

The “Pros” and “Cons” of Reverse Image Lookup as an Assessment Tool for Digitized Cultural Heritage Images



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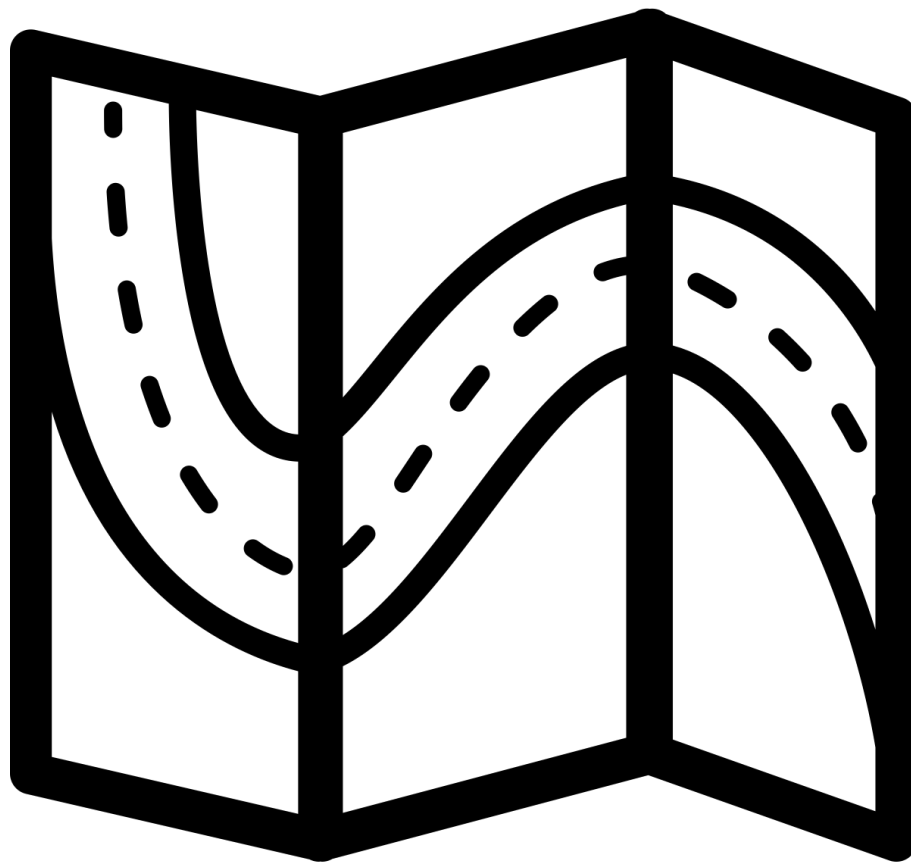
University of Houston Libraries

