OHSU Faculty Digital Image Needs Assessment: Executive Summary

by Friday K. Valentine, MLS

Executive Summary

The OHSU Digital Resources Library was developed in 2003 without the benefit of a user needs analysis. This survey, the OHSU Faculty Digital Image Needs Assessment, was designed to fill that information gap and to gauge how our faculty use images and what visual resources they need for teaching and research. The results of the survey will be used to improve Library services to faculty and the University community with regards to visual images in digital formats. The OHSU Faculty Digital Image Needs Assessment was IRB#6163.

Background of Digital Resources Library

The OHSU Digital Resources Library (DRL) houses collections of multimedia digital objects related to health sciences, engineering, biomedical research and the OHSU community. The DRL was originally designed to be a clearinghouse of multimedia objects for and by the University community. We continue to provide this service as many of the digital objects in the Digital Resources Library have been created or donated by members of the OHSU community. The collections of images of the campuses of OHSU and of the Pacific Northwest are popular for web sites and presentations. The Clinical Outcomes Research Initiative Collection contains gastrointestinal endoscopy images from the National Endoscopic Databases. The DRL has had several successful projects with external partners such as the National College of Naturopathic Medicine Library. The Naturopathic Medicine Historical Collection contains digitized books from both NCNM and OHSU in the field of complementary and alternative medicine. Funded by an LSTA grant, these books were previously unavailable in digital form. Our largest digital collection is the Historical Collection & Archives Collection which contains digitized books and images of people, places, and artifacts related to the history of medicine, medicine in the Pacific Northwest, and the history of the University.

Survey Methodology

The OHSU Faculty Digital Image Needs Assessment was distributed to the OHSU faculty email list via the Office of the Provost on December 14, 2010 as a Survey Monkey survey. At the time of publication of the survey there were 1947 faculty at OHSU. Two hundred twenty-eight faculty members responded to the survey producing a return rate of twelve percent.

Results

- Image use among respondents is high: 91% of faculty respondents use images in their teaching and research
- Searching for images: 93% of faculty respondents use Internet search engines. Google was specifically mentioned sixteen times.
- Difficulty of searching: 79% of respondents have difficulty searching for images; a recurring theme in the comments was "finding and using the right image"; Sixty-one respondents gave specific answers to items they had difficulty finding, ranging from anatomy to microbes to people in various settings.

- Faculty are very familiar with popular presentation and image software packages: 98% of respondents use PowerPoint; 44% of respondents use Photoshop
- 75% of faculty respondents search for diagrams
- 73% of faculty respondents were not aware of the Library's digital image resources
- 67% of faculty respondents use online databases or resources for searching
- Many searches are discipline-specific: 67% of faculty respondents search for anatomy images; 56% of faculty respondents search by disease; 43% of faculty respondents search by condition
- Local creation of digital images is common: 79% of faculty respondents use digital images from a personal or departmental camera; 37% of faculty respondents use scanned images from negatives or film
- 36% of faculty respondents search for photos of campus
- 39% of faculty are unsure of visual resources in their department
- 24% of faculty respondents said they use images for patient care

Recommendations

- Report the survey results to the faculty via Library and OHSU staff blogs
- Support faculty images needs by promoting the Library's visual/digital resources which currently include the OHSU Digital Resources Library collections, Netter presenter human anatomy collection, SpringerImages, and A.D.A.M. interactive anatomy.
- Support faculty use of images by providing a class on copyright and use issues for visual resources (12% of respondents discussed feeling uneducated on copyright issues including how to obtain permissions and/or licensing)
- Support search and discovery of the Library's visual resources by offering a class and additional web resources (examples: Create a library guide to visual resources, Tips & Tricks for Image Searching webpage)
- Support discovery of campus images by creating an interactive campus map that links to images of campus within the OHSU Digital Resources Library
- Partner with Library liaisons for those departments which self-identified in the survey
- Partner with Academic Technology to discuss technology issues from the survey
- Continue to add campus images to the Campus Collection (based on comments in the survey there is a need for images of campus for promotional items and presentations)
- Continue to use Medical Subject Headings (MeSH) in the indexing of digital resources (comments on discipline-specific searching show there is a need to support medical vocabulary searching)
- Continue to add images of people in various roles to the Campus Collection (seventeen respondents gave specific examples of their need for images of people in various roles for promotional items and presentations)

The OHSU Faculty Digital Image Needs Assessment was IRB#6163. For the full report including survey data please visit OHSU Faculty Digital Image Needs Assessment (link when available).