

Why OER?

Challenge for the Future

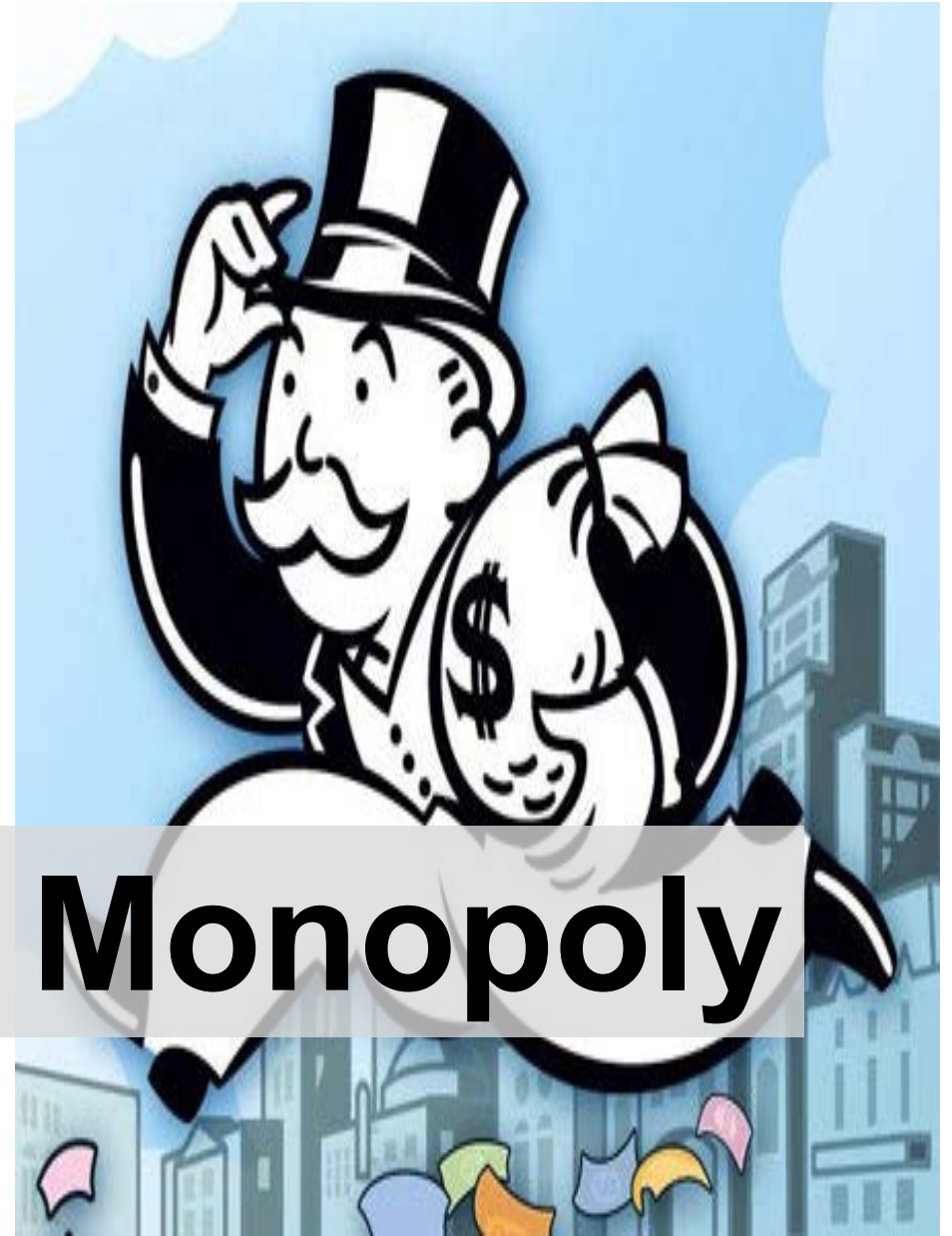
Rory McGreal
UNESCO/COL/ICDE Chair in OER
November 2016



Creative Commons
Attribution 4.0 License
(some images fair dealing)

Intellectual Property

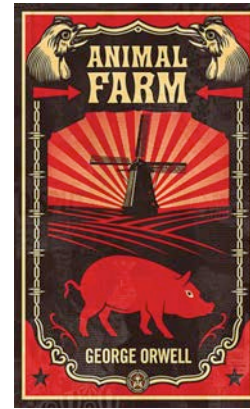
Privileged Monopoly



Why OER?

