Does the creative nature matter? Understanding the information behavior of architects

Sarah Zhang, Alamir Novin
School of Library, Archival and Information Studies
The University of British Columbia

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From the lens of images and sketching
The key challenge to image retrieval: the semantic gap

The semantic gap model (adapted from the model of Little S. (2011))
How the semantic gap happens?

**Scenario:** when you are looking for very high level semantic meanings of images, for example “positive interior”
How to bridge the semantic gap?

Strategy: try the source with wider variety of perspectives. Example: Search *Positive Interior* in Google Map vs. Flicker

The results on Google Image on Flicker
Images: as artifacts or activities? (Snyder, 2014)

Our research study: The Role of Images and Sketching in the Collaborative Information Behaviour of Architectural Students
Key findings

- Images as *artifacts* and *activities* are intertwined.
- Another way to bridge the semantic gap.

### Diagram

- **Indexed features**
  - Semantic objects, events, People, places

- **Finger pointing and sketching**

- **Information needs**
  - Features
    - Color, texture, shape
Reference
