



European Personal
Branding for Employment

Definition Open Educational Resources (OER) and UNESCO strategy of supporting OER



Welcome to the introduction of OER.

What is OER?



What are Open Educational Resources or OER?

- They are resources you can use freely for your own interest
- These include: full courses, course materials, modules, textbooks, lecture notes, streaming videos, images and more.
- Public Domain or open licence



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Basic Information

Two dimensions of OER

Pedagogical	Digital
Resource based learning	Shared on the internet
Quality resources	Globally available
Communication	Open licenced



What is Puplic Domain?

- Not protectet by Copyright
- Property rights have been expired or are inapplicable
- Free to use

Example to find things under puplic domain



archive.org







What is Open Licence?

- Material released under open licence permits you to use it without paying for it
- Most common are Creative Commons Licences



How do you see if something is under Creative Commons?

There are 4 Key license elements:

Icons	License	Guidelines
	BY	Attribution: Others can copy, distribute, perform and remix your work if they credit your name as specified by you.
	ND	No Derivatives Works: Others can only copy, distribute, or perform verbatim copies of your work.
	SA	Share Alike: Others can distribute your work only under a license identical to the one you have chosen for your work.
	NC	Non-commercial: Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.



Erasmus+

<https://creativecommons.org/>



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What is Open Licence?

- Look out for the BY Icon
- With this knowledge about Open Licences you know what kind of material is an OER
- These materials are the solution for students and teachers to learn and educate yourself or others



E-Learning and OER

- OER and E-Learning is not the same
- But it is a growing factor in E-Learning
- OER is a part of E-Learning
- More and more organisations use OER



UNESCO and OER

UNESCO Definition of OER:

- OER are any type of educational materials that are in the public domain or introduced with an open license
- Anyone can legally and freely copy that material
- Includes textbooks to curricula, syllabi, lecture notes, assignments, tests, projects, audio, video and animation



UNESCO and OER

"All of UNESCO's OER activities reflect our belief that universal access to high quality education is key to the building of peace, sustainable social and economic development, and intercultural dialogue. In short, we believe that free access to information is a fundamental human right." UNESCO opinion about OER

<http://www.unesco.org/new/en/communication-and-information/access-to-knowledge/open-educational-resources/how-has-unesco-supported-oers/>



Why should I care about OER?

Here are some key points why you should be interested in OER:

- **Save Cost:** free access to some of the world's best courses
- **More Choices:** The student has more options what and where he can get his information
- **Better Learning:** When and how do you want to study?
- For teachers, ministries of education, governments and people of all ages and background



Potential of OER

- Collaboration between educators and students
- New economic model
- More effective for educators
- Add educational value
- More equal world
- Equal learning standard around the globe



What do you need to make an OER-Course

- Passion about the concept of openness, without which any attempts at advocacy are unlikely to succeed
- Ability to engage audiences effectively during presentations
- Understanding of the pros and cons
- Clarity on the economic benefits of OER
- Up-to-date knowledge of the arguments for and against use of OER

(See: www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/a-basic-guide-to-open-educational-resources-oer/)



How do you recognize a high quality education course?

Components of a good online course in higher education needs:

- To be well designed
- To be developed in a team
- Counselling and support for students
- Quality assurance

All other, already mentioned, key elements of OER need to be considered



How has UNESCO supported OER?

- Hosting the World Open Educational Resources Congress
- Created an Open Training Platform
- Created an international Movement
- Raises awareness on OER
- Financial support



Examples

Great examples for OER are courses by:

Yale University

University of California at Berkeley

Carnegie Mellon University

MIT

Harvard University





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