

REVERSE IMAGE SEARCH LESSON PLAN

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LIS 702 Facilitating User Information and Information Needs

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Class Description

This is a 20 minute session for high school students or adults who want to learn about the uses for reverse image searching, primarily to determine the creators of images or provenance of objects. Each student will need to have a smartphone. For a 20 minute session, the class size should be 8 or less people.

Learning Outcomes

Students will learn what reverse image searching is, what tools are available, and which tools are best for specific tasks. They will know how to search for an image, how to interpret the results of the search, and how to do further research on the results if needed.

Materials

- A smartphone for each student. Android phones have Google Lens (which we will be using) by default; iPhone users will need to download the Google app and set up a Google account.
- Images and/or objects to do searches on. There are a couple different approaches here: the instructor can assemble a collection of physical images or objects that have a creator or origin that is not immediately evident from the source. If the library has a collection of art prints, particularly classical art that is out of the public domain, that could be used. Architectural photography could also be used, or sculptures or artifacts from a collection as long as there are images of the items somewhere on the internet. The instructor has the opportunity to customize the lesson for a particular group this way, if they want.
- However, an easier approach for most setups would be to have digital images on a laptop or desktop for the students to use, taking pictures of the images from the screen of the computer. If useful images aren't available from the library's collection, a search on Pinterest or Instagram for "classical art" or "architecture" will turn up a lot of unattributed images that work well for this exercise. Either download some images to the computer, or bookmark the locations.
- Pencil and paper for each student

Activities

Introduction (3 minutes) - explain the basic concept of what reverse image searching is and how it works. The two resources that we will be using are Google Lens and Tineye.com.

Show students the different ways of accessing these, either with a web browser, with the

camera app on Android phones, and with the Google app on iPhones.

Activity (12 minutes) - bring up the first image, and ask students to identify a piece of relevant information about it by doing an image search. For instance, for a painting the answer would be artist, for a building the answer would be the location of the building. Suggest that they try searching with TinEye first, and then with Google Lens. Try to let everyone figure out the desired answer before announcing it, and then have the group discuss the steps that they took, and what the differences are between the two search engines.

Repeat the exercise with a few different images, this time having the students write down an answer as they arrive at it. Give students a set amount of time to find the answer for each image; the instructor can assist students who seem to not be successful with some suggestions on what search results from the list returned might be most useful for finding the information they are seeking.

Discussion/Assessment (5 minutes) - Ask if everyone in the group feels like they understand the technology behind reverse image searching better after practicing. Close out the session with this open-ended discussion question : what are some other uses for this kind of searching?