

# Welcome

This Coffee Lecture will start at 1 pm.

## Interested in our research support services?

Get informed and gain more time to do research.

### Science Library

All information available here:

[www.unibe.ch/ub/sciencelibrary](http://www.unibe.ch/ub/sciencelibrary)

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### Medical Library

For any question in **Scientific Literature Searching** or **Scientific Writing** do not hesitate to contact the **Team Research Support Services in Medicine and Pharmacy** ([med\\_support@ub.unibe.ch](mailto:med_support@ub.unibe.ch)) or attend our courses ([unibe.ch/ub/medresearch](http://unibe.ch/ub/medresearch)).



## Adobe Stock for Bern University:

**Make your presentations and communications visually appealing with stock images**

Stefan Grosjean, Medical Library, University Library Bern



A photograph of a female scientist in a white lab coat standing in a laboratory. She is smiling and has her arms crossed. In the background, a male scientist is working at a microscope. The scene is brightly lit, suggesting a clean and professional environment.

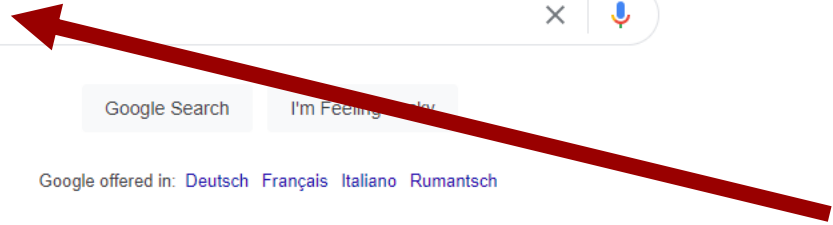
**«People tell me, my presentations /  
communications need pictures.»**

# The Problem





Search bar containing the text "virus" with a magnifying glass icon on the left and a close button and microphone icon on the right.

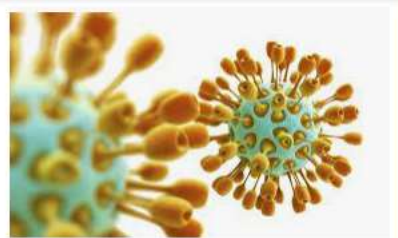


Buttons for "Google Search" and "I'm Feeling Lucky".

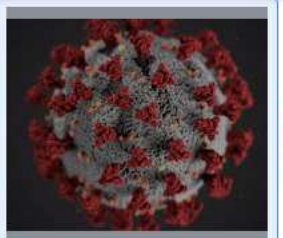
Google offered in: [Deutsch](#) [Français](#) [Italiano](#) [Rumantsch](#)



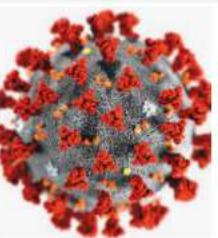
Viruses leave traces for long after ...  
unibas.ch



Mers-Virus – die nächste Pandemie? | MDR.DE  
mdr.de



A Virus Is Not a Thing, Part 1: Th...  
lse.ac.uk



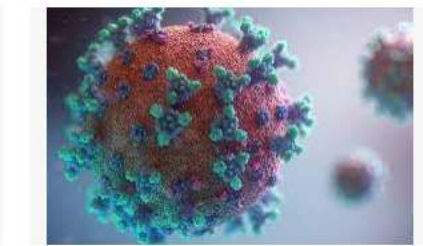
Coronavirus 2019-nCoV: ...  
aerzteblatt.de



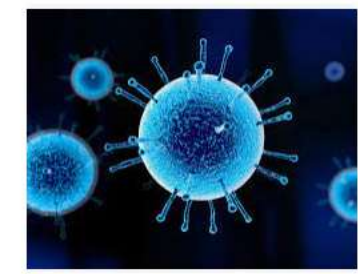
Viruses | National Geographic Society  
nationalgeographic.org



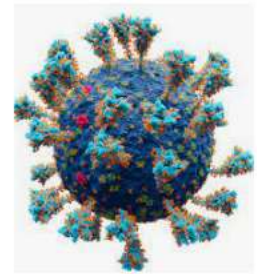
Das Wichtigste zum Corona-Virus (SARS...  
helios-gesundheit.de



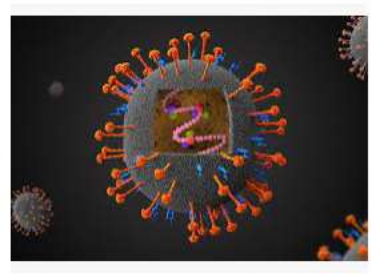
SMART researchers develop a method for ...  
news.mit.edu



Charting progress through time: using ...  
pharmaceutical-technology.com



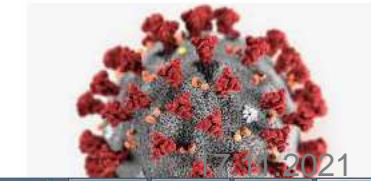
SARS-CoV-2 – Wikipedia  
de.wikipedia.org



The next pandemic: Nipah virus? | Gavi ...  
gavi.org



Neue Studie: Das Corona-Virus befällt ...  
dzhk.de



7.11.2021



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LSE  
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savca.co.za
- Explainer: What is a spike protei...  
sciencenewsforstudents.org
- Spina Bifida Association Update ...  
spinabifidaassociation.org
- What's a virus, anyway? Part 1: T...  
scopeblog.stanford.edu
- Viruses: How Are They Different ...  
thegreatcoursesdaily.com

