

Building a Digital Image Collection With flickr: A low (or no) cost approach to sharing your digital assets



Corey Seeman
University of Michigan
tinyurl.com/cslickr2016

Library of Michigan's 2016 Loleta Fyan
Small and Rural Libraries Conference
Mackinac Island, Michigan

Presentation Overview

- About flickr
- Key benefits (7 Fs)
- Your Images – Your Rights
- Libraries on flickr
- Additional resources & Readings



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

About flickr

- flickr.com
- Currently a subsidiary of Yahoo!
- **HOWEVER**, it apparently is being shopped for a new owner.
- flickr was an independent company founded in 2004 that was purchased by Yahoo! In 2005.
- Historically designed for photographers
- Community of photographers!



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

About flickr

Other photo services

- Instagram - [instagram.com](https://www.instagram.com)
- Imgur - imgur.com
- Photobucket - [photobucket.com](https://www.photobucket.com)
- Shutterfly - www.shutterfly.com
- SmugMug - [Smugmug.com](https://www.smugmug.com)
- Google Photos (Picasa) - photos.google.com
- ***It's a constantly changing environment!***



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

About flickr

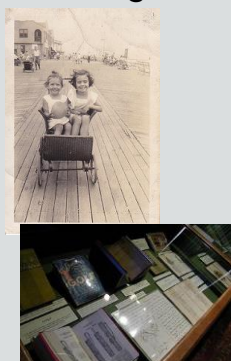
- You can build collections in all areas:
 - Event photos
 - Staff photos
 - Construction updates



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

About flickr

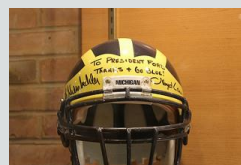
- Library Exhibits
- Historical Collections
- Digital Collections



PERSONENBESCHREIBUNG		
Name: <i>Borchkullerin</i>		
Geburtsort: <i>Gellingen</i>		
Geburtsdatum: <i>23.3.1907</i>		
Wohnort: <i>Stuttgart</i>		
Gestalt: <i>mittel</i>		
Gesicht: <i>ruhm</i>		
Farbe der Augen: <i>braun</i>		
Farbe der Haare: <i>braun</i>		
Besond. Kennzeichen: <i>/</i>		
KINDER		
Name	Alter	Geschlecht

Es wird hiermit bezeugt, daß der Inhaber die durch das oberschwäbische Landeshochgericht für Person in und die daraus befolgende Unterschrift eigenhändig voll.

den 30. Sep. 1936



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

About flickr

- Creating digital images is much easier now.
- Low-cost flatbed scanners
- Services like Legacybox (legacybox.com) to scan photos and movies/VHS tapes
- Collaborate with local community organizations and volunteers



