

Picture This: Finding, acquiring, and citing great images

March 6, 2017

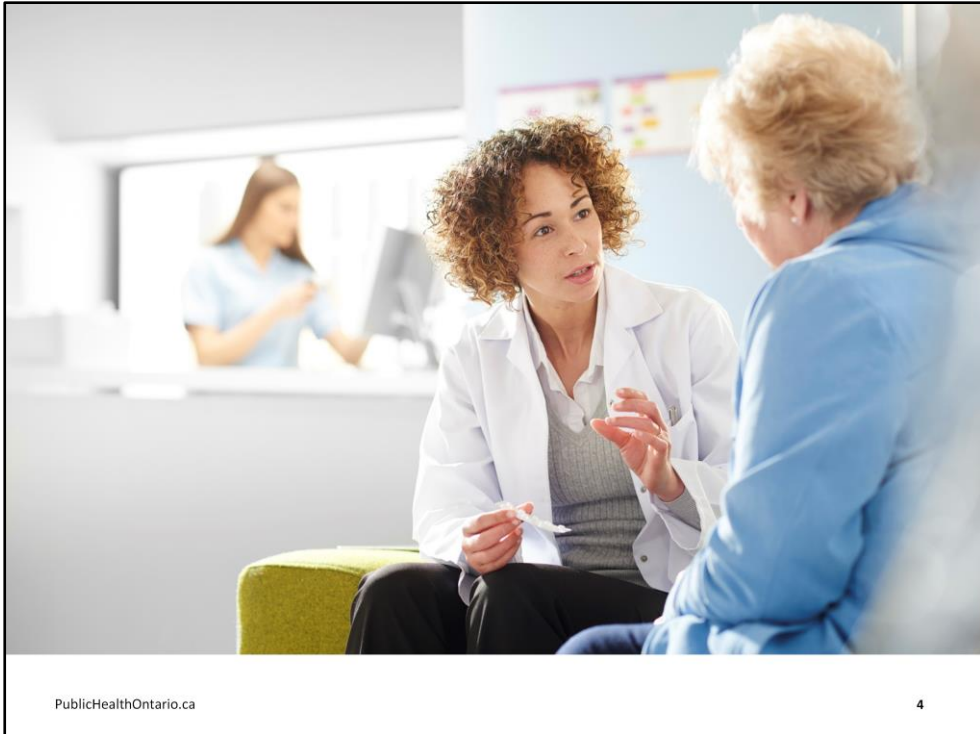
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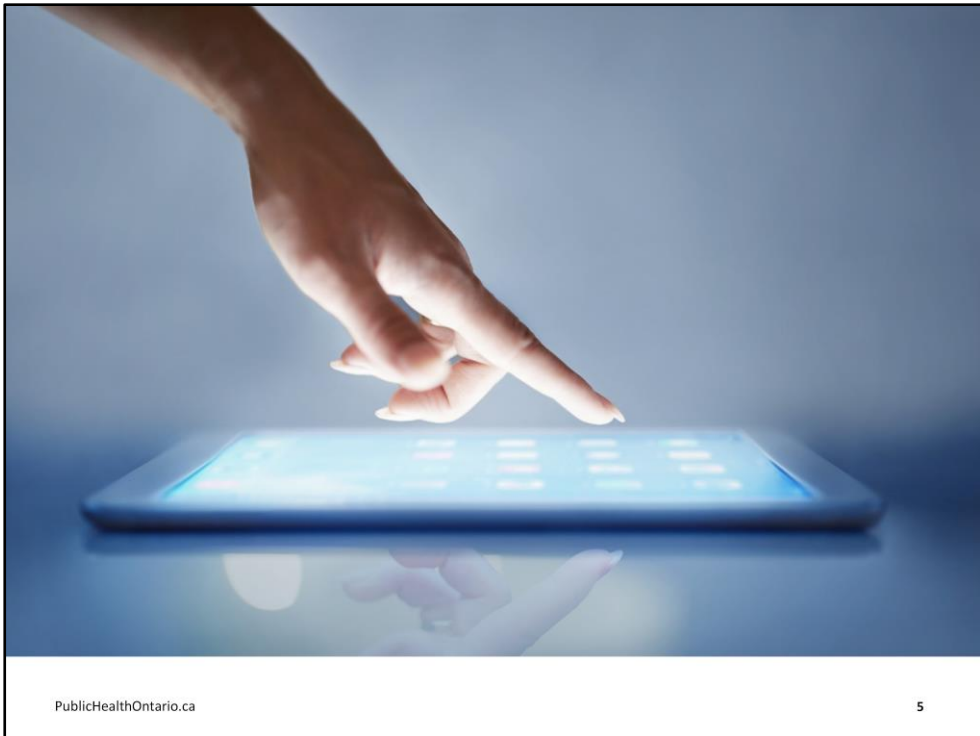
Outline

- Why imagery?
- Images: How to pick a great one
- Finding
- Acquiring
- Crediting
- Questions

WHY IMAGERY?



