FINDING IMAGES

Link to Original Source Best Practices

- Always credit images you use by linking to the original source. Be aware of copyright.
- Don't use images from Google Images. Instead, click through to the web page where the original image resides and determine if this is in fact the original source (or if someone else is using an original image without giving proper credit).
- Avoid any source links that do not appear to be legitimate; this will help you avoid malicious links.
- Review your image and test the link immediately.
- Check shortened source link URLs using a URL expander, like LongURL.org or URlex.org to locate an actual source link URL.
- Do a Creative Commons search for images that are licensed for your particular use (see below)

REVERSE IMAGE SEARCHING  (to check for the original source of an image)
What it is:  Checking for the original source of an image you have
What does it do:  Looks on webpages for the same image you have
Here are the basics of doing a reverse image search:

- Log into the reverse image search engine or RISE (see sites below)
- Most RISEs will allow you to search in one or more of these ways:
  1) paste the image URL,
  2) upload an image or
  3) drag an image to the search box.
- The reverse search image tells you where the image was found on web pages.
- You may or may not be able to determine the source of the image.
- Before using an image that you have found, check to see if the original creator has granted license for its use in the manner you wish to use it.
- You may need to contact the original creator to seek permission or license to use an image.

Try multiple Reverse Image Search Engines.

Check for browser extensions or apps available for these Reverse Image Search Engines. Most extensions or apps allow you to right click on an image you want to research and then choose the reverse search engine from the list that appears to try to locate your image on the web.

Blog Post:  Best Reverse Image Search Engines, Apps and Its Uses (2016) from Beebom.com

- TinEye Reverse Image Search (https://www.tineye.com/)
  - How to use TinEye  http://blog.tineye.com/find-copyright-owner-using-tineye/
  - How to Find copyright owner of an image using TinEye  http://blog.tineye.com/find-copyright-owner-using-tineye/
  - FAQs  https://www.tineye.com/faq
- Google Reverse Search (https://images.google.com/?gws_rd=ssl)
  - Instructions  https://support.google.com/websearch/answer/1325808?hl=en
- Reverse Image Search (http://www.reverseimagesearch.org/)
- Small SEO Tools: Reverse Image Search  http://smallseotools.com/reverse-image-search/

CREATIVE COMMONS (CC)

Use Creative Commons to look for images that have licenses that fit your use, or to see if you can locate the license for a particular image that you have.

- If you are unsure if permission has been granted to use an image, try checking at Creative Commons (https://search.creativecommons.org/).
- Enter terms in their Search Query to look for the exact image, or to see if a similar image is available with appropriate licenses to use for your situation.
- Check the CC license for each image you wish to use regarding use, attribution, etc.
When you search for information, you're going to find lots of it... but is it good information? You will have to determine that for yourself, and the CRAAP Test can help. The CRAAP Test is a list of questions to help you evaluate the information you find. Different criteria will be more or less important depending on your situation or need.

**Evaluation Criteria**

**Currency:** The timeliness of the information.
- When was the information published or posted?
- Has the information been revised or updated?
- Does your topic require current information, or will older sources work as well?
  ■Are the links functional?

**Relevance:** The importance of the information for your needs.
- Does the information relate to your topic or answer your question?
- Who is the intended audience?
- Is the information at an appropriate level (i.e. not too elementary or advanced for your needs)?
- Have you looked at a variety of sources before determining this is one you will use?
- Would you be comfortable citing this source in your research paper?

**Authority:** The source of the information.
- Who is the author/publisher/source/sponsor?
- What are the author’s credentials or organizational affiliations?
- Is the author qualified to write on the topic?
- Is there contact information, such as a publisher or email address?
  ■Does the URL reveal anything about the author or source?

**Accuracy:** The reliability, truthfulness and correctness of the content.
- Where does the information come from?
- Is the information supported by evidence?
- Has the information been reviewed or refereed?
- Can you verify any of the information in another source or from personal knowledge?
- Does the language or tone seem unbiased and free of emotion?
- Are there spelling, grammar or typographical errors?

**Purpose:** The reason the information exists.
- What is the purpose of the information? Is it to inform, teach, sell, entertain or persuade?
- Do the authors/sponsors make their intentions or purpose clear?
- Is the information fact, opinion or propaganda?
- Does the point of view appear objective and impartial?
- Are there political, ideological, cultural, religious, institutional or personal biases?