

Identifying and referencing images



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This resource provides information about:

-How to identify images from the
internet using
Creative Commons

-How to reference images
appropriately

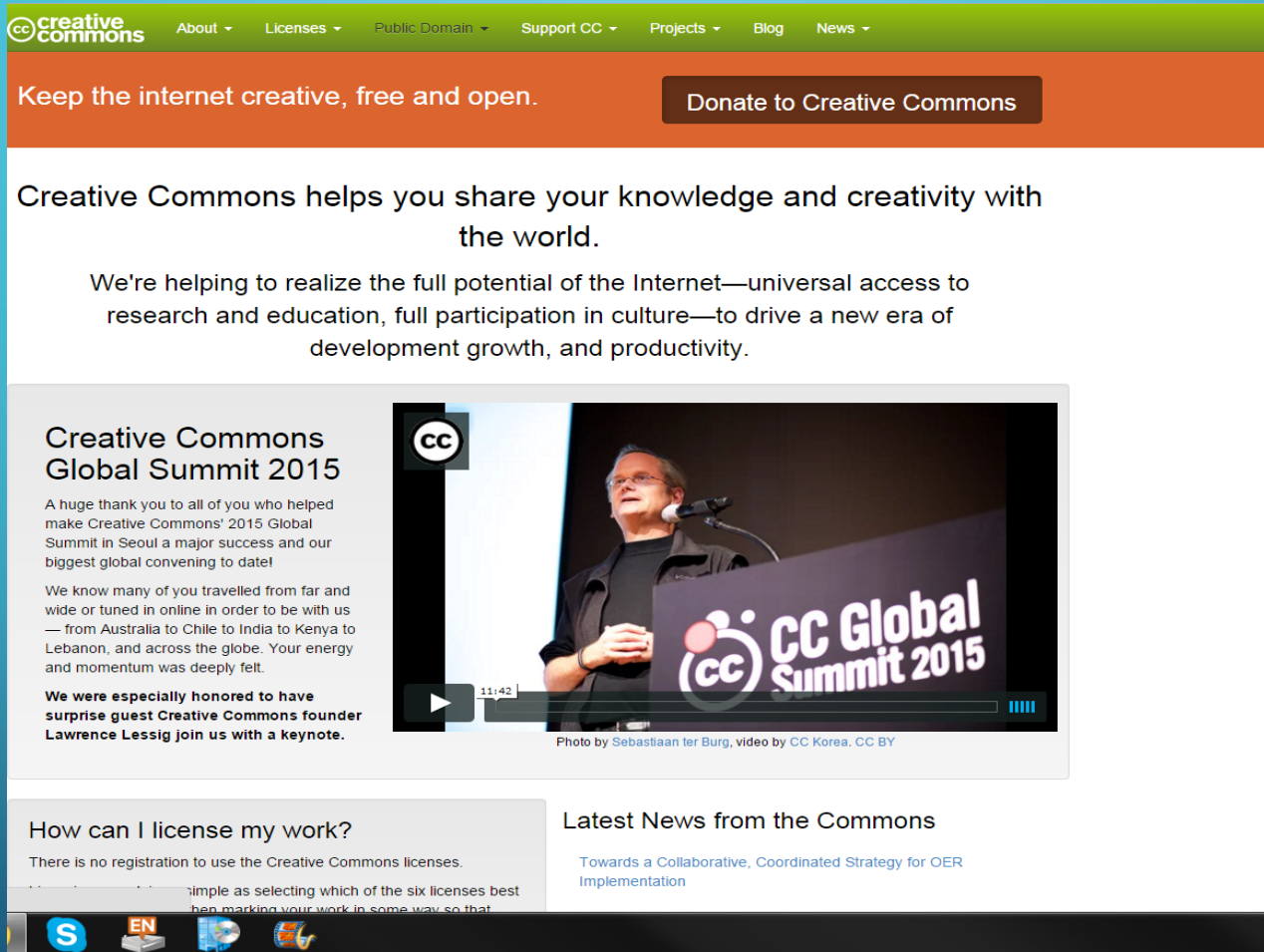
University of Auckland website pages about copyright:

<https://www.auckland.ac.nz/en/about/learning-and-teaching/policies-guidelines-and-procedures/copyright-at-auckland/about-copyright.html#2e2ad12bdc60e5ca92aba2938f7fcb>

<https://www.auckland.ac.nz/en/about/learning-and-teaching/policies-guidelines-and-procedures/copyright-at-auckland/useful-links.html>

What is Creative Commons?

