

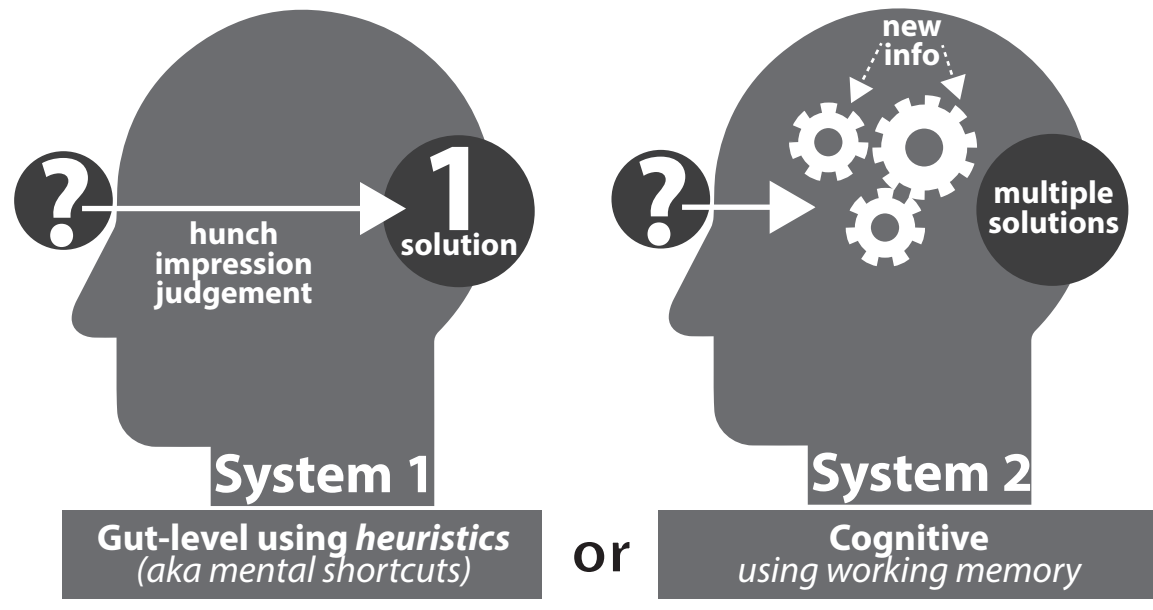


# EXAMINING HOW INTERIOR DESIGNERS PROCESS INFORMATION

In an effort to uncover best practices for communicating research findings, interior designers were surveyed on how they performed project related research. This exploratory survey helped to gather baseline data; however, this is only the first step in a multi-faceted research project.

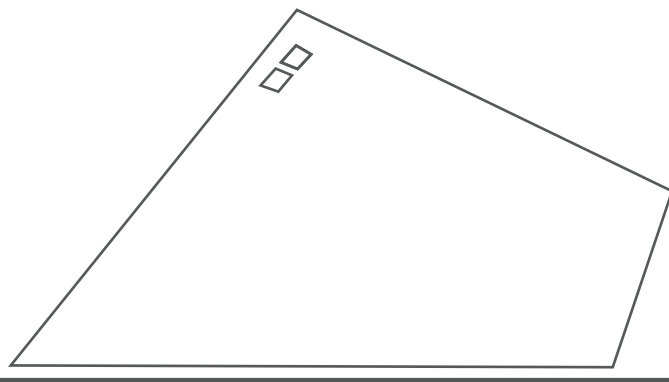
## 1 Theoretical Underpinnings

Dual Processing Theories suggest individuals process information using 1 of 2 System preferences.

