Requirements for Rights Expressions in E-learning

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In days of old

Author Writes

NOTES

Used by Learners

Author gets: Attribution
Publisher gets: Money
Distributors get: Money
Instructors get: Content
Learners get: Content
Learners pay: Money

BOOK
ARTICLE

Assigned to Publisher

Publisher Sells to Brick & Mortar Distribution Channels

Sold to Library

Selected by Instructors

Sold to Learners
Lent to Learners
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

- Emphasizes new learning roles
  - Informal learning / Workflow learning / Performance support
  - Collaborative learning
  - The learner as author
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
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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