Using Digital Images

Where do you find them and what's legal?
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Digital Images

- Used to enhance meaning, communicate ideas
- There are intellectual property restrictions
- Some rights for educators, depending on use
- Ethical considerations

PLEASE DON'T STEAL MY STUFF

http://www.flickr.com/photos/no3rdw/3664187720/   http://www.flickr.com/photos/uncleweed/187685328/
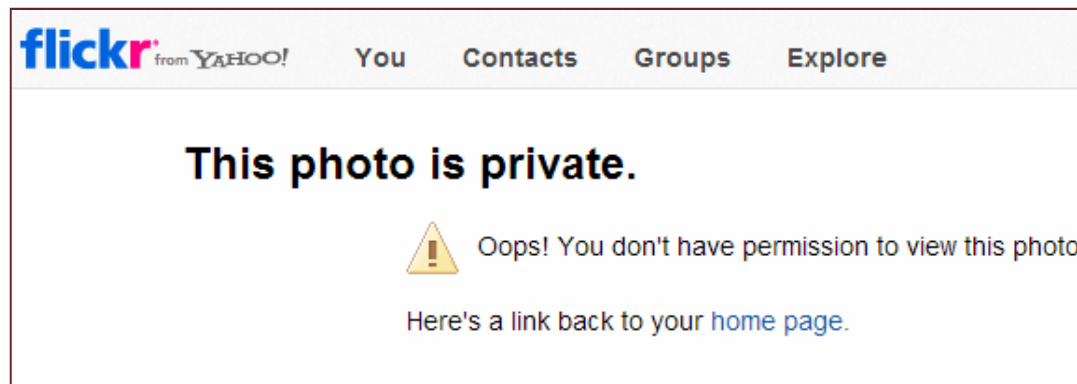
Copyright Act of 1976

- Copyright Act of 1976 does not require the creator to register or renew copyright
  - "Section 106 of the 1976 Copyright Act generally gives the owner of copyright the exclusive right to do and to authorize others to do the following" (*Copyright Basics* , US Copyright Office):
    - To **reproduce** the work
    - To **prepare derivative** works
    - To **distribute** copies of the work
    - To **perform** the work publicly
    - To **display** the work publicly

Educational Fair Use Guidelines

- Fair Use: http://regulations.utah.edu/research/7-013.php
  - "A fair use is any copying of copyrighted material done for a limited and "transformative" purpose, such as to comment upon, criticize, or parody a copyrighted work."
  (http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/chapter9/index.html)
  - Fair Use Evaluator -
  http://librarycopyright.net/resources/fairuse/index.php

- Consider where your presentations might be posted
  - When in doubt, leave it out!

Public Domain or Creative Commons

- **Public Domain** – images not protected by intellectual property laws

- **Creative Commons** – images protected by copyright laws, but licensed for use by others
  - http://creativecommons.org/
  - Various types of licenses, allowing varying levels of use

- **Ethical Responsibility** – Determine license restrictions, credit your sources
  The general rule is that you can't use a copyrighted work without express authorization from the owner.

Where to Find PD or CC Images

Some suggestions

- **Creative Commons Search** - http://search.creativecommons.org/
  - Searches many sites for images that have Creative Commons licenses
  - All subject areas
  - Not necessarily public domain
  - Allows you to check the license restrictions in most cases

CDC Department of Health and Human Services
Centers for Disease Control and Prevention

- **Public Health Image Library (PHIL)**
  Centers for Disease Control and Prevention (CDC)
  http://phil.cdc.gov/Phil/home.asp

  – An organized, universal electronic gateway to CDC's pictures

  – Available for use in reference, teaching, presentation, and public health messages

  – Recommended acknowledgement: "Courtesy: CDC PHIL"

U.S. National Library of Medicine
National Institutes of Health

- Visible Human Project
  http://www.nlm.nih.gov/research/visible/visible_human.html
  - Many image tools

- Historical Anatomies on the Web
  http://www.nlm.nih.gov/exhibition/historicalanatomies/

  - Provides access to high quality images from important anatomical atlases in the National Library of Medicine collections
  - All of the scanned works are in the public domain.
  - Include the credit line "Courtesy of the National Library of Medicine."

