


It's Those Einstein Pictures again! The Users of ETH-Bibliothek's Image Archive: An Image-Science Study

Other Conference Item

Author(s):

Graf, Nicole 

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The users of the ETH-Bibliothek's Image Archive: an image-science study

It's Those Einstein Pictures Again!



EVA Florence, 14.5.2015
Nicole Graf

Overview

1. Issues
2. Method & Overview of the Holdings
3. Analysis & Results
4. Conclusions
5. Outlook

Issues

1. Has the use of the Image Archive changed through the increasing digitisation of the images?
2. Which holdings are used the most?
3. Is there development potential for individual holdings?
4. Who are the people that use the Image Archive and are there differences between these user groups?
5. Which individual images are in demand how often?
6. Which factors influence the use of images?

Method: Sample Comparison

Sample 1

**Sales of hi-res images
(300 dpi on A4)**

**3,000 usage agreements with
13,650 images sold**

from 1.1.2001 to 30.9.2014

- By image number
- By date
- By usage type
 - Scientific
 - Private
 - Commercial

Sample 2

**Downloads of lo-res images
(1024 x 768)**

27,952 downloads

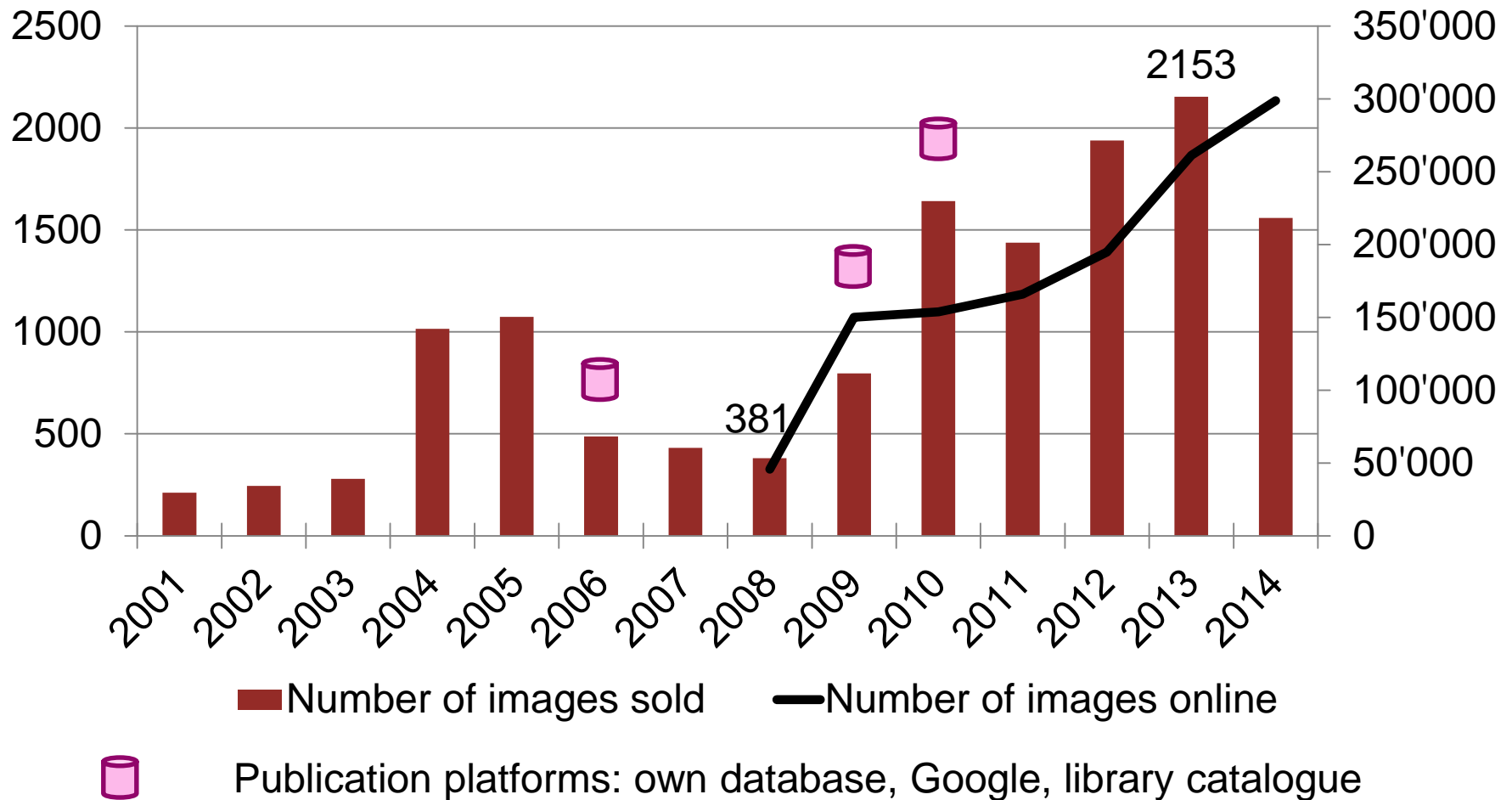
from 1.1.2014 to 30.9.2014

- By image number

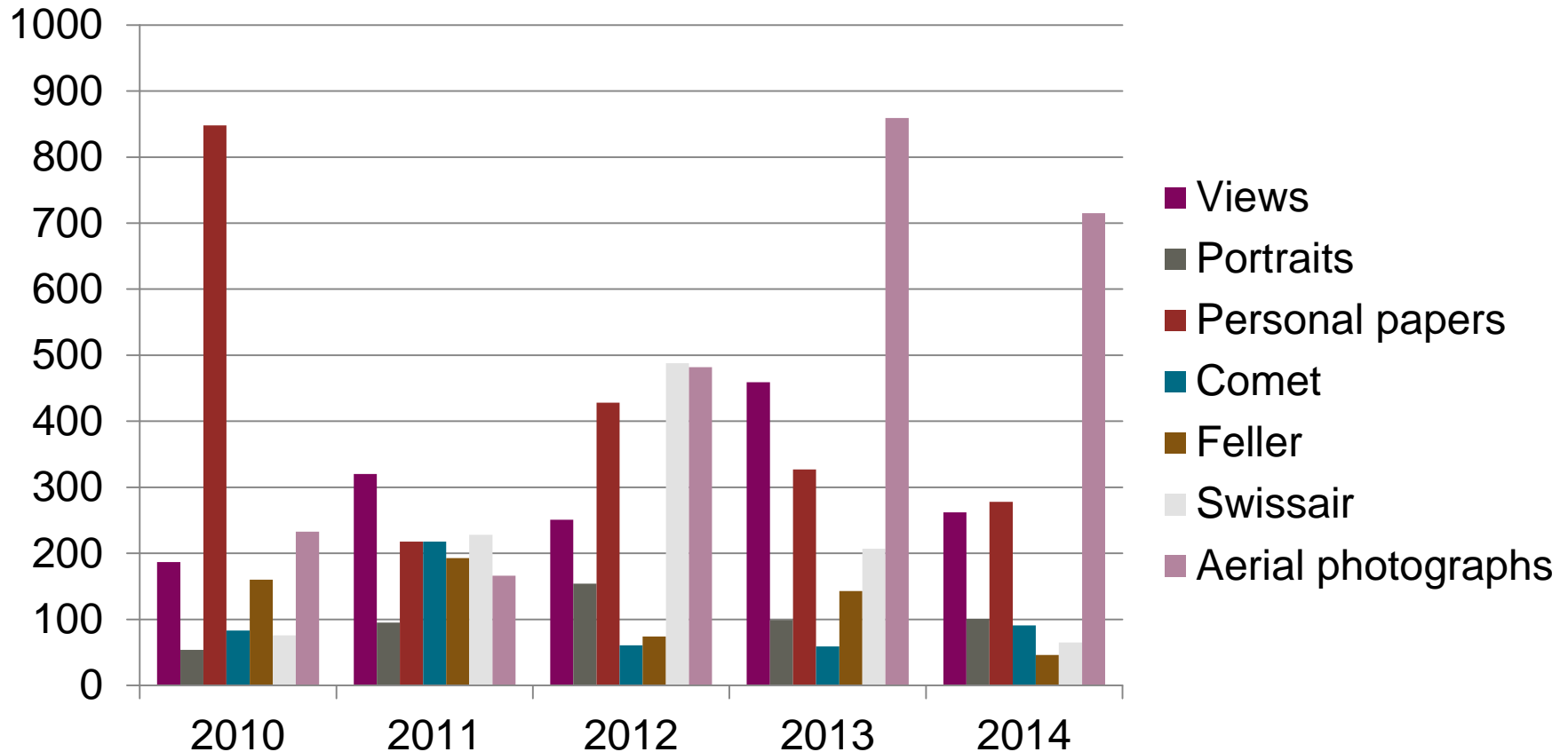
Overview of the Holdings

Holdings	Scope	Online	Entry
Views	30,000	30,000	Ongoing
Portraits	20,000	1,500	Ongoing
Personal Papers	600,000	50,000	Ongoing
Comet	900,000	3,500	2000
PK Feller	54,000	108,000	2009
Swissair	220,000	40,000	2009
Aerial Photographs	250,000	70,000	2000&2012
Total	2 Million	300,000	

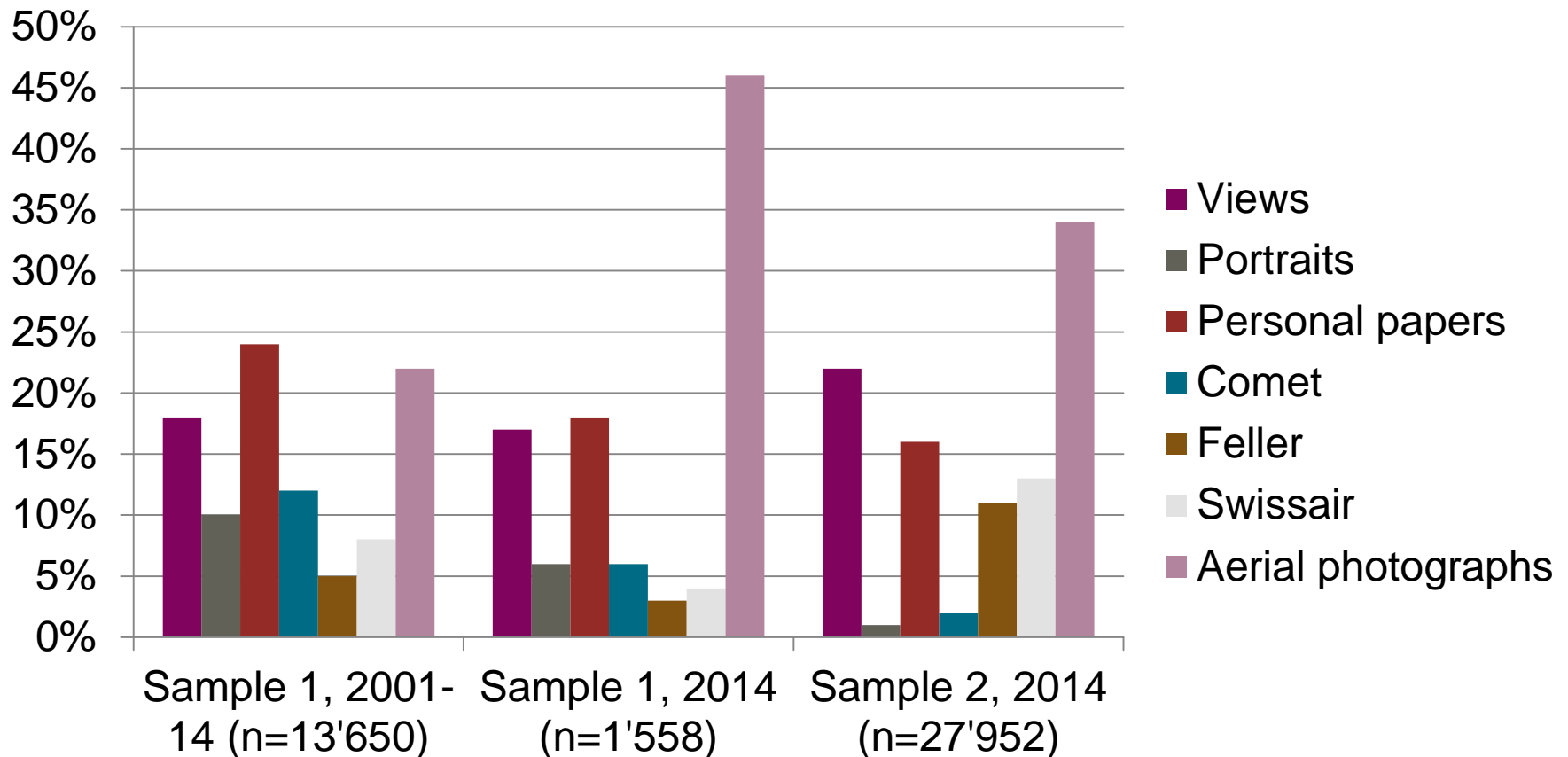
Sample 1: Image Sales (2001–2014) (N=13,650)