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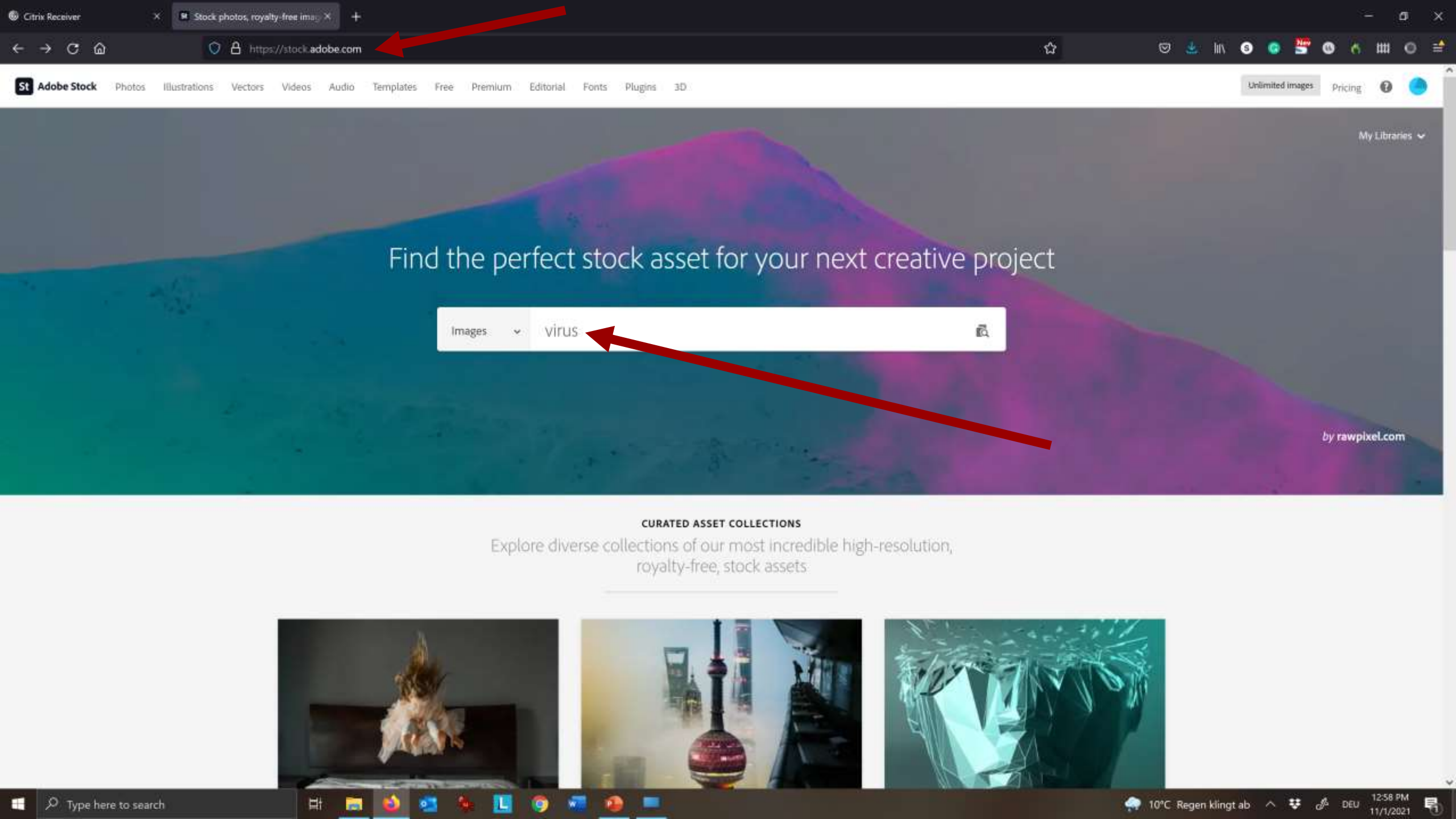
# The Solution





[www.stock.adobe.com](http://www.stock.adobe.com)





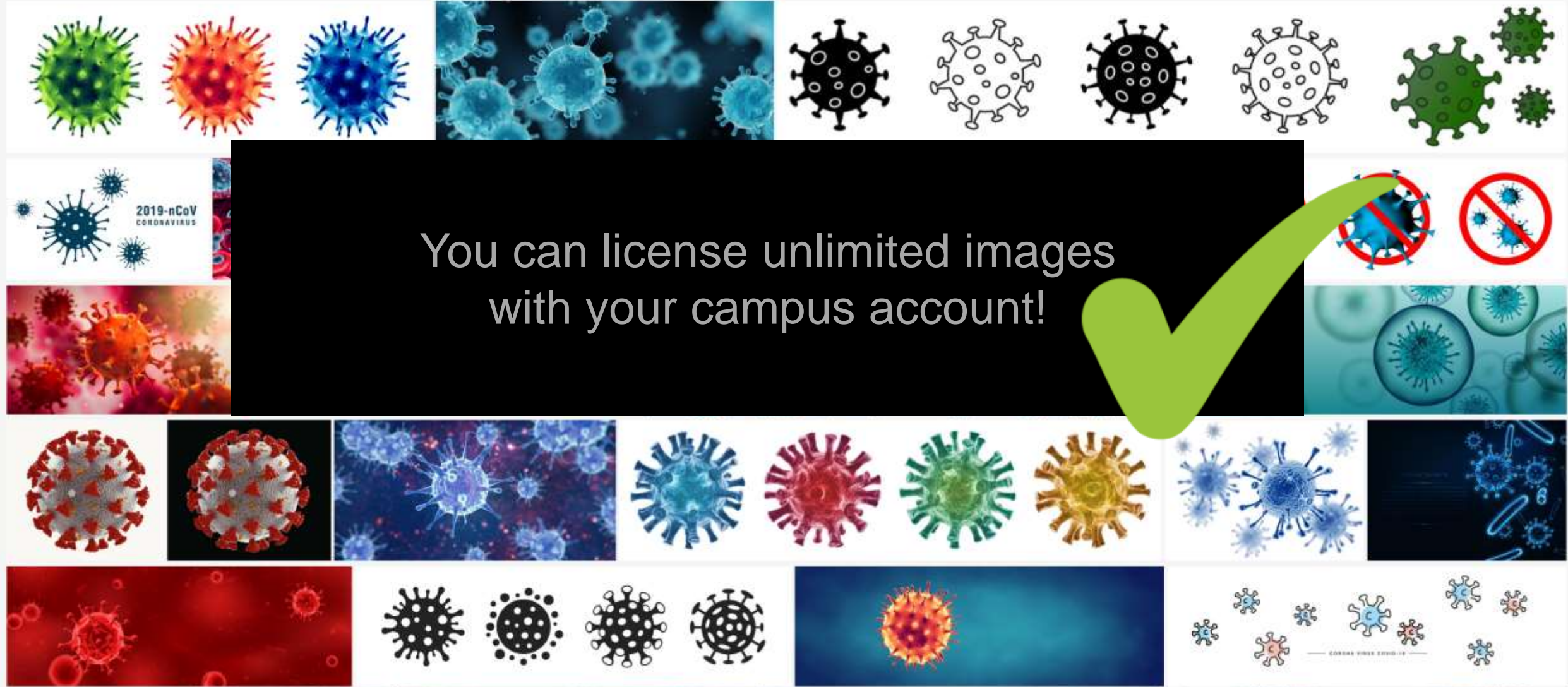
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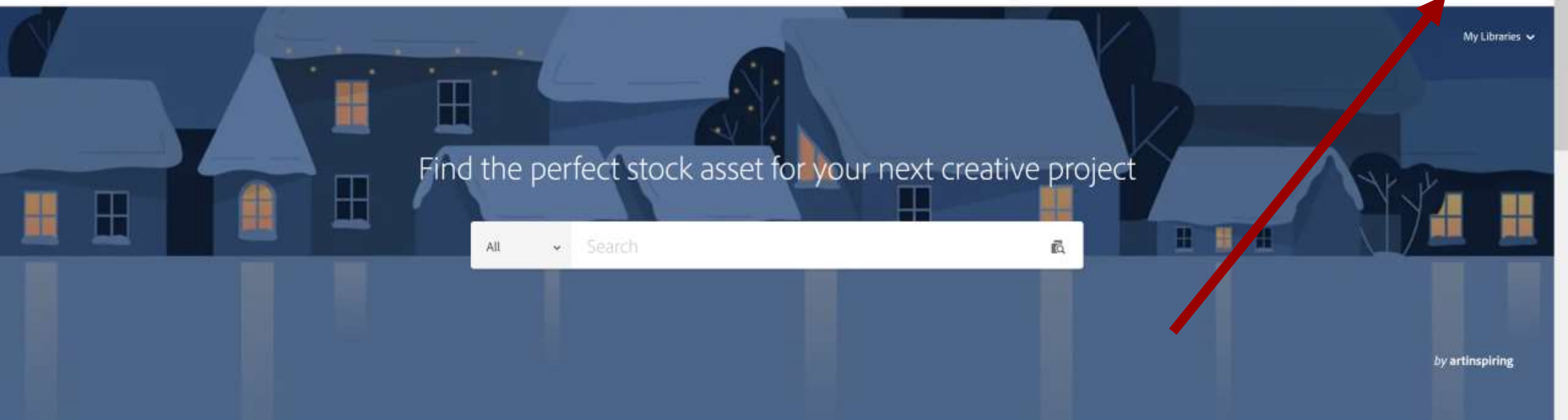
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# Anmelden