Images help us relate to content, help us become involved. They help us to see ourselves in the science, rather than standing on the outskirts.



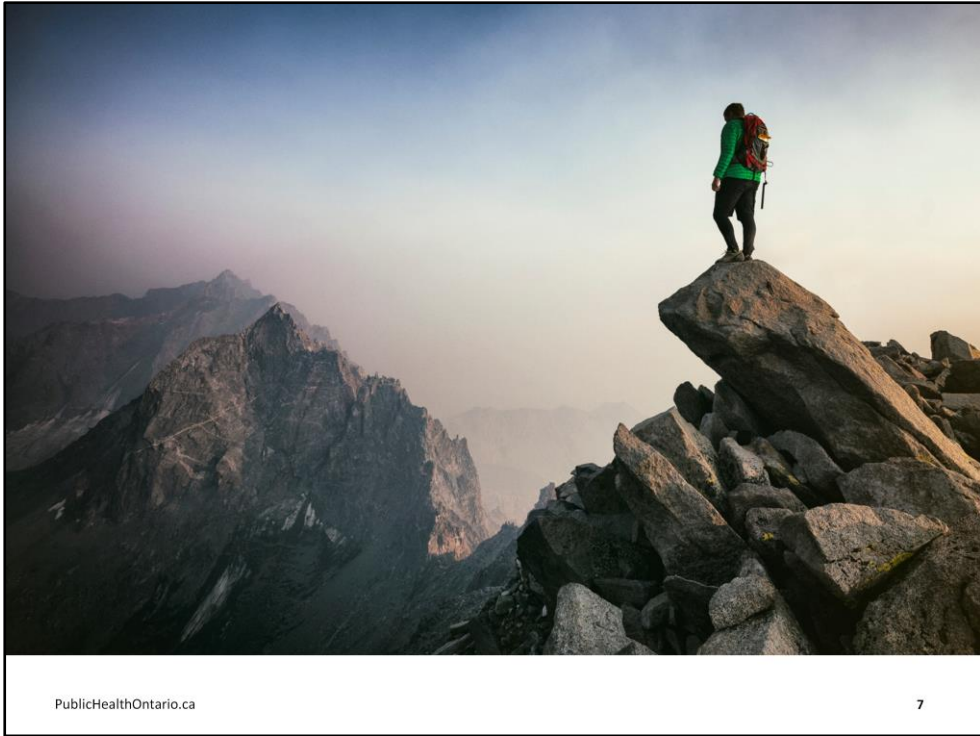
Why imagery? Because we are overloaded with information. On a daily basis (outside of work) we consume ~100,000 words per day...that's 5x as much as we did 30 years ago.



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One way to help ease the reading burden is with effective images. We process images at an alarming speed. When we see a picture, we analyze it very quickly, knowing the meaning and scenario within it immediately.