@SantiThompson

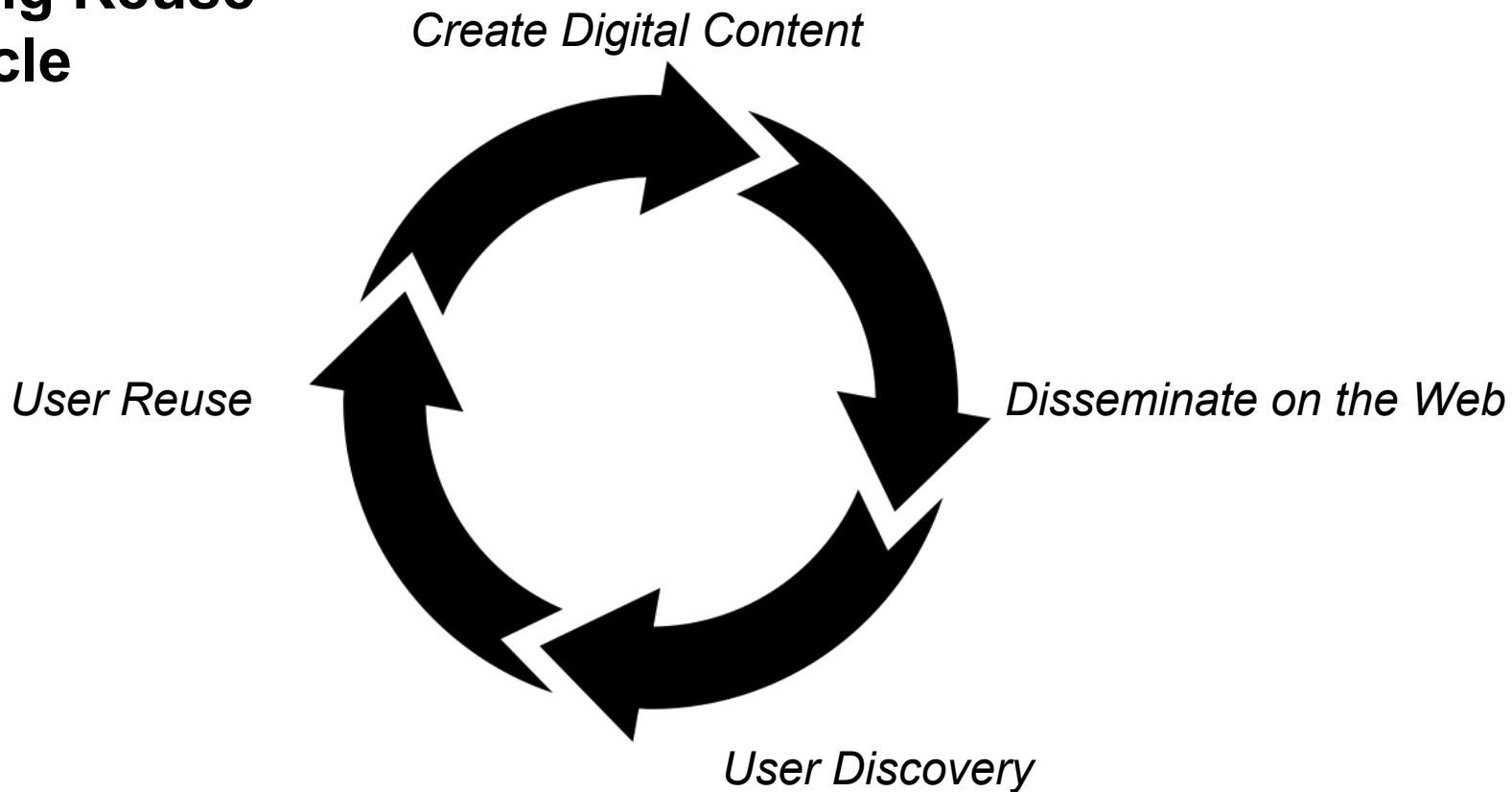


Presentation Outline

- I. Overview and definitions of reuse, CBIR, and RIL
- II. RIL case studies
- III. Methodology and results from our study
- IV. Benefits and limitations
- V. Implications



Defining Reuse Lifecycle



CBIR and RIL

Definitions and History



Search by image

Search Google with an image instead of text. Try dragging an image here.