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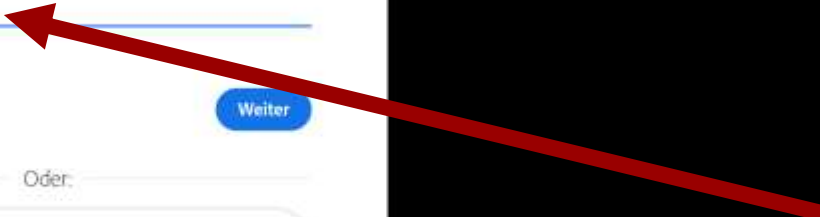
Weiter

Oder:

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stefan.grosjean@unibe.ch

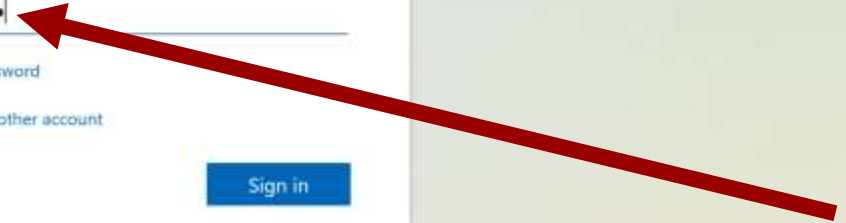
### Enter password

.....

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stefan.grosjean@unibe.ch

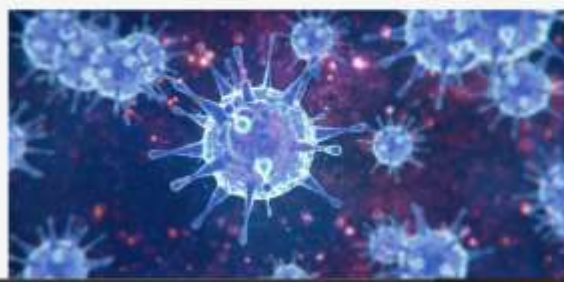
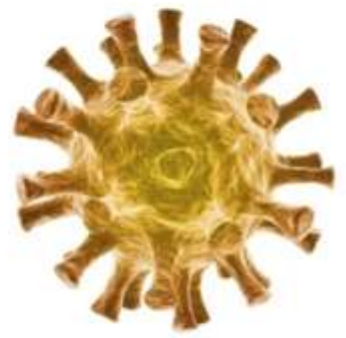
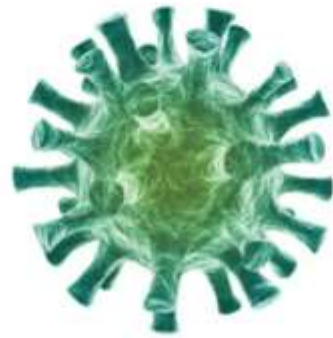
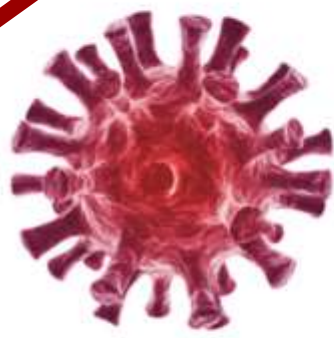
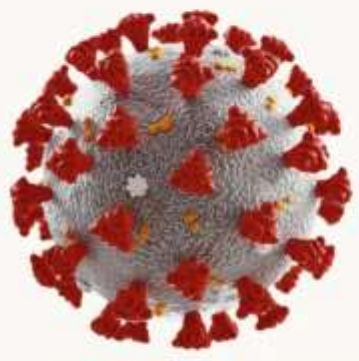
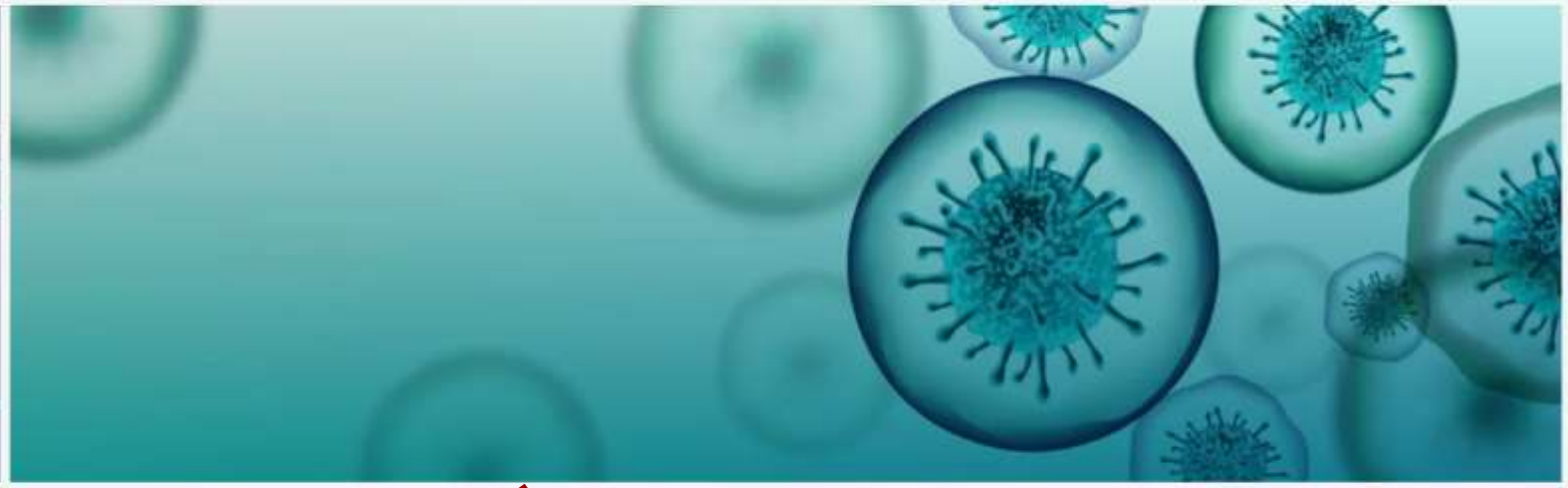
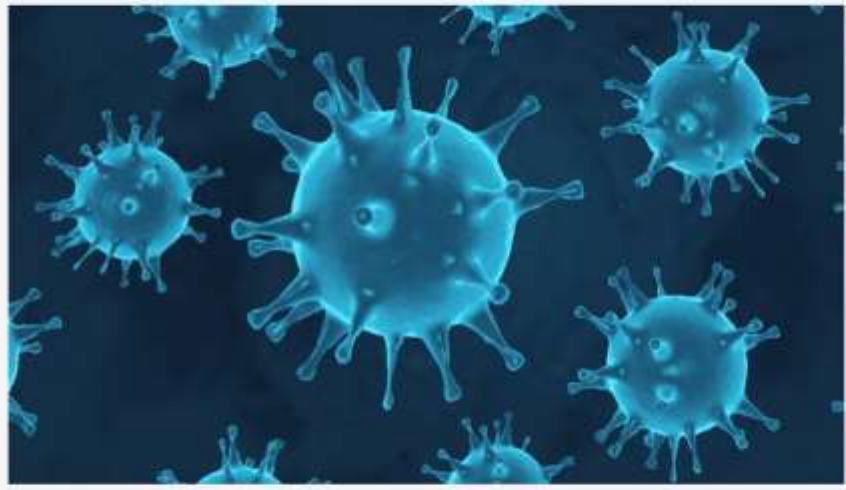
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No Yes