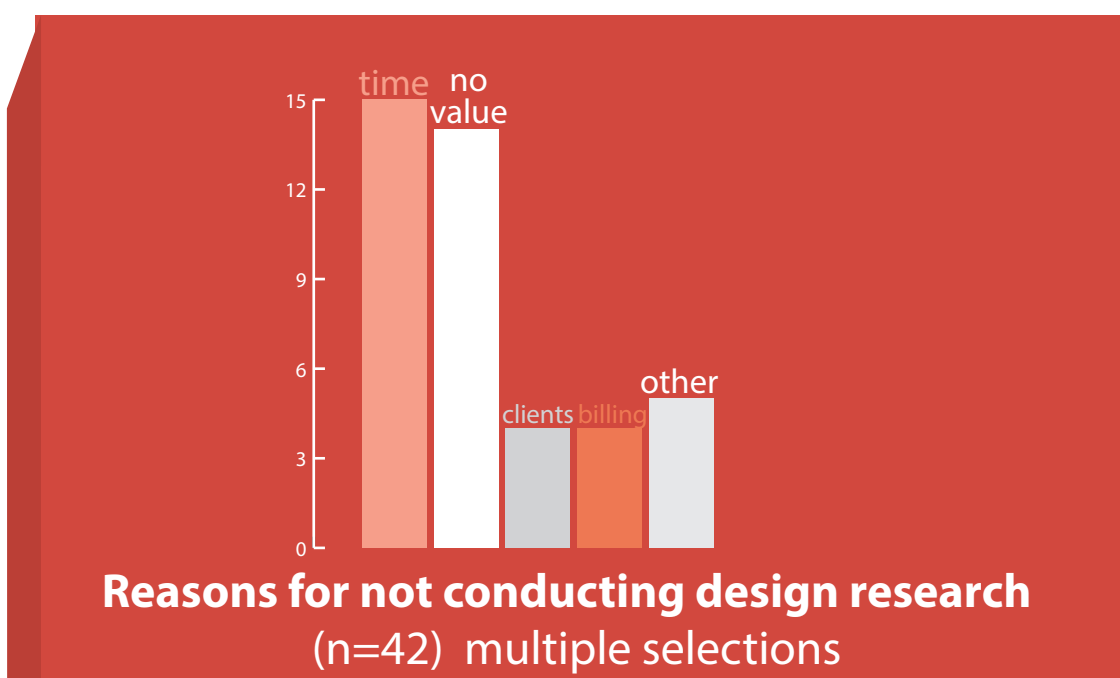
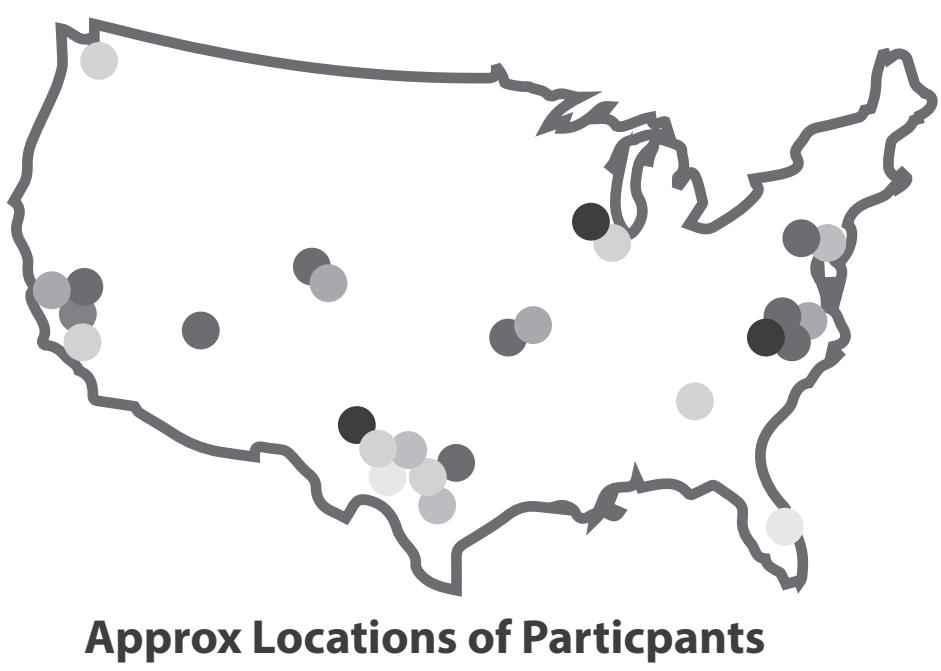
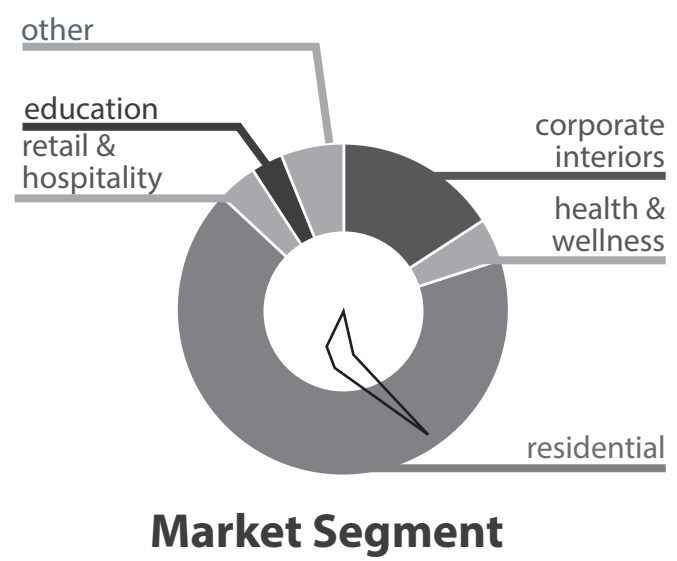
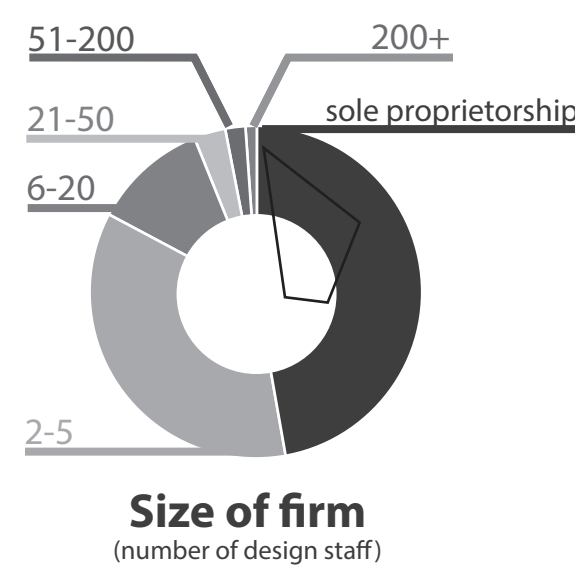