Drop image here



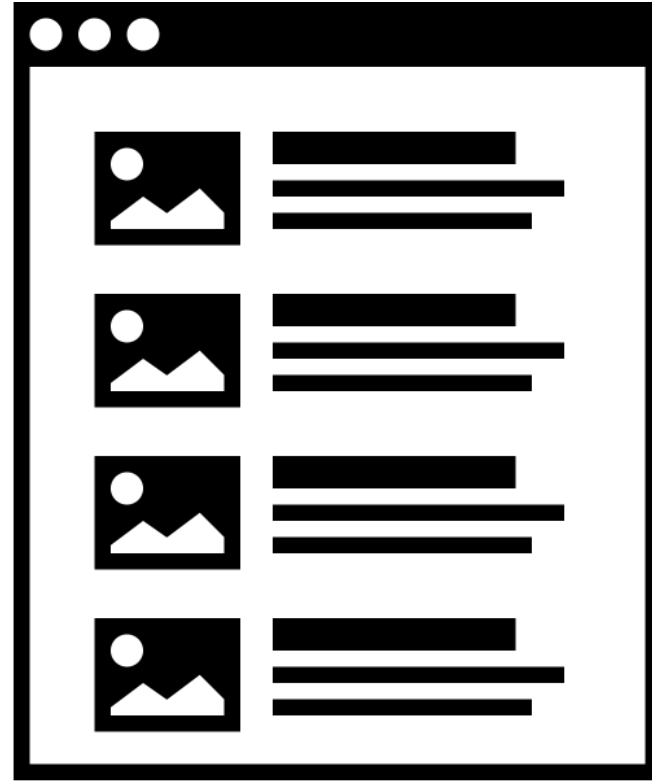
Reuse Case Studies

1. Beaudoin (2009 and 2014)
2. McCay-Peet and Toms (2009)
3. Chung and Yoon (2011)
4. Górny and Mazurek (2012)
5. Harris and Hepburn (2013)
6. Reilly and Thompson (2014)



RIL Case Studies

1. Kousha, Thelwall, and Rezaie (2010)
2. Terras and Kirton (2013)
3. Kelly (2015)



Our Study

1. Who is reusing Library of Congress's Teaching with Primary Resources (LCTPR) images on the web?
2. For what purposes are LCTPR images being reused?

The screenshot shows the Library of Congress Teaching with Primary Sources Program website. The header includes the Library of Congress logo, navigation links (ASK A LIBRARIAN, DIGITAL COLLECTIONS, LIBRARY CATALOGS), a search bar, and a 'GO' button. Below the header, the breadcrumb trail reads 'The Library of Congress > Teachers > TPS Program'. The main content area is divided into three columns. The left column contains a sidebar with links to 'TPS Program Home', 'About the Program', 'Consortium Member List', 'TPS Regional Program', 'TPS Journal', and 'Contact Us'. Below these links is a section titled 'Related Resources at the Library' with links to 'Teacher's Page', 'American Memory', 'America's Library', 'American Folklife Center', 'Prints and Photographs', 'Veterans' History Project', 'Poetry Page', and 'Wise Guide'. The middle column features the 'The Teaching with Primary Sources Program' title, an 'About the Program' section, a 'TPS Regional Program' section, and a 'Read more about the TPS Regional Program' link. The right column includes a 'The TPS Journal' section, a 'Consortium Member Showcase' section, and a 'Read this Member Showcase' link. At the bottom, there is a 'Connect with the Library' section with social media links, a 'Subscribe & Comment' section, a 'Download & Play' section, and a 'Questions' section. The footer contains links for 'About', 'Press', 'Jobs', 'Donate', 'Inspector General', 'Legal', 'Accessibility', 'External Link Disclaimer', 'USA.gov', and 'Speech Enabled'.

LIBRARY OF CONGRESS

ASK A LIBRARIAN DIGITAL COLLECTIONS LIBRARY CATALOGS Search Search Loc.gov GO

The Library of Congress > Teachers > TPS Program

Print Subscribe Share/Save Give Feedback

TEACHING WITH PRIMARY SOURCES PROGRAM

LIBRARY OF CONGRESS
TEACHING with PRIMARY SOURCES

- TPS Program Home
- About the Program
- Consortium Member List
- TPS Regional Program
- TPS Journal
- Contact Us

Related Resources at the Library

- Teacher's Page
- American Memory
- America's Library
- American Folklife Center
- Prints and Photographs
- Veterans' History Project
- Poetry Page
- Wise Guide

The Teaching with Primary Sources Program

About the Program

The Teaching with Primary Sources Program works with colleges and other educational organizations to deliver professional development programs that help teachers use the Library of Congress's rich reservoir of digitized primary source materials to design challenging, high-quality instruction.

[Read more about the TPS Program >](#)

TPS Regional Program

The Library of Congress awards grants under the Teaching with Primary Sources (TPS) Regional program to school districts, universities, cultural institutions, library systems and other educational organizations who wish to incorporate TPS materials and methods into their existing education and professional development programs for pre and in-service teachers, librarians, media specialists and other K-12 educators.

[Read more about the TPS Regional Program >](#)

The TPS Journal

This Issue's Theme:
Integrating Historical and Geographic Thinking

Primary sources support the study of many disciplines, including both history and geography. Connecting and layering these two disciplines supports investigation of multiple perspectives and contributes to a multi-dimensional understanding of complex topics.