# The License

## License comparison

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Can modify the asset*	✓	✓	✓
Up to 500,000 copies or views of the asset	✓	✓	✓
More than 500,000 copies or views of the asset		✓	✓
Asset may be used in merchandise, templates, or other products for resale*			✓

\*See [Editorial Use Only](#) restrictions.

# The Takeaway?

- don't sell!
- don't use for more than 500'000 views!  
(you can upgrade the license for specific assets if the need arises)



- usage must be related to Berne University
- no source or copyright info needed!



# Do's and Dont's

- Observe Corporate Design Guidelines of University of Berne!  
[https://intern.unibe.ch/dienstleistungen/corporate\\_design\\_und\\_vorlagen/index\\_ger.html](https://intern.unibe.ch/dienstleistungen/corporate_design_und_vorlagen/index_ger.html)
- Try to find a style!
- Sometimes less is more!
- Pay attention to the colors!



# What to avoid?

Stereotypes (male leader)

Discrimination  
(man is in focus,  
women are out of  
focus)

The picture maybe  
feels like out of a  
commercial or  
corporate  
communication

Lack of diversity  
(only white people  
in the picture)

Discrimination  
(man is big in front,  
women are small in  
the background)

The picture is  
maybe too generic  
and feels  
unpersonal





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[https://intern.unibe.ch/unibe/uniintern/content/e1883/e683686/e695596/e1075264/e1075265/03\\_UniBE\\_ManualGestaltungselemente\\_202104\\_ger.pdf](https://intern.unibe.ch/unibe/uniintern/content/e1883/e683686/e695596/e1075264/e1075265/03_UniBE_ManualGestaltungselemente_202104_ger.pdf)

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03\_Gestaltungselemente

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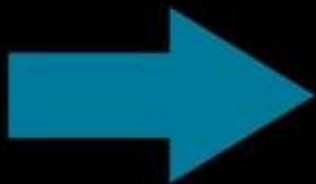
Erstellung Q2.2020  
Freigabe Universitätsleitung 08.2020  
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# A few examples from our work

Are you in need of  
brain food for  
your research  
projects?

Practical Tips in a  
Nutshell.



bibmedbern



bibmedbern Zoom Link: <https://bit.ly/3xHHe5s>

The Research Support Service Team of the Medical Library is looking forward to your participation.

#bibmedbern #bibliothek #library #unibern #educationispower #educationiskey #bern #universityofbern #inselspitalbern #medizinstudium #medicallibrary #fsmb #researchsupportservices #citationmanagment

23w



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Post

Attend our Coffee Lecture next  
Wednesday 26.05. (13:00 – 13:15)

# Citation Management Systems



Citation management systems can make writing and citing papers much easier. But which system is best for you? Come learn about some of the strengths and weaknesses of three of the most common systems EndNote, Zotero, and Mendeley



bibmedbern



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The Research Support Service Team of the Medical Library is looking forward to your participation.

