

PALS Web Guidelines 2015

1 Purpose of the PALS website

The primary purpose of the PALS website is to engage with external audiences, and in particular for prospective students to find out information about the programmes offered within the Division as well as its world-leading status in research and teaching in mind, behaviour, and language. Other key audiences are the scholarly community, policy-makers, and funding bodies.

Information on the website should therefore promote PALS to external audiences.

Information online should be up-to-date, so please check your webpages regularly – for some pages this will require daily/weekly updates.

2 What should be on the PALS webpages?

Information on the PALS site should be for the benefit of external audiences and promote the work of the Division, such as:

- Study - UG/PGT/PGR programmes available across the Division and in individual Research Departments
- Careers for graduates of psychology and language sciences and positive information about alumni
- Research:
 - the quality of research covered across the Division and in individual Research Departments
 - recent successful research grant bids
 - notable research outcomes, including any research which has been reported on positively in the media
- Events – conferences and seminars etc. which external participants can attend.
- News – awards, and instances of member of PALS being interviewed by the media/taking part in programmes etc. about their knowledge and research - e.g. Dr X interviewed by BBC Radio 4/ITV news/The Guardian/New Scientist etc. See <http://www.ucl.ac.uk/pals/pals-news-viewer> for examples.

3 What should not be on the PALS webpages?

Information which is only relevant internally, such as events/deadlines etc. for staff or current students should not be on the PALS website. Please use the intranet, Moodle, plasma screens, or specific group emails for this type of information.

Where a research project requires a web presence, please create this outside of the PALS website (see also 5 below). Examples of this include:

- Patti Adank's research website, listed on [her IRIS profile¹](http://www.speechonthebrain.com/) - <http://www.speechonthebrain.com/>.
- Joe Devlins's research website, listed on [his IRIS profile²](http://www.neurolang.com/) - <http://www.neurolang.com/>

¹ <http://www.ucl.ac.uk/pals/people/profiles/academic-staff/patti-adank>

² <http://www.ucl.ac.uk/pals/people/profiles/academic-staff/joe-devlin>

4 Images (see also Annex 1)

It is good practice to use relevant images on your webpages. Before using any image you **must** check the copyright. If you are unsure of the copyright status of an image do not use it. **Please do not use images found from google image searches or other search engines** – it is difficult to know the provenance/copyright status of these images.

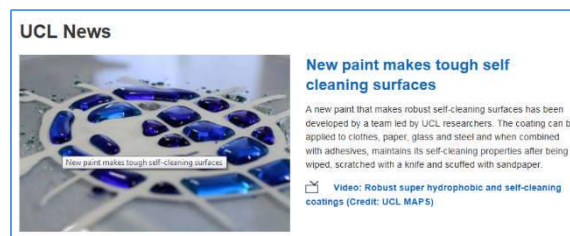
Useful image banks:

- UCL Image Store - <http://www.ucl.ac.uk/isd/services/creative-media/photography/imagestore> - images used from the UCL Image Store should - wherever possible - have a copyright statement attached, a good simple solution is to use - © UCL Creative Media Services)
- SLMS Flickr - <https://www.flickr.com/photos/uclslms/> - these images came from a SLMS photography competition - entrants retain copyright of the images they submitted, but all entrants granted UCL royalty-free non-exclusive licence to publish and exhibit their photographs in print, on their websites or in any other media. No fees will be payable for any of the above uses. Every effort should be made to credit the photographer(s) when an image is used.
- UCL News Flickr - <https://www.flickr.com/photos/uclnews/sets/> - permission from CAMS may be required to download and/or use images
- The Faculty has a small number images relating to brain sciences for use (see Annex 1) – please contact h.lilley@ucl.ac.uk
- Wellcome Trust Image Library - <http://wellcomeimages.org/> - images are rights-managed and you need to request permission for use so check the information next to the image

If you have good quality images taken at UCL of your teaching and/or research, please consider sending them to the [Chief Editor](#)³ so that they can be used across the full range of the Division's multimedia.

ALT Text for Images:

Please use a relevant ALT text title for your images. Adding ALT text makes your web pages accessible to the visually impaired (e.g. people who use screen readers) and those who use non-graphical web browsers. In both cases, the user will not be able to view the image. Instead their web browsing device will read/display the ALT text that is associated with the image. The example above from UCL News shows the ALT text of the image – in this case the ALT text reads: New paint makes tough self-cleaning surfaces.