- **DRM (digital rights management)**
- **Digital licenses**

digital restrictions management?



Palm Pre



defective by design



DRM (Digital Rights Management)

You CANNOT

- Copy & paste, annotate, highlight
- Text to speech
- Format change
- Move material
- Print out
- Move geographically
- Use after expiry date
- Resell

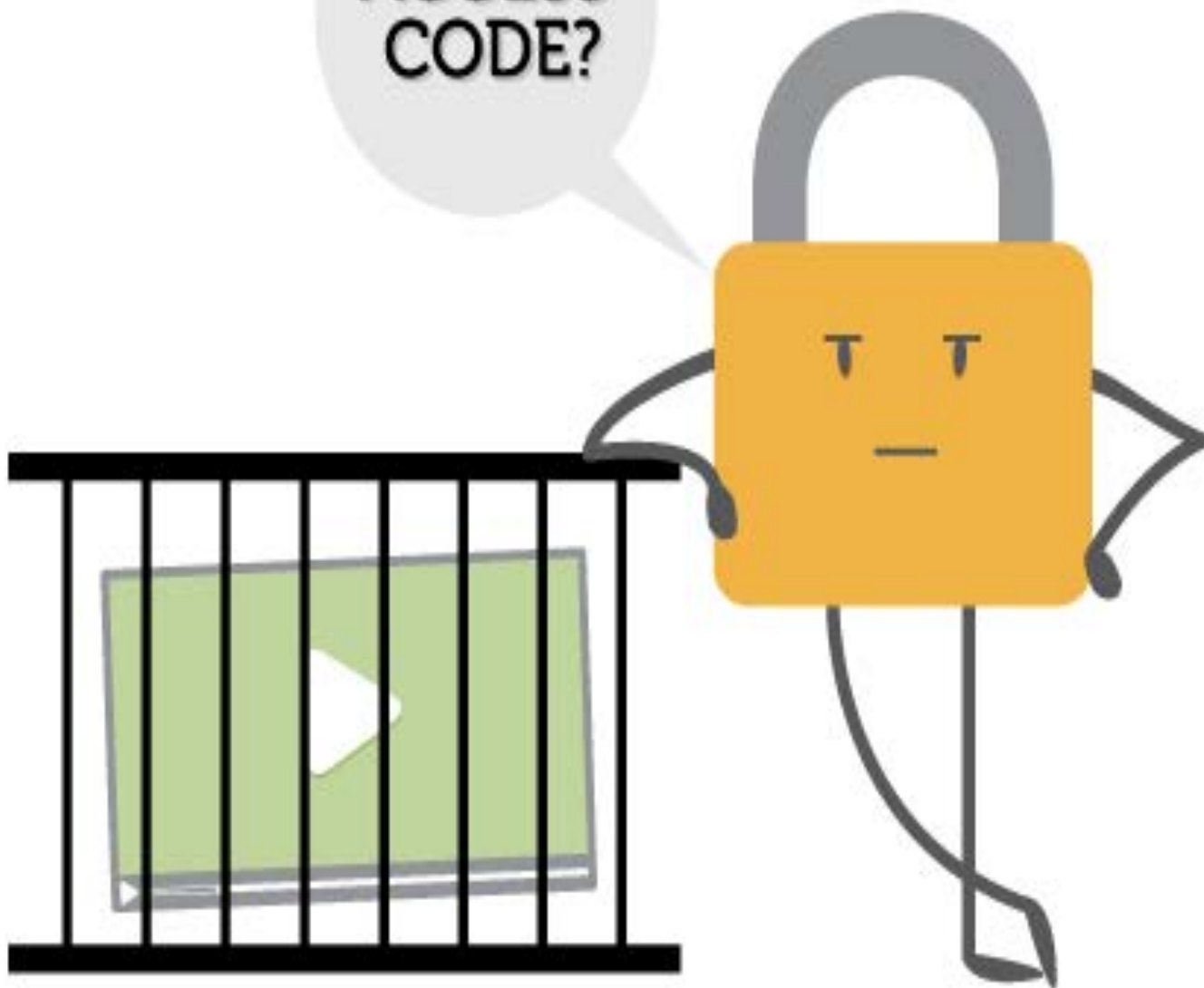


DRM software needs deep permissions into the operating system

DRM can stop normal operating system functions.



ACCESS
CODE?



But our device is our **PROPERTY**

- **DRM restricts our freedom**
- **Can we not own & control our own property?**



Nielsen.com

But, we're innocent!