- Images from the History of Medicine (IHM)
  http://ihm.nlm.nih.gov/luna/servlet/view/all

  - access to over 70,000 images

- **Health Education Assets Library (HEAL)**
  http://library.med.utah.edu/heal/
  - A collection of 22,000+ freely available digital materials for health sciences education.
  - Now housed at the University of Utah J. Willard Marriott Digital Library
  - Browse or search the collection

- *OPENi (beta)*
  http://openi.nlm.nih.gov/
  - Retrieves text and images from full text collections such as PubMed Central.gov/index.php
  - "Open-i lets users retrieve not only the MEDLINE citation information, but also the outcome statements in the article and the most relevant figure from it. Further, it is possible to use the figure as a query component to find other relevant images or other visually similar images. Future stages aim to provide image region-of-interest (ROI) based querying. The initial number of images is projected to be a round 600,000 and will scale to millions. "

    http://openi.nlm.nih.gov/about.php

  - **Not necessarily available for free use.**

National Eye Institute *Research Today...Vision Tomorrow*

- **NEI Photos and Images**
  http://www.nei.nih.gov/photo/
  - Not copyrighted, not intended for commercial use
  - Unless otherwise noted, in the public domain
  - May be freely distributed and copied
  - Requested that the National Eye Institute be given an appropriate acknowledgement: "Courtesy: National Eye Institute, National Institutes of Health (NEI/NIH)."
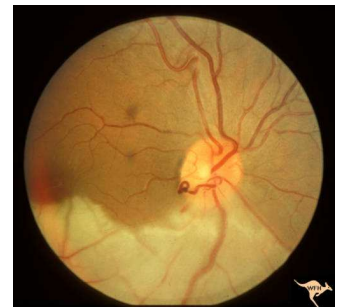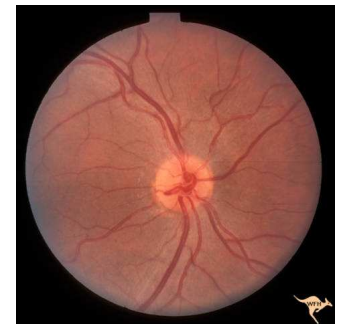
http://www.nei.nih.gov/tools/policies.asp#copyright

The Neuro-Ophthalmology Virtual Education Library

A discipline specific, open access repository of digital materials (images, video, lectures, articles and animations), to be used for educational and research purposes by health care professionals, educators, patients, and students.

- **Neuro-Ophthalmology Virtual Education Library (NOVEL)**
  http://novel.utah.edu/
  - A discipline specific, open access repository of digital materials
  - Can be used for non-profit educational and research purposes

- **Pathology Education Instructional Resource (PEIR)**
  University of Alabama
  http://peir2.path.uab.edu/pdl/dbra.cgi?uid=default&view_search=1

  – PEIR Digital Library is a collection of over 40,000 images

  – Access is unrestricted. The use of images is limited to non-profit educational activities

  – PEIR Digital Library is a public access resource designed for use in developing medical education applications.

Other Public Domain Images Sites

- ## Wikimedia Commons
  http://commons.wikimedia.org/wiki/Main_page
  - a database of 16,702,656 freely usable media files to which anyone can contribute

- ## Clker.com
  http://www.clker.com/
  - Public Domain clip art

- ## Public Domain Pictures
  http://www.publicdomainpictures.net/

- ## Public domain images
  http://www.public-domain-image.com/

- ## US Government Photos and Images
  http://www.usa.gov/Topics/Graphics.shtml
  - Some of these photos are in the public domain or U.S. government works and may be used without permission or fee.
  - Some images may be protected by license or copyright. Read the disclaimers on each site.

Questions?

References

- Copyright Fair Use and How it Works for Online Images.
  http://www.socialmediaexaminer.com/copyright-fair-use-and-how-it-works-for-online-images/
- Finding Public Domain Images for Multimedia Projects
  http://edtechteacher.org/index.php/teaching-technology/research-writing/63-public-images
- Image is Everything: Finding and Using Medical Images on the Web
  http://liblog.mayo.edu/2009/03/04/image-is-everything-finding-and-using-medical-images-on-the-web/
- Public Domain Images for your Media Projects
  http://www.pdimages.com/
- Finding and Using Images from the Web
  http://www.techsoup.org/support/articles-and-how-tos/finding-and-using-images-from-the-web
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- Copyright Overview and Resources, Marriott Library
  http://www.lib.utah.edu/research/copyright.php
- Fair Use Evaluator Tool
  http://librarycopyright.net/resources/fairuse/
- Commons: Copyright rules by subject matter
  http://commons.wikimedia.org/wiki/Commons:Copyright_rules_by_subject_matter