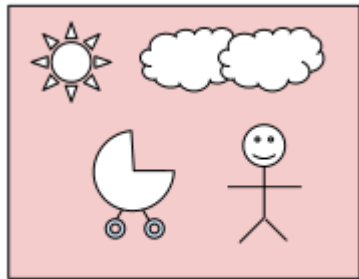


Embedding Metadata of License and Attribution Requirement Information in Digital Works

Bruce Yinhe and Jing Liu

Introduction



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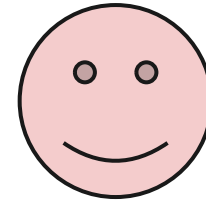


WordPress

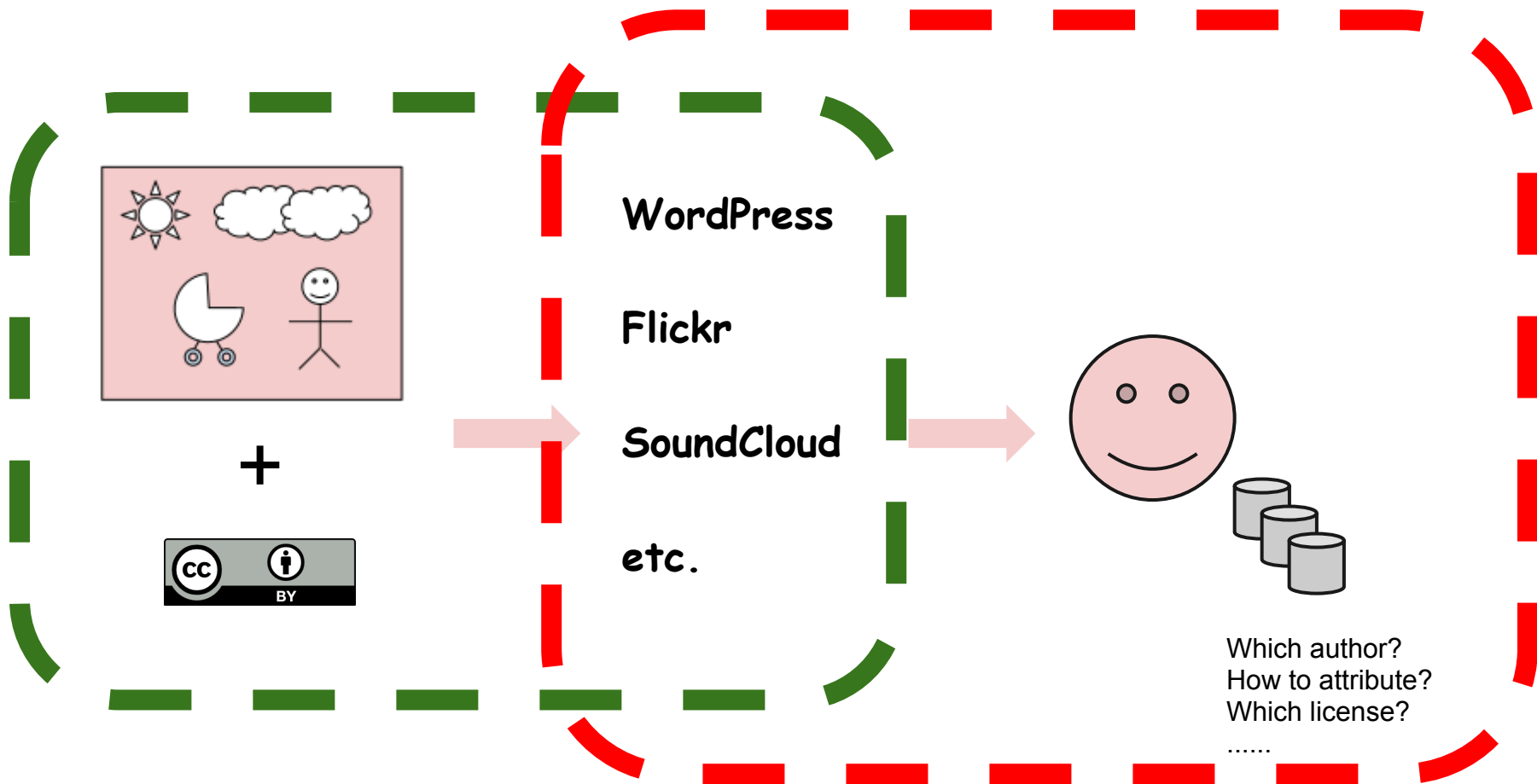
Flickr

SoundCloud

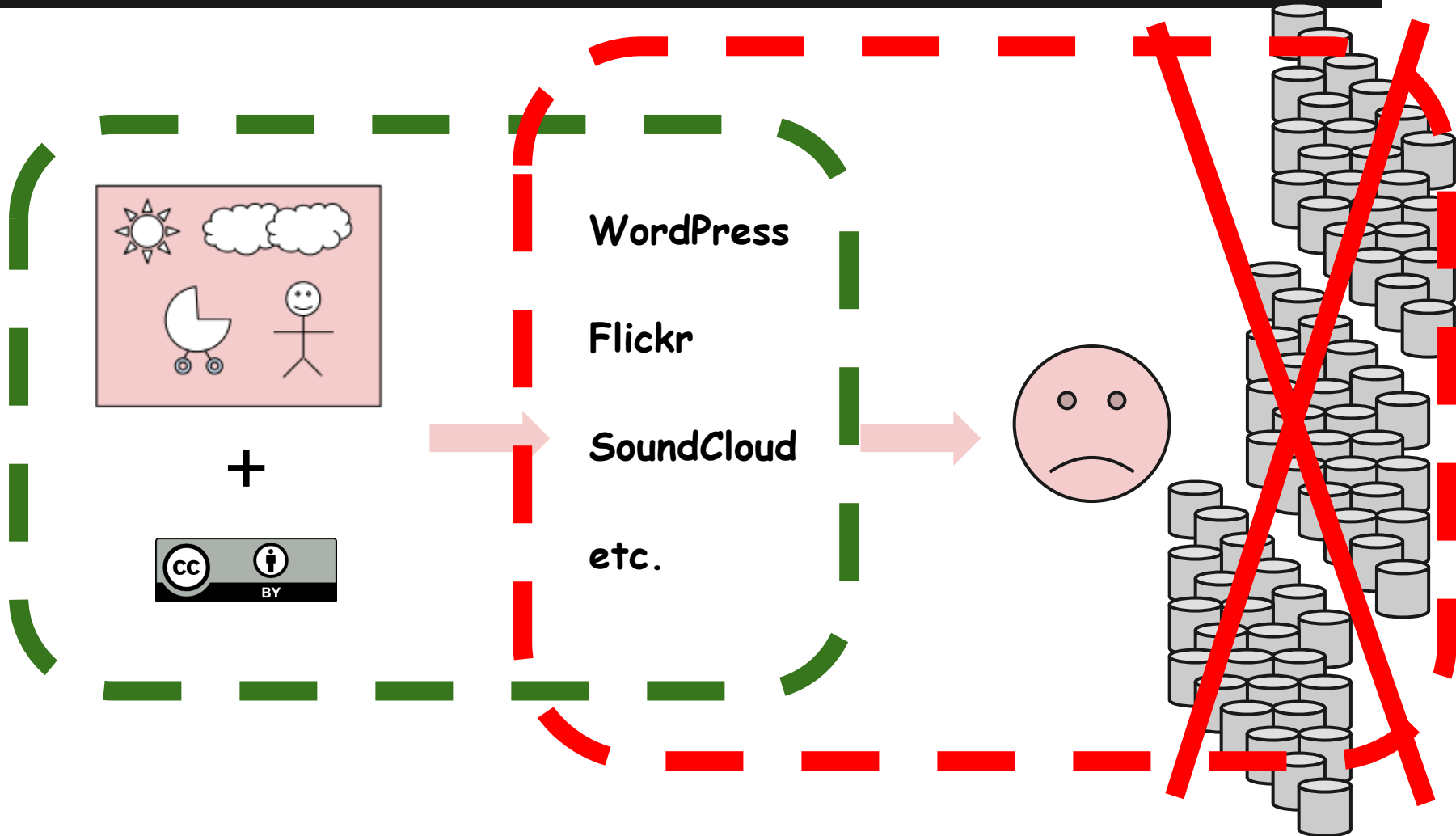
etc.



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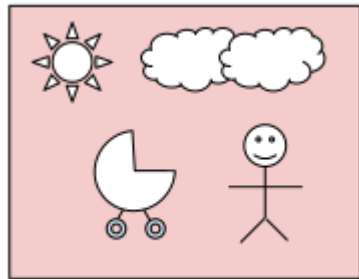


Introduction



Introduction

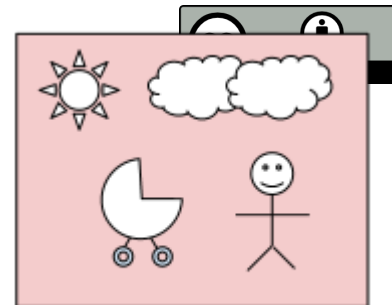
(Non-embedded)



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(Embedded)



Introduction

Embed metadata of license and attribution information in digital works

Why?

- Copyright
- License management

How?

- Follow Design Research methodology
- Analyze requirements
 - Non-functional requirements
 - Functional requirements
- Develop a prototype that can embed/retrieve the metadata of licenses and attribution
- Integrate with popular social Content Management Systems (CMS), e.g. WordPress, Flickr, etc.

Previous work

- Licenses
 - Human-readable
 - Machine-readable



Previous work

<WHAT PREVIOUS WORK HAS BEEN DONE IN THIS FIELD? WHAT PREVIOUS PAPERS HAS BEEN PUBLISHED?>

- Rights Expression Language (REL)
 - CC-REL (Creative Commons Rights Expression Language)
 - ODRL (Open Digital Rights Language)

Previous work

<WHAT PREVIOUS WORK HAS BEEN DONE IN THIS FIELD? WHAT PREVIOUS PAPERS HAS BEEN PUBLISHED?>

~~Digital Rights Management (DRM)~~

Previous work

<WHAT PREVIOUS WORK HAS BEEN DONE IN THIS FIELD? WHAT PREVIOUS PAPERS HAS BEEN PUBLISHED?>

- Embedding metadata
 - Adobe XMP (Extensible Metadata Platform)

Future work

<WHAT FUTURE RESEARCH AND OR APPLICATIONS CAN YOU SEE FROM YOUR WORK? HOW CAN YOUR WORK BE CONTINUED? WHAT IS THE NEXT STEP?>

- Support authentication
- Represent multi-license in one digital work
- Develop strategies to increase copyright awareness
- Promote usage by integration with mainstream CMS

Thank you!