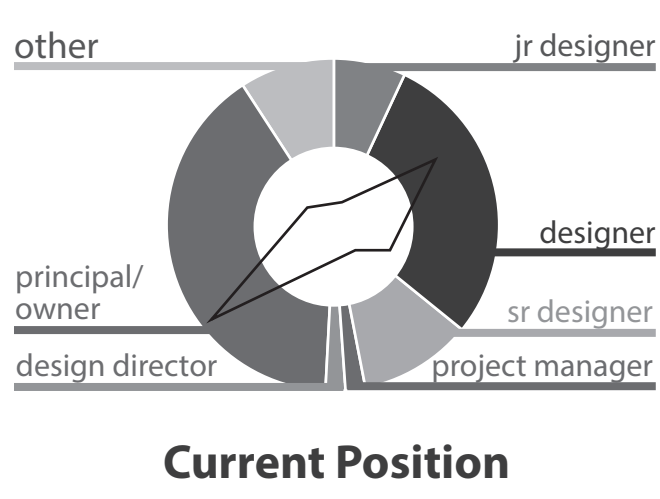
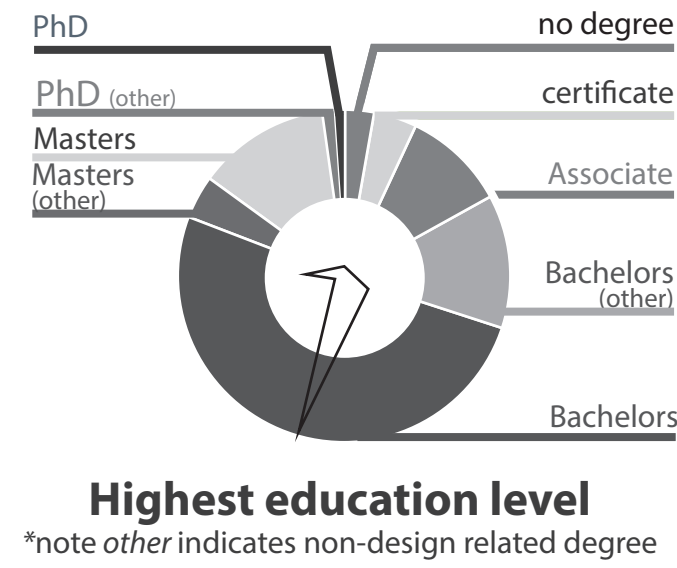
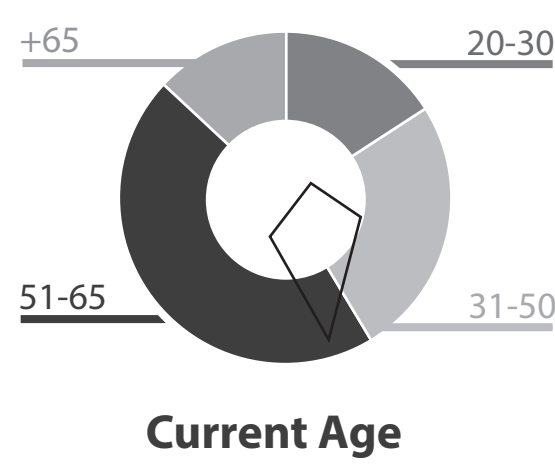
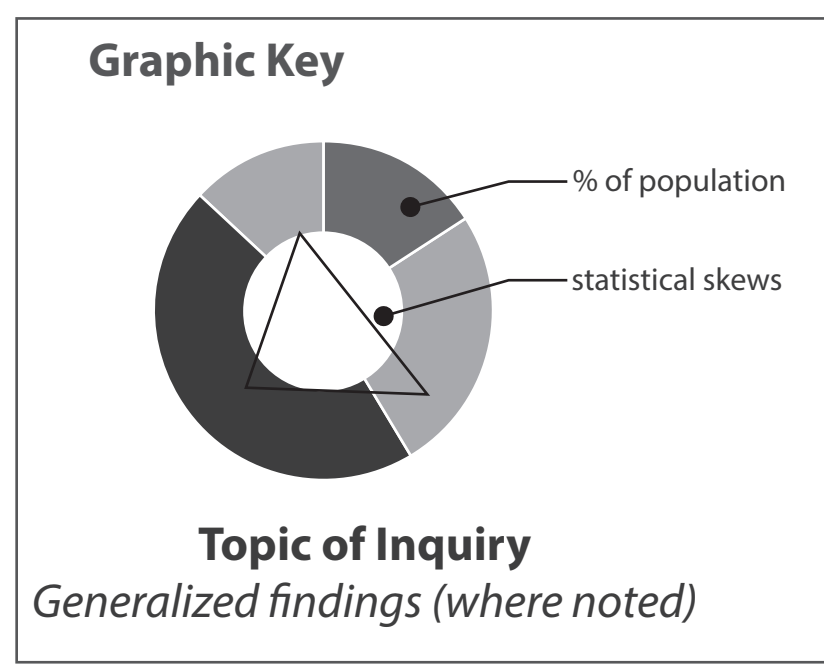


