

## The Problem

Reusing content saves resources and fosters creativity. However, reusing a particular piece of content without honoring the license expressed with it may violate the original content creator's rights. There are several reasons this situation might happen. The person reusing the content may be:

- too lazy to check for the licenses hidden in the XHTML
- weary of the multi-step operations required to embed the license metadata
- ignorant as to what each of the licenses mean

At the same time, the original content creator would also be interested in knowing whether someone has violated his or her license terms.

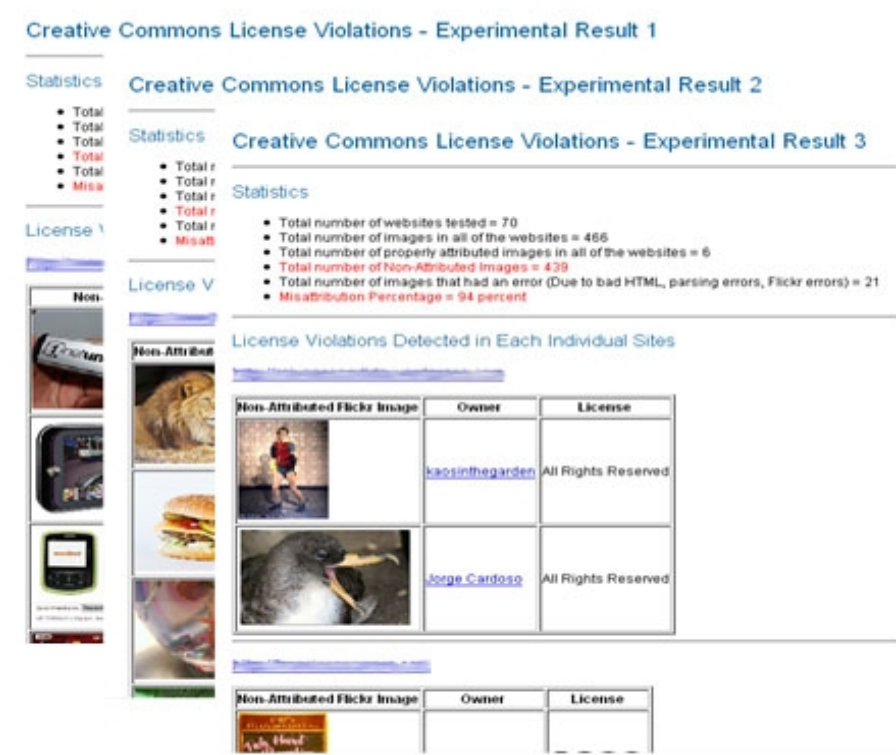
### How much of a problem is this?

Flickr has over 100 million Creative Commons Licensed images. Given a sample of web pages which embed such images, how many of these are properly attributed as specified in their licenses?

A simple experiment was conducted to get an assessment on this, and the results are as follows:

<b>Sample 1</b>	Properly attributed images = 28 (67 sites, 426 images)	Misattributed images = 333 Misattribution = 78 %
<b>Sample 2</b>	Properly attributed images = 8 (70 sites, 241 images)	Misattributed images = 194 Misattribution = 80 %
<b>Sample 3</b>	Properly attributed images = 6 (70 sites, 466 images)	Misattributed images = 439 Misattribution = 94 %

Results of the experiment summarized



Screenshots of the results from the experiment

## The Solution

Build **Policy Aware Systems**, such as:

- Validators to tell users what information is missing or inaccurate
- Seamlessly integrate metadata by detecting and assisting in embedding the licenses
- Notify users if their content is used in an inappropriate manner

### Background

Policies are pervasive in web applications as they play a crucial role in enhancing security, privacy and usability of services offered on the Web. Use of Creative Commons licenses is the widely accepted method of expressing rights of the original content creators when it comes to digital multimedia content on the Web.

The DRM alternative is often too prohibitive, and has a central point of failure from a policy perspective. Therefore rather than applying an enforcement model, the focus is on building a framework based on open standards and protocols which enables users to reuse content in a policy aware manner very easily.