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

About flickr

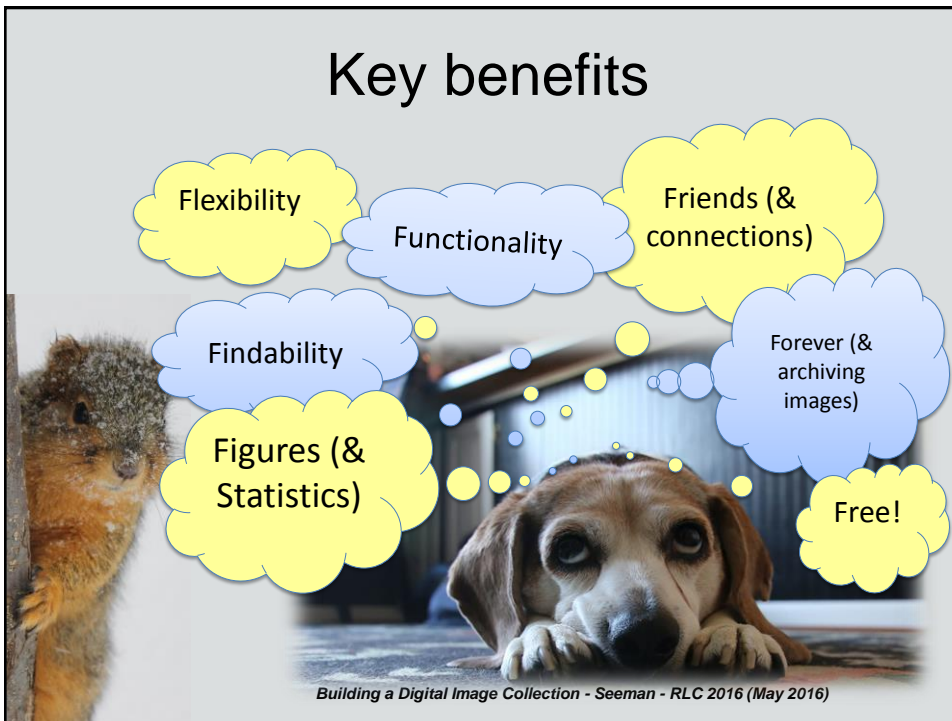
Getting Started

- You need a Yahoo! Account
- Sign-up for flickr
- Do not need a PRO account
- Base account has 1 TB of storage
- This may change (*actually – it will definitely change!*)
- Corey's flickr page: [flickr.com/cseeman](https://www.flickr.com/photos/cseeman/)



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key benefits



Flexibility

Functionality

Friends (& connections)

Findability

Forever (& archiving images)

Figures (& Statistics)

Free!

Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Functionality

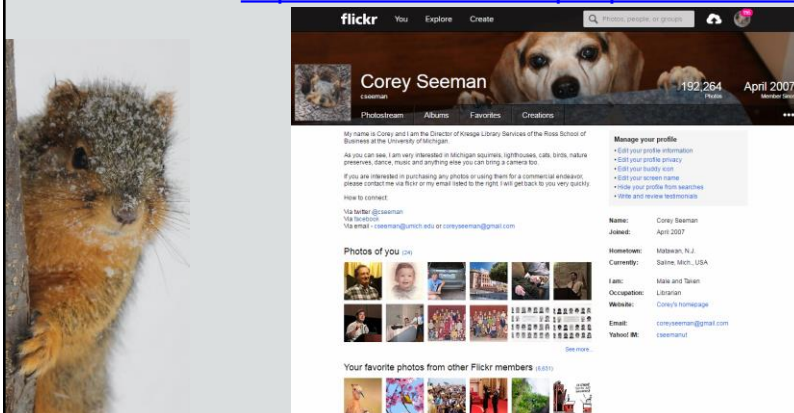
- Easy to load images and videos
- Items are arranged as they are loaded.
- People find them by tags (descriptive terms), titles, albums and groups.
- Images can be public or private.
- Internal image editor (Aviary) is really useful!



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Functionality

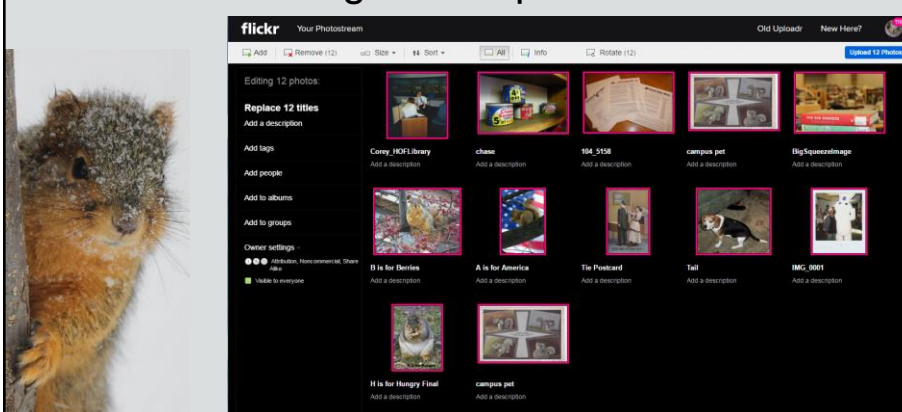
- Your Profile page is a good place to add information about your library.
- <https://www.flickr.com/people/cseeman/>



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Functionality

- flickr web-based loader
- Change descriptors now or later.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits – Flexibility

