

Stock Photography Company Releases Results of Student Textbook Survey

PhotoEdit Inc., a stock photo agency specializing in educational and multi-ethnic imagery, has released the results of a student survey it conducted in June 2009 about stock photographs in textbooks.

Established stock photography company PhotoEdit Inc. has published the results from its first-ever student survey. Conducted for several months in spring and early summer 2009 at the request of a client, the survey questioned 284 high school students in the local area about their thoughts concerning the stock photos in their textbooks.

PhotoEdit, which maintains a focus upon multi-ethnic educational images, was primarily interested in discovering whether the students thought the textbook photos were applicable to their lives and their curricula. The responding students found many of the images helpful, but found that others were "not helpful, boring, from another century, unrelated to my life," or all four.

The full results are available in a free PDF which will hopefully be useful for all stock agencies and stock photographers, as it offers insight into the minds of the end users. Anyone interested in the research can have the PDF file sent directly to them absolutely free of charge simply by emailing PhotoEdit's content manager at mike.margol@photoeditinc.com and asking for it.

Additionally, in response to the survey results, PhotoEdit was motivated to create a brand new collection called Images That Teach. Consisting of 12 subject-specific galleries, the collection was designed with learning in mind: the images can help students of all ages understand concrete concepts in math, language, science, and other disciplines. The new collection also features the ethnic diversity that PhotoEdit is known for.

The galleries can be accessed from PhotoEdit's homepage at <http://www.photoeditinc.com> and also from a direct link at <http://www.photoeditinc.com/imagesthatteach/main.htm>.

PhotoEdit hopes that the PDF and new Images That Teach collection will be helpful not only to stock agencies and photographers, but also to the publishers in the textbook field. Anyone with questions or concerns regarding the survey methodology, PDF file, or Images That Teach gallery is encouraged to contact the content manager at the aforementioned email address.

<http://www.photoeditinc.com>