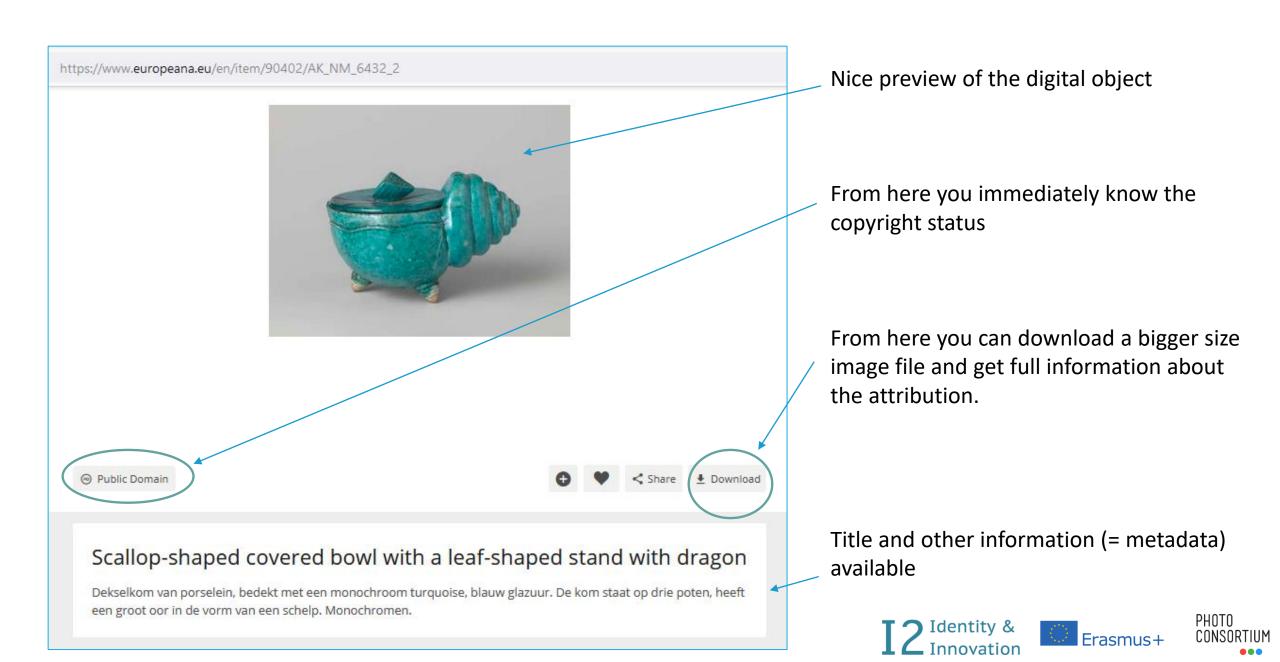


90% of our heritage has not yet been digitized. This digitally available 10% represents 300 million objects, only one third of which (34%) is currently available online, with barely 3% of that works suitable for real creative re-use. Visual: Elco van Staveneren, <u>www.denkschets.nl</u>, CC BY-SA.

EUROPEANA LICENSING FRAMEWORK

- For the collections to be published, Europeana has established a Publishing Framework with quality standards, including the mandatory indication of the copyright status of each item.
- Currently Europeana supports various rights labels among which CHIs can choose, in order to inform users on the possibilities of re-use of the contents in their collections.
- Each item in Europeana is displayed in a way that enables users to immediately find all information they need.
- Additional metadata are also available, and a selection of similar items is also proposed by the system.





FREE REUSE ALLOWED

PD Public Domain: The Public Domain Mark is applied to Digital Objects which are no longer protected by copyright. Objects in public domain can be used by anyone without any restrictions.

CCO: CCO is used to waive all the rights in a Digital Object. By applying this waiver, all possible existing rights in the content are waived, and the objects can be used by anyone without any restrictions.

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CC BY-SA Creative Commons – Attribution, Share Alike: This license lets others remix, tweak and build upon the licensed work, even for commercial purposes, as long as they attribute the CONSORTION rights holder and license their adaptions of the work under the same terms will new works based

SOME REUSE ALLOWED

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CC BY-NC-ND Creative Commons - Attribution, Non-Commercial, No Derivatives: This license only allows to download the works and share them with others as long as they attribute the rights holder, but users cannot change the work in any way or use the item commercially.

InC-EDU In Copyright - Educational Use Permitted: this statement is for use with in copyright Digital Objects which are freely available online and where the rights holder(s) have allowed re-use for educational purposes only. $T2^{Identity \&}_{CONS}$

NO REUSE ALLOWED (WITHOUT PERMISSION)

NoC-OKLR No Copyright - Other Known Legal Restriction: this statement means that the item, although no more under copyright, is subject to known legal restrictions which prevent free re-use.

InC In Copyright: this statement means that re-use requires additional permission from the rights holder(s).

The already mentioned **InC-EDU In Copyright - Educational Use Permitted** allows re-use for <u>educational purposes only</u>. Any other re-use of the same item needs permission.

Other licenses with which it is best to be cautious: **Copyright Not Evaluated (CNE)** and **In Copyright -EU Orphan Work (InC-EU-OW).**





Image CC BY-NC-ND OSZK, Országos Széchényi Könyvtár, Hungary

USEFUL RESOURCES

A selection of websites, communities, courses supporting digital cultural heritage in education



EUROPEANA (FOR) EDUCATION

- Europeana's collections provide multiple perspectives on historical, political, economic, cultural and human developments across Europe and beyond. This is a treasure trove of resources to make the most interesting and inspiring content available for students and lifelong learners.
- Europeana Education is an initiative to bring cultural heritage to educators, students and lifelong learners, promoted by Europeana, the European digital library, and specially designed to share, interact and inspire teachers and learners in using Europe's digital cultural heritage to shape the future of digital education.



EUROPEANA EDUCATION COMMUNITY

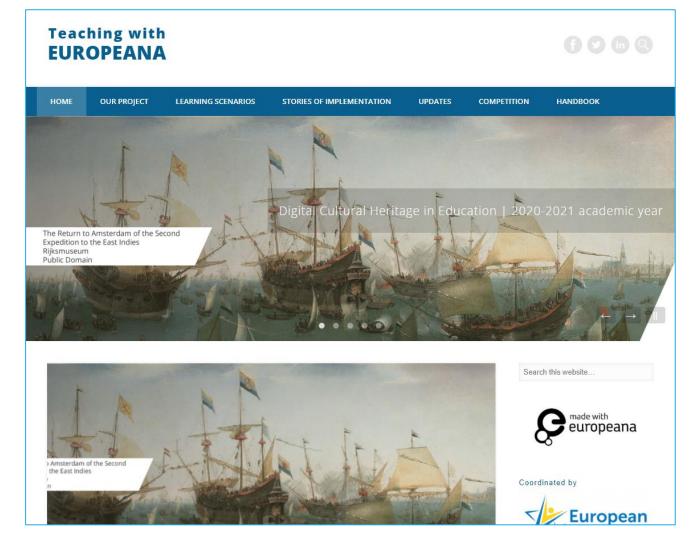
- The Europeana Education community brings together professionals dealing with digital culture and learning in cultural heritage institutions, educational organisations, schools, NGOs, ministries, local government, and the private sector.
- Find Europeana Education on multiple channels:
 - https://pro.europeana.eu/page/education
 - On Facebook: <u>https://www.facebook.com/groups/EuropeanaEducation/</u>
 - On LinkedIn: <u>https://www.linkedin.com/groups/13518332/</u>



TEACH WITH EUROPEANA

- Teach with Europeana is a blog space aiming to encourage teachers to share their experience in incorporating Europeana resources to their classroom.
- A selection of learning scenarios and examples of implementation will help teachers understand best practices about how Europeana resources are being implemented in classes by teachers using their own scenarios or those of other colleagues in their class.
- Sharing views and experience with peers, exchanging and getting feedback on learning materials, discussing within a specialized community are the main advantages in being part of this wide community





https://teachwitheuropeana.eun.org/





HISTORIANA

- Historiana is an online learning platform developed by EuroClio, the European Association of History Educators, and Europeana.
- It supports the use of cultural heritage collections in education and helps cultural heritage institutions to display their digital collections and engage with students.
- The platform, and the tools it offers, fosters innovative teaching by encouraging students to directly interact with historical sources.



HISTORIANA

- With plenty of ideas and ready-to-use learning resources, Historiana helps teachers in reusing open access cultural heritage materials online for boosting their lessons, or engaging their students in an innovative way.
- Interesting tools like the "e-activity builder" allow anyone to create interactive learning activities, asking for students' feedback and reviewing afterwards.

https://historiana.eu/





Historiana offers free historical content, ready to use learning activities, and innovative digital tools made by and for history educators across Europe.

Activity Builder → Themes 🖸 Blog	Find your multiperspective	Find ideas and ready to use	Search sources in the digital
	resources to teach history beyond	resources for your classroom	collections of Europeana or selecte
	borders	practice	archives, libraries and museums
Create and share e-Learning activities in your language of choice and space	Create and share e-Learning	Find thematic case studies that allow for comparison across time	Read history educator's ideas and





Login

➔ Register



https://historiana.eu/

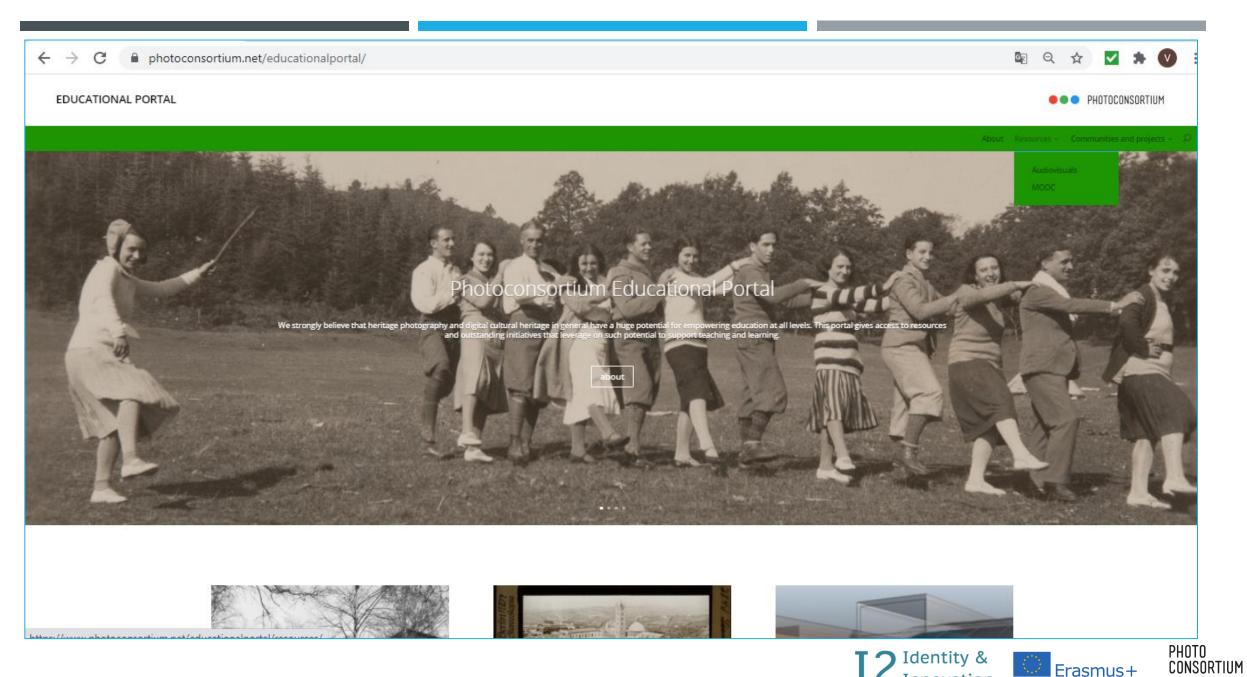
PHOTOCONSORTIUM EDUCATIONAL PORTAL

- This is an easy-to-navigate, informal blog where the most recent and interesting initiatives in the area of digital cultural heritage applied to education are highlighted.
- Case studies, success stories on education, ongoing projects, announcements of MOOCs and courses, upcoming events and recent news are regularly published by the Photoconsortium editorial team.

https://www.photoconsortium.net/educationalportal/











DIGITALMEETSCULTURE.NET

This is a registered online magazine, focused on highlighting projects and initiatives for the enhancement of cultural heritage and arts via the digital technologies.

It is interesting resource to follow in order to stay up-to-date about the latest news in the area of digital cultural heritage. Blogs, announcement of events, calls for papers, case studies, project's outcomes and much more is regularly published.









https://www.digitalmeetsculture.net





MOOCS MASSIVE OPEN ONLINE COURSES

- There is a flourishing of MOOCs, both (re-)using digital cultural heritage for learning purposes and fostering digital skills for teachers and professionals in learning how to do it.
- This effort in experimentation and capacity building helps sustaining the process of digital transformation of the entire cultural heritage and education sector



EXAMPLES OF MOOCS

- Creating a Digital Cultural Heritage community (3rd edition starts today, still open to enrolling)
- Euro Noir: Transcultural Identities in European Popular Crime Narratives (2nd edition starts today, still open to enrolling)
- Digital education with cultural heritage (run in March 2021)



CREATING A DIGITAL CULTURAL HERITAGE COMMUNITY

- In this free MOOC, professionals, volunteers in CHIs, teachers, students and amateurs, can learn how to create user engagement with digital cultural heritage.
- The MOOC teaches about digital curation and annotation: how to use online cultural heritage repositories, cutting-edge tools and digital strategies, in order to stimulate true interaction and dialogue.
- At the end of this program, students will be able to help others to discover and enjoy the benefits of cultural heritage.

This MOOC is developed by the Fifties in Europe Kaleidoscope and CultureMoves projects, which are co-financed by the Connecting Europe Facility of the European Union.



KU LEUVEN

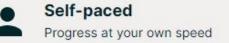
Creating a Digital Cultural Heritage Community

Learn how to create a community for digital cultural heritage through innovative practices for user engagement.





Estimated 8 weeks 2–5 hours per week



Free Optional upgrade available

There is one session available:

After a course session ends, it will be archived.







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EURO NOIR: CULTURAL IDENTITY IN EUROPEAN POPULAR CRIME NARRATIVES

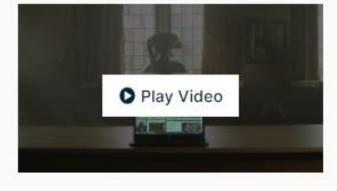
- The MOOC reflects on how crime novels, films and television dramas can help investigate European cultural identity.
- The crime genre, arguably the most popular narrative genre in Europe, is an ideal object of study for evaluating how the process of Europeanisation has impacted the forms of cultural production, distribution and reception.
- The MOOC explores the multiple ways in which crime narratives represent social and historical realities and rethink of the crime genre as a form of social criticism.



KU LEUVEN

Euro Noir: Cultural Identity in European Popular Crime Narratives

Learn how crime novels, films and television dramas can help investigate European cultural identity.





There is one session available:

After a course session ends, it will be archived.

Starts Sep 27 Enroll

Self-paced Progress at your own speed



Free Optional upgrade available

https://www.edx.org/course/euro-noir-transcultural-identities-in-europeanpopular-crime-narratives







DIGITAL EDUCATION WITH CULTURAL HERITAGE

- The MOOC took place between March and April 2021.
- It explored the educational potential of digital cultural heritage, improving teachers' and educators' understanding, enable the users of the MOOC to integrate efficiently digital cultural heritage into their lessons and practices, regardless of the subject they teach.
- The final goal was to design contents for engaging and deep-learning of students, museum curators, lifelong learners and to prepare the users of the MOOC to be active and responsible citizens with key competencies to thrive in life.
- It is possible that the MOOC will be repeated in 2022, or possibly a similar one will be available.

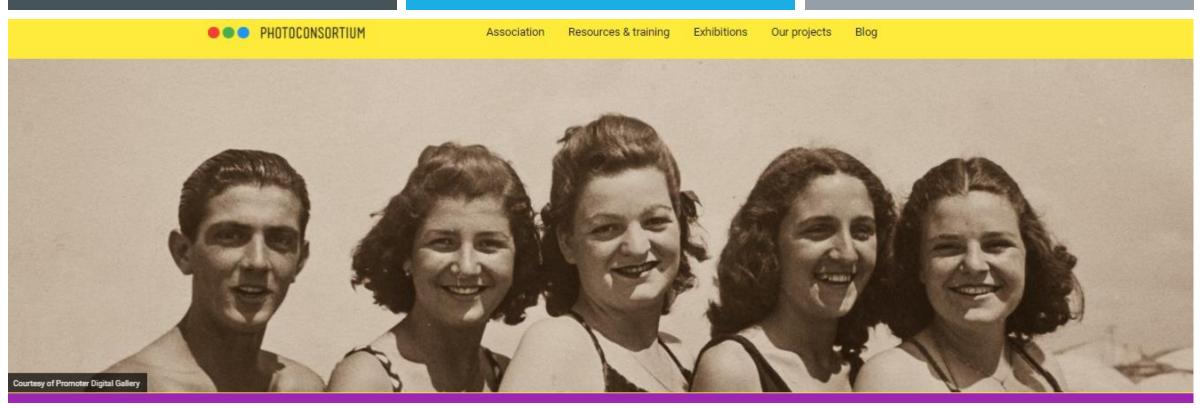




https://www.europeanschoolnetacademy.eu/courses/coursev1:Europeana+Culture_EN+2021/about







Cover image CC BY-NC-ND Promoter Digital Gallery

MANY THANKS FOR YOUR ATTENTION!

Contact us:

info@photoconsortium.net

www.photoconsortium.net