[Read The TPS Journal](#)
[Download the PDF \(2.19 MB\)](#)

Consortium Member Showcase

Collaborative for Educational Services

Founded in 1974, the Massachusetts-based nonprofit Collaborative for Educational Services (CES) fosters educational excellence, opportunity, and growth for all learners. CES directs programs in Special Education and for youth in juvenile justice and mental health facilities statewide. Professional development programs include consultation with and training for partner school districts, preparation of teachers in English Language Education, and a hybrid online teacher and administrator licensure program.

[Read this Member Showcase >](#)

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Methodology

1. Selecting images
2. Searching by RIL
3. Normalizing results
4. Coding dataset

Search Engine Data ☆

File Edit View Insert Format Data Tools Add-ons Help Last edit was made seconds ago by Michele Reilly

fx IMAGE

	A	B	C	D	E	F	G
1	IMAGE	Image Identifier	Total Number of Hits	Search Result URLs	Type of User	Type of Reuse	Copy Photo credit
2	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://www.cardboardconnect.com/	Industry	Popular Culture Research	n
3	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://www.ebay.com/bhp/15	Industry	Commerce	n
4	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	https://www.pinterest.com/g	Personal	Social Media	n
5	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	https://www.pinterest.com/g	Personal	Social Media	n
6	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	https://www.pinterest.com/n	Personal	Social Media	n
7	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://www.dhr.history.vt.edu	Educator (High)	Instruction	n
8	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://www.anb.org/articles/	Non-Profit Org	Scholarly Research	y
9	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://tps.nva.sonjara.com/te	Educator (K-12)	Instruction	y
10	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://www.dodgersblueheaven.com/	Personal	Popular Culture Research	n
11	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	https://www.pinterest.com/c	Personal	Social Media	n
12	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://www.eastmeadowinfo.com/	Library	Popular Culture Research	n
13	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	https://www.pinterest.com/n	Personal	Social Media	n
14	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://tps.govst.edu/projects	Educator (K-12)	Instruction	y
15	[Back cover of Jackie Robinson comic book]	00134r.jpg	138	http://georgiahistory.com/ed	Non-Profit Org	Instruction	y

Type and Definition of Users

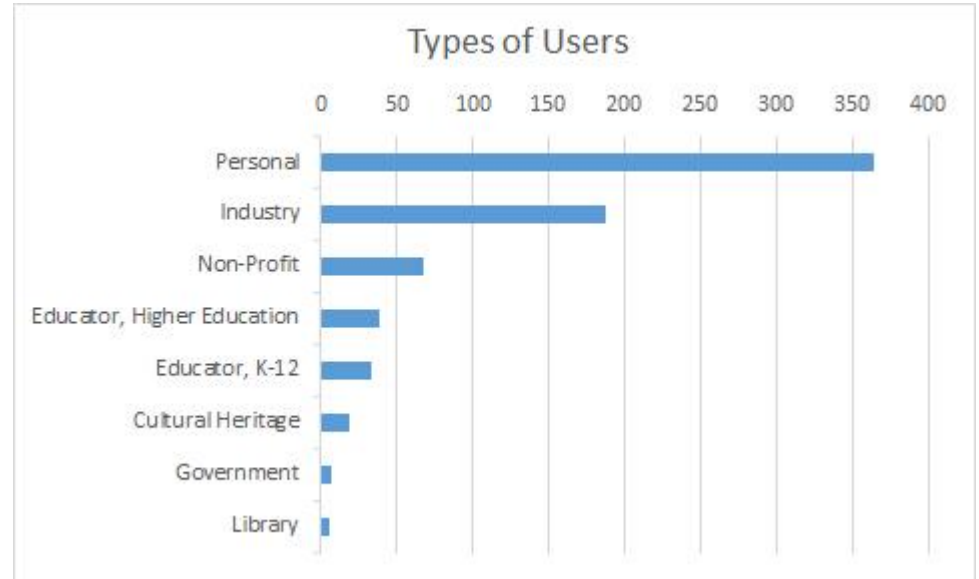
User Type	Definition
Cultural Heritage	Includes museums, archives, and historical societies
Educator, Higher Education	An institution or educator from an academic or higher education above twelfth grade
Educator, K-12	An institution or educator from a Kindergarten to 12 grade
Government	Entity that identifies as a governmental agency or web address ends in .gov
Industry	A vendor or entity that sells a product
Library	Entities that identify as a library
Non-Profit	Entity that is not directly an educational institution, i.e. reference materials, .org
Personal	An individual using the image for personal reasons.