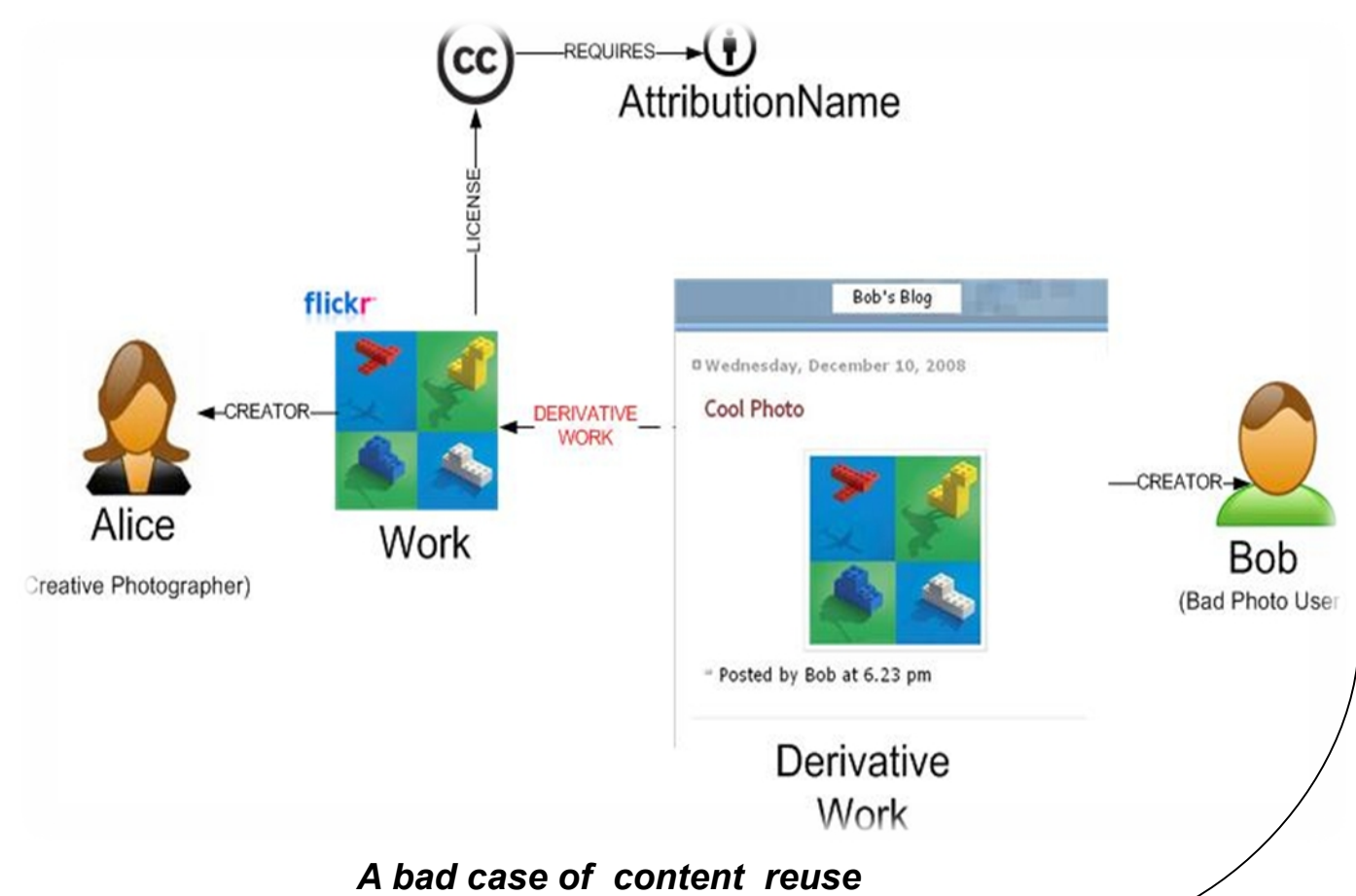
### More Information

<http://creativecommons.org>  
<http://rdfa.info>

### How can you Extract License Metadata?

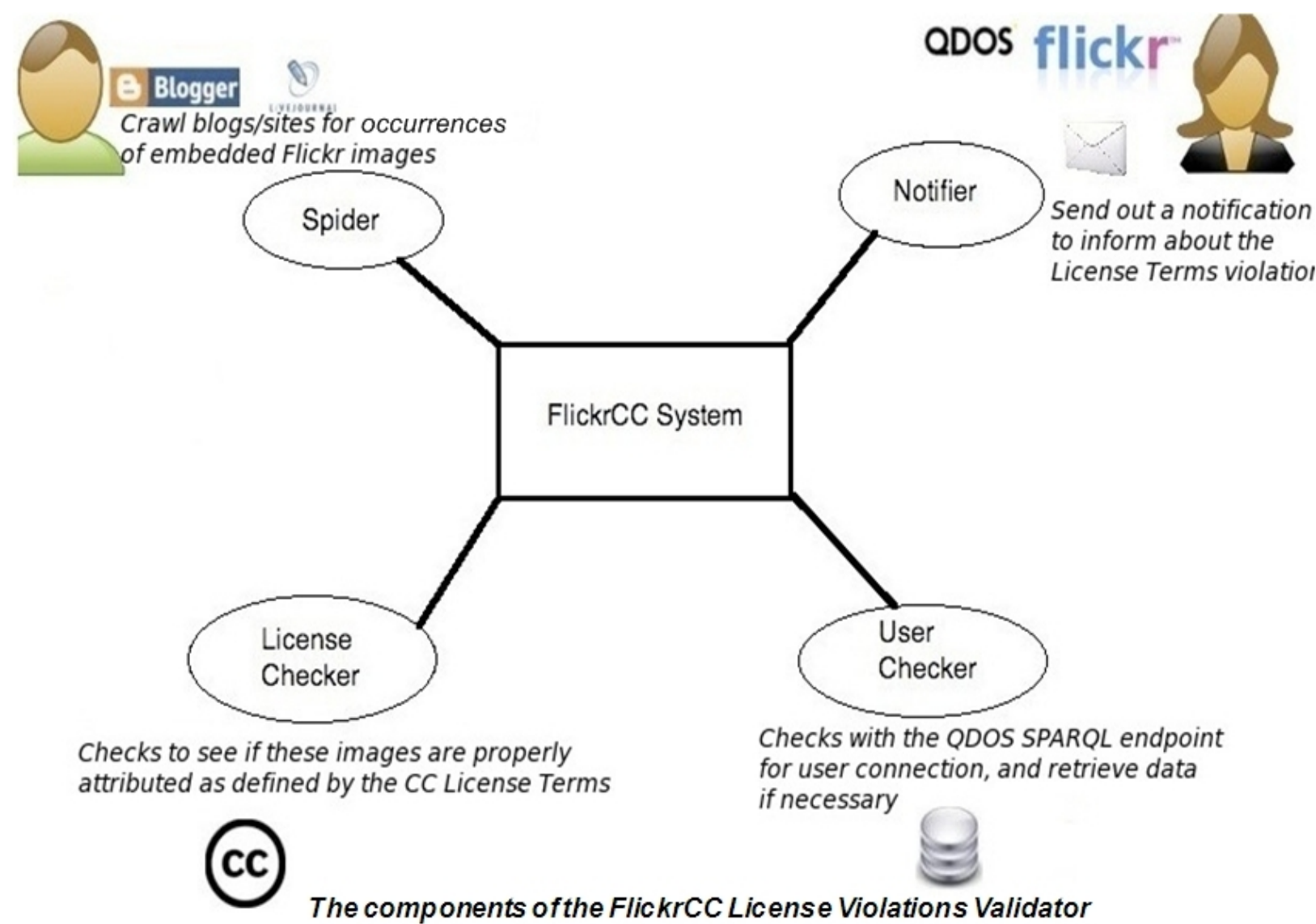
1. Through APIs which expose the licenses. E.g. Flickr
2. Through RDFa (Resource Description Framework in Attributes)

### A simple scenario which illustrates a rights violation of a content creator:



A bad case of content reuse

## FlickrCC Attribution License Violations Validator



### Goal

Check whether a particular site has any embedded Flickr images which are not properly attributed as specified in the Creative Commons license.

