Using a Multi-Modal Project to Teach Ethical and Legal Use of Information

PRESENTED BY KATHY SALGADO, MLS

KETTERING COLLEGE

Kettering College
Kettering, OH

- Small (< 750 students)
- Faith-based: affiliated with the Seventh-day Adventist Church
- All degrees have a health care focus
  - Respiratory therapy
  - Radiation Technology
  - Nursing
  - Sonography
  - Occupational Therapy (doctoral)
  - Physician Assistant (master's)
  - Human Biology (pre-medical/dental/PA focus)

My Role

▶ Reference and Instruction Librarian

▶ Embedded librarian partnered with the English faculty member who teaches the majority of our required English composition courses

Multi-Modal Presentations

- Involves the use of more than one mode of communication
  - Words
  - Images
  - Sound
  - Graphic design
- Requires use of presentation software such as PowerPoint, Prezi, etc.
- Used more and more as an assignment format
  - Intended to prepare students to give professional presentations and design patient education materials
  - Incorporated as a required assignment in all English composition courses

Copyright Concerns

▶ Students heavy use of copyright protected materials

▶ Lack of understanding of copyright

▶ Faculty desire to put selected multi-modal presentations in a public venue (YouTube, Facebook, etc.)

Reasons for Copyright Instruction

▶ ACRL framework includes as an outcome that students "[f]ollow ethical and legal guidelines in gathering and using information"

▶ College core curriculum outcomes include ethical use of information

▶ Student use of copyright protected materials made it clear that instruction regarding copyright should be an integral part of teaching students to prepare a multi-modal presentation

▶ The English faculty member with whom I was partnered agreed

Learning Outcomes

- Basic understanding of copyright
  - A lot of what is on the Internet is protected by copyright
  - Can doesn't mean may
- Familiarity with and ability to use tools to find materials that can be used without concern about copyright infringement
- Properly providing attribution when required by a license

Expectations regarding Copyright

- ▶ Images, music, and video in presentation must be created by the student, be in the public domain, or have a license that permits use (Creative Commons, Pixabay, etc.)

- ▶ Appropriate attribution with embedded URL must be provided for all resources used

Alternative to Multimodal Presentation

▶ Require students to incorporate appropriate and relevant supporting images in an essay or research paper

▶ Provide copyright attribution as required by documentation style used

Instruction: Introduction to Copyright

▶ Introductory presentation on copyright

- ▶ requirements for a copyright
- ▶ rights of copyright holder
- ▶ public domain
- ▶ fair use
- ▶ licenses with a focus on Creative Commons licenses

▶ Modified Creative Commons licensed Illinois State Library Prezi on copyright:

- ▶ https://prezi.com/ifjuvq4g0xl8/general-copyright-education-overview/

Instruction: Copyright Quiz

▶ True-False quiz based on information presented in the Introduction to Copyright presentation

▶ Students may take twice

▶ Counts as a part of their course grade

Links to resources

Instruction: Using Filters in Google/Bing Images

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"Copyright symbol" by DavidWees is licensed under CC BY 2.0
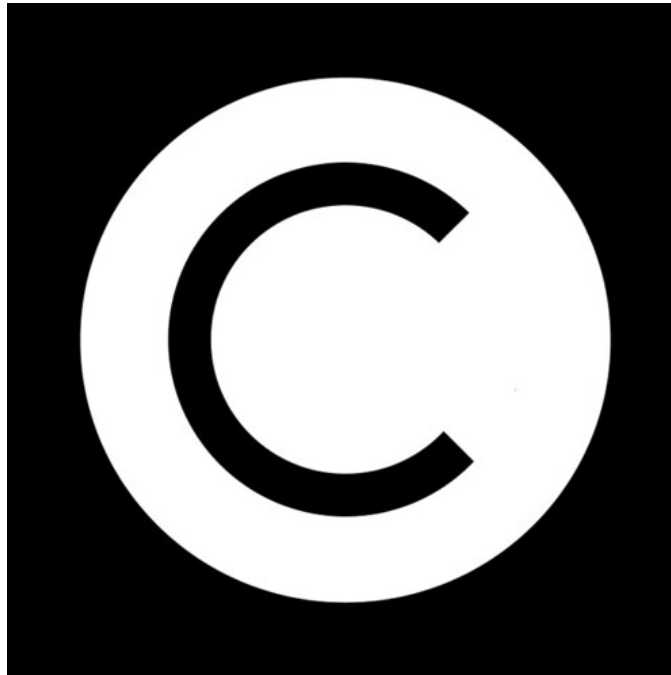
Attribution includes title of the image with embedded link, the creator, and the license information with embedded link.
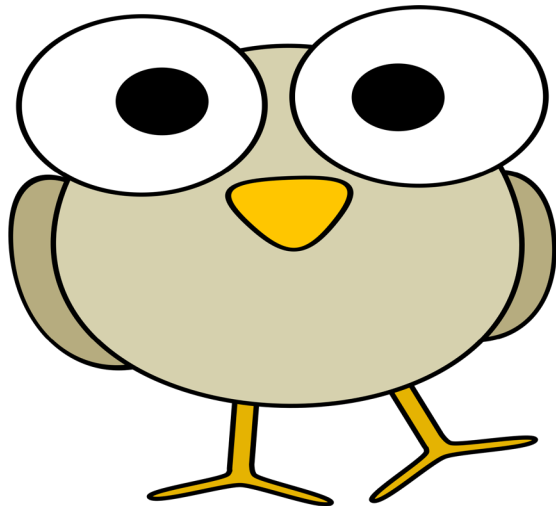
Attribution: Other Licenses

For other types of licenses provide the license information embedded with a link to the resource a link to the resource

Pixabay License

Verifying Appropriate Use

▶ Embedded URLs allow for verification that the item is not copyright protected

▶ A portion of the presentation grade is based on ethical use of resources

Questions?