There's no theory of capitalism that says that my private property should be regulated by the state because there's a copyrighted work Inside of it.

Cory Doctorow



UNESCO Chair in
Open Educational Resources



**Athabasca
University**
The future of learning.




INTERNATIONAL
COUNCIL FOR OPEN AND
DISTANCE EDUCATION



The uploader has not made this video available in your country.

Sorry about that.





We've done it!
Perfect copy protection!
A CD that self-destructs
after one playing...



iPhone

Serial Number: n/a

iPhone Recovery Mode

on this iPhone.



iTunes

 The iPhone "iPhone" could not be restored. An unknown error occurred (53).

OK More Information

Digital Licenses

- Copy & paste, annotate, highlight
- Text to speech or hyperlink
- Format change
- Move material to another computer
- Print out
- Move geographically
- Use after expiry date
- Resell



- Owners have **NO** liability even if product doesn't work
- Owners can “invade” your computer without permission
- Collect & use personal data
- User has a “privilege” to use the product not own it

- Prohibited to show your content to others
- Must accept that you have **NO** rights



Google Chrome

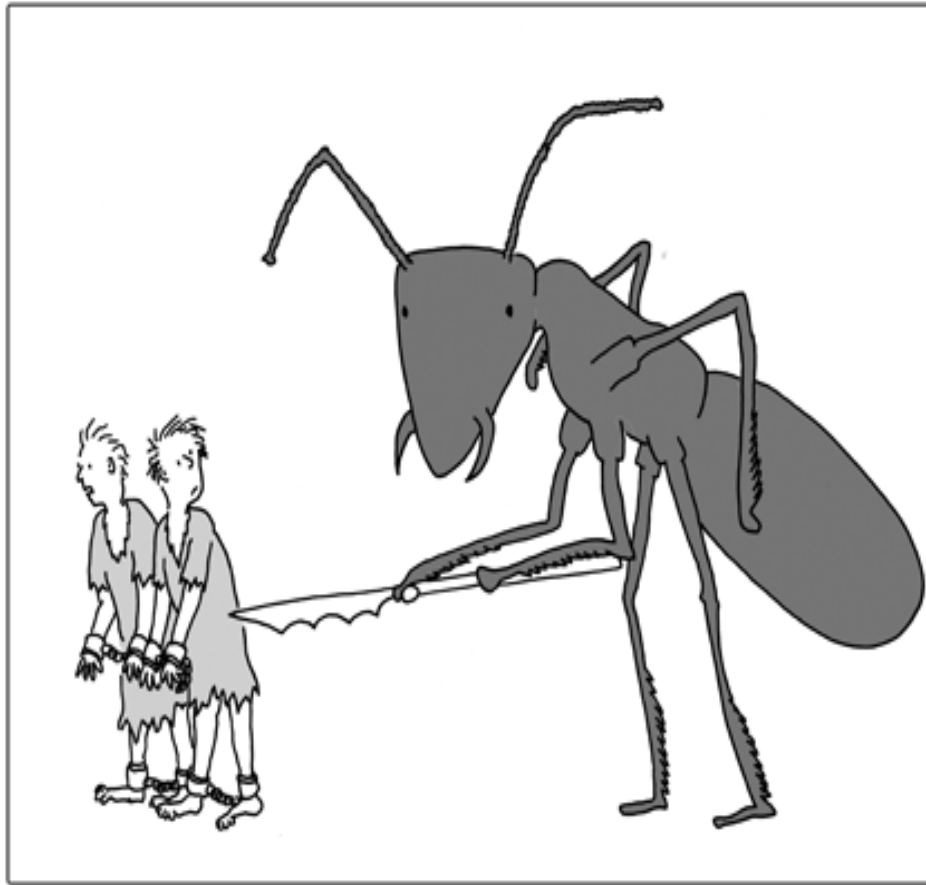


Behind the Open Source Browser Project



We're going to own all of your shit, whether you like it or not. **Deal with it.**