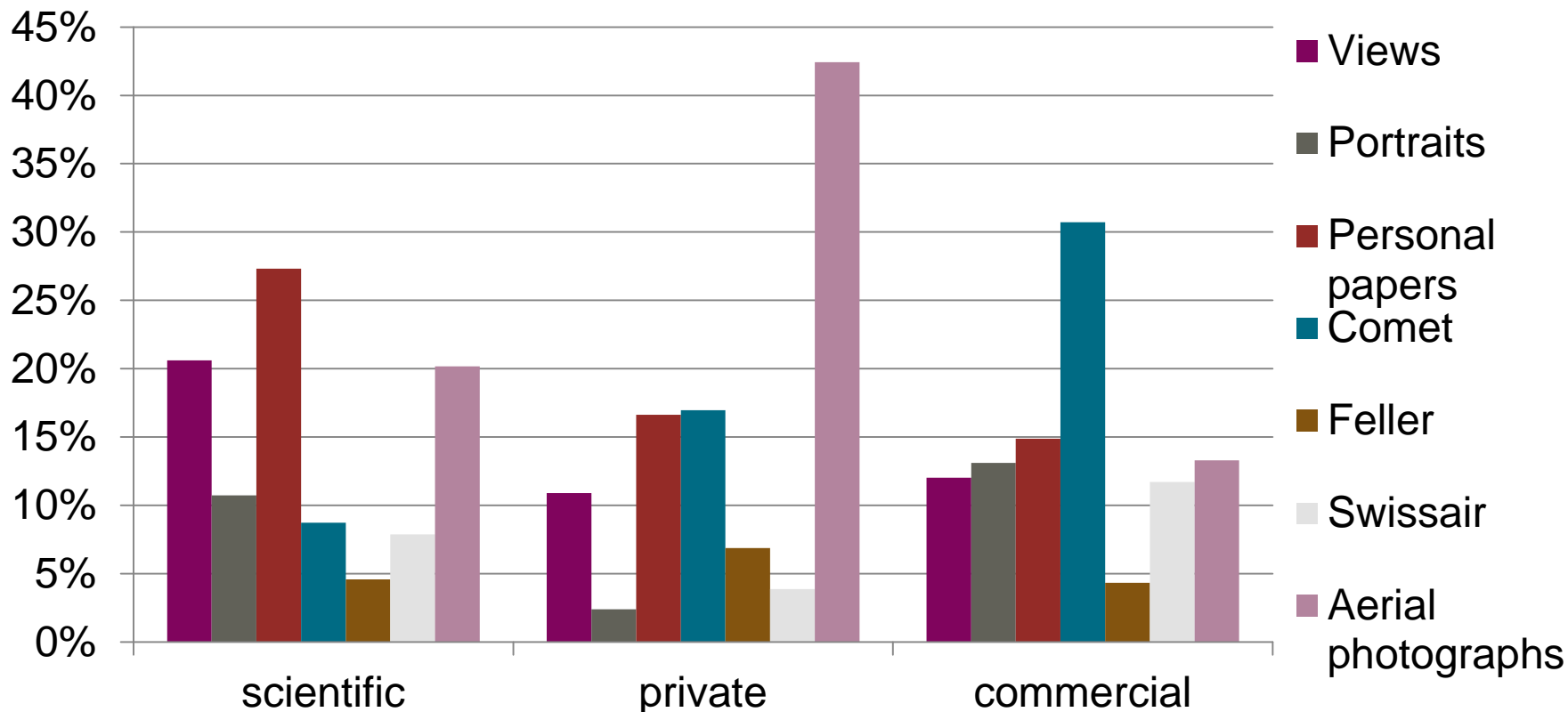
Sample 1: Usage According to Holdings (2010–2014) (N=8,728)