<http://creativecommons.org/>



This is a screen shot of their home page, taken in November 2015.

Scroll down and you see this:



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is Bookmarks

How can I license my work?

There is no registration to use the Creative Commons licenses.

Licensing a work is as simple as selecting which of the six licenses best meets your goals, and then marking your work in some way so that others know that you have chosen to release the work under the terms of that license.

Our license-choosing tool can help you select the right license.

[Choose a License](#)

Find CC material

Search the existing public commons for images, videos, text and music

Search for...

[Search](#)

Latest News from the Commons

[Towards a Collaborative, Coordinated Strategy for OER Implementation](#)

[Free Music Archive launches 2015 fundraising drive](#)

[Trans-Pacific Partnership Would Harm User Rights and the Commons](#)

[Message to our community about the Paris and Beirut attacks](#)

[Creative Commons offers Bassel Khartabil position as Digital Cultural Preservation Fellow](#)

Get the CC newsletter

Sign up for occasional email updates from Creative Commons

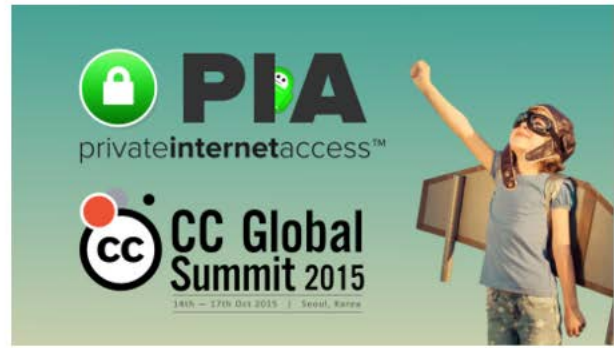
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If you scroll down you will see two things that are quite helpful, one is the guide for **six types of licence** that you can apply to your own images or other kinds of material, which indicate the kind of permission you give to others for how they are to use it.

The other thing is this search engine here called '**Find CC material**'

Let's say you want to find an image of a child patient that you can use to illustrate a presentation that you are giving. You might use the search terms: 'image child patient'. Press enter.

Then it will go to the search function page where you can choose an image that holds the licence that suits your purposes.

For example, "use for commercial use, modify, adapt, or build on."

You click whichever license that you want to use.

Press enter

And instantly it will show you the images that you can use – free of charge – for your purposes.

Another way to identify images is to go onto Google. On the bottom right corner go into 'settings' then 'advanced search' then click on 'usage rights' to identify material that is filtered by licence. Select:

**Free to use, share or modify,
even commercially**

Then click on 'advanced search.'



Select the image that you want

Click on the image and it will take you to a page asking whether you want to download it, use it online, email it as a link or other options.

Select **download** and it will save as a JPEG (if there are multiple size options it will ask you to select the size you want). You can now right click on the image and save it or copy it and paste into your own material.

Okay so now you've got this wonderful picture. Is that all you need to do?
Do you need to reference it?

This is what Creative Commons has to say about attributing work. Basically we need to attribute images. Its good manners and it can help you avoid law suits.

Attribution: If attribution is required, provide attribution.

If the copyright holder (usually the content creator^[2]) has specified how, be sure to follow this. If the copyright holder has not specified how to attribute, but the license requires attribution, see [Commons:Credit line](#) for a guide on how to do it.

Note: The person who uploaded the work to Wikimedia Commons may be the original content creator **or they may not** (they may have uploaded free content from elsewhere). In either case, the original content creator is typically listed in the file summary section as author. If the uploader is not the content creator, it is the content creator who must be credited, not the uploader.

Specify license details: If the license requires you to link to or provide a copy of the license, do this.



