

## Search Results Visualization in the Information Retrieval Process

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### Abstract

**Purpose:** One of the most effective ways to achieve optimum information retrieval is through visualization of Information. Search strategies, probing skills, querying of information needs and analysis of information play a significant role in the accessing of necessary and useful information. Besides the factors mentioned above, information visualization can increase the availability level of information and it leads to a better information retrieval. Thus, the purpose of the current research is to study the positive impact that visualization has on the information retrieval process.

**Methodology:** The current research has been conducted based on the library and document studies.

**Findings:** The results show that searching through the visualized data helps to identify irrelevant data without complicated algorithms for useful information retrieval. Visualization along with other search strategies results in more relevant information. On the other hand, visualization methods put emphasis on appropriate user interface and results in optimal information retrieval. In addition, visualization reduces the problems related to the comprehensiveness and completeness of information retrieval. There are some problems in visualization that involve Human factors. Some of these important factors are: the knowledge of the searcher, the method of connection between the searcher and the information provider and the uneasy feelings experienced by searchers during the search.

**Originality/value:** Information visualization has been discussed in computer science literature and few research projects deal with the librarians' involvement.

**Keywords:** Information Visualization, Information Retrieval, Information Search, Search Results.