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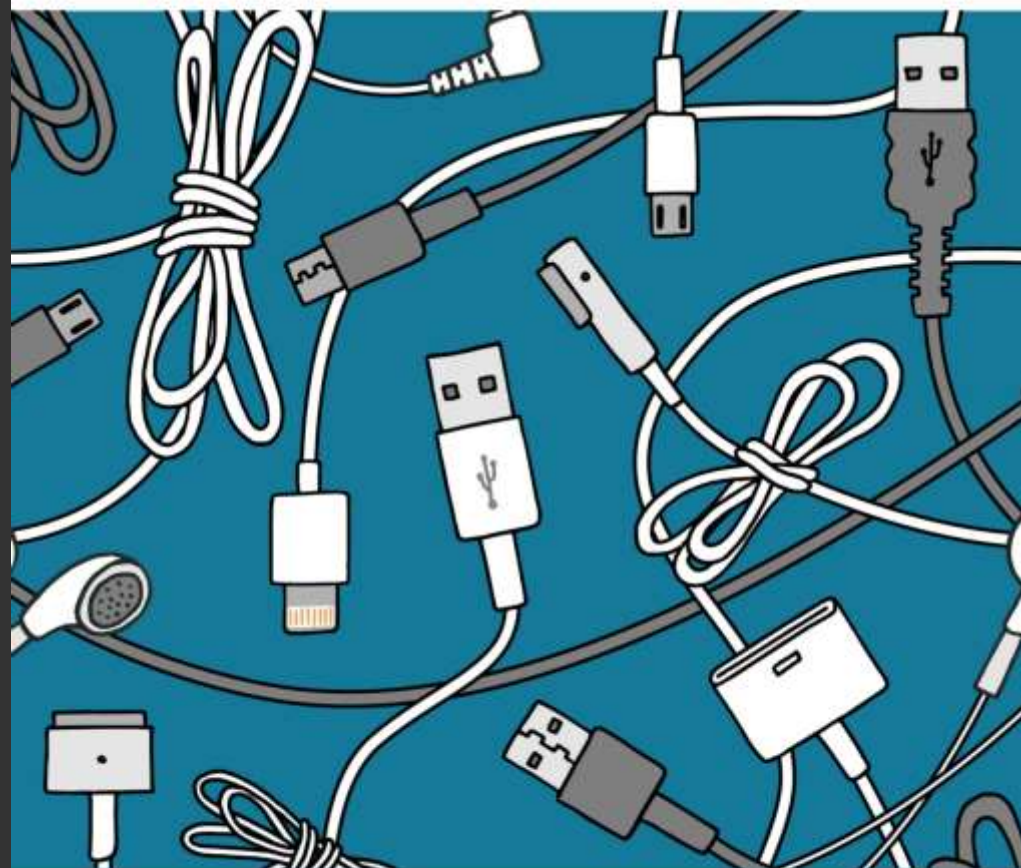
Post



Leise, bitte!  
Die Leute sind am Lernen.



Ladegerät vergessen?  
An der Theke ausleihen!



## Anatomische Modelle Ausleihe in der Bibliothek

Die Bibliothek Medizin verfügt über eine Sammlung von 25 anatomischen Modellen, welche Sie zum Gebrauch innerhalb der Bibliothek ausleihen können. Bitten wenden Sie sich an die Theke.



## Uniprint Weiteres Gerät im OG

Ein weiteres Uniprint-Gerät (nur A4) finden Sie im Obergeschoss der Bibliothek Medizin.



u<sup>b</sup>

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## Maskenpflicht Neu auch am Arbeitsplatz

Bitte tragen Sie in allen Universitätsgebäuden eine Maske. Ab Montag 12. Oktober dürfen Sie auch an Ihrem Arbeitsplatz die Maske nicht mehr ablegen.



u<sup>b</sup>

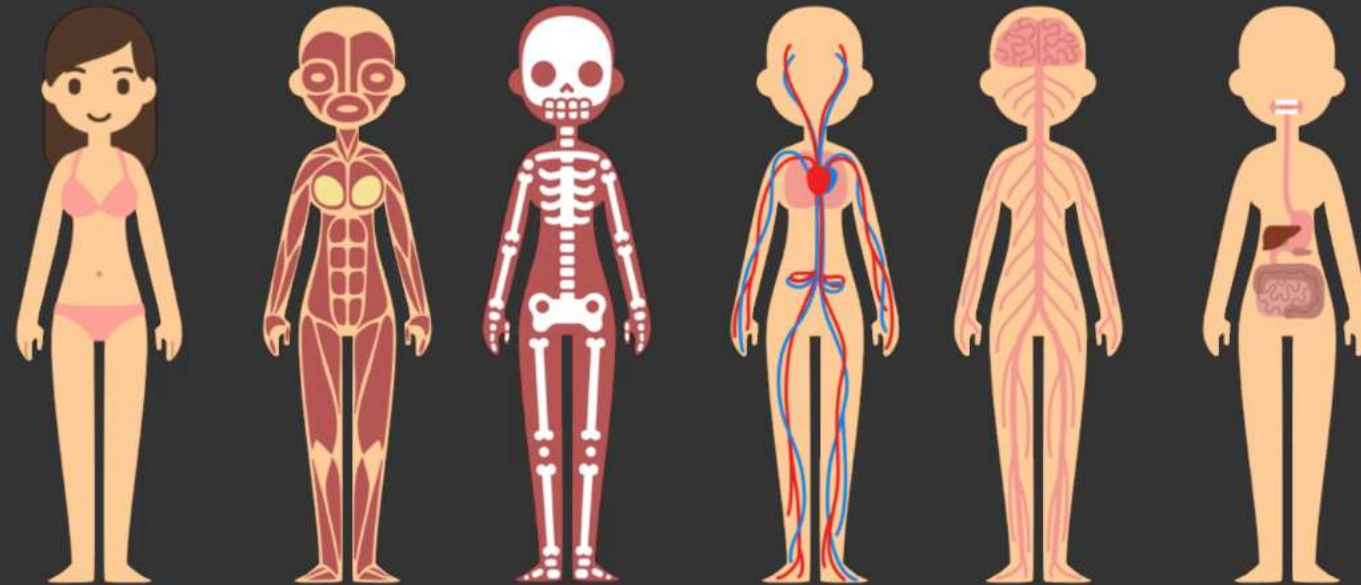
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## Maskenpflicht Auch am Arbeitsplatz

Bitte tragen Sie in allen Universitätsgebäuden eine Maske. Auch an Ihrem Arbeitsplatz dürfen Sie die Maske nicht ablegen. An der Theke können Einwegmasken für CHF 1.– gekauft werden.



# Der Lesesaal im Wandel



Schlaglichter aus einer Untersuchung zur  
Lesesaalentwicklung von Medizinbibliotheken