Title

Author

Source

License type

1. BY
2. BY-SA
3. BY-NC
4. BY-NC-SA
5. BY-ND
6. BY-NC-ND

There are different ways of attributing images, some of them are informed by the discipline. An image of fine arts, for example, requires detail that includes the medium used for the art and the details of the image are generally those of the art (not the photographer of the art). However, in some cases you would also include the details of the photographer.

For the purpose of detailing this photo, you could provide information in this order. If the image has a **name** list it, the **author** is the creator of the work (not necessarily the person who uploaded it to the internet), detail the **year** it was created, the **source** is where that information was retrieved from and you should also note **when** it was retrieved. If there is a **copyright** on the image it will be one of six types of license.

Hopefully your image will be accompanied with that licence information. If it doesn't provide any of these codes but it has the copyright symbol, then you should list it as copyright and list the owner of the copyright (if it is different from the author). If it is an image that is in the public domain, or that you got from Creative Commons, then you probably won't find and don't need to report on these codes. The photo of the boy on the previous slide was taken by a member of the US military and is in the public domain.



I've copied this information out from the meta data that accompanied the image file.

Title: Afghan, American Medical Professionals Treat Injured Child

Author: Sgt. Spencer Case

Source:

<https://www.dvidshub.net/image/314331>.

License type: public domain. Creative Commons



This is how I would reference the image (usually below or beside the image).

You don't have to write the 'Creative Commons' bit but it might be helpful to do so as it makes it clear that it holds a CC licence.

If you can find the specific CC license note that too, eg. CC BY-SA 3.0

Image detail: Afghan, American Medical Professionals Treat Injured Child, Sgt. Spencer Case (2010). Retrieved on 26 November 2015 from <https://www.dvidshub.net/image/314331>. Creative Commons



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Are there any rules around use of photos that are different from use of other forms of image?

Informed consent is important here. As long as all people in a photo have given consent for the photo to be taken and for the context in which it is going to be used, then that is fine. If you want to take a photo of a patient's lacerated leg for inclusion in a case study that you'd like to write up and possibly publish, the best option is to take a photo in which the patient is not identifiable. If the patient is not identifiable in the image then there is no consent required under the New Zealand Privacy Act. Under the Act, personal information is information about an identifiable individual. The person doesn't have to be named, but if anyone could identify them from the information given then you do need **permission**. It could be a photograph of a tattoo which could lead to identification, or if it is a photo of a particularly rare form of a disease then it's possible the patient could be identified.

So if the person in the photo is identifiable then you need to ask their permission to take the photo and to use it, possibly even in publication.

There are lots of **generic consent forms** available on the internet that you could ask them to sign, but in many cases this is not practical so you should at least get **verbal consent**.

If the photo is of a child or adolescent then you should seek permission to take and use the photo from the parents or parental guardians of that person.



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What if you develop your own image and want to use that? Should you reference it?

Yes, it's a very good idea to reference it. That helps everyone.

Image detail: Patient access a steep climb. Tanisha Jowsey & Hugh Brocklebank. Developed for the Centre for Medical and Health Sciences Education, University of Auckland. 2015. All rights reserved.





You might prefer to create an image than to use a photograph, for example, in the case of wanting to convey an emotionally tough issue or a technical issue, like this one. CMHSE had a cartoon illustrator develop this image. In this case the medical student is looking on as two specialists attempt to resuscitate the baby. Again you can see how to reference the image [here](#).