## 2 Who was asked?

A random sample of 4600 Allied, Associate, & Professional members of American Society of Interior Design (ASID)



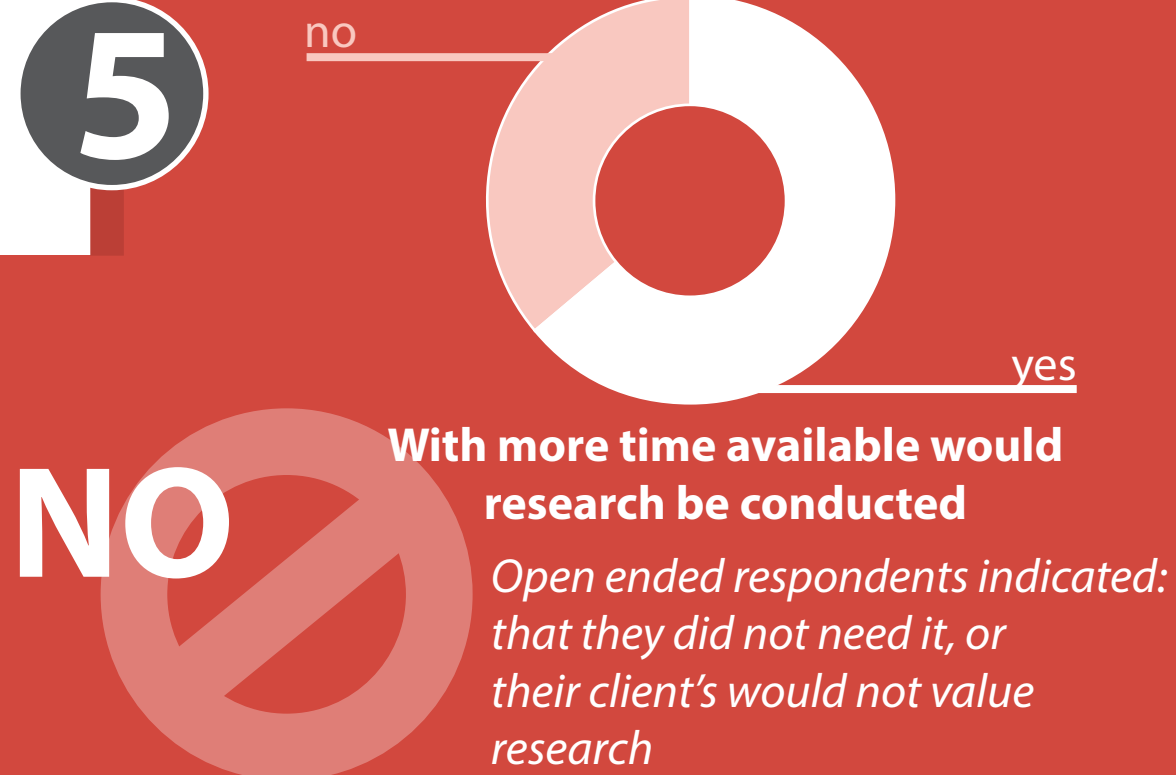
## 3 Who responded?