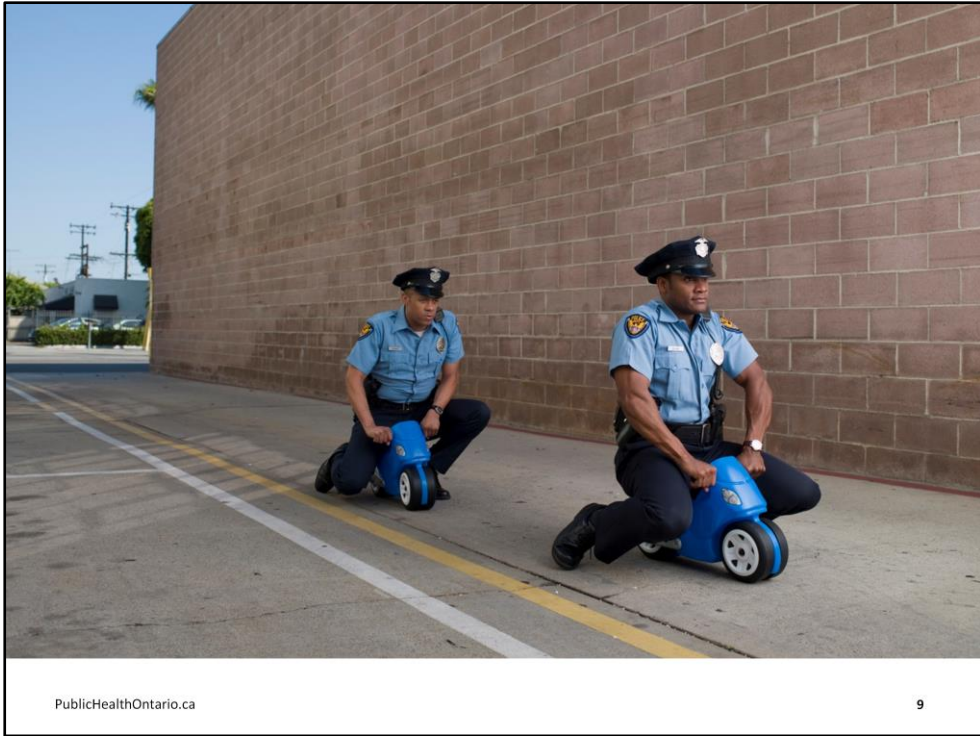


But I don't need to convince you all to use images...you're already here. You're all communicators and understand the importance of images.

IMAGES: HOW TO PICK A GREAT ONE

And now to the meat of my part of this talk....how to pick a great image. I will focus on stock images here in my examples but these guidelines are relevant to most images. Later, Sarah will talk more about other types of images that are quite specific...like reproducing a figure from a table.

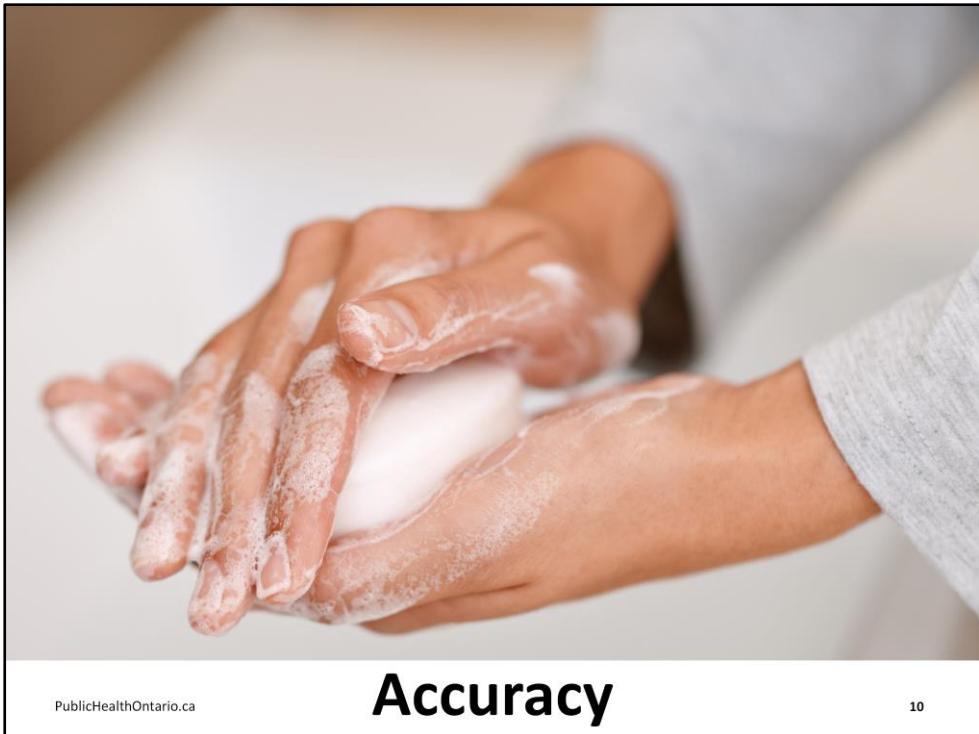
Another good reason to focus on stock images is...well...



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Because some stock images are just weird



The first thing, of course, as a scientific organization who values credibility, you want to ensure that your image is accurate. For example, for hand hygiene, this image depicting someone using bar soap would be less than ideal. Or, if you're going to use an image of a cell, you'll be wanting to ensure it is the right one.