# Der Lesesaal im Wandel

1. Theoretischer Teil: Historische Hintergründe und gegenwärtige Anforderungen, Best-Practices und Benchmarking

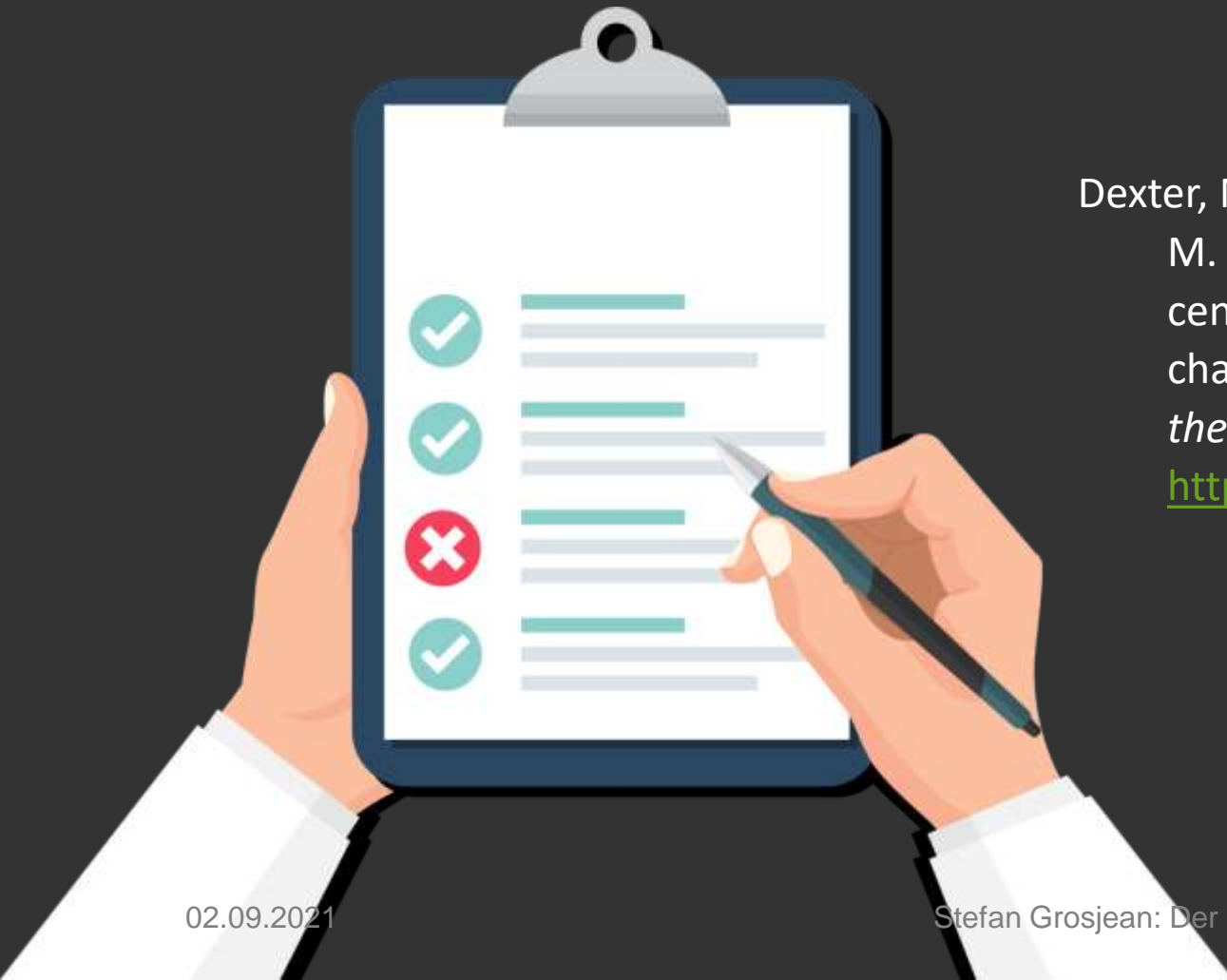


2. Praktischer Teil: Der Umbau der Bibliothek Medizin UB Bern (Konzepte und Erfahrungen)

3. Empirischer Teil: Wie beurteilt die Hauptzielgruppe den Umbau? (Evaluation)



# Kriterienkatalog



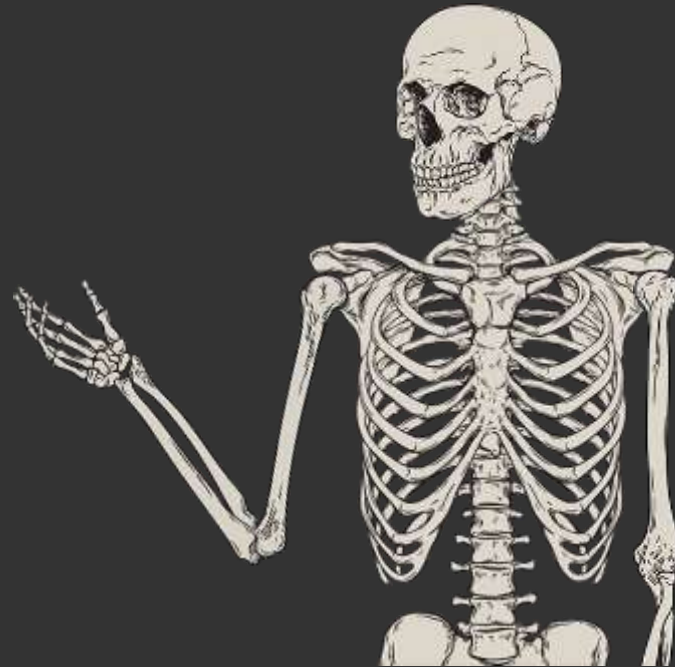
Dexter, N., Muellenbach, J. M., Lorbeer, E. R., Rand, D., Wilcox, M. E., & Long, B. A. (2019). Building new twenty-first century medical school libraries from the ground up: challenges, experiences, and lessons learned. *Journal of the Medical Library Association : JMLA*, 107(1), 6–15. <https://doi.org/10.5195/jmla.2019.493>

## “Best Practices”: Elektronische Ressourcen

- Grosser Teil des Medienerwerbungsbudgets fließt in elektronische Ressourcen
- Umfragen zeigen, dass die Studierenden eine überraschend starke Präferenz für gedruckte Bücher aufweisen
- Best Practice:
  - Hybrides Angebot bei E-Books
  - e-only bei Zeitschriften
  - Lernapps (Kreuztool, Anatomie)



