EXPANDING SERVICES: GROWING A COPYRIGHT-COMPLIANT IMAGE DIRECTORY

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BACKGROUND

• Health Sciences faculty have unique, specific, image needs

• Images need to be permissible to re-post in a course management system

• Initial audits of faculty lectures found there was a gap in campus copyright compliance
WHAT DID WE LEARN FROM AUDITS?

- Faculty use images from multiple sources
  - Internet, Textbooks, Journals
- Not all images are cleared for further posting.
- Citation issues were prevalent. Examples:

  ![Image 1](https://www.googleimages.com)

  ![Image 2](https://www.googleimages.com)
ACTION ITEM

• The audits show that there was a need for a resource to provide trusted image resource sites.
• Resource Aim: guide faculty to copyright compliant resources for lecture images.
• [http://libraryguides.neomed.edu/images](http://libraryguides.neomed.edu/images)
SELECTION CRITERIA

• Sites must include:
  – Images relevant to course content
  – Images with high quality and clarity
  – Images permissible to post to course management system

• The site's "Terms of Use" page includes verbiage like "Educational Use", "Non-Commercial", "Creative Commons", or "Public Domain"

• Currently 56 sites on directory
THE DIRECTORY

Library Guides at Northeast Ohio Medical University (NEOMED)

Images
A directory of permissible use image resources for NEOMED faculty, staff, and students

Last Updated: Jun 26, 2012
URL: http://libraryguides.neomed.edu/images

About This Guide
This guide is an image directory and image sites are arranged under four categories: General, Basic Sciences, Clinical Sciences, and Pharmacy.

For each resource, the library has included information to assist the user. This information includes a general summary about the site, a copyright summary, searching and/or downloading tips, and a suggested citation.

It is the ultimate responsibility of the user to ensure that he or she is using images from the resources properly and in adherence to the site's terms of use. This means that users should check the site's terms of use or copyright notices to ensure that uses are allowed.

What Do You Think?
Was this information helpful?
- Yes
- No
- Don't Know

How useful is this page?
(1 = Not Useful, 5 = Very Useful)

1 2 3 4 5

Additional comments:
THE DIRECTORY CONTINUED

• All categories include a list of institution-licensed image resources
• Basic Sciences and Clinical Medicine are further subdivided by specialty.
• Sample resources:
  – AccessMedicine
  – OhioLINK EJC
  – Wikimedia Commons
  – Flickr
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NEOMED Licensed Image Resources

All licensed resources are available for use by NEOMED faculty, staff, or students.

If you desire training to use any of these resources, please contact the library!

- AccessMedicine
  The resource has 20,000 plus audio files, diagnostic imaging, illustrations, photos, and video clips.
  Copyright Summary: AccessMedicine users may use slides and images associated with the site for personal and educational use only. Commercial use of the PowerPoint slides and images is prohibited.

General Image Resources

The resources in this list have the potential to include basic sciences images; however, they may also include images from other disciplines. Click the blue link to retrieve searching/downloading tips and recommended citations for each website.

- Creative Commons Search
  This is a search engine created by Creative Commons to find media with a Creative Commons License.
  Copyright Summary: The various media found should have a Creative Commons License. Check the licensing before using.

- Discovery Education’s Clip Art Gallery
  There are 1,000+ general black and white or colored clip art images, including some simple, medical images.
  Copyright Summary: The images are copyrighted, but the site allows users to download no more than 10 different images for use in non-revenue-producing uses as long as originals are unaltered and the Credit must read “Clip art licensed from the Clip Art Gallery on DiscoverySchool.com”

- Flickr
  The site has over 4 billion pictures.
  Copyright Summary: All images on the site are copyrighted. It is important to remember that images are uploaded by users who claim to the copyright, which means that it is essential to evaluate the images yourself. Make sure to use the advanced search feature to limit search results to Creative Commons materials.

- Google Advanced Image Search
• Sites meeting selection criteria are posted to the Library Guide
• Each site listing contains:
  – Description of resource
  – Summary of their "Terms of Use"
  – Citing Instruction
  – Search/Download Tips

Click for Citing Instruction & Search Tips
RESULTS

• The guide eases faculty's anxiety about copyright compliance by providing a resource directory
• The subject divisions give a quick link to usable resources
RESULTS – INCREASED COMPLIANCE

- Audits now include guide resources
- Audits illustrate improved resource citation
RESULTS – GUIDE STATISTICS

• Higher proportionate use of the General Image resources
• Specialty directories are being used to a lesser extent
• Potential Causes:
  – Faculty may have preferred sites
  – More intense use of textbook images, especially for basic science classes.

CONCLUSIONS

• The guide has been well received by the faculty
• Image resources and categories need continued development
• The guide significantly contributes to campus copyright compliance

Structure of Normal Skin, Armed Forces Institute of Pathology Electronic Fascicles. Public domain.
NEXT STEPS

• Further promotion of the Image Guide
• Continued guide development
  – Target additional subject areas for inclusion
  – Make resources available for new programs
  – Increase the depth of resources available
• Continue easing faculty's copyright fears through additional copyright education