5 Requests for new webpages on the PALS site

Following the launch of the new PALS website in 2014, requests for new webpages on the PALS site will not normally be approved. This is in order to keep the size of the PALS site to a minimum.

Where new pages are permitted, the domain name must be part of the PALS domain name i.e.: www.ucl.ac.uk/pals/newpagename

³ Email h.lilley@ucl.ac.uk

6 Significant changes to existing pages

If you are planning to make *significant* changes to existing pages, such as page addresses, structure, and layouts etc, please inform the Chief Editor at the start of the planning stage.

To try out different changes in a safe setting consider [requesting a Silva sandbox⁴](#).

7 Editor Responsibilities

The assigned editors to webpages are responsible for the content and upkeep of their pages. All assigned editors must have completed at least the basic [Silva training⁵](#) prior to being given editor access.

The role of the Chief Editor is to oversee the website and maintain the central pages, but not to edit individuals' pages.

8 UCL's Institutional Research Information System (IRIS)

IRIS is the first port of call for those seeking information about the activities of researchers, research groups, research centres and interdisciplinary networks across the whole of UCL. Your [staff profile on the PALS website⁶](#) links to your IRIS account. All academic and research staff should make full use of their IRIS profile.

You can edit your IRIS profile <http://iris.ucl.ac.uk/iris/>.

Harriet Lilley – March 2015

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⁴ <http://www.ucl.ac.uk/isd/how-to/silva-cms-support/practice-sandbox>

⁵ Silva is currently UCL's managed Content Management System. When this changes, these guidelines will be updated as appropriate.

⁶ <http://www.ucl.ac.uk/pals/people>

ANNEX 1

ADDITIONAL INFORMATION ON THE USE OF IMAGES ON PALS/UCL WEBPAGES**Copyright**

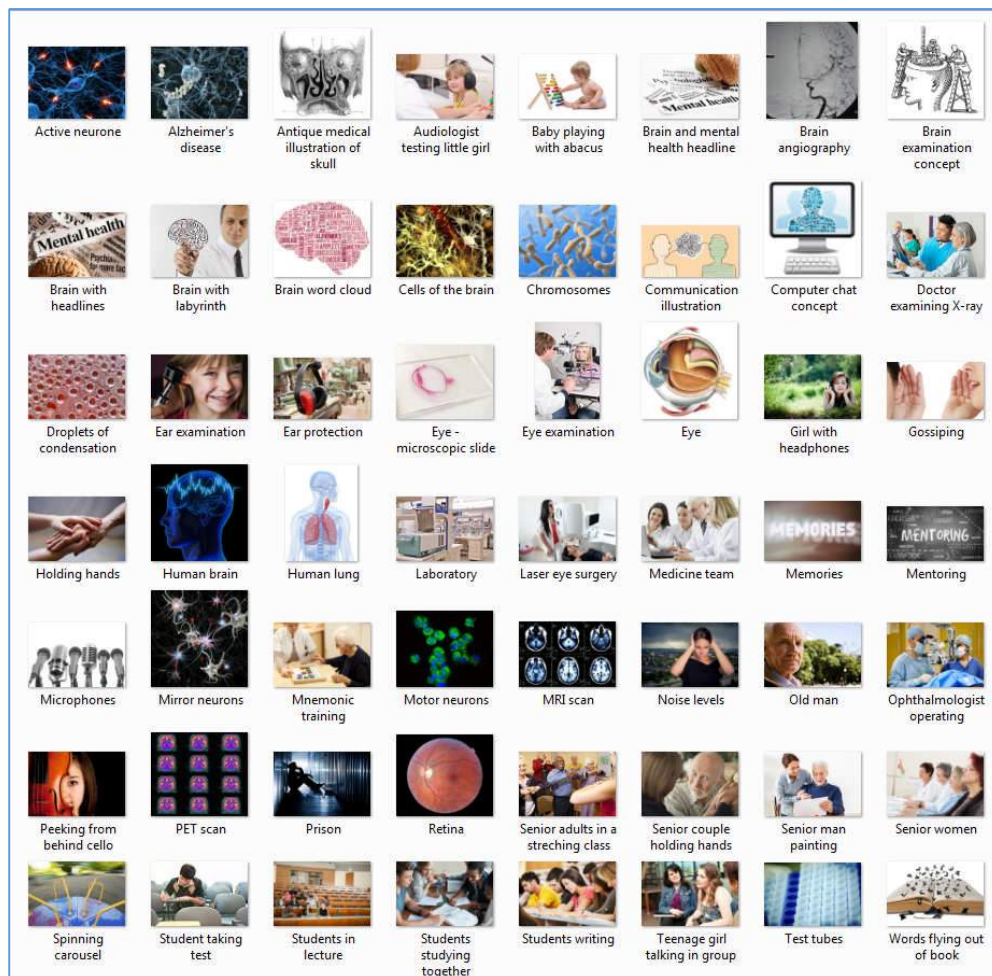
[Gov.uk](http://www.gov.uk)¹: *The person who creates an image (“the creator”), such as somebody who takes a photo, will generally be the owner of the original copyright. However, if it was created as part of the creator’s job, the employer will generally own the copyright.*

