**MOTIVATION**

**Technical Challenge**

- Accessing images from on-line digital art collections remains challenging because traditional text-based search techniques are inadequate.
- How do people look at and tag images?

**Experiments**

- Categorization of 495 tags from 7 paintings
- User study with 51 subjects.

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**FINDINGS: Categorization**

- **Specificity:** 63% of tags referred to the generic subject matter (e.g., Jimson Weed).
- **Subject Type:** 54% of tags referred to the kind of person or thing (e.g., Jesus Christ).

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**FINDINGS: User Study**

- **Specific names** such as “Madonna” were tagged before generic terms like “woman” or “baby”.
- **Abstract images** were tagged by their visual elements (e.g. green). While an image with trees may better represent “green” a tag-based search engine might bias results with abstract images.

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**THE ROAD AHEAD…**

Do Spanish speakers tag the same way as English speakers?

- Digital collections reach global, linguistically diverse, audiences.
- Next step: Can multilingual tagging improve access across boundaries?

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1. The first two images display gaze plot data collected using Tobii eye tracker in the user studies.