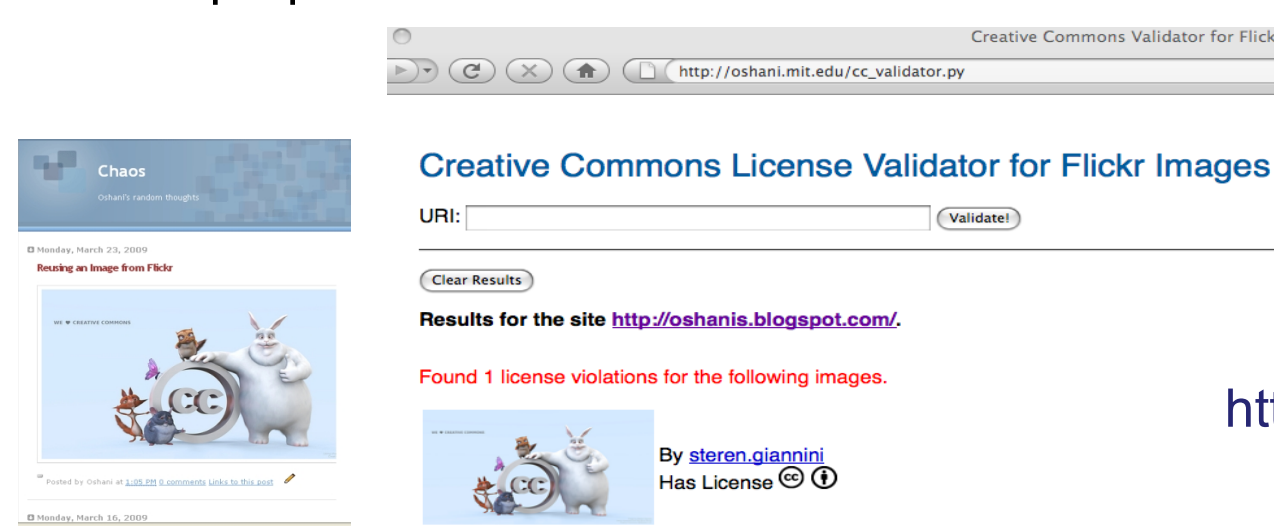
### Components

**Spider:** This is a site crawler which searches for all the links in a given seed site using a Breadth First search algorithm to determine any embedded Flickr images.

**Notification System:** This will pretty-print and report the images with missing attributions in a Web interface. The user can then use the missing information in his or her own work to be license compliant.

**License Checker:** This extracts the photo id from the Flickr image URI. Then all the information related to the photo is obtained through the Flickr API. Based on this information, the DOM of the page is checked for the proper attribution.

**User Checker (optional):** This module can be used to send actual notifications to the original content creators for any violations if the system is linked to some user base.



Website to Validate

Validator

License Violations Validator – Only requires the URI of the site to check for a license violation

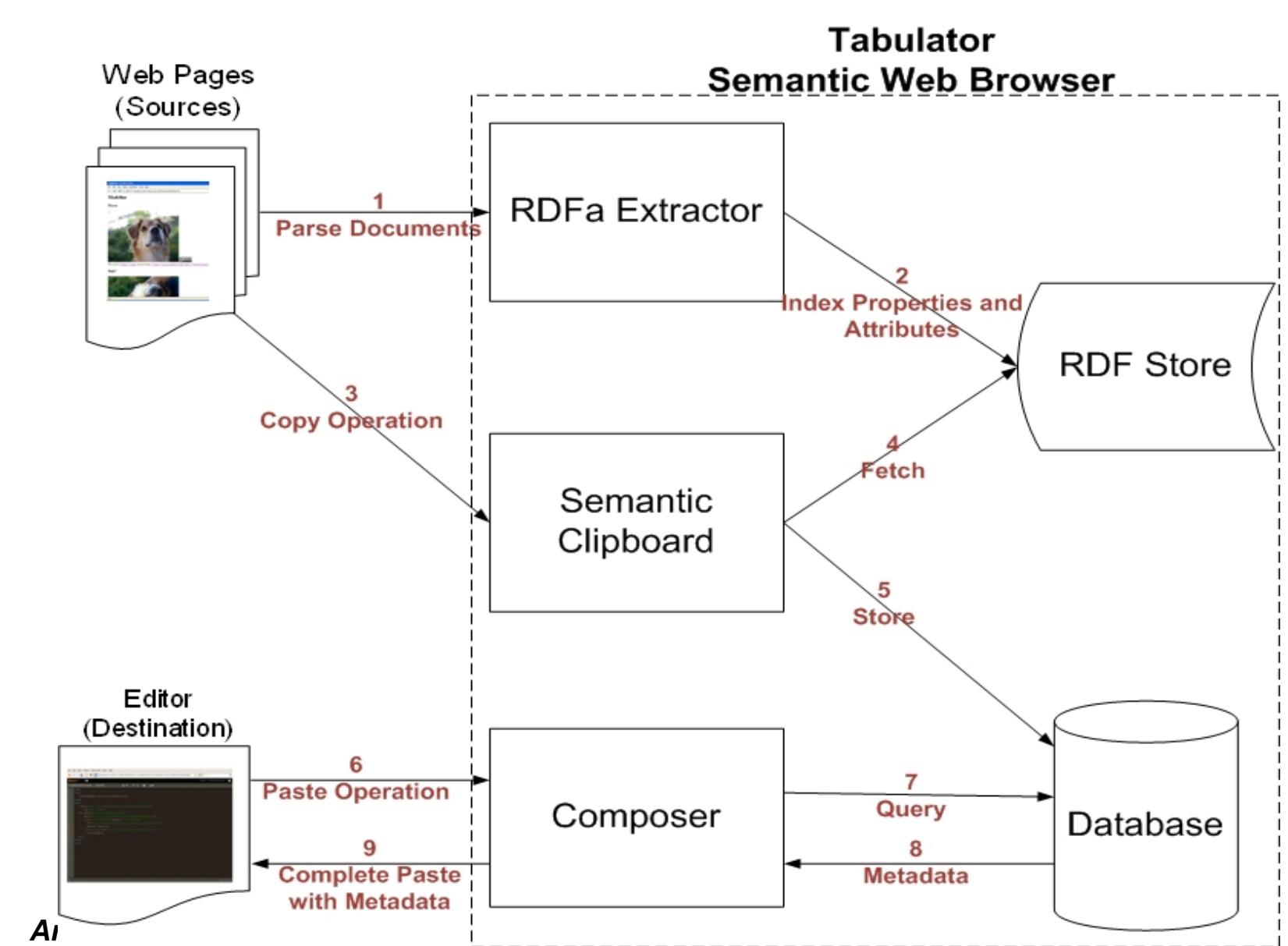
Try it out!