Images taken by a member of UCL staff at work

Example: Dr X takes some photos of a departmental alumni event on her camera whilst at work. These images are owned by UCL and can be used on the department’s webpage. You may want to give credit to the photographer if using a photo taken by a member of UCL staff at work.

Images purchased for use

UCL sometimes purchases the rights to use some images (image licence) on UCL webpages from image libraries such as Shutterstock. In such cases, it is not necessary to credit the image as it has been purchased under licence for use. The Faculty purchased the rights to use a range of images which can be used on PALS webpages (thumbnails of images are below). Please contact Harriet Lilley (h.lilley@ucl.ac.uk) if you would like to use any of these images on PALS webpages. These images **cannot** be used on personal websites or those outside of UCL, unless you yourself purchase the rights to use the images.



¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/305165/c-notice-201401.pdf

Images out of copyright

Some images you may want to use on your webpages may no longer be under copyright – in the UK most work is protected for the life of the author plus 70 years. If this is the case, you should still credit your source – e.g. Image: drawing of human brain – courtesy of UCL Special Collections.

Images which are not purchased and which are copyrighted

Some images used on UCL pages are copyrighted but permission has been granted by the owner(s) for an image to be used. In such cases, the owner of the image has been contacted to request use of the image. If the request is granted, the owner is credited at the bottom of the page on which the image is used (where possible a link should also be provided). See examples below:

How drinking behaviour changes through the years

4 March 2015

In the UK, frequent drinking becomes more common in middle to old age, especially amongst men, according to UCL research published in the open access journal, BMC Medicine. Doctors are seeing a growing number of cases of alcohol misuse among the elderly and the finding supports concerns that older people might be abusing alcohol.

Teenagers favour bouts of irregular heavy drinking episodes, only drinking once or twice a week, but as we grow older we shift into a regular drinking pattern. A substantial proportion of older men, drink daily or most days of the week, while a majority of women tend to drink mostly or on special occasions.

In the UK, the majority of the adult population consume alcohol and the harm associated with alcohol affects all society. Lead author Dr Annie Britton (UCL, Epidemiology & Public Health) said: "Understanding how drinking behaviour fluctuates throughout life is important to identify high risk groups and trends over time. Research on the health consequences of alcohol needs to incorporate changes in drinking behaviour over the life course. The current evidence base lacks this consideration. Failure to include such dynamics in alcohol is likely to lead to incorrect risk estimates."

This is the first attempt to harmonise data on drinking behaviour from a wide range of population groups over their lifetimes with repeated individual measures of consumption. The findings show how drinking behaviour changes over our lifetimes, from adolescence through to old age, and could be used to design public health initiatives and sensible drinking advice.

The researchers looked at both the average amount of alcohol consumed per week and the frequency of drinking. The findings were based on over 174,000 alcohol observations collected over a 34 year period, spanning from 1979 to 2013, from participants born in different eras.

Drinking patterns change more for men than for women, but both follow a similar pattern, a rapid increase in alcohol intake during adolescence leading to a peak in early adulthood, followed by a plateau in mid-life, and then a decline into older ages.