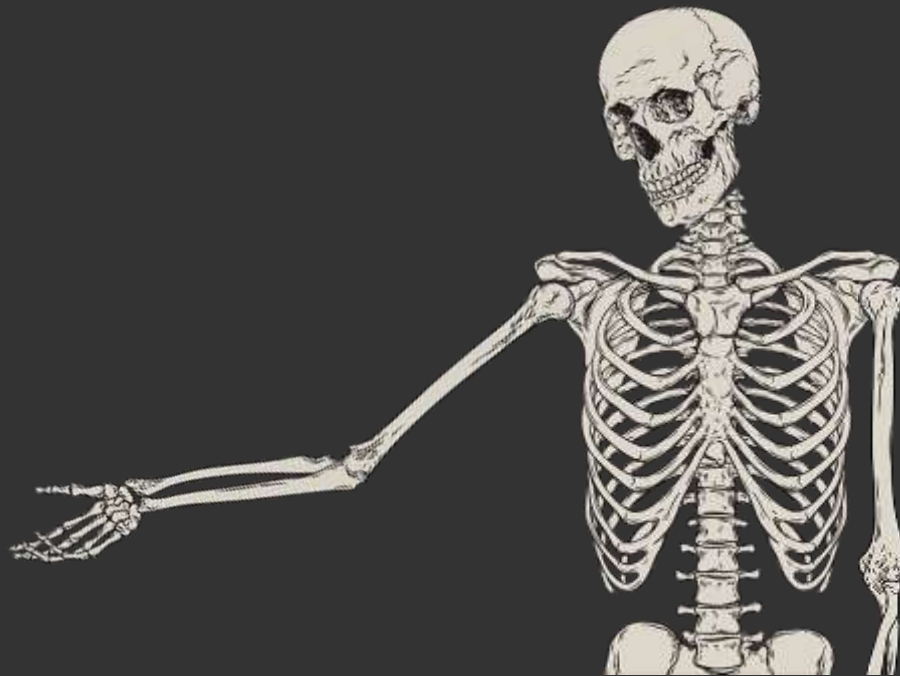
# Resultat Benchmarking





# Resultat Benchmarking

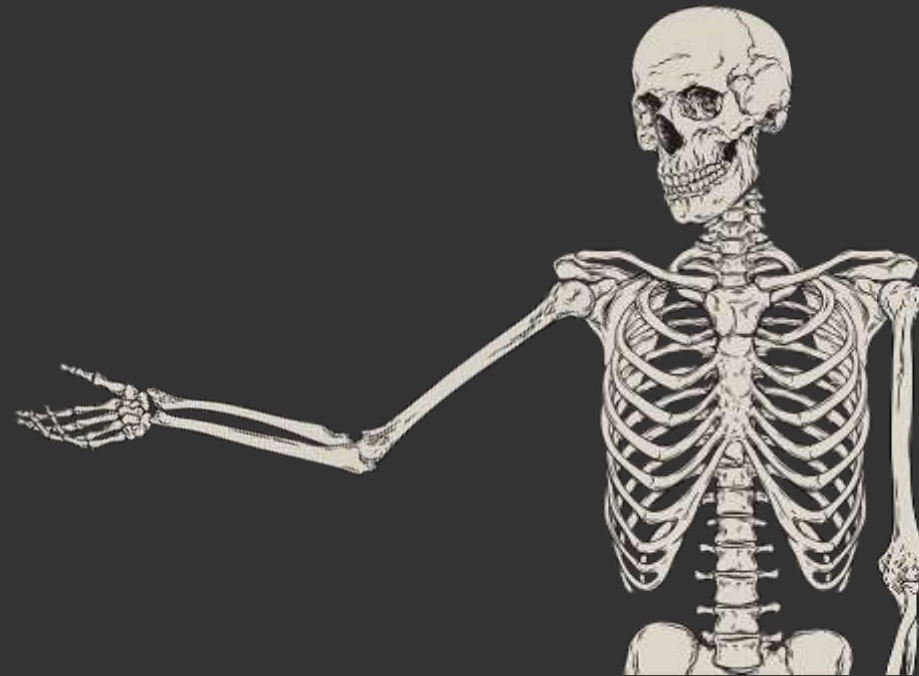
## 5. UB Medizin Basel



# Resultat Benchmarking

4. *ZB MED Köln*

5. *UB Medizin Basel*

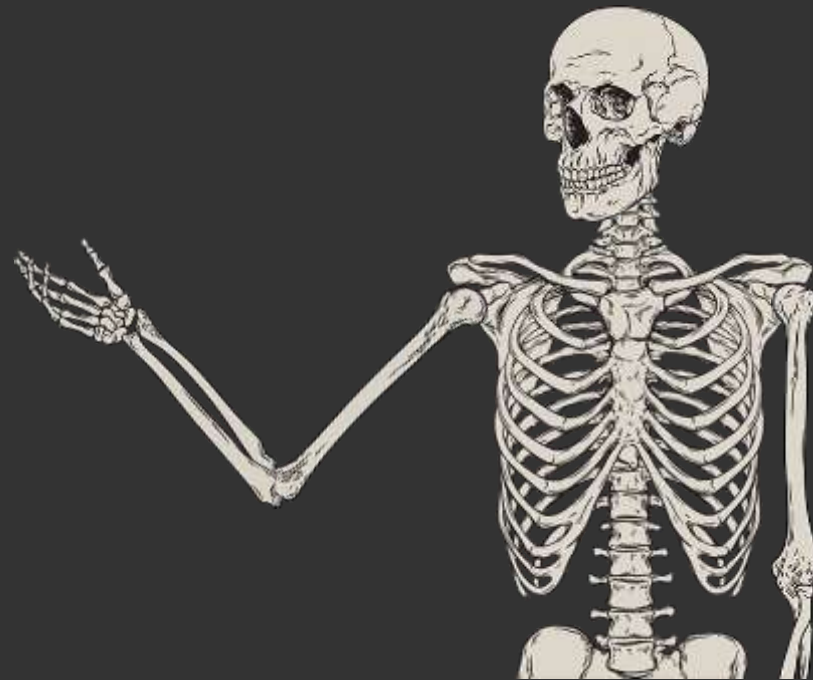


# Resultat Benchmarking

3. *Bibliothek Medizin UB Bern*

4. *ZB MED Köln*

5. *UB Medizin Basel*



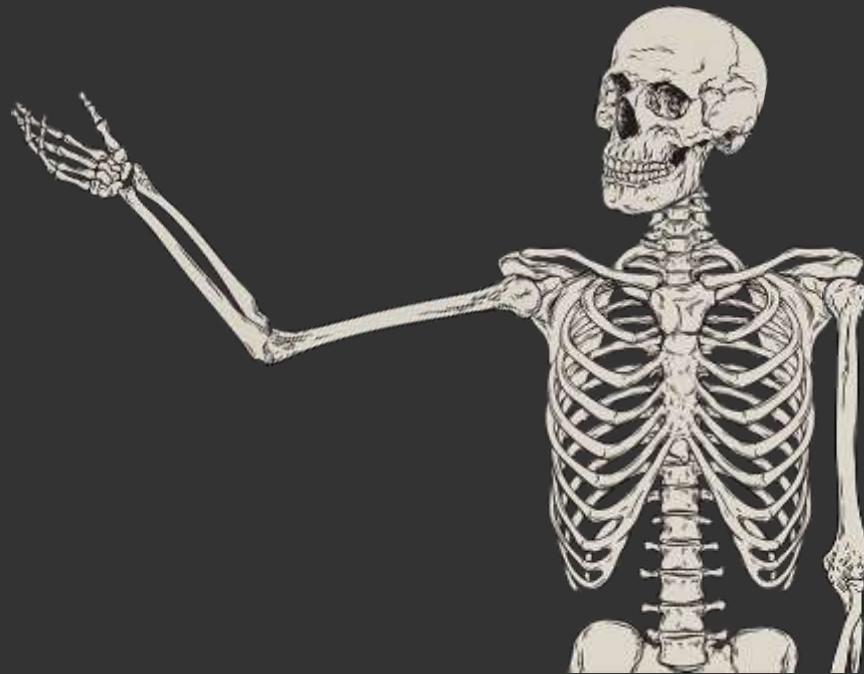
# Resultat Benchmarking

2. *HBZ Medizin Careum Zürich*

3. *Bibliothek Medizin UB Bern*

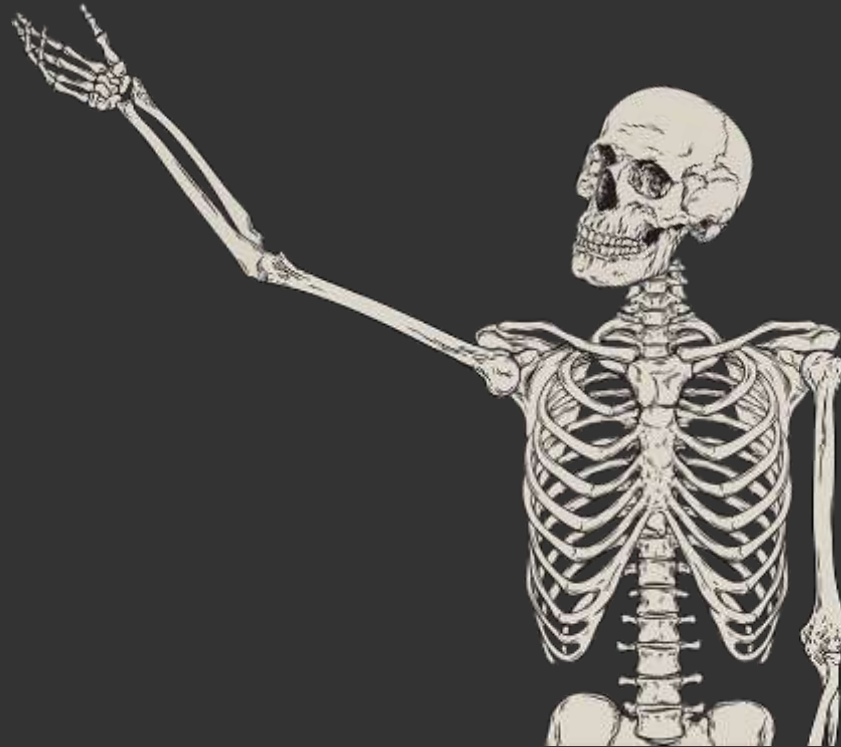
4. *ZB MED Köln*

5. *UB Medizin Basel*



