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### Search in audiovisual broadcast archives

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# Chapter 5

## Conclusion to Part I

Part I of this thesis has focused on deepening our understanding of how professional users search through the audiovisual broadcast archive.

In Chapter 2, we placed our research in context by reviewing previous studies of searchers for video material. Among our findings, we observed that previous studies of searchers in audiovisual archives were small in scale, manually analyzing and categorizing information requests issued to archivists.

In response to this observation, Chapter 3 was devoted to a large-scale study of professional searchers in the archive, by means of a transaction log analysis. From the study it became apparent that the users of the particular audiovisual archive that we studied—the Netherlands Institute for Sound and Vision—demonstrate a high level of expertise. In sessions where an order is made, users often only issue one query and view only one result before obtaining the audiovisual item. This, in combination with the high proportion of searches on program titles, and on specific dates, implies that the users often perform known-item (or target) search, knowing exactly which audiovisual item it is that they wish to obtain when initiating a session. In addition, users order small fragments of broadcasts, but can only retrieve whole broadcasts. Our findings imply that audiovisual archives would be well served by incorporating metadata that allows users to search within individual videos.

In Chapter 4 we investigated whether we could use our new understanding of media professionals to simulate their searches and purchases. We developed a framework for building and validating simulators of searches and purchases, one that incorporates knowledge about the fields of documents in which query terms occur. We used this to framework to develop multiple simulators. We then validated the output of each simulator by determining how closely the rankings of retrieval systems on simulated queries and purchases correlated to the rankings of retrieval systems on

real queries and purchases. The best simulator incorporated knowledge about the distribution of terms in searcher queries across the fields of the documents that they purchased, and achieved a correlation of 0.758. While the correlation with rankings using real queries is high, we believe there is still room for improvement, and feel there is much potential for further research in this area.