Sample 1+2: Usage According to Holdings



Sample 1: Holdings According to Users (2001–2014)



76 %

ETH zürich 10,314 images

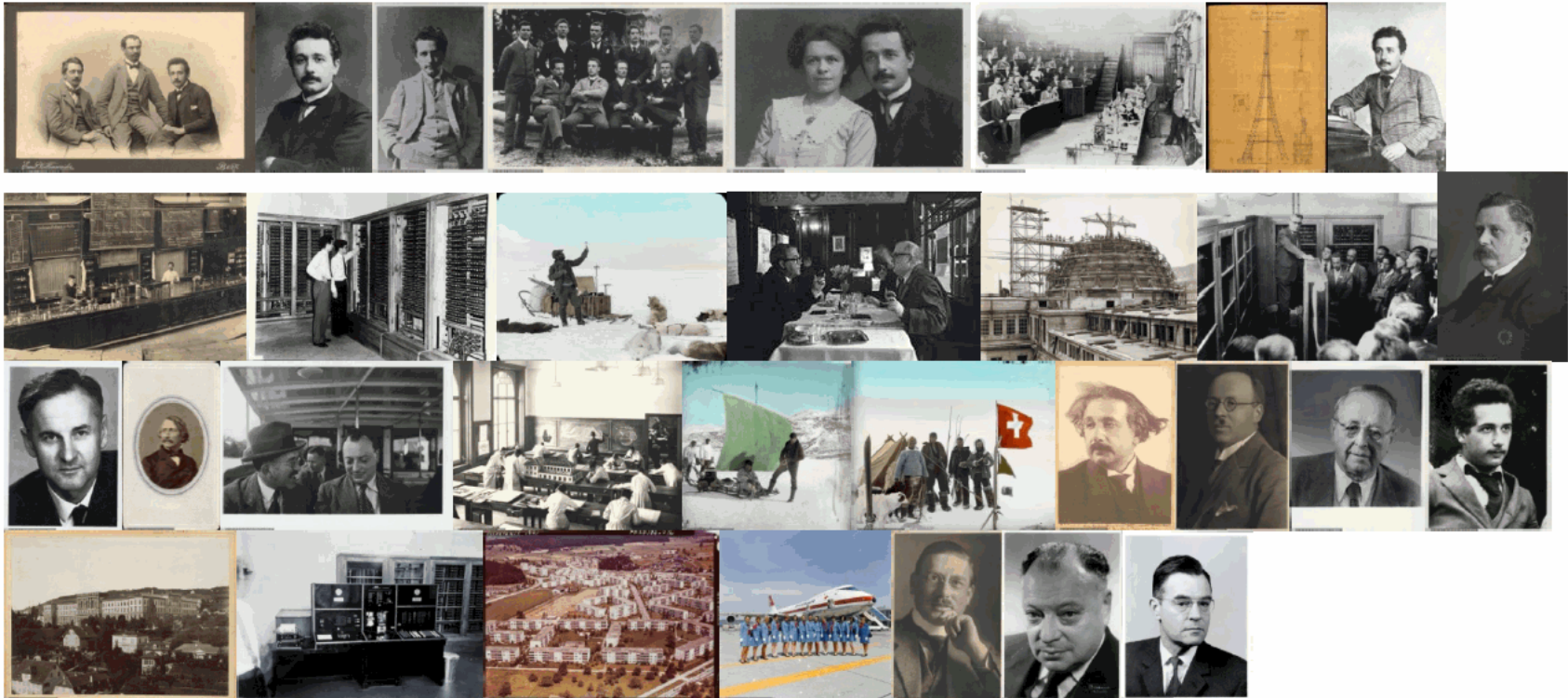
13 %

1,763 images

11 %

1,573 images

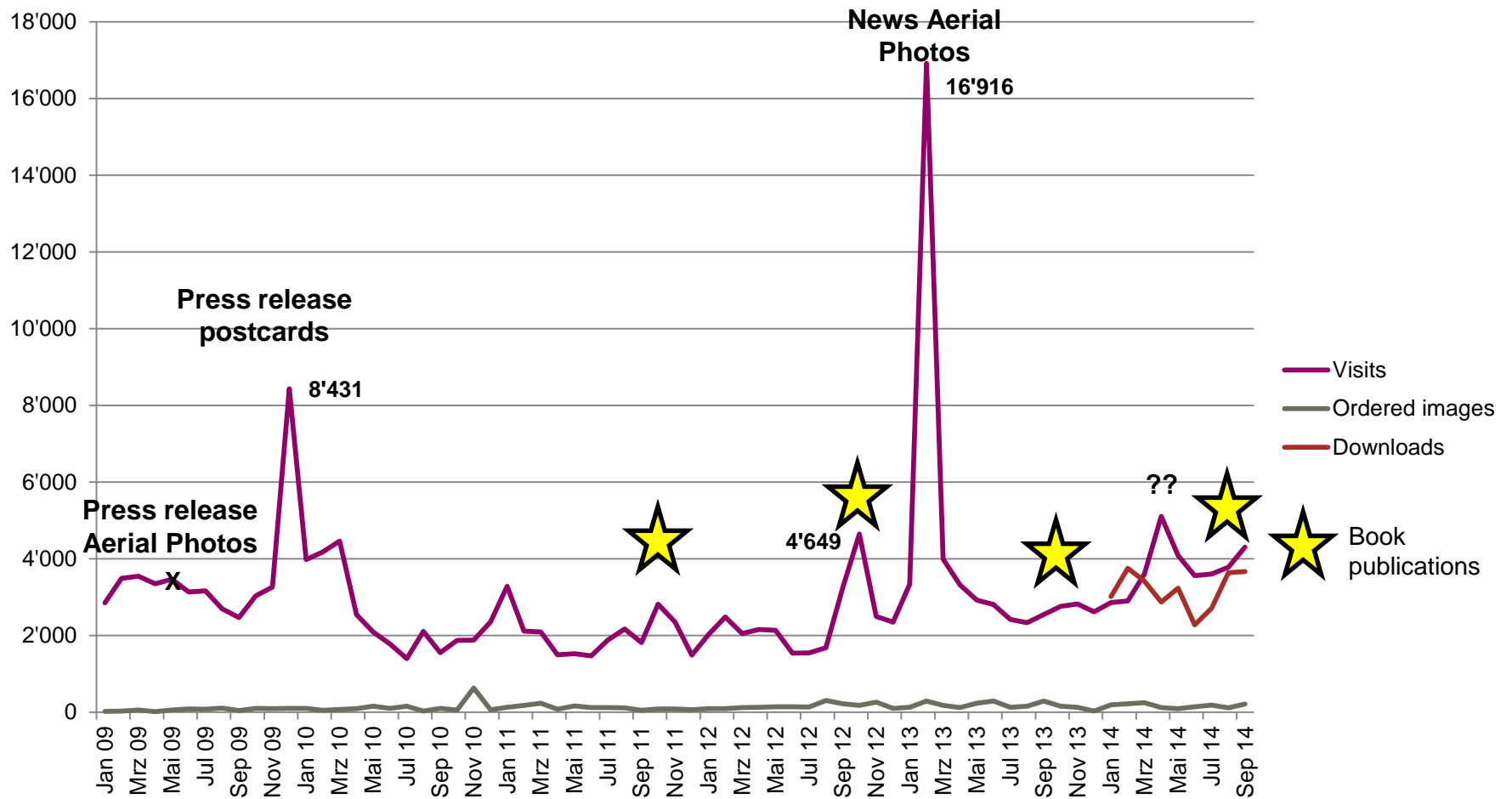
Sample 1: All-Time Best-Sellers



Sample 2: Downloads



Marketing



Conclusions

- Usage has increased significantly thanks to the mounting digitisation, diverse marketing measures and publication on various platforms
- Aerial Photographs, Personal Papers, Views and Portraits meet the users' needs
- Famous and published images, and “icons” purchased the most, aerial photographs downloaded the most
- Usage as illustrations for publications or for evidence purposes (aerial photographs)

Outlook

- Continue digitisation strategy for selected and partial holdings
- Better analysis of the user data, e.g. log files of the search requests
- Introduction of open data from 2015. What impact can we expect on user behaviour? Will entire image corpora be used as base and source material (big data) instead of iconic individual images in future?

Questions?
Thank you for your attention!

Nicole Graf

Head of the ETH-Bibliothek's Image Archive

www.library.ethz.ch

nicole.graf@library.ethz.ch