

Summary of Image Survey Results:

Administered spring, 2010: Received 24/55 responses from UC Irvine Reference Staff

- Findings from qualitative data:
 - Library Staff need training and practice in describing images
 - Library Staff need training on how to manipulate (resize images), some review on image formats, and best practices for use and re-use of images
 - Librarians want more training on using images and copyright, and want to know where to go when they have copyright questions
 - Librarians want more practice/training in dealing with image reference scenarios. Librarians want a better understanding of where to look for images and how they are indexed. Librarians also want a clearer idea of knowing when an image resource is available and when a student might need to try a different route.
 - Librarians want more training on identifying image source citations, and image citation guidelines
 - Librarians want training on finding graphs and other visualizations of data.
 - Librarians that do not work with images often want video tutorials that can quickly bring them up to speed on the basics of image based research.
 - No one librarian from survey pool answered the image reference question about finding historical ads the same way, every librarian has their own preferred route for answering image reference questions.

- Findings from quantitative data:
 - Librarians have mixed levels of skill sets and knowledge when it comes to image based research.
 - 70% responders recognized that ARTstor downloads images in the jpg format
 - 91% recognized that if an image will not load into Powerpoint, it is because the resolution is too high.
 - The following breakdown represents the percent of librarians who selected the named skill as most important skill needed when helping students with image based research:
 - 4% answered Web Design/Photoshop Skills
 - 25% answered knowing the basic functions of ARTstor
 - 21% answered the ability to evaluate visual information
 - 79% answered knowing where to look for images
 - 46% answered knowledge of copyright and fair use policy
 - In the write in section, responders listed the following skills as being most important in helping patrons with imag-based research:
 - Knowledge of the tools for depositing, organizing, and presenting images

- Patience to do a lot of searching and looking and working closely with others
- 25% of librarians surveyed strongly agreed that they were confident in their ability to create and manage digital images
- 46% of librarians surveyed recognized that PowerPoint, OIV, and Keynote are presentation tools that work with different operating systems
- Responders listed the following as examples of how their liaison departments are using images in research:
 - Historical evidence,
 - Cultural artifact
 - Marketing
 - Presentations
 - Publishing
 - Primary sources
 - Manufactured surfaces (thin films, nano-manufactured surfaces, microarrays)
 - Visual anthropology
 - Ethnography sociology of art
 - Data visualization
 - Underutilized because of the learning curve
 - Weimar Republic and Bauhaus images for Humanities Core and German Classes
 - Religious Images
- The survey asked for librarians to indicate to what degree they felt confident finding images in the following tools:
 - 61% feel confident finding images in ARTstor
 - 25% feel confident using images in Google Images
 - 52% feel confident finding images in the Associated Press Image Archive
 - 21% feel confident finding images in Flickr