Picture This! Teaching Ethical Use of Health Sciences Images

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Project Genesis

- Hardin MD (medical image project) retired in June 2017
  - Brain child of Eric Rumsey, Librarian Emeritus
- Existing images LibGuide in need of updates
- Teaching Hardin Open Workshop (HOW): Finding Health Sciences Images

*Kidney* by NIH Image Gallery (Tom Deerinck and Mark Ellisman, National Center for Microscopy and Imaging Research) is licensed under CC BY-NC 2.0
Project Goals

- Repository of sources of health sciences images
- Educate about copyright, Creative Commons licensing, & public domain
- Help users make informed decisions about images—varying copyright status & context
- Expertise of Scholarly Communications Librarian

"Filamentous Ebola virus particles budding from a chronically-infected VERO E6 cell" from CDC [PHIL](#17768) by National Institute of Allergy and Infectious Diseases (NIAID) is in the public domain
Let’s Take a Tour!

Images in the Health Sciences guide: http://guides.lib.uiowa.edu/hsimages
Process & Feedback

Process Key Points
- Expanding knowledge of ©, CC, & publicity & privacy rights
- Modeling appropriate credit lines
- Fun with HTML & LibGuides 2.0
- Creative Commons complications

Teaching HOW Session
- Guide better than a handout or slides
- Positive feedback from attendees
  - Likely or very likely to refer to guide in future
  - Think guide is likely to be useful or very useful in future
- Still using slides for short copyright primer
Creative Commons Complications

- Digging into the CC legal codes
- International (unported) versus ported
- Using works with SA license
- ALA Scholcomm email list input
- Collection versus derivative
- License layers content on guide
Next Steps

- Accessibility—image alt text, video transcripts
- Basics of copyright tutorial
- Creative Commons certification
Questions

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