# Resultat Benchmarking

1. *Bibliothèque universitaire de médecine Lausanne BiUM*
2. *HBZ Medizin Careum Zürich*
3. *Bibliothek Medizin UB Bern*
4. *ZB MED Köln*
5. *UB Medizin Basel*



# IG-Story for E-Ressources

17.11.2021

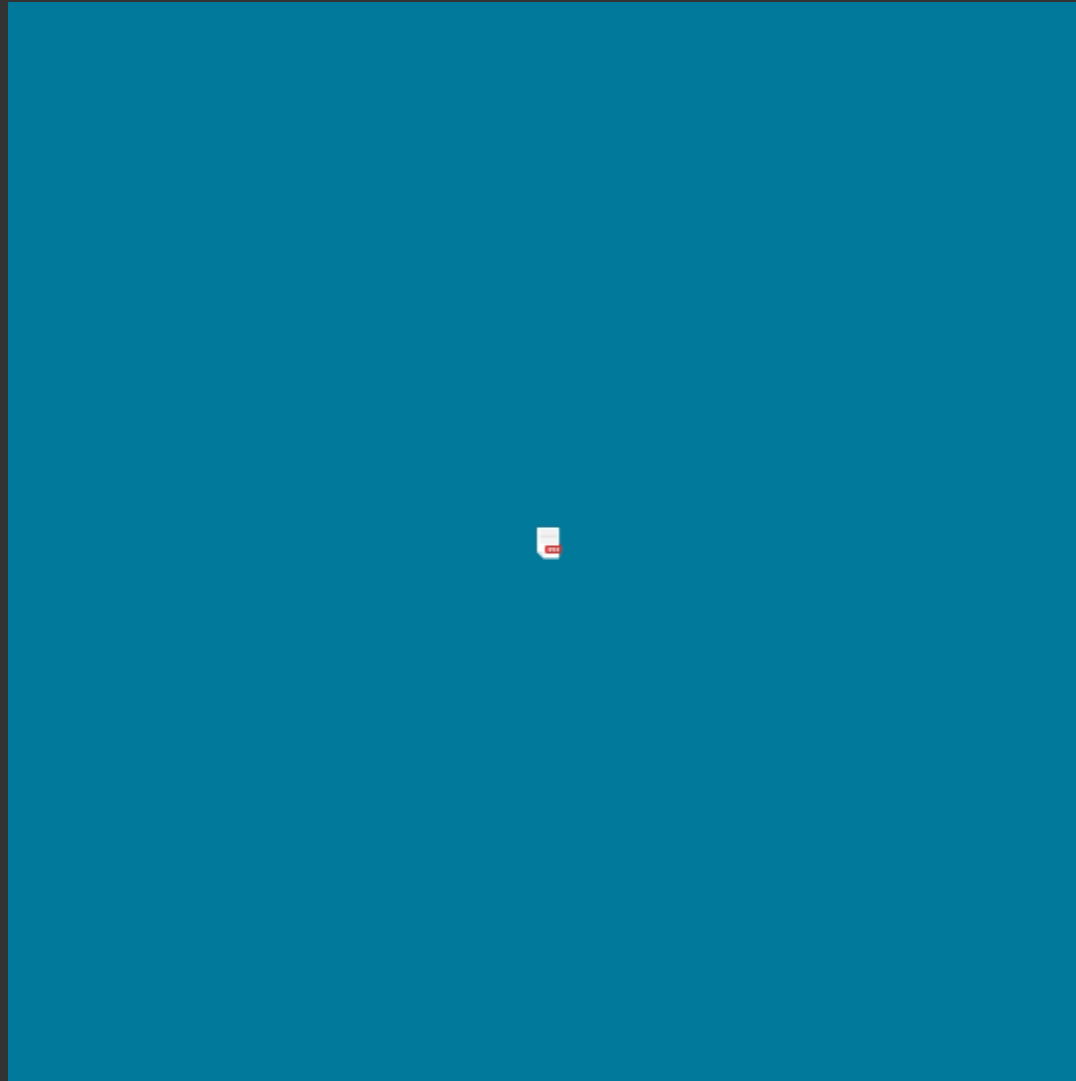


*u<sup>b</sup>*

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<sup>b</sup>  
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# IG-Post for Uniprint per mail



# Edit images with Creative Cloud







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ILLUSTRATOR



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