Picture This! Teaching Ethical Use of Health Sciences Images

Heather Healy  
*University of Iowa*

Mahrya Carncross  
*University of Iowa*

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Picture This! Teaching Ethical Use of Health Sciences Images

Heather Healy, MA, MLS  Clinical Education Librarian
Hardin Library for the Health Sciences, University of Iowa Libraries

Mahrya Carncross, MLIS  Scholarly Communications Librarian
University of Iowa Libraries
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 [image](#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

“Golden mitochondria” (image cropped) by NIH Image Gallery (Torsten Wittmann, University of San Francisco) is licensed under CC BY-NC 2.0
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

Heather Healy
heather-healy@uiowa.edu

Mahrya Carncross
mahrya-carncross@uiowa.edu