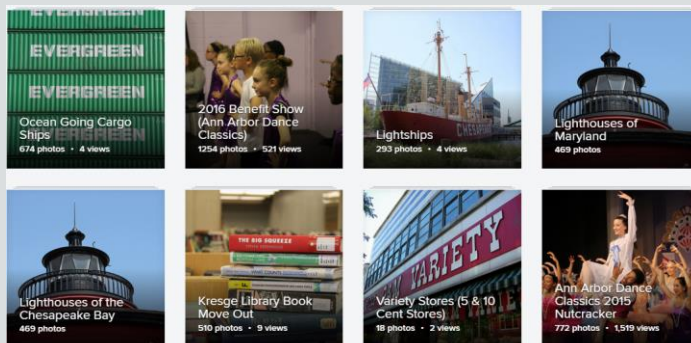
- Use Albums and Collections to pull like things together.
- This allows you to pull together and segregate collection items from building and event photos.
- Creates nice ways to share pictures with members of your community.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Flexibility

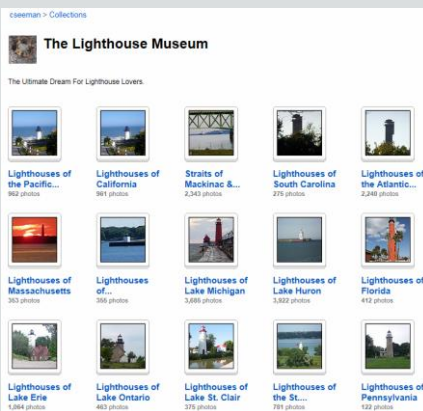
- Albums can be for anything and are only for your account.
- <https://www.flickr.com/photos/cseeman/albums/>



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Flexibility

- Collections can bring together similar albums (dance, lighthouses)
- <https://www.flickr.com/photos/cseeman/collections/>



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Findability

- Tags are the best ways to have people find your images.
- No real clear limit on the number of tags.
- Create all sorts of tags to direct people to the items.
- You can add tags after the fact.
- These become the search-terms in both flickr and search engines.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Findability

- Tags can have external or internal meanings (they all live together).
- Sometimes, the tags will not retrieve the image (HINT – you can make the image PRIVATE and then PUBLIC again to re-index – it takes 24 hours).
- Images with no tags or only internal use tags will be virtually hidden.



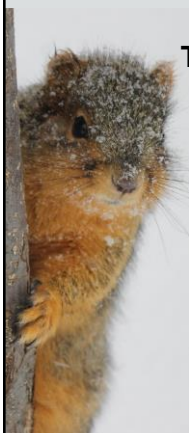
Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Findability

Title: Squirrels in Ann Arbor at the University of Michigan (March 31, 2016)

Description: Squirrels out and about on an early spring day in Ann Arbor at the University of Michigan. Made it out after the rains passed through - on Thursday March, 31, 2016.

TAGS: Squirrels "Ann Arbor" Michigan Animal Campus "University of Michigan" UMSquirrels03312016 Spring Eating Peanut March_UMSquirrel Scilla Wildflower



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Findability

- Groups are ways to share pictures on a topic with other users.
- Michigan Libraries - <https://www.flickr.com/groups/michiganlibraries/>
- Groups on nearly any topic...
- Anyone can create a group!











Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Findability

- Got squirrels???

Your groups

 <p>Squirrel Photograph ✓ Joined Since 2009 5.9k 41.5k 21</p>	 <p>Squirrel Pancakes ✓ Joined Since 2008 486 1.5k 6</p>
 <p>Squirrels in Winter ✓ Joined Since 2011 381 1.9k 1</p>	 <p>Squirrels are cool. ✓ Joined Since 2009 1k 9k 2</p>
 <p>Squirrels Unlimited ✓ Joined Since 2008 873 7.6k 0</p>	 <p>squirrels ✓ Joined Since 2004 10.2k 79.5k 175</p>
 <p>Squirrels Gone Wild! ✓ Joined Since 2006 1.6k 18k 8</p>	 <p>OMGSQUIRREL!!! ✓ Joined Since 2011 524 10.6k 20</p>

Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)



Key Benefits - Friends

- Collaborate with community members and organizations (like historical societies)
- Great way to not only share your pictures, but also see those from your contacts.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Friends













- Your contacts show on the profile page.



