



Eduworks Corporation

E-learning Consulting and Professional Services

Requirements for Rights Expressions in E-learning

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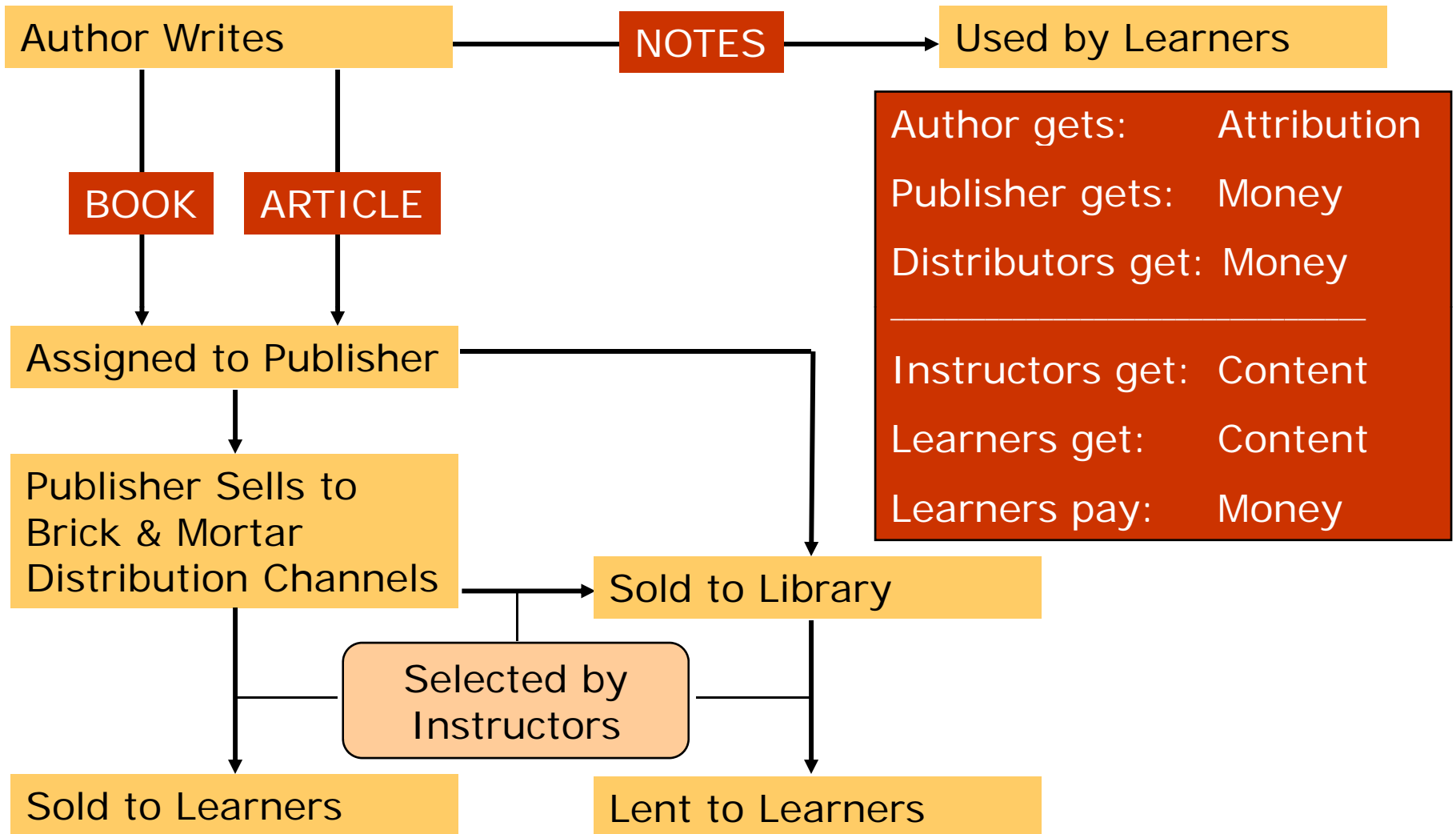
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In days of old



When books were gold

PRINTED MEDIA:

- Carry their own **copy protection**
- Display their own **rights**
- Carry their own **tracking mechanisms**
- Carry their own **attribution**
- **Cannot** be easily **disaggregated and re-aggregated**
- Serve as **tokens of exchange**
- Brick & Mortar distribution channels have significant barriers to entry and are therefore **trusted channels**



And the Internet wasn't invented

THE INTERNET

- Disintermediates the Value Chain
 - Direct distribution places value on attribution, branding, validity ... and requires new monetization mechanisms
- Disintermediates Trust Relationships
 - Who validates content? Teachers? Digital Libraries? Publishers?
- Emphasizes new learning roles
 - Informal learning / Workflow learning / Performance support
 - Collaborative learning
 - The learner as author



Content was plain

DIGITAL MEDIA

- Create new processes
 - Learning Objects and Standards (SCORM)
presuppose reuse, disaggregation and aggregation
 - A fundamental advantage of digital formats is their ability to be restructured
- Do *not* carry inherent copy protection, rights displays, tracking mechanisms
 - Digital media are easily copied and distributed
 - Tracking mechanisms and rights displays are lagging behind distribution mechanisms



Business was sane

E-Learning

- Emphasizes Multiple Business Models
 - Attribution-based (academicians)
 - Commercial (publishers / distributors)
 - Access-based (Corporate / military)
 - Metadata-based (Registries)
 - Brand-based (Digital libraries / Universities)
- Introduces New Players
 - Technology vendors
 - Content development houses
 - Digital libraries / repositories



Rights were never resented

The Legal Context:

- Copyright is Problematic
 - Rights must be explicitly stated to permit reuse
 - Exemptions (“Fair Use” and “TEACH Act”) require expert interpretation. Users are not experts.
 - Not designed to support newer business models
- Patents are an issue
 - Technology & standards imply patents





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Which leads to a “modest set of requirements” ...

To be discussed over the next two days...

Rights expressions must ...

- Support *all* e-learning business models
 - Attribution, Tracking, Branding, Payment Schemes
- Support new content & learning modes
 - Aggregation / Disaggregation / Reuse
 - Collaborative learning / Informal content
- Fit with existing / emerging technologies
 - Authentication & authorization schemes
 - Learning technology (academic and corporate)
 - Repositories and handle systems
 - Lots of standards



Questions?

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