Choosing images for sharing evidence: a guide

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Over 50s rush to book holidays after COVID-19 jabs...
Why it matters...
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Technical guidance

Item 1. Choose an image that you have permission to use
Item 2. Choose a sufficiently high-resolution image
Item 13. Ensure the image is not distorted and the main subject is not obscured by other elements
Item 14. Make sure your images comply with accessibility standards
Item 15. Credit the image source

Appendix 1: Useful sources of images
Appendix 2: Guidance about image resolution and size
Appendix 4: Adding alt text to images
Item 3. Involve your target audience and seek their feedback (show the image to someone)…
Item 3. … or use an image created or selected by a target audience member.

Sally chose this image: “Kintsugi; the image of mending a broken pot with precious metal acknowledges my experience of cancer surgery and how I have come to accept and live with the scars, inside and out. Joining a dragon boat crew of people affected by cancer has been part of my recovery – our new boat is named Kintsugi”. Artwork: ‘Scars Are Golden’ by Mary Kamerer, is part of the Breast Cancer Art Project.
Item 4. Depict a diverse range of people (across your products and within products), to ensure wide representation and inclusivity.
Item 5. Depict the evidence accurately (population, intervention and/or setting)

Example: Healthcare workers and infection prevention and control (IPC) for respiratory infectious diseases
Item 6. Avoid images with misleading presentations of intervention effects or images that could appear to recommend a treatment

Example: Cochrane Reviews on treatments for subfertility, assisted reproduction and related topics
Item 7. Avoid images that show brand names

Example: Cochrane Reviews on Methylphenidate for attention deficit hyperactivity disorder (ADHD)

“Ritalin 10mg tablets”, by Adam is licensed under CC BY 2.0
Any questions so far? Please type them in the chat.
Item 8. Choose an image that is realistic and relatable for your target audience

Example: Cochrane Review on yoga for physical rehabilitation after stroke
Item 8. Choose an image that is realistic and relatable for your target audience
Item 9. Think about the appropriateness and acceptability of the image in different settings and cultures

Example: clinical encounters

“NEPAL” by (USAID) U.S. Agency for International Development is licensed under CC BY-NC 2.0
Example: images for sharing during the COVID-19 pandemic
Item 10. Depict the topic sensitively, especially where the topic or findings may be upsetting, controversial or disappointing, and consider the context in which you are sharing the image.

Example: School-based education programmes for the prevention of child sexual abuse

- Adult talking to child
- Children and teacher in classroom
- Crayons
- School bus
- Children in classroom (Africa)
Some questions to consider…

• Can the image help readers make a link with the topic?
• Is it necessary to show children’s faces?
• Does it reflect the studies included in the review?
• Is it relevant for your setting?
• Does it show best practice?
Item 11. Avoid images that stigmatize, reinforce stereotypes or are dehumanizing

Example: Cochrane Reviews on overweight or obesity
Item 12. Avoid images that could trigger unwanted feelings or behaviour

Example: Cochrane Reviews on smoking cessation
“Traumatic brain injury: is decompressive surgery worth the risks?” – (Evidently Cochrane blog)
“Traumatic brain injury: is decompressive surgery worth the risks?” – (Evidently Cochrane blog)
Take-home points

1) Consider every detail of an image
2) Check with someone with relevant expertise if you have any doubts
3) Please explore and use the guide to choosing images
Any questions? Please type them in the chat