

# Analysing Creative Image Search Information needs

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(On Behalf of the PhotoBrief Project)

# Background

- Keyword:
  - A search term assigned by an indexer
- Search Facet:
  - “essentially independent properties or dimensions by which we can classify an object” (Russell-Rose and Tate, 2013) -> keyword
  - Single Select, Multi-Select Facets
  - Keyword Disjunction within facets
  - Keyword Conjunction between facets

# Agenda

- **Data Collection**
- Analysis of Search Engine Facets and use
- Analysis of Facets in Briefs
- Image Search vs Brief Facets
- Conclusion
- Acknowledgements

# Data Collection

- Contextual Interviews
  - 13 (10 consumers, 3 producers)
  - Understand Search Behaviour; identify systems
- Commercial Search System Analysis
  - 5 most popular: SE, stock image, photo-sharing
  - Search facets used
- Brief Analysis
  - 85 from imageBrief, photo assignment meetup



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# Analysis of Search Engine Facets and use

- Search: Querying, Filtering, Presentation/Use
- Image facets
  - Bibliographic: details of the image e.g file type, format, geo-location
  - Descriptive: details about image 'content' e.g. category, keyword/Tag, composition (copyspace)
- Business facets
  - context for buying scenario: rights, price range.
  - Business model: target market, duration/territory of use



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# Brief Example

Awarded Image

## Travel Brochure Cover Image

Image removed for  
copyright reasons

Single-focus travel image to represent the exotic destinations to which we travel (listed below). It should be colorful and alluring. It would need to be a portrait-format image (not horizontal). An uncommon photo with stopping power. Needs to appeal to a traveler who has a thirst for knowledge. Needs to go beyond being merely beautiful and be utterly fascinating. Needs to show engagement with people or an experience and tells a narrative.

### INTENDED USAGE

Editorial

### WHERE?

Worldwide

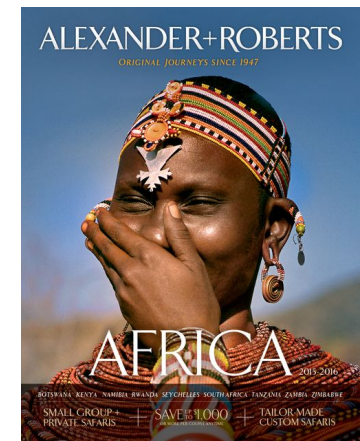
### HOW LONG?

Up to one year.

### EXCLUSIVE USE?

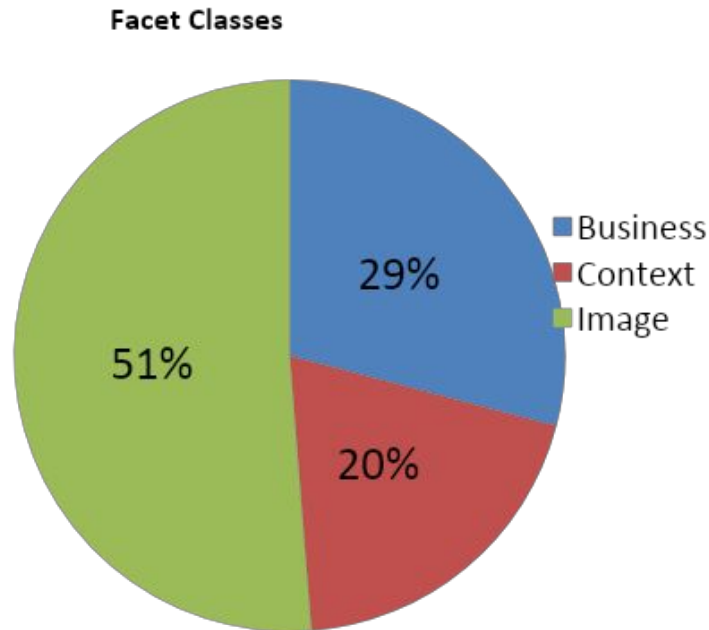
No exclusivity

### Reference Images





# Analysis of Briefs: Facets Classes



Business: business decisions about time/budget, rights etc.