Type and Definition of Reuses

Reuse Type	Definition
Social Media	Image used for entertainment purposes in a social media platform
Popular Culture Research	Image was used for any personal research purposes or personal fulfillment; not a publication
Commerce	Image used to sell a product
Exhibit	Image used for displaying items in an exhibition, including image galleries.
Instruction	Image used for teaching purposes
Scholarly Research	Image used for academic research purposes
Popular Culture Publication	Image used for online, non-scholarly publication

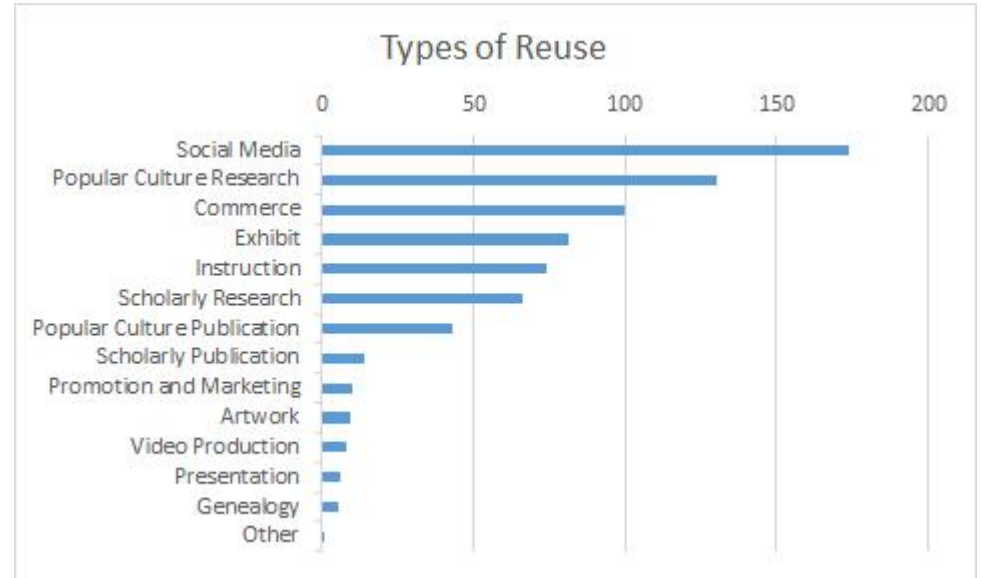
Results: Type of user

Type of User	No.	%
Personal	364	50.49
Industry	187	25.94
Non-Profit	67	9.29
Educator, Higher Education	38	5.27
Educator, K-12	33	4.58
Cultural Heritage	19	2.64
Government	7	0.97
Library	6	0.83
TOTAL	712	100.01



Results: Types of reuses

Type of Reuse	No.	%
Social Media	174	24.13
Popular Culture Research	130	18.03
Commerce	100	13.87
Exhibit	81	11.23
Instruction	74	10.26
Scholarly Research	66	9.15
Popular Culture Publication	43	5.96
Scholarly Publication	14	1.94
Promotion and Marketing	10	1.39
<i>Additional Reuse Types</i>		
TOTAL	721	99.98



“Everyday” People



For what purposes are LCTPR images being reused?