Your favorite photos from other Flickr members (8,630)

See more...

Following (1,058)

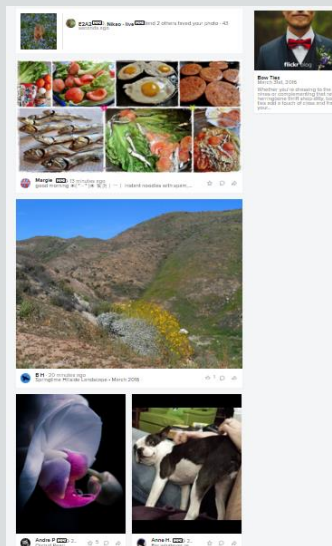
 Kalamazoo Public Library Kalamazoo Public...	 New York Public Library New York Public...	 Flint Public Library No real name given
 Livonia Public Library Livonia Public...	 Gail Borden No real name given	 Bloomfield Public Library Bloomfield Public...
 Tomas GalliPhoto No real name given	 drdre_91 No real name given	 pdean1 No real name given
 jpwbee Julie Vesitherbee	 dnpix D. Nichole	 Sigon (gav311) No real name given

See more...

Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Friends

- Your contacts' recent pics show on your home page.
- You also see your activity (Favorites & Comments)

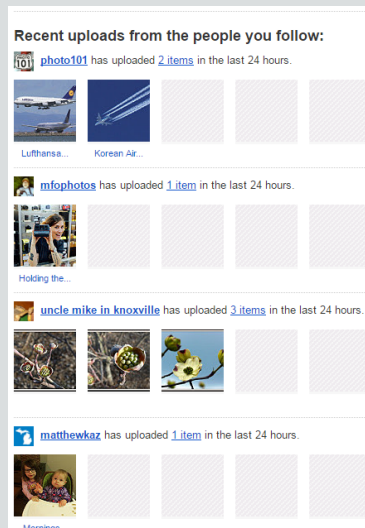


Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)



Key Benefits - Friends

- You get emails daily showcasing your contact's new items.
- Good for community building



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)



Key Benefits - Friends

- Very easy to connect with social networks (facebook, Tumblr, Pinterest, twitter)
- Also easy to send embedded text to add into websites.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

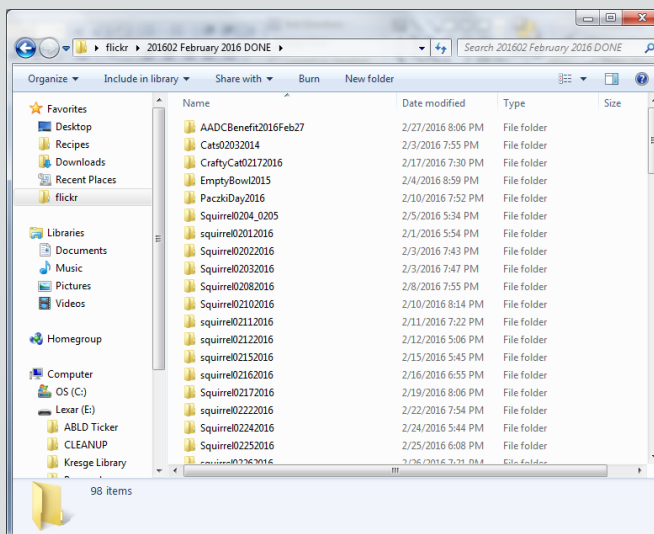
Key Benefits - Forever

- flickr is part of Yahoo!
- Not completely secure (*no commercial resource is*)
- Create an off site archive
- Since you rename the pictures as you load them to flickr, use folders to keep them together.
- Little work as you create the archives – long term benefit.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Forever