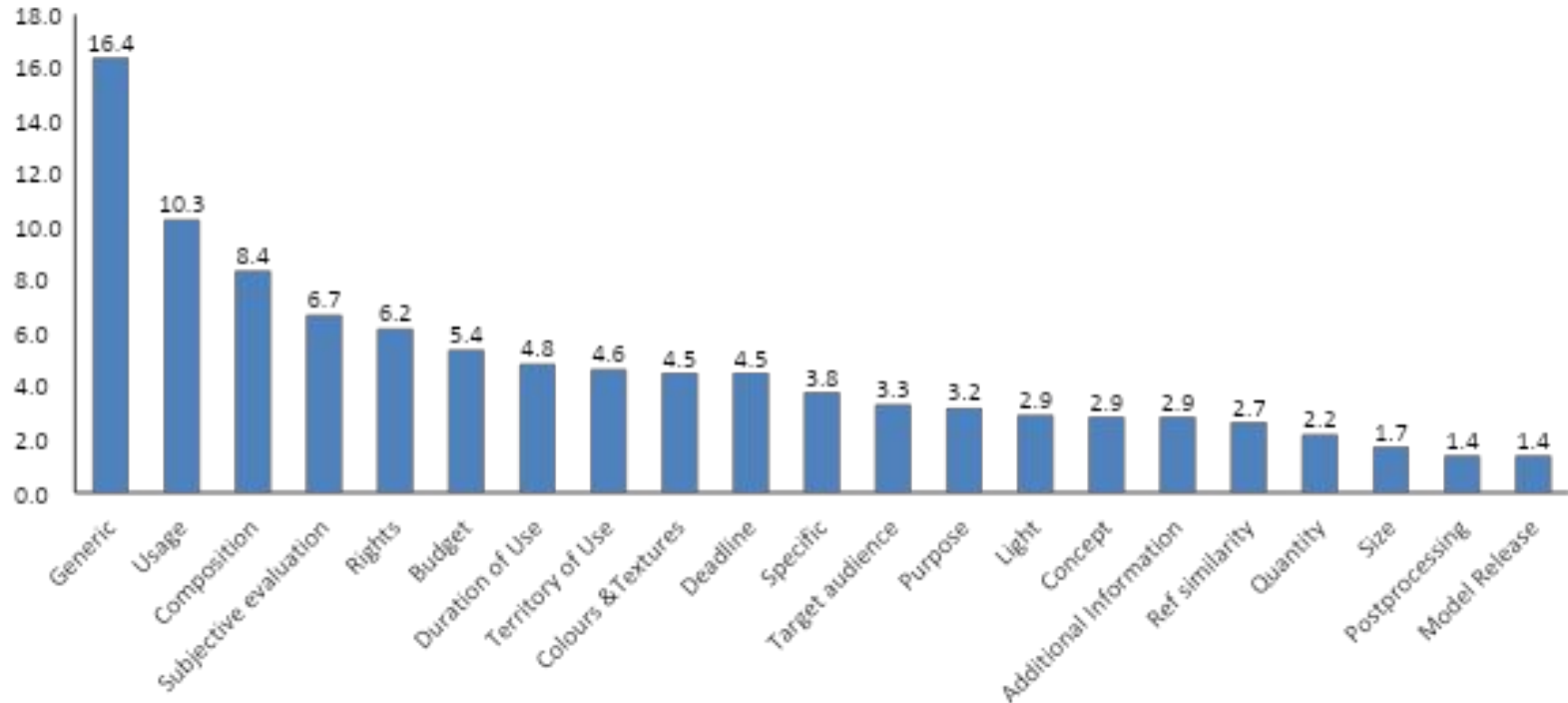
Image: image description (Westman, 2009). Colours, textures, light etc

Context: Background information for context of use. Usage, target audience, purpose, additional info (an article).