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Composition

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The next thing to consider is composition. You are generally looking for a captivating image.



Something that looks modern, clean, and preferably colourful. Think about finding something that you might see in a magazine.

The article linked from this slide does a great job of explaining some rules for composition. From the rule of thirds to leading lines this covers the basics of this often intangible concept.



Authenticity is where we stumble most often in stock photography...because, again, sometimes stock photos are weird. If you're going to show people, ask yourself "Does what's happening in this photo look realistic?"



In public health, we work hard to represent diversity. Diversity is many things...geographic, cultural, gender, age, body type, ability...and likely many more that I'm not considering. However, you will be very hard pressed to find all of these things in one image. So, if you're only using one image, let yourself off the hook.

Remember, over-representation is obvious and does not always give the result you want. A 2013 study showed that, when presented with promotional materials for a university, white students responded positively to images with an over-representation of Asian students while Asian students showed a far less favorable response as they were frustrated by the inaccurately rosy picture it painted. This study is not alone in its findings.

Conversely, oftentimes the image you are using is for a campaign focused on a specific community, group, or population. In these cases, images that showcase this population are your best approach as studies show the increased impact of marketing that you "see yourself in". In these cases, using authentic images of people from the community can be the best approach. What's more representative than that? In fact, in another university, they got in hot water for using images of real students across their website. However, on the page about diversity...and only on this page...they used a stock photo. Food for thought.



Now that we've talked about all of these fun things let's talk about some don'ts.

Clip art is not cool. It generally looks a bit cheap and does not align with the professional and modern image you are trying to set.

Image quality is important. Be sure that images are sharp and in appropriate resolution and always be sure to hold shift when scaling a photo...please...please...

FINDING

- Stock photos
- How to identify images that are freely available and reproducible
- How to identify images that are free but require permission to be re-used
- How to identify images that require permission and may incur costs to use

Public Health Ontario | Santé publique Ontario
PARTNERS FOR HEALTH | PARTENAIRES POUR LA SANTÉ

Stock photos

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PHO uses Getty Images to supply our stock images.

They have a bank of hundreds of thousands of images and, in most cases, you'll be able to easily find something that suits your purposes. Also, while I've focused mostly on photos in this presentation they have a wide selection of illustrations as well.

Each health unit likely has their own approach to stock photography.

Freely available and reproducible

- Warning about Google Images and Wikipedia
 - Not sources of images, but search tools
 - Being on the Internet or retrieved through Google Images doesn't indicate anything about the copyright or license of the image
 - If you're using Google Image, try using the advanced search settings to filter by usage rights but users must confirm terms with source
- CDC's [Public Health Image Library \(PHIL\)](#)
 - Most images are public domain; copyrighted images are clearly marked
- Tables and figures from open access journals
- Free images still require attribution!

Beyond stock images and any images owned by your organization, you might want to use images from other sources – specifically, if your work calls for technical or scientific images such as figures, tables, or illustrations of viruses or public health practice

This section is going to help you identify the usage restrictions on such images. We'll start with images that are freely available and are licensed for reproduction in your presentation or report.

You'll see we're opening with a caveat about Google Images – we'll sometimes hear that someone got an image “from Google Images,” but of course, all that tells us is that the image is on the Internet. Whenever you're looking at images online, make sure to click through the actual source website, because that's where you'll find information about the image. That's not to say to never use Google Images – I've listed here a reminder that you can try filtering by usage rights (only searching for images that are licensed for re-use), although you'll still need to click through to the original image and confirm that.

I'm going to discuss a few common sources of freely available technical images; we're definitely going to have some time at the end if you have any other specific sources you'd like to discuss.

The Public Health Image Library, maintained by the CDC, is a great source for highly specific images that might be too specific to find through a stock image service (the interactive version of the most recent Reportable Disease Trends in Ontario uses images from this library).

Most OA journals license their content to be reused, so we'll look at those as well.

Attribution, or source statements, are required for all images that you don't own; similar to references for text

Freely available and reproducible

- CDC's [Public Health Image Library \(PHIL\)](#) image of [measles virus](#)

Copyright Restrictions:	None - This image is in the public domain and thus free of any copyright restrictions. As a matter of courtesy we request that the content provider be credited and notified in any public or private usage of this image.
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Example of statement indicating that the content can be used for free and without permission – it's all about checking the terms for your specific image; this image of the measles virus is clearly labelled.