## 4 Definition of research

"the identification of important design questions and the development and use of organized problem solving methods. It is a process for seeking and finding answers." Thompson, 1992

Do you conduct this type of research?

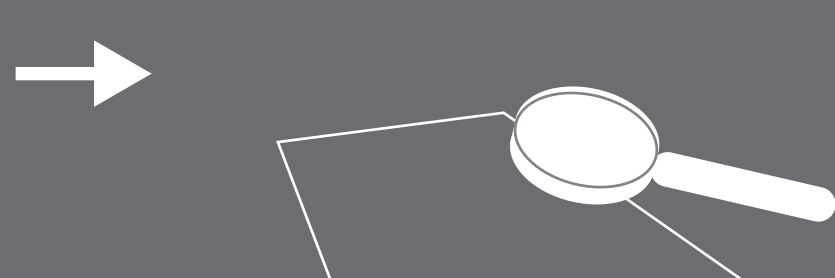
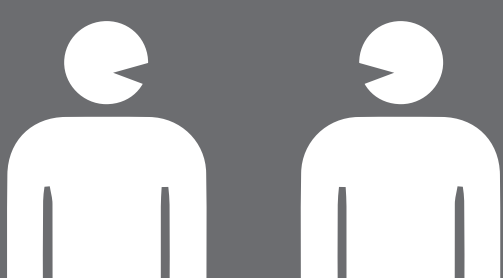