For men, mean consumption of alcohol rose sharply during adolescence, peaked at around 25 years at 20 units (160g) per week, roughly the equivalent of eating 10 pints of beer. The decline and plateaued during mid-life, before dropping to 5-10 units, approximately 5-6 pints of beer per week, from around 50 years. Women followed a similar pattern, but reached a lower peak of around 7-8 units per week, around 4 pints of beer.

Previous studies linking alcohol consumption with associated harm typically used just one measure of alcohol intake. Dr Britton said: "We have shown that people change the way they consume alcohol as they age, and as such, studies reliant on a single measure of alcohol intake are likely to be biased. It is essential that the dynamic nature of exposure to alcohol over the life span is incorporated into the estimates of harm."

Links

- Research paper in *BMC Public Health* (Open Access)
- Dr Annie Britton's academic profile on ORCID
- UCL Epidemiology & Public Health

Images

- The Quiet Pint (courtesy Steve Bailey on Flickr)

Source

- BioMed Central

RAMSAY MEMORIAL FELLOWSHIPS TRUST

UCL Home The Ramsay Memorial Fellowships Trust

The Ramsay Memorial Fellowships Trust

The Ramsay Memorial Fellowships Trust was constituted in 1920 for the purpose of administering the award of Ramsay Memorial Fellowships for Chemical Science. The Fellowships comprise a British Ramsay Fellowship and a number of overseas Fellowships.

The Ramsay Memorial Fellowships were established as a memorial to Sir William Ramsay, Nobel Prize winner, with a view to promoting the development of the science of chemistry by encouraging postdoctoral researchers to undertake original and independent research through the award of a Fellowship.

For nearly one hundred years, The Ramsay Memorial Fellowships Trust has played a vital role in supporting scientists at the start of their careers. Like Sir William, the Ramsay Fellows have made many important discoveries that have changed our world.

British Ramsay Fellowships are awarded annually to postdoctoral chemists in the early stages of their career, so that they may conduct original and independent research at universities in the United Kingdom. Ramsay Fellows typically continue to work in the chemistry field after their Fellowships have ended. Many have become Professors of Chemistry; others have gone on to occupy responsible positions in industry and public service.

Within the overall scheme the British Ramsay Fellowships are awarded to early career chemists of the requisite standard from the British Commonwealth, who are nominated by an Advisory Council consisting of Professors of Chemistry at UK universities.

The British Ramsay Fellowships are financed out of the income from a Trust Fund set up by public subscription in 1922 and strengthened by donations from industry in 1953. The continuing fall in the purchasing value of the Trust's income, however, has meant that the Trust has increasingly had to look to attracting financial support from outside sponsors and donors to ensure that it is able to maintain the level of award of British Fellowships each year. In 1998 a scheme was instituted whereby British Ramsay Fellowships could be co-sponsored by British industrial companies, and more recently this has been extended to include the host institutions' under Chemistry Departments of British Ramsay Fellowships.

Image of Sir William Ramsay courtesy of UCL Special Collections

Creative Commons - <http://creativecommons.org>

[Read the full advice and information from ISD on Creative Commons²](#)

In brief: Creative Commons is a set of copyright licences under which copyrightable work can be distributed. It offers an alternative to the blanket 'all rights reserved' licence that any such work automatically gets. It allows people or organisations who want to share their work with others to make explicit the terms under which this sharing can occur.

Image Libraries offering free images under Creative Commons (always give credit to the photographer where possible, out of courtesy):

- <https://stocksnap.io/>
- <http://www.lifeofpix.com/>
- <http://www.gratisography.com/>
- <http://pixabay.com/>

² <https://www.ucl.ac.uk/isd/services/learning-teaching/help/legal-guidelines/creative-commons>

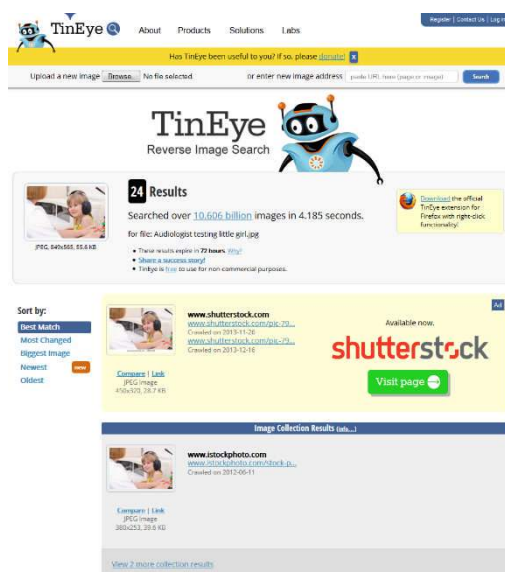
FAQs

Q - I've got some images saved on my computer, but I'm not sure where they came from or who took them – can I use them on UCL webpages?