Freely available and reproducible

- Figure from an [article published in BMC Public Health](#)

This article is distributed under the terms of the Creative Commons Attribution 4.0 International License (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made.

Another example of statement indicating that the content can be used for free and without permission – this OA article is published with this statement.

Requires permission

- Figure from WHO report [Population-based approaches to childhood obesity prevention](#)

Requests for permission to reproduce or translate WHO publications – whether for sale or for non-commercial distribution – should be addressed to WHO Press through the WHO web site (www.who.int/about/licensing/copyright_form/en/index.html)

- Table from Toronto Public Health report [Active city: designing for health](#)
 - No copyright or license or permission statement on report

The next category we'll talk about is images that might be free to use, but require permission. The last two examples had statements proactively giving permission.

The WHO encourages re-use of their work, but they do require you to ask first – you'll see a statement such this one on a report.

If no information about licensing or permissions is provided, as in the TPH example, you'll need to seek permission directly from the publisher.

Unless there is an explicit statement about the terms of use, assume that permission is required

Don't assume that government documents don't require permission!

Requires permission and incurs costs

- Example of statement indicating that the content requires you to seek permission and likely pay for re-use
- Figure from an [article published in Clinical Infectious Diseases](#)

Requests Permissions

- Brings user to [Rightslink](#)
- Table from an [article published in Science of the Total Environment](#)

Get rights and content

- Brings user to [Rightslink](#)

Now we'll move on to the type of image with the most barriers to use – images that you'll need permission to use, as well as pay to do so – these are images that are generally published by commercial publishers, such as those published proprietary access journals.

In these two examples, we've got articles published in different journals by different publishers - they use different wording, but both including phrasing that indicate how to go about reusing the content. Both links will bring you to Rightslink, an online permissioning system

There are other similar platforms, but Rightslink is the most common and they all work the same; we'll cover more about how to use Rightslink next, but for now just note that these sorts of links are clues to what sort of image rights you're looking at here – if there's a link this this to request permission or rights, that's a signal that the content isn't licensed for use the way that OA article was; and since we're talking about commercial publishers here, rather than a non-profit like the WHO, they'll likely charge a fee.

ACQUIRING

- How to use freely available images
- How to request permission to use images
- How to request a quote for using an image

Freely available and reproducible

- Read the fine print and follow their restrictions
- CDC's [Public Health Image Library \(PHIL\)](#) image of [measles virus](#):
 - Free to use; follow their request to notify the content creator
- Figure from an [article published in BMC Public Health](#)
 - Free to use; follow their instructions to “give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made”

This is the simple one - if you've already identified that the image can be used for free and without additional permission, you don't have much in the way of next steps for acquiring the image!

Just make sure that you respect any restrictions – that CDC image requests that you notify them of use; the article request that you provide a link to the license

Requires permission

- Figure from WHO report [Population-based approaches to childhood obesity prevention](#)
 - Use form at http://www.who.int/about/licensing/copyright_form/en/
- Table from Toronto Public Health report [Active city: designing for health](#)
 - Send an email outlining your request

For permission seeking, our WHO example directed us to a permission form – the user of the image should be the one to complete the form and manage the image’s usage, but your library services can help if you’re unsure how to complete some fields in a form like this, if they provide copyright advice.

When no information about a form is provided, just send them an email. You might see a specific contact provided, but if not, write to a Communication department, or a general organizational email – if you know someone involved in the report, feel free to reach out to them to identify the right person to contact, but it’s rare that the author, or program area, is in a position to grant that sort of permission.

Requires permission

- Consider seeking permission as part of network building and knowledge dissemination – many of the people you’ll be contacting might be stakeholders, researchers, and colleagues, who are happy to hear that their work is useful and in-demand
- Permission does not have to be extremely formal or full of legal terminology – an email outlining your intended usage, and their affirmative response, is sufficient

I don't want permission seeking to seem daunting – it can be a really positive interaction with others in the field! Asking to reuse someone's work is a compliment.

Example of a permission-seeking email

- I'm writing from Public Health Ontario, where we're working on a report on the built environment. We've found the Toronto Public Health report [Active city: designing for health](#) very useful, and are hoping we can incorporate one of your tables into our upcoming report.
- We're seeking your permission to reprint Table 2: Per cent Torontonians Moderately Active or Active During Leisure Time by Age (p.4); we would of course provide credit to the TPH report.
- Public Health Ontario is a non-commercial, non-profit, provincial agency. We would not be charging for our upcoming report, which will be posted on our website. Our intended audience for this report is public health researchers and practitioners.
- Please let me know if you have any questions, and thank you for considering our request.