## 8 Next steps?

Phase 2 Interviews with design practitioners to understand practices

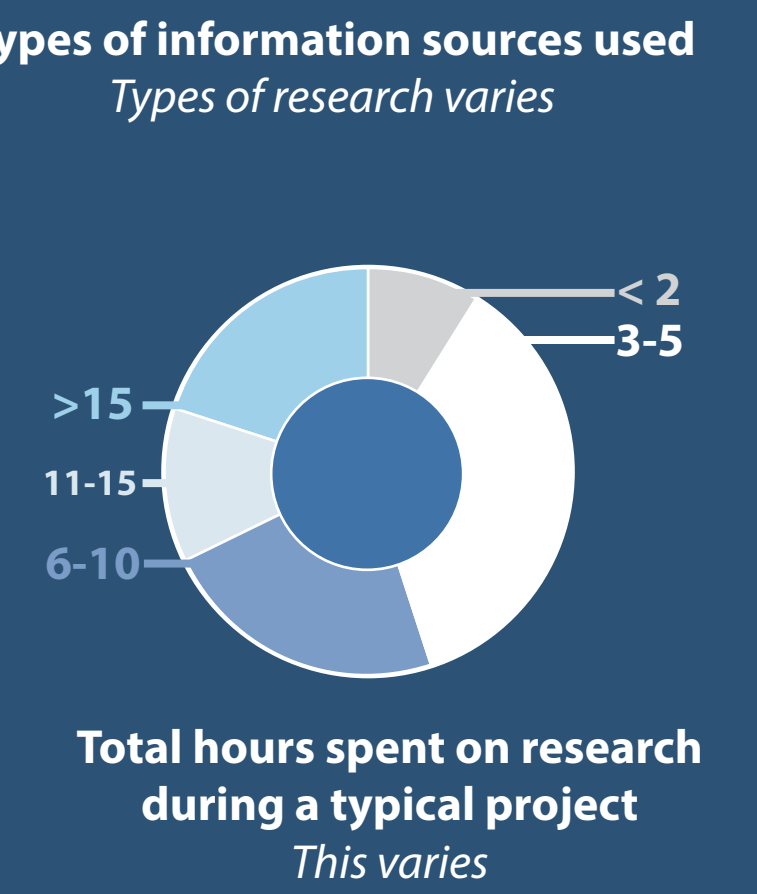
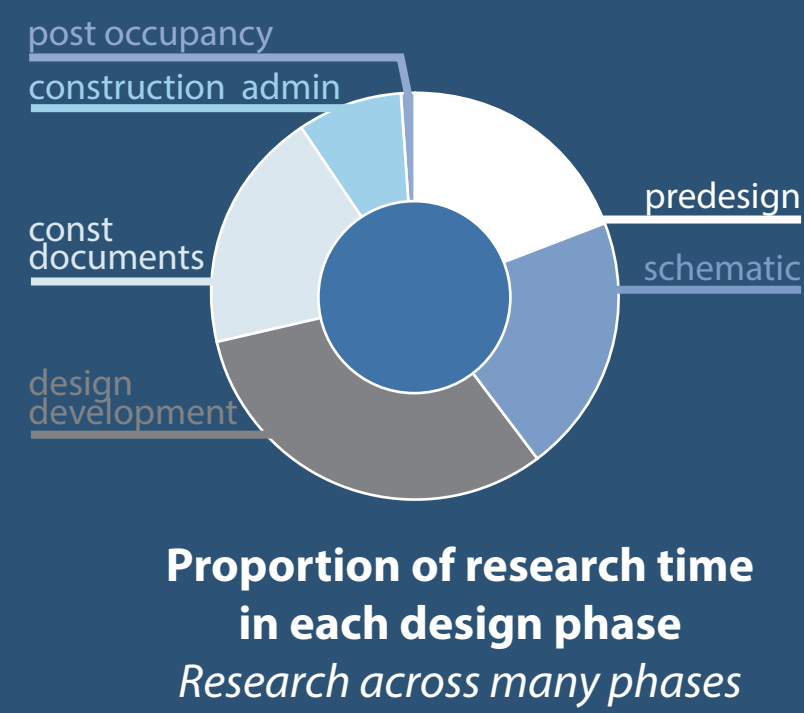
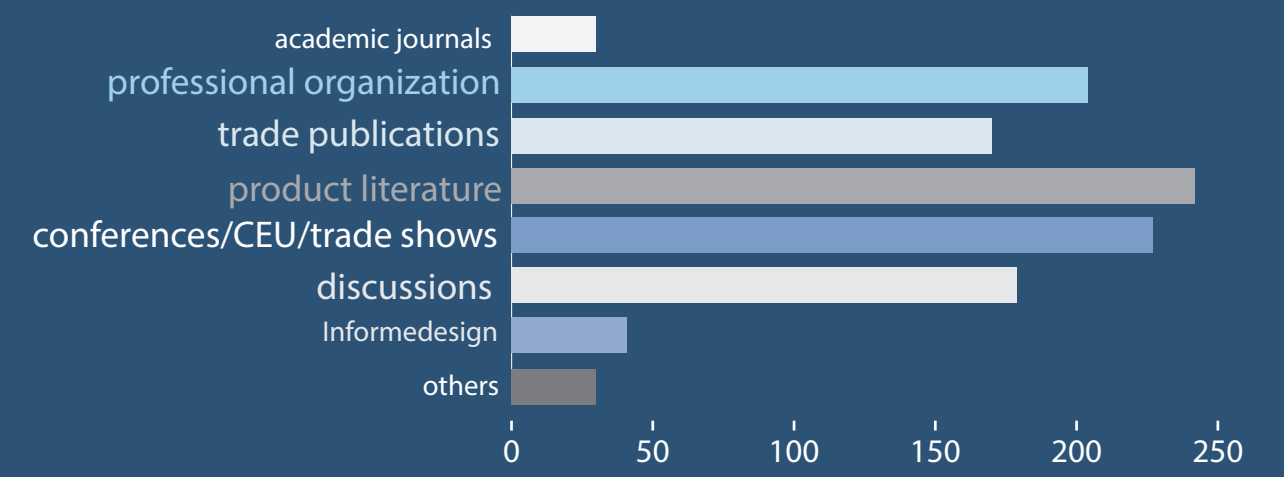
Phase 3 Visual Content Analysis comparing research articles of practice-based researchers and academic sources