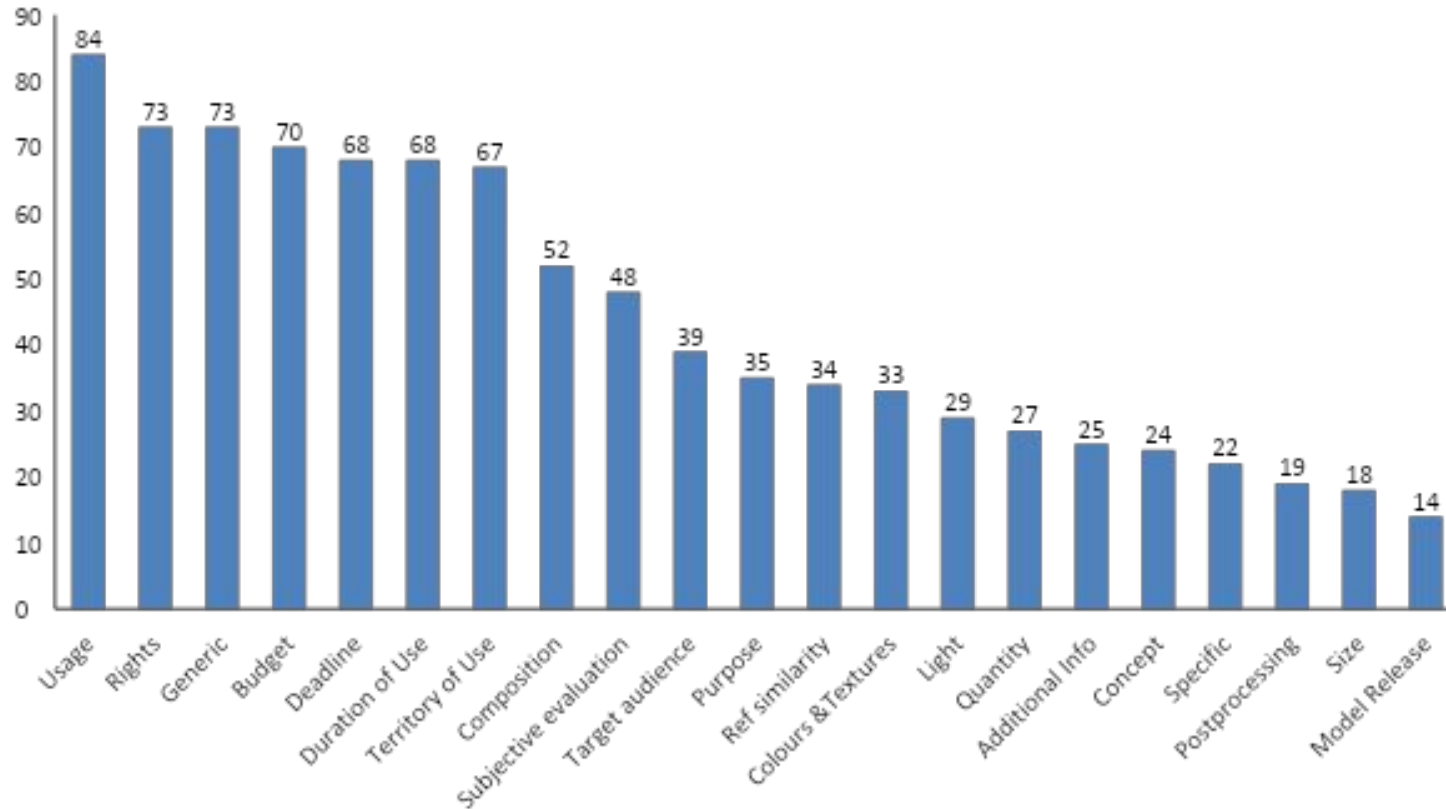
**Method:** Iterative process of coding: eliminating/merging to create comprehensive set of facets. Outcome: 1508 phrases split into 21 facets.



# Analysis of Briefs: Coded items



# Analysis of Briefs: Facet Presence



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# Image Search vs Brief Facets

Match Type	List of facet matches: Brief=Image search engine [brief facet class]
<b>Full Match</b> <b>[Total=17]</b>	Budget=Price Range [B]. Rights=Rights [B]. Territory of use=Territory of use [B]. Duration of use= Duration of use [B]. Colour/Texture=Colour [I]. Composition=Composition [I]. Size=Size/Format [I]. <u>Generic Object; Specific Object; Concept; Subjective Evaluation; Light; Purpose, Additional Information=Keyword/Tag [I,C].</u> Ref Similarity=Reference [I]. Usage=Usage [C]. Target Market=Target Market [C].
<b>Partial Match</b> <b>[Total=1]</b>	Model Release=Presence of people [B,I].
<b>Brief Only</b> <b>[Total=3]</b>	Assignment Photography: Deadline, Quantity. Non-Search criteria: Post-Processing.

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# Conclusion

- Facet match is high, and users can find what they need with current systems, however...
- ... a more detailed facet system would help users, to reflect their need expressed in briefs
- Need coverage of more facets e.g. usage
- Use of Keyword/Tag facet is key issue e.g.
- Broaden queries using Generic Objects
- Narrow queries using Specific Objects



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