Brian Rakowski,
Product Manager



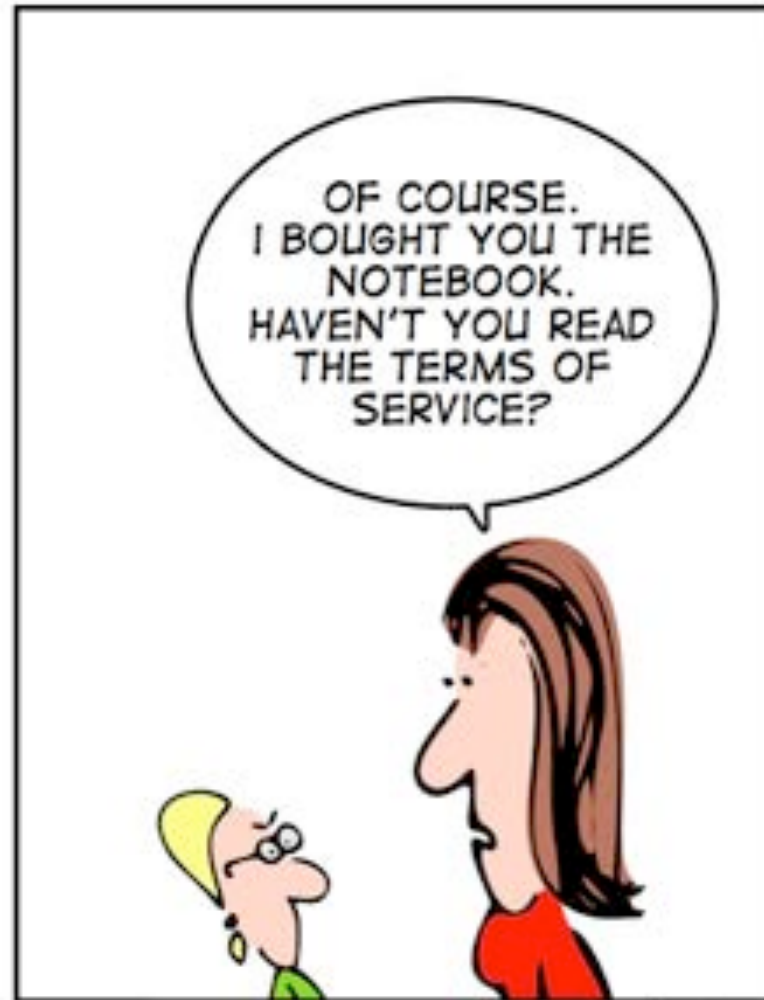
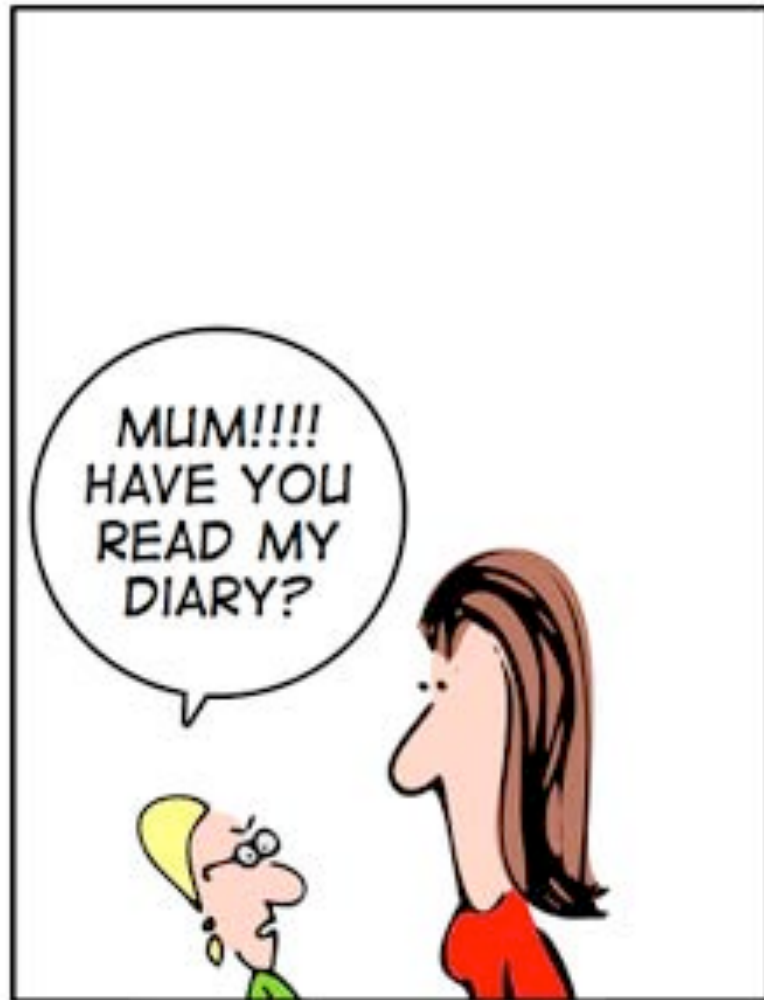
Well, lesson learned. Next time, I'm definitely reading
the end user license agreement.