Phase 4 Experimental Studies Comparing various media & presentation styles to determine attraction & comprehension

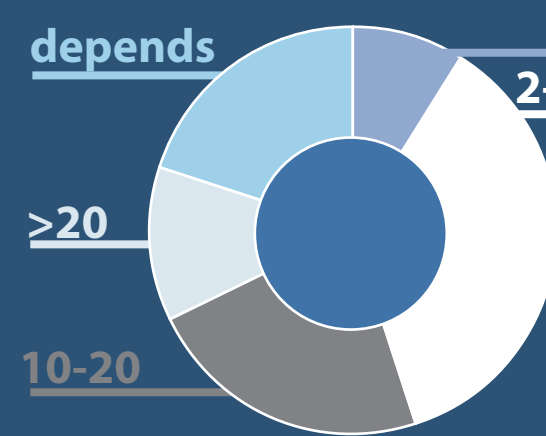


## 6 How is research conducted?

82% of respondents indicated they billed most or some of their research efforts to their clients



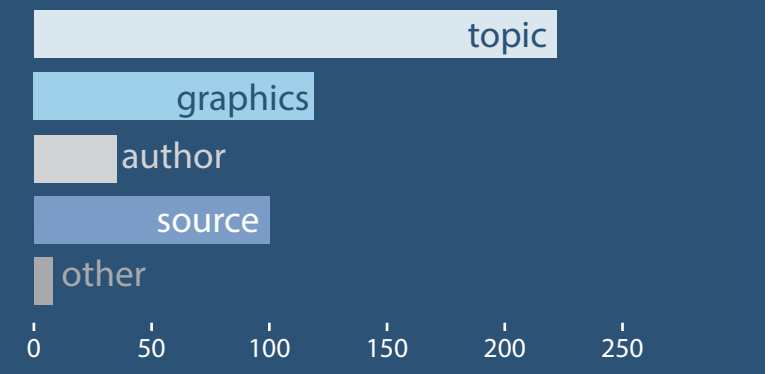
## 7 How is information processed?



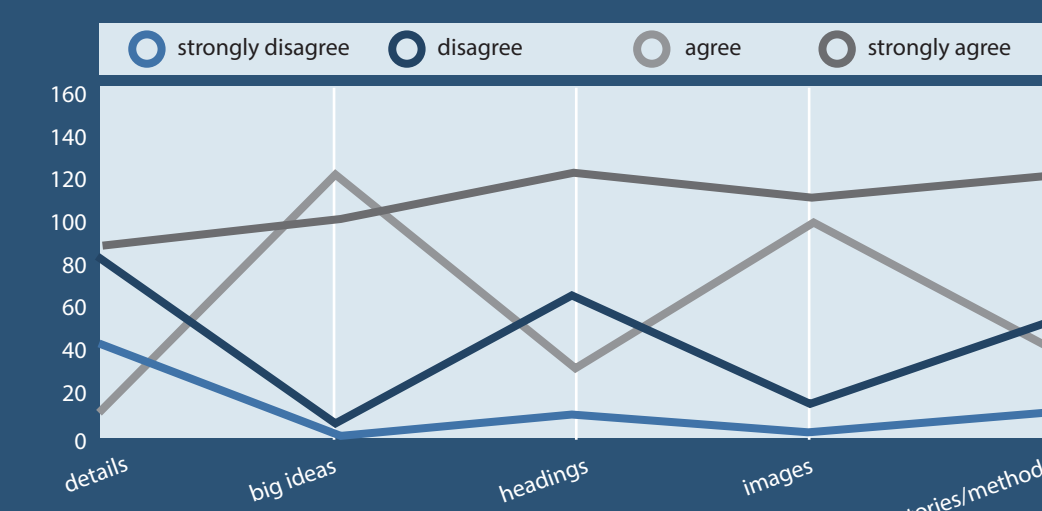
