

“ViziQuest: Opening up a Digital Archive”

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ViziQuest

- ▶ A new way to explore digital collections
- ▶ Image-led, semantic exploration rather than searching
- ▶ Opens up entire collections to take advantage of digitisation
- ▶ Revenue increase opportunities
- ▶ Easy route to social networking and visitor feedback



SPRI

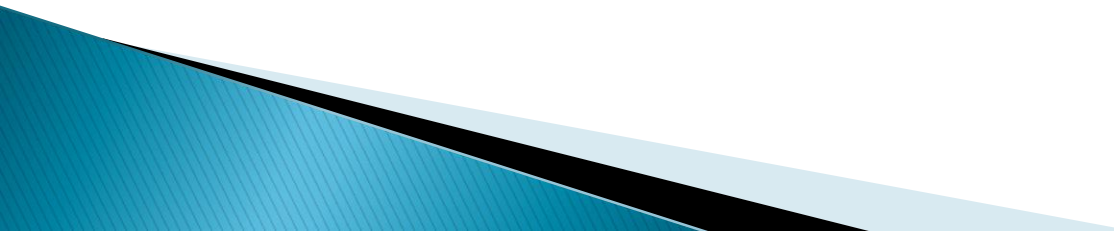


Scott Polar Research Institute
University of Cambridge

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Freeze Frame project

- ▶ 20,000 photos digitised with textual descriptions
 - ▶ “Traditional” keyword searching
 - ▶ Browsing by category
 - ▶ Slide shows
- 

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Search Freeze Frame

Simple text search

For a quick search, just type a word or phrase into the search box. You can limit your search to Images or the Articles or search both.

For more detailed searches try the advanced search or the keyword search. The gallery provides a selection of images on a range of subjects.

Images: Articles:



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Scott

Images: Articles:



[Advanced Search](#)



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FREEZE historic
FRAME polar
images



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F2005/5/1707 (1911)
Scott



F48/16/192 (1930)
J. M. Scott feeding dogs
from roof



F2005/5/1697 (1910)
Scott and Wyatt on bridge
of Terra Nova



F48/16/337 (1930)
Scott with sledges



F48/16/176 (1930)
J. M. Scott



F48/16/194 (1930)
J. M. Scott feeding dogs
from roof



F2001/04/141 (1930)
Scott



F48/16/198 (1930)
J. M. Scott harrodding dog



F48/16/489 (1930)
Bingham, Riley, Underway,
Rymill, Scott on S[ig]...



F48/16/500 (1930)
Scott with whale meat
scone



F2005/5/370 (4.1911)
Captain Scott



F2005/5/1698 (1910)
Scott and Wyatt on bridge
of Terra Nova

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You are in: [Collection](#) > [Photos: British Arctic Air Route Expedition 1930-31](#)

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Reference: P2001/84/141

Title: Scott

Description: glass plate negative

Collection: British Arctic Air Route Expedition 1930-31

Summary text: Portrait of Scott sitting on wooden sledge boxes at Ice Cap camp.

Date: 1930

Location: Greenland

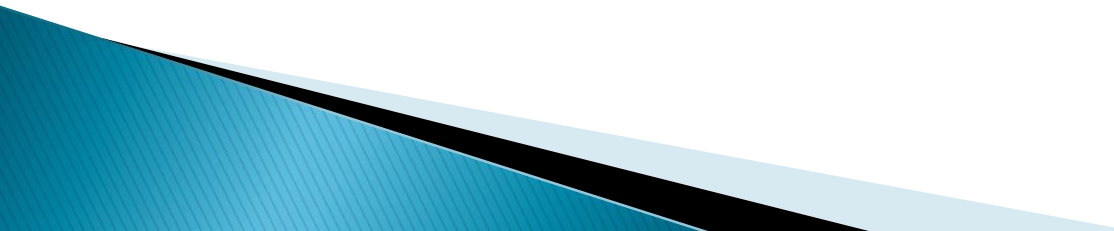
Photographer: Chapman, Frederick Spencer



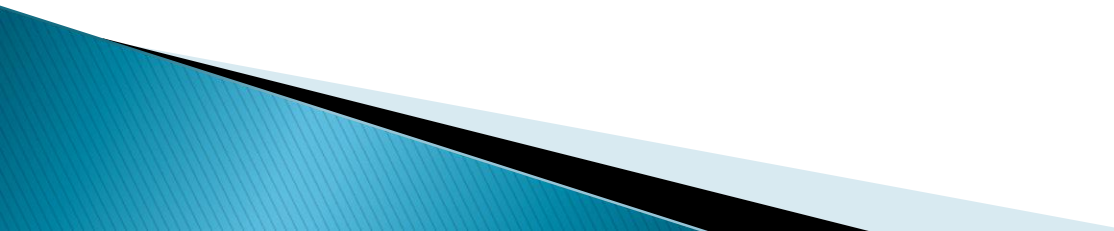
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Limitations of Freeze Frame

- ▶ Search provides just a narrow slice of the collection
 - ▶ Users need to know what they are looking for (what to enter in the search box !)
 - ▶ Browsing options reveal more of collection, but still so much is left unexplored by most users.
- 

ViziQuest

- ▶ The system provides a way to browse the photographic collection without the need for any specialised knowledge
 - ▶ Essentially – you don't need to know any keywords
 - ▶ You don't need to know what is in the collection before you start – the images guide you
 - ▶ You can just enjoy the images, moving around them in an easy way which you determine for yourself
- 

Installed as a Touchscreen exhibit



User responses

- ▶ “It’s a great way into exploring the collections”
 - Suzy Antoniwi, Education and Outreach Officer, SPRI
- ▶ “A blooming marvellous machine” – Museum visitor



Explore collection by selecting photos of interest (hear audio too !)



Flip image over to reveal context/information



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Expedition members stand at the bows of the ship 'Quest' looking forward. Two have rifles trained over the gunnels. A man is climbing the shrouds from the mainmast, on which hangs strips of whale meat. Calm sea with broken pack ice in background.

Photographer:
Cozens, Henry Iliffe
British Arctic Air Route Expedition 1930-31
P48/16/296

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Demonstrations

▶ [ViziQuest Demo](#)

British Arctic Air Route Expedition

▶ [ViziQuest Demo](#)

British Graham Land Expedition

▶ [“When football was football”](#)
(©MirrorPix)

Collection of football photos



How it works

- Takes **existing** metadata
 - No need to create any new information
- Extracts concepts from textual descriptions
- Calculates similarities between all items



Summary

- ▶ We have created a new way to interact with digital collections
- ▶ *ViziQuest* opens up the entire collection
- ▶ This is suitable for any digital media, not limited to photographs
 - as long as there are textual descriptions to work with