Baseball

1.4k
Pins

331
Followers

Follow board



Lynwood Thomas "Schoolboy" Rowe

1.1k 13

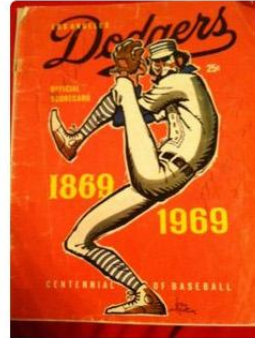
Saved by



Mark Fidrych - Detroit Tigers, 1976
All Star Game in Philadelphia

1.1k 5

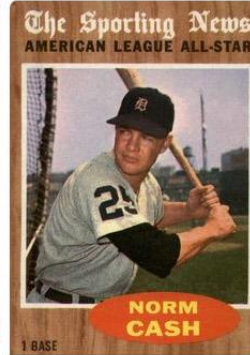
Saved by



Los Angeles Dodgers

1.1k 340 54

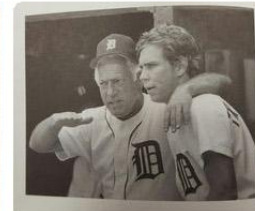
Saved by



1962 Topps Norm Cash All-Star

1.1k 19

Saved by



Sparky and Trammell

1.1k 31

Saved by



+

For what purposes are LCTPR images being reused?

The header of the blog features the title "History in Photos" in a large, white, serif font. Below it, a subtitle reads "Postings of vintage photos from the mid 1800s through World War II. Most are lightly edited." The background is a textured, light brown color. In the top right corner, there are links for "Create Blog" and "Sign In".

Thursday, May 3, 2012

Ben Shahn - Kids

Ben Shahn was a Lithuanian-born photographer (also a painter) who worked for the FSA during the Great Depression. Here are some of his pictures of children.

A black and white photograph showing a group of about 15 African-American children of various ages standing in a line on a dirt path. They are in front of a simple wooden building. The children are dressed in simple, everyday clothing of the era.

Children of African-American sharecroppers, Little Rock, Arkansas, 1935

A black and white photograph of two young children, a boy and a girl, standing side-by-side in front of a wooden structure, possibly a porch or a shed. They are both wearing hats and simple clothing.

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Blog Archive

- [2016 \(109\)](#)
- [2015 \(320\)](#)
- [2014 \(326\)](#)
- [2013 \(287\)](#)

For what purposes are LCTPR images being reused?

MAY CONTAIN NUTS

SHORPY

"ALWAYS SOMETHING INTERESTING"

**BYE, BYE, BIRDIE.**

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The Shorpy Archive



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 Shorpy RSS

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 Comments RSS

Daily e-mail updates:

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VINTAGRAPH • WPA • WWI • DON'T GUM UP A BOOK, 1930s

Home » Photo galleries » The Depression

Red House Kids: 1935

Submitted by [Dave](#) on Tue, 08/21/2007 - 12:53pm.

Tags: [The Gallery](#) | [Ben Shahn](#) | [Kids](#) | [The Depression](#)



"School youngsters. Red House, West Virginia." October 1935. View full size. 35mm nitrate negative. Photograph by Ben Shahn, Farm Security Administration.

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ABOUT SHORPY

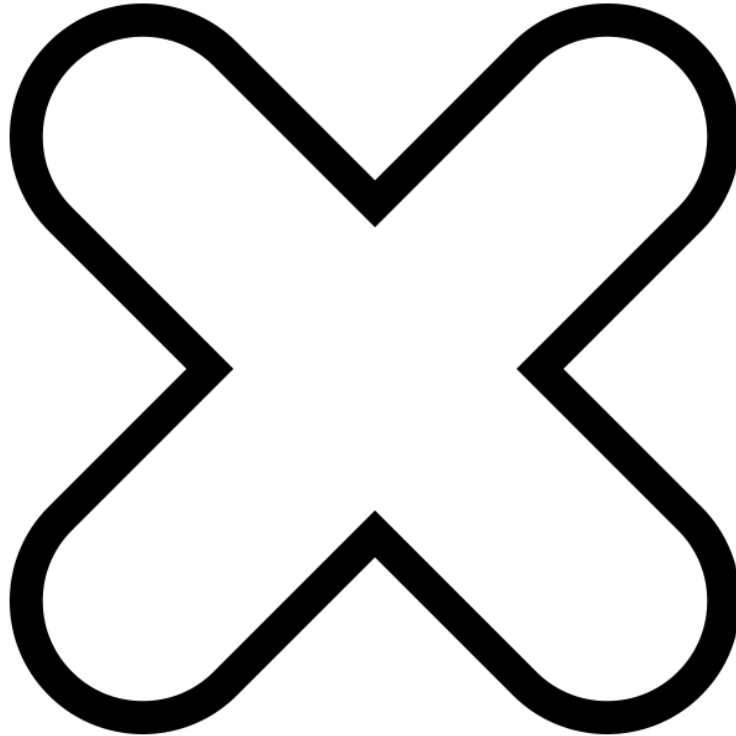
Today's Top 5

- I Remember Mama: 1914
- Bacon's Attic: 1936
- Where the Bogs Are: 1911
- Meet the Marmon: 1925
- War Work: 1943