Microchip's authorized representatives will have the right to reasonably inspect, **announced or unannounced** and in its sole and absolute discretion, Licensee's premises and to audit Licensee's records and inventory of Licensee's use of the Software, **whether located on Licensees premises or elsewhere, at any time**



Apple's iTunes EULA expressly forbids you from using iTunes to create missiles and biological, chemical, or nuclear weapons

Do you own what you pay for?

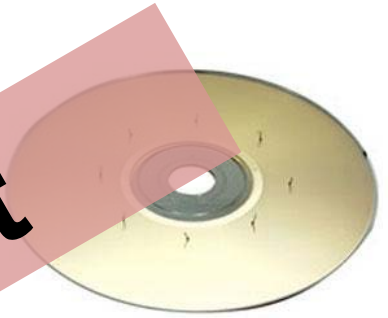


THE 2.0 MODEL

geek and poke

Access Rights?

Vendors can control how, when, where, and with what specific brands of technological assistance audiences are able to access content



You buy but you don't get

Commercial Learning Service or Rent-a-book




- student owns nothing, can share nothing, save nothing, sell nothing
- subscription ends – ALL ends
- publishers own student data, notes, highlights
- students can't transfer data

The Post-Ownership Society



We all just “share” and “rent” on the powerful platforms of Silicon Valley billionaires; this is far from a satisfactory alternative

A medieval manuscript illustration depicting a lord and three peasants harvesting wheat. The lord, on the left, stands upright in a blue tunic and a straw hat, holding a long staff. He is pointing towards the peasants. The three peasants, dressed in simple, earthy clothing, are bent over, using scythes to harvest a field of wheat. The background is a red and white checkered pattern. The entire scene is framed by a decorative border with a repeating geometric pattern.

Companies NOT
Aristocrats

Return to Feudalism – Cory Doctorow

```
foreach ($category in $categories) {
    $n = $category.Name
    $c = $category
    $fullPath = $c.FullPath
    $levelDepth = $c.LevelDepth
    $categoryType = $c.CategoryType
    $empty = $c.IsEmpty
    $category -> {
        $n = $category.Name
        $fullPath = $c.FullPath
        $levelDepth = $c.LevelDepth
        $categoryType = $c.CategoryType
        $empty = $c.IsEmpty
    }
}
```

**But who
can
control
hackers?**



Heart pump Drive first class,
pay economy.



Electronic
Voting
Machine
(EVM)



Visit www.seminarlinks.blogspot.com to download full report and ppt

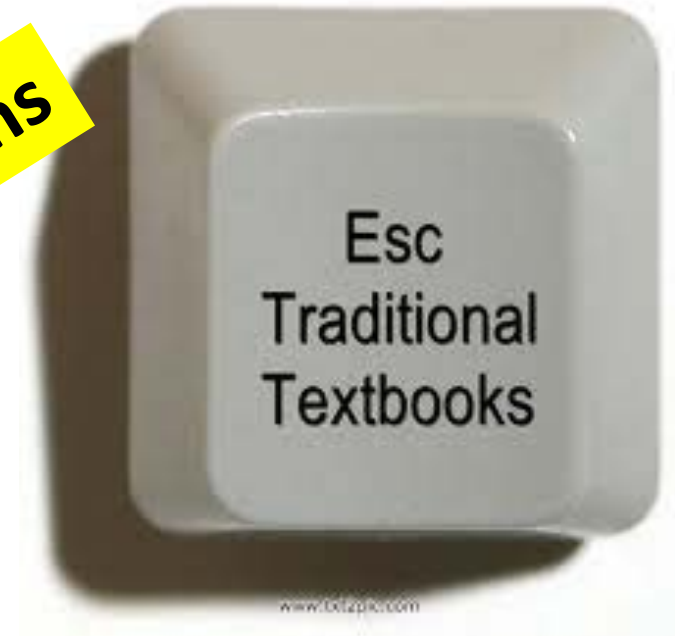
Cory Doctorow

Open ETextbooks



- Copy & paste, annotate, highlight ✓
- Text to speech or hyperlink ✓
- Format change ✓
- Move material to other computer ✓
- Print out ✓
- Move geographically ✓
- No expiry date ✓
- Reuse/Remix ✓
- Retention, privacy and digital rights ✓✓

Essential for E-learning implementations



Openness is the skeleton key that unlocks every attempt at vendor control and lock in