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

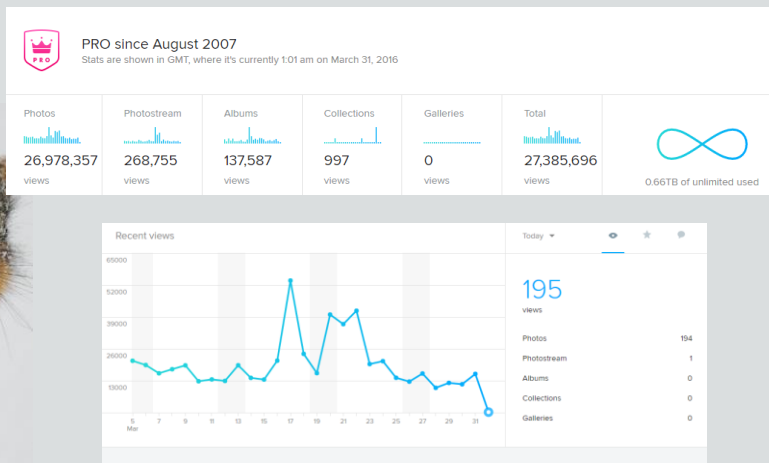
Key Benefits – Figures (& Statistics)

- flickr provides great statistics to users including:
 - Page views
 - Image views
 - Items marked as favorites
 - Comments from other users

Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits – Figures (& Statistics)

- Samples of statistics



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits – Figures (& Statistics)

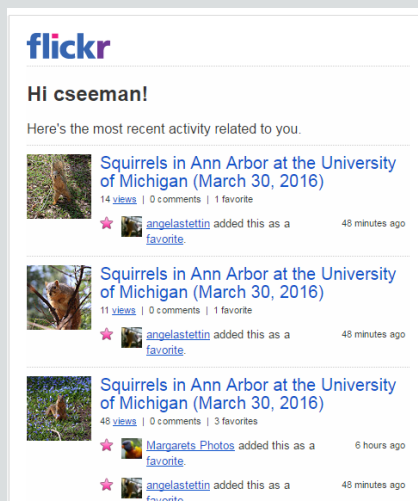
- You can see daily and all-time top pic views.

Mar 31, 2016				All Time views			
Image	Title	Views	Stars	Image	Title	Views	Stars
	293/365/2849 (March 30, 20...)	124 all time views	120 10 3		Ann Arbor Dance Classics 20...	29,467	67 0
	Squirrels in Ann Arbor at the...	71 all time views	68 3 1		Performance for Ann Arbor D...	18,976	10 0
	Squirrels in Ann Arbor at the...	69 all time views	65 3 0		230/365/2056 (January 27, 2...	18,844	465 86
	Squirrels in Ann Arbor at the...	63 all time views	60 2 0		240/365/2431 (February 6, 2...	18,538	460 29
	Ann Arbor Dance Classics 20...	12759 all time views	55 0 0		Ann Arbor Dance Classics 20...	16,898	5 0
	Squirrels in Ann Arbor at the...	32 all time views	30 0 0		Rehearsal for Ann Arbor Dan...	16,844	5 0

Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits – Figures (& Statistics)

- You get regular emails about recent activity.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits - Free

- Some of these resources are free (for now).
- A Library-focused digital image systems are expensive and are not as easy to find or use for your patrons.
- PRO accounts are modest in cost (\$25 a year).



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Your Images – Your Rights

- Creative Commons
 - <https://creativecommons.org/>
 - <https://creativecommons.org/licenses/>
- Creative Commons Pics on flickr
 - <https://www.flickr.com/creativecommons/>
- You can put restrictions on access and downloading if you want.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Your Images – Your Rights

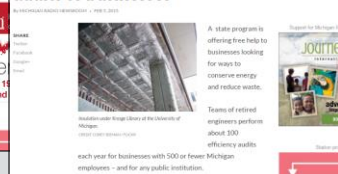
- If people can find it – they can use it



Several historic Michigan lighthouses are up for grabs



Michigan offers free energy and pollution audits to businesses



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)



Questions & Thank You

Corey Seeman

University of Michigan

Email: cseeman@umich.edu

Slides: tinyurl.com/csflickr2016

Corey's flickr page: flickr.com/cseeman

**Libraries on flickr
& Resources
follow this slide!**



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Libraries on flickr

- Libraries are “people” or “members” or “contacts”
- Alpena County (MI) Library - <https://www.flickr.com/photos/alpenacountylibrary>
- Ann Arbor (MI) District Library - <https://www.flickr.com/photos/37044016@N08/>
- Canton (MI) Public Library - <https://www.flickr.com/photos/cantonpubliclibrary>
- Dearborn Heights (MI) City Libraries - <https://www.flickr.com/photos/33590329@N05/>
- East Lansing (MI) Public Library - <https://www.flickr.com/photos/elpl>