A – If in doubt, don't use the image. If the image is of a high quality, chances are that it is not owned by UCL! If you have seen an image you think would be good to use, but you don't know where it came from, try using www.tineye.com - a reverse image search.

In the example to the right, the image of an audiologist testing a girl shows up as being available from Shutterstock and is watermarked (not visible on the screen shot). Instantly, we know that we cannot use this image without buying the rights to it.

If you've done a tineye.com search and you are still none the wiser, don't use the image.



Q – I've seen an image on another department's webpage at UCL and I'd like to use it. Can I just save the image and publish it on my webpages?

A – Just because the image is on another UCL website, you shouldn't assume that it is safe to use. Contact the department first and ask where they got the image from. If the image licence/rights have been purchased, does the licence allow it to be used by other UCL departments? If the answer is no – then you cannot use it. If the image was taken by a member of staff in the department, ask the photographer if they would be happy for the image (credited to the photographer) to be used on your pages.

Q – I've done an image search on Google and I've saved an image – can I just put it on my webpage with a link showing where I found it?

A – No, do not use the image. You cannot be sure that the site you found it on hasn't stolen the image from another website.

Q – I've taken some photos of the department – can I use them on the PALS website?

A – If the quality and content of the images is good, and they are relevant to the webpage, then yes, you can use these images, but be aware that if you've taken images at UCL whilst at work, then the ownership (copyright) of the images will generally belong to UCL.

Q – My research has been covered by the media and they've used an image relating to my research, but which I do not own. Can I use the image on my webpages?

A – No, not without permission. If you want to use their image, you must contact the relevant media (e.g. BBC/Channel 4/The Times) to ask permission, which they can decline. If they do allow you to use their image, you must clarify with them how they want the image to be credited. A good example here is the UCL News story about the Channel 4 Drugs Live programme - <https://www.ucl.ac.uk/news/news-articles/0315/040315-drugs-live-results-cannabis-brain> - here the image is owned by Channel 4, but UCL has been granted permission to use it, and the image is credited: *Channel 4 presenter Jon Snow inhaling cannabis (courtesy of Channel 4).*

Useful Links

Copyright

- UCL advice on Copyright - <https://www.ucl.ac.uk/library/copyright>
- UK Copyright Service - <https://www.copyrightservice.co.uk/>
- UK government information/advice on copyright - <https://www.gov.uk/intellectual-property/copyright> and https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/305165/c-notice-201401.pdf

Creative Commons

- Creative Commons website - <http://creativecommons.org>
- Advice and information from ISD - <https://www.ucl.ac.uk/isd/services/learning-teaching/help/legal-guidelines/creative-commons>

Images

- UCL Image Store - <http://www.ucl.ac.uk/isd/services/creative-media/photography/imagestore> - images used should, wherever possible, have a copyright statement attached, a good simple solution is to use is: © UCL Creative Media Services
- SLMS Flickr - <https://www.flickr.com/photos/uclslms/> - every effort should be made to credit the photographer(s) when an image is used.
- UCL News Flickr - <https://www.flickr.com/photos/uclnews/sets/> - permission from CAMS may be required to download and/or use images
- Wellcome Trust Image Library - <http://wellcomeimages.org/> - images are rights-managed and you need to request permission for use so check the information next to the image
- StockSnap Creative Commons images - <https://stocksnap.io/> - always give credit to the photographer where possible, out of courtesy
- Life of Pix Creative Commons images - <http://www.lifeofpix.com/> - always give credit to the photographer where possible, out of courtesy
- Gratisography Creative Commons images - <http://www.gratisography.com/> - always give credit to the photographer where possible, out of courtesy
- Pixabay Creative Commons images - <http://pixabay.com/> - always give credit to the photographer where possible, out of courtesy
- Reverse Image Search - <https://www.tineye.com/>