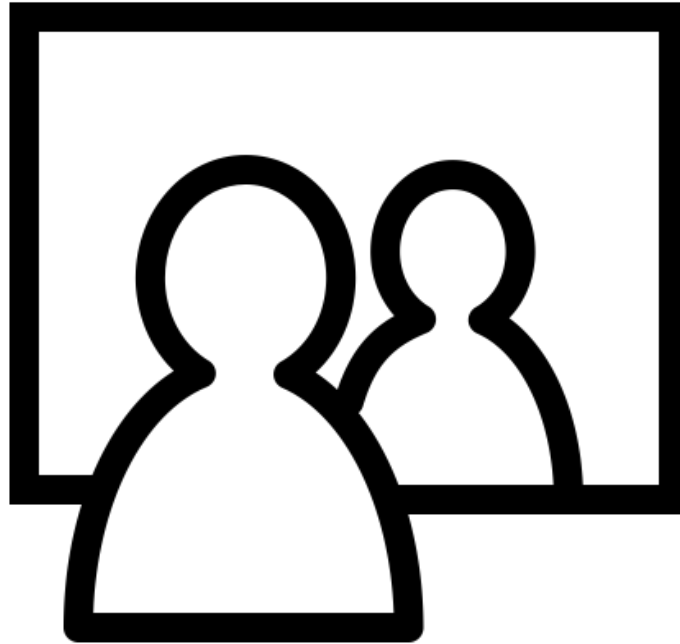
Popular Prints



Limitations: Our Study



Future Research and Reflections



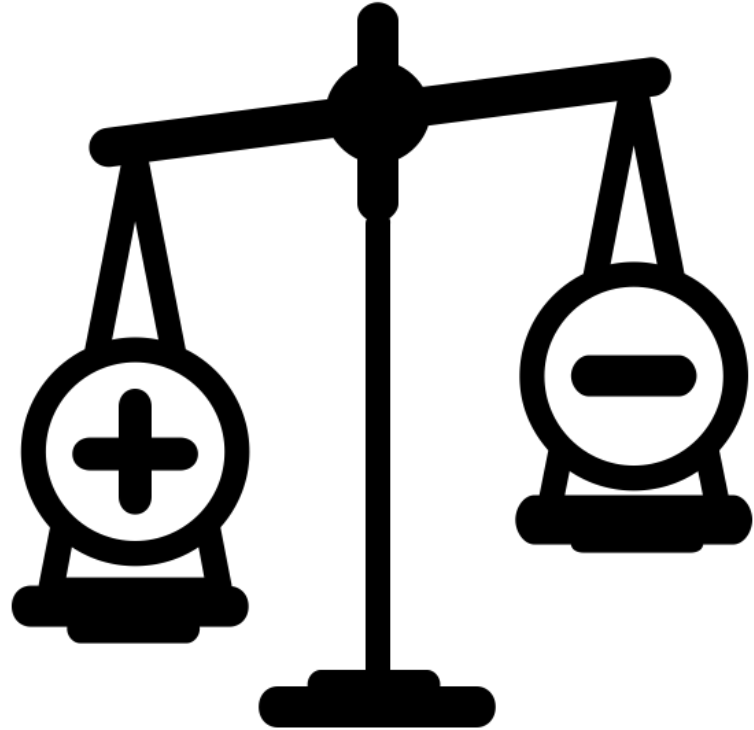
Benefits and Limitations of RIL as an Assessment Tool

Benefits

- Ease of Use
- Scope of Reach
- Relies on Image Attributes

Limitations

- Search Results
- Search Functionality
- Image Quality





Contact Information

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**“Reverse Image Lookup: Assessing Digital Library Users and Reuses” in
*The Journal of Web Librarianship***

<http://dx.doi.org/10.1080/19322909.2016.1223573>