

## Using the results

The dozens of quoted comments inside provide good rules of thumb for both image buyers and suppliers, but the real value in these survey responses is provided by the **book-specific page numbers** of photos that students like or dislike.

An easy way for a publisher or image buyer to improve a new edition is to use these numbers to **locate and replace the images** which received a poor review.

A second route to improvement of either new or existing editions is to seek more photos like those that students cited as helpful in learning or remembering. Reviewing images that students found helpful can provide guidance in future selection.

## Finding better photos

The most valuable lesson we learned from this first survey is to obtain **instructive images** from our photographers, so we have compiled a collection we call **Images That Teach**. It is organized by grade and subject. We will be aggressively expanding this collection of instructive photos, so please check back regularly.

## Learning more

We at **PhotoEdit** feel we have only scratched the surface of information we can gather from schools about providing better photos.

We plan to annually survey students from a variety of grades, subjects, and locales beginning in Fall 2009, and welcome your input and guidance on future surveys' content (question, book, type of image, etc.) and audience (grade, state, subject, etc.). We also hope to ask teachers what specific images would help them convey difficult concepts.

If you would like us to obtain school feedback on a particular subject prior to you beginning image-search work, tell us and we will circulate a survey designed to help you. We need 2-3 months of advance notice, so please plan ahead. Our survey work is free to good customers.

We are **happy to provide additional details from this survey** to current and future customers. For more information, contact either:

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