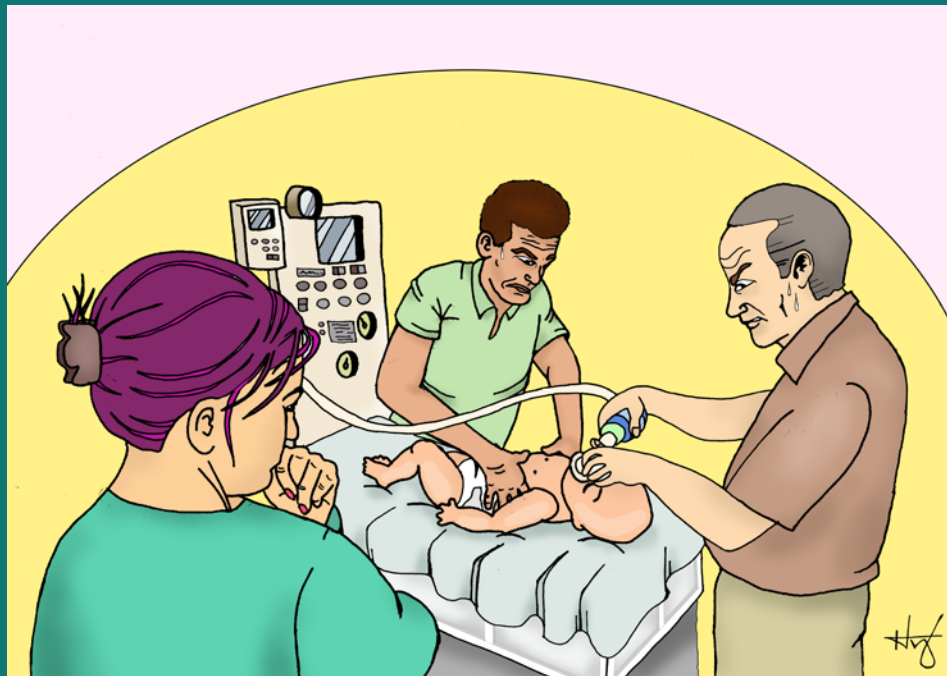


Image detail: Baby resuscitation. Hugh Brocklebank. Developed for the Centre for Medical and Health Sciences Education, University of Auckland. 2015. All rights reserved.

Reference styles

VANCOUVER

Common elements and the order in which they appear include: Author's name (if available) comes first; Title is followed by explanatory text in square brackets (eg, [Internet] or {Software}); Date of publication is given if available, followed by an updated date in square brackets (if available); this is followed by the cited date in square brackets (ie, date on which you accessed the item on the web). The url appears last, preceded by the words Available from:

Vancouver actually gives no example of how to cite an image - in medical publishing, illustrations seem not to be cited in the text, but numbered in a separate sequence, with an explanatory caption appearing with each image.

Instructions for this are given in an accompanying document (Recommendations for the Conduct, Reporting, Editing, and Publication of Scholarly Work in Medical Journals) found at <http://www.icmje.org/icmje-recommendations.pdf>.

In the section on Illustrations (Figures), it says in part:

... Figures should be made as self-explanatory as possible, since many will be used directly in slide presentations.

Titles and detailed explanations belong in the legends—not on the illustrations themselves.

Photomicrographs should have internal scale markers. Symbols, arrows, or letters used in photomicrographs should contrast with the background. Explain the internal scale and identify the method of staining in photomicrographs.

Figures should be numbered consecutively according to the order in which they have been cited in the text. If a figure has been published previously, acknowledge the original source and submit written permission from the copyright holder to reproduce it. Permission is required irrespective of authorship or publisher except for documents in the public domain.

Thank you to Sue Foggin for looking into this.

Reference styles

APA

The following details are needed (if available), in this order, punctuation, italics, spacing etc:

Artist's name, Initials. (Copyright Year). *Title of work* [Type of medium eg, painting, drawing, sculpture, photograph etc.]. Retrieved from url (Note: date of retrieval is not required in APA 6th style).

Examples for photographs:

Merton, T. (1999-2013). *Mother and nurse with newborn baby* [Photograph]. Retrieved from <http://www.gettyimages.co.nz/detail/photo/mother-and-nurse-with-newborn-baby-royalty-free-image/166272617>

OR

White, M. M. [ca. 1890s]. *Nurse, Bessie McKay, Auckland Private Hospital* [Photograph]. Auckland, New Zealand: Auckland War Memorial Museum.

Example of painting:

Murray, A. (1942). *Painting of a nurse* [Painting]. Retrieved from <http://www.flickr.com/photos/timefornurses/5070962781/>

Thank you to Sue Foggin for looking into this.

Reference styles

The take home messages here are:

- Use one reference style consistently
- If you have this information include it in the reference:
Artist name, year art/image/photograph was created, [type of image], retrieved from: URL.

If you are a current staff member or student of the University of Auckland and you have any questions about referencing images, these should be directed to Sue Foggin:

sm.foggin@auckland.ac.nz

That's all from me.
Happy referencing!

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