This example refers to PHO as the requestor, but the main points would be the same from your own organization – what you're requesting to reuse; how you intend to reuse it; that you're not going to be making any money off of them.

If you're not sure where to send such a request, again, your library staff may help, but general email accounts and communications contacts are good bets

Who to ask for permission to use copyrighted content

- Don't assume the author holds the copyright - typically, the publisher owns the copyright
 - Example: American Journal of Public Health's permissions page states:
 - "Material published in the *American Journal of Public Health* and APHA Publications is covered by copyright held by the American Public Health Association (APHA) and may not be reproduced, distributed, displayed, republished, or transmitted in any form or by any means without the prior written permission of APHA."
 - "AJPH and APHA authors may use their own works in books and journal articles they are authoring or editing at no charge. AJPH authors may also reproduce their own published articles in their theses or dissertations at no charge. APHA must be acknowledged as the copyright holder in all instances, and a full citation line must be given. Authors must formally request permission from APHA prior to using their own material"

American Journal of Public Health [homepage on the Internet]. Washington: American Public Health Association; c2012. How to obtain permission; 2012. Available from: <http://ajph.aphapublications.org/page/permissions.html>

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I mentioned earlier that you'd generally want to speak to a Communications department or similar in these situations.

An author generally retains intellectual property rights, but it's the publisher who holds copyright in most situations – either the organization they work for, or, in the case of journal articles, the journal publisher.

This excerpt from the AJPH's permission page lays this out – they're advising that even authors of the material need to ask permission to re-use their own material (although they graciously are willing to waive charges to do so).

Who to ask for permission to use copyrighted content

- Examine the source for a copyright statement
- Copyright statements can be lengthy, or as simple as “© Copyright holder name, Year”
- For e-journals and e-books, there is generally a statement on each page
- For print journals and books, the copyright statement is generally found on the front inside page
- The copyright statement for a website can generally be found at the bottom of each web page
- For images and videos, look for terms such as “license” or “creator” in addition to copyright
- The copyright statement for government documents generally appears on the front inside page

Regardless of whether it's a journal article, web page, or report, you'll likely find information on who to direct your request to in a copyright statement

Requires permission and incurs costs

- Table from an [article published in Clinical Infectious Diseases](#)
- Table from an [article published in Science of the Total Environment](#)
 - Both publishers (and many more) are using [Rightslink](#) to manage permissions

I promised earlier we'd discuss more specifics about Rightslink, the online permissioning system used by some journal publishers:

When you click through these links, you'll be brought the Rightslink page. Again, library support could be available to help you navigate a Rightslink request, but wouldn't actually be responsible for placing the request – it's important that the user of the image manage the image, as they are ultimately responsible for describing their usage and following any restrictions.



Title: Persistent Organic Pollutants in sediment and fish in the River Thames Catchment (UK)
Author: Qiong Lu, Monika D. Jürgens, Andrew C. Johnson, Carola Graf, Andy Sweetman, John Crosse, Paul Whitehead
Publication: Science of The Total Environment
Publisher: Elsevier
Date: 15 January 2017
 © 2016 Elsevier B.V. All rights reserved.

LOGIN
 If you're a copyright.com user, you can login to Rightslink using your copyright.com credentials. Already a Rightslink user or want to learn more?

Rightslink

- Use the online form to generate an estimate
- Create an account to proceed and purchase rights
- Retain your records and follow any restrictions

Quick Price Estimate

I would like to... [?](#)

My billing country is... [?](#)

I am a/an... [?](#)

I would like to use... [?](#)

My number of figures/tables/illustrations... [?](#)

My format is... [?](#)

I am the author of this Elsevier article... [?](#)

I will be translating... [?](#)

My currency is... [?](#)

Quick Price

reuse in a government report

Canada

non-commercial company (non-profit)

figures/tables/illustrations

1

electronic

No

No

CAD - \$

This service provides permission for reuse only. If you do not have a copy of the content, you may be able to purchase a copy using Rightslink as an additional transaction. Simply select 'I would like to...' 'Purchase this content'.

Unclear about [sub](#) you are?

QUICK PRICE **CONTINUE**

Example of a Rightslink request page – you can get a quick quote without signing in; you'll create an account or sign in if you go ahead with the purchase.