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Libraries on flickr

- Flint (MI) Public Library -
<https://www.flickr.com/photos/27279835@N04/>
- Kalamazoo (MI) Public Library -
<https://www.flickr.com/photos/kalamazoopubliclibrary>
- Lapeer (MI) District Library -
<https://www.flickr.com/photos/9867582@N03/>
- Livonia (MI) Public Library -
<https://www.flickr.com/photos/7523813@N07>



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Libraries on flickr

- Bloomfield (IN) Public Library -
<https://www.flickr.com/photos/begcpl>
- Bloomfield (NJ) Public Library -
<https://www.flickr.com/photos/106763757@N08>
- Lester (Two Rivers, WI) Public Library -
<https://www.flickr.com/photos/lesterpubliclibrary> (see:
<http://www.infotoday.com/mls/nov10/Dawson.shtml>)



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Libraries on flickr

- University of Michigan Library - <https://www.flickr.com/photos/mlibrary>
- Michigan State University Main Library - <https://www.flickr.com/photos/msumainlibrary>
- Library of Congress - https://www.flickr.com/photos/library_of_congress
- flickr Commons: <https://www.flickr.com/commons>
- flickr Commons Participating Institutions: <https://www.flickr.com/commons/institutions/>



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Readings and Resources

- Anderson, P. F. "31 Flavors - Things to Do With Flickr in Libraries." OCLC WebJunction: the learning place for libraries. March 21, 2012 2012. Web. <https://www.webjunction.org/documents/webjunction/31_Flavors_045_Things_to_Do_With_Flickr_in_Libraries.html>.
- Beaudoin, Joan E., and Cécile Bosshard. "Flickr Images: What & Why Museums Share." Proceedings of the American Society for Information Science and Technology 49.1 (2012): 1-7.
- Boateng, Frank, and Yan Quan Liu. "Web 2.0 Applications' Usage and Trends in Top US Academic Libraries." Library Hi Tech 32.1 (2014): 120-38.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Readings and Resources

- Copeland, Andrea. "Public Library: A Place for the Digital Community Archive." *Preservation, Digital Technology & Culture* 44.1 (2015): 12-21.
- Cunningham, Sally Jo, and Malika Mahoui. "Interacting with and through a Digital Library Collection: Commenting Behavior in Flickr's the Commons". *Proceedings of the 13th ACM/IEEE-CS joint conference on Digital libraries. ACM , 2013. 21-24.*
- Forsyth, Ellen, and Leanne Perry. "Picturing Your Community: Flickr use in Public Libraries." *Library Hi Tech News* 27.1 (2010): 6-9.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Readings and Resources

- Jett, Jacob, Megan Senseney, and Carole L. Palmer. "Flickr Feedback Framework: A Service Model for Leveraging User Interactions". *Proceedings of the 13th ACM/IEEE-CS joint conference on Digital libraries. ACM , 2013. 389-390.*
- Kalfatovic, Martin R., et al. "Smithsonian Team Flickr: A Library, Archives, and Museums Collaboration in Web 2.0 Space." *Archival Science* 8.4 (2008): 267-77.
- Library of Congress. Prints and Photographs Division, et al. "For the Common Good: The Library of Congress Flickr Pilot Project". *Library of Congress, Prints and Photographs Division , 2008.*
(http://www.loc.gov/rr/print/flickr_report_final.pdf)



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Readings and Resources

- Momeni, Elaheh, et al. "Identification of Useful User Comments in Social Media: A Case Study on Flickr Commons". Proceedings of the 13th ACM/IEEE-CS joint conference on Digital libraries. ACM , 2013. 1-10.
- Stephens, Michael. "Flickr." Library Technology Reports 42.4 (2008): 58-62.
(<https://journals.ala.org/ltr/article/view/4658>)
- Terras, Melissa. "The Digital Wunderkammer: Flickr as a Platform for Amateur Cultural and Heritage Content." Library Trends 59.4 (2011): 686-706.



Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)