

Cognitive Viewpoint 😊  
*not* Cognitivism 😞

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# The Snowman's Overview

- *Why* do people engage in information seeking behavior?
- *What* constitutes knowledge, and *how* is it constituted?
- What does this mean for *understanding* and *supporting* information seeking behavior?



# Problematic Situations

- The natural, ordinary, unproblematic
- The extraordinary, unanticipated, unfamiliar, problematic
- Internal resources, i.e. *knowledge*, are inadequate for resolution of the problematic situation, attainment of goal



# Experience, Interaction

- Knowledge is gained through direct experience with the world, through interaction with others, “second-hand”, as social process
- Knowledge is what we believe



# Interpretation

- People's construction of knowledge is mediated by what they already know (i.e. believe)
- Interpretation of second-hand knowledge



# Representation

- To support people in resolution of their problematic situations, it is not enough to represent second-hand knowledge
- Representation of the nature of the problematic situation, and its components



# Interaction

- Understanding of the problematic situation takes place dynamically, over time
- Support for resolution of the problematic situation is necessarily interactive



# Snow melts

Snowmen do, too

Special thanks to  
Pam McKenzie