CITING

- Source statements for freely available images
- Source and permission statements for images you've obtained permission to use

As I mentioned early, all images (unless you've purchased them outright) need an attribution statement – that would be “Source: reference”. If it is used under a license, you then add that info; if used with permission (either free or cost), add that info.

I'm going to use the style we follow at PHO in my references examples – your health unit's style is likely the same or similar, but reach out to your library if you aren't sure.

Freely available and reproducible

- CDC's [Public Health Image Library \(PHIL\)](#) image of [measles virus](#)

Source: Measles. CDC #1070. CDC/Cynthia S. Goldsmith; William Bellini, Ph.D. Available from: <http://phil.cdc.gov/phil/details.asp?pid=10707>

- Figure from an [article published in BMC Public Health](#)

Source: Westgarth C, Knuiman M, Christian HE. Understanding how dogs encourage and motivate walking: cross-sectional findings from RESIDE. BMC Public Health. 2016;16(1):1019. Fig. 2, Findings from multivariable models of factors associated with encouragement and motivation provided by dogs for walking in the RESIDE dataset. Available from: <http://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-016-3660-2>. [Creative Commons Attribution 4.0 International License](#)

Example of statement indicating that the content can be used for free and without permission

You would put this directly below your image in most cases, although you can be flexible as long as the statement is transparent (again, the interactive version of the Reportable Disease Trends in Ontario report is a good example here – because their format allowed for more options, they created an interactive image credits listing)

Requires permission

- Examples only! Assuming permission is granted, follow any specific request made for how to provide attribution
- Figure from WHO report [Population-based approaches to childhood obesity prevention](#)

Source: World Health Organization. Population-based approaches to childhood obesity prevention. Geneva: World Health Organization; 2012. Figure 1, Schematic model demonstrating the framework for implementation of DPAS at Member State level. p. 14. Available from: http://apps.who.int/iris/bitstream/10665/80149/1/9789241504782_eng.pdf?ua=1. Used with permission.

I haven't actually placed any permission requests, so these are examples only, but for something where you've received permission, you'd follow the same principles as for freely available image – your source statement, followed by the statement “used with permission”

If the copyright holder has made any conditions to their permission, you'd honour those requests

Requires permission

- Examples only! Assuming permission is granted, follow any specific request made for how to provide attribution
- Table from Toronto Public Health report [Active city: designing for health](#)

Source: Toronto Public Health, City of Toronto Planning, City of Toronto Transportation Services, Gladki Planning Associates. Active city: designing for health [Internet]. Toronto, ON: City of Toronto; 2014 [cited 2016 Oct 27]. Table 2, Per cent Torontonians moderately active or active during leisure time by age. p. 4. Available from: <http://www.toronto.ca/legdocs/mmis/2014/hl/bgrd/backgroundfile-69334.pdf>. Used with permission.

Another example

Requires permission and incurs costs

- Examples only! Assuming permission is granted, follow any specific request made for how to provide attribution
- Figure from an [article published in Clinical Infectious Diseases](#)

Source: Noho-Konteh F, Adetifa JU, Cox M, Hossin S, Reynolds J, Le MT, et al. Sex-differential non-vaccine-specific immunological effects of diphtheria-tetanus-pertussis and measles vaccination. Clin Infect Dis. 2016;63(9):1213-26. Figure 1, Participant numbers and dropouts. p. 1215. Used with permission.

Same principle for when the permission has been purchased - just a citation with a permission statement added, and you'll follow any restrictions or conditions.

Another reminder here that the user of the image is responsible for managing usage, so you'll speak to your manager about payment, and your team ought to all be aware of any restrictions on use

Requires permission and incurs costs

- Examples only! Assuming permission is granted, follow any specific request made for how to provide attribution
- Table from an [article published in Science of the Total Environment](#)

Source: Lu Q, Jürgens MD, Johnson AC, Graf C, Sweetman A, Crosse J, et al. Persistent organic pollutants in sediment and fish in the River Thames Catchment (UK). *Sci Total Environ*. 2016;576:78-84. Table 1, Concentrations of HCB, PCBs and PBDEs in fish (roach) and sediment samples from the River Thames and its tributaries. p. 82. Used with permission.