[http://oshani.mit.edu/cc\\_validator.py](http://oshani.mit.edu/cc_validator.py)

More Information

<http://dig.csail.mit.edu/2008/WSRI-Exchange>

## Semantic Clipboard



### Goal

Enable transfer of content between Web applications with minimal effort in a policy aware manner, i.e. when content is copied, license metadata is also copied and pasted appropriately in the target application.

### Components

**RDFa Extractor:** Extracts all the semantic information in the form of RDF attributes embedded in the HTML page the user browses.

All of these components are implemented in the **Tabulator**, a Semantic Web Browser which can be installed as a Firefox Extension.

**RDF Store:** Indexes and stores all the RDF data from the pages that the user has visited in a given browser session.

Semantic Clipboard can be turned on/off through a menu option. When using the application, content can be collected from a variety of sources.

**Semantic Clipboard:** Acts as the control panel to co-ordinate the copy and paste operations.

A browser based editor is used to demo how an application could call the Clipboard for the content, and embed it with the license metadata or warn if the target document's license is incompatible with the source license.

**Database:** This is used to make the data persistent across browser sessions.

**Composer:** Reasons whether the content can be used based on the source and the destination license terms. Prepares the content and the license metadata in a suitable manner in to be pasted right in to the target.

Try it Out!

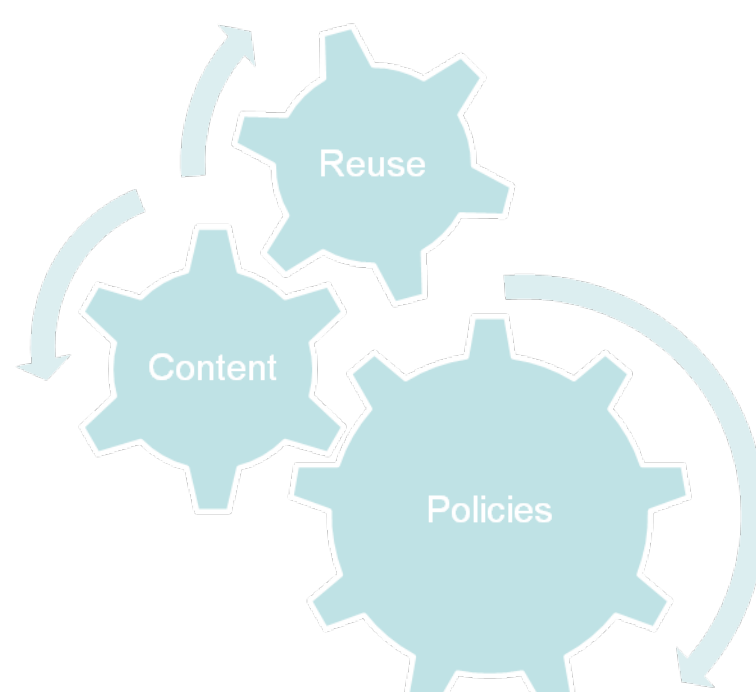
<http://dig.csail.mit.edu/2007/tab>

More Information

<http://dig.csail.mit.edu/2009/Clipboard>

## Contributions

- Assessment on the level of policy-awareness on the Web
- Provide a platform to use the data exposed on the Semantic Web
- A License Violations Validator for Flickr images:
  - to check for license violations
  - use the information given by the validator to be policy-compliant
- Semantic Clipboard:
  - to detect reusable content while browsing
  - seamlessly integrate such content along with their metadata



## Future Work

- Assess the level of violations with regards to other types of licenses such as 'no commercial use', 'share alike' and 'no derivatives'
- Assess the level of license violations on other types of media
- Extend to licenses embedded in free-floating content
- Explore new and efficient ways of license violations detection
- Improve the User Interfaces of the CC license violations validator and the Semantic Clipboard