Another example

Permission vs. referencing of non-original content

- The following content types may be used **without permission** if **properly referenced**:
 - Text-based content (paraphrased or in quotation marks) which constitutes <10% of the complete work
 - Content which bears an explicit statement from the copyright holder granting free reproduction/use of the content (e.g. creative commons)
- Unless explicitly stated otherwise in the terms of use, the following content requires **both a reference and permission**:
 - Images
 - Tables & Figures from journal articles or other presentations
 - Music
 - Videos

Just a note about referencing and copyright more generally – I'd like to stress that a work is copyrighted as soon as you produce it; don't need the copyright symbol (it's already implied)

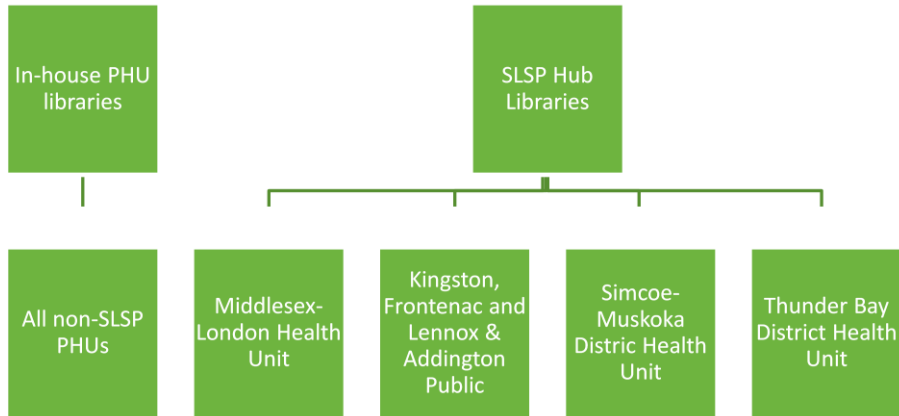
If you do not want to seek permission or pay for rights, you cannot reproduce the material, but you can describe it and provide a reference!

Different mediums don't have different rules – cartoons, for example, are either licensed for reuse or not, just like tables from academic journal articles. The Dilbert creator wants to get paid; a science blogger who creates cartoons might have a creative commons license.

Remember, finding something like a Dilbert cartoon on a random website that doesn't list fees doesn't mean you've found a free cartoon, it means you've found someone infringing copyright

Same applies to YouTube – if you'd like to use a video posted by the Saskatoon Health Region, just ask! They'll probably be thrilled. If you'd like to use a movie trailer, posted by a random account, getting their permission (if you can contact them) doesn't count – you need the copyright owner, who will probably want to get paid.

Library services for public health units



A few times throughout this presentation, I've encouraged you to connect with your library staff to see if copyright and related support is available, I wanted to include this reminder that all public health units staff across the province now have access to library services.

7 public health units have in-house libraries, and a further 4 have in-house libraries that also provide service to the remaining public health units the Shared Library Services Partnership (SLSP). Copyright advice and image use guidance is provided by SLSP libraries.

Library services for public health units

Middlesex- London Health Unit

library@mlhu.on.ca

- Chatham-Kent Health Unit
- Elgin St. Thomas Public Health Unit
- Haldimand Norfolk Health Unit
- Lambton Public Health
- Niagara Region Public Health
- Windsor-Essex County Health Unit

Library services for public health units

Kingston,
Frontenac
& Addington
Public
Health

library@kflapublichealth.ca

- Eastern Ontario Health Unit
- Leeds, Grenville and Lanark District Health Unit
- Ottawa Public Health
- Hastings and Prince Edward Counties Health Unit

Library services for public health units

Simcoe- Muskoka District Health Unit

hublibrary@smduh.org

- Brant County Health Unit
- Grey Bruce Health Unit
- Haliburton, Kawartha, Pine Ridge District Health Unit
- Huron County Health Unit
- Oxford County Public Health & Emergency Services
- Peterborough Public Health
- Perth District Health Unit

Library services for public health units

Thunder Bay District Health Unit

dlibrary@tbdhu.com

- Algoma Public Health Unit
- North Bay Parry Sound District Health Unit
- Northwestern Health Unit
- Porcupine Health Unit
- Renfrew County and District Health Unit
- Sudbury & District Health Unit
- Timiskaming Health Unit

Library services for public health units

All other PHUs have in-house libraries!

- Durham Region Health Department
- Halton Region Health Department
- Hamilton Public Health Services
- Peel Public Health
- Toronto Public Health
- Region of Waterloo, Public Health
- Wellington-Dufferin-Guelph Health Unit
- York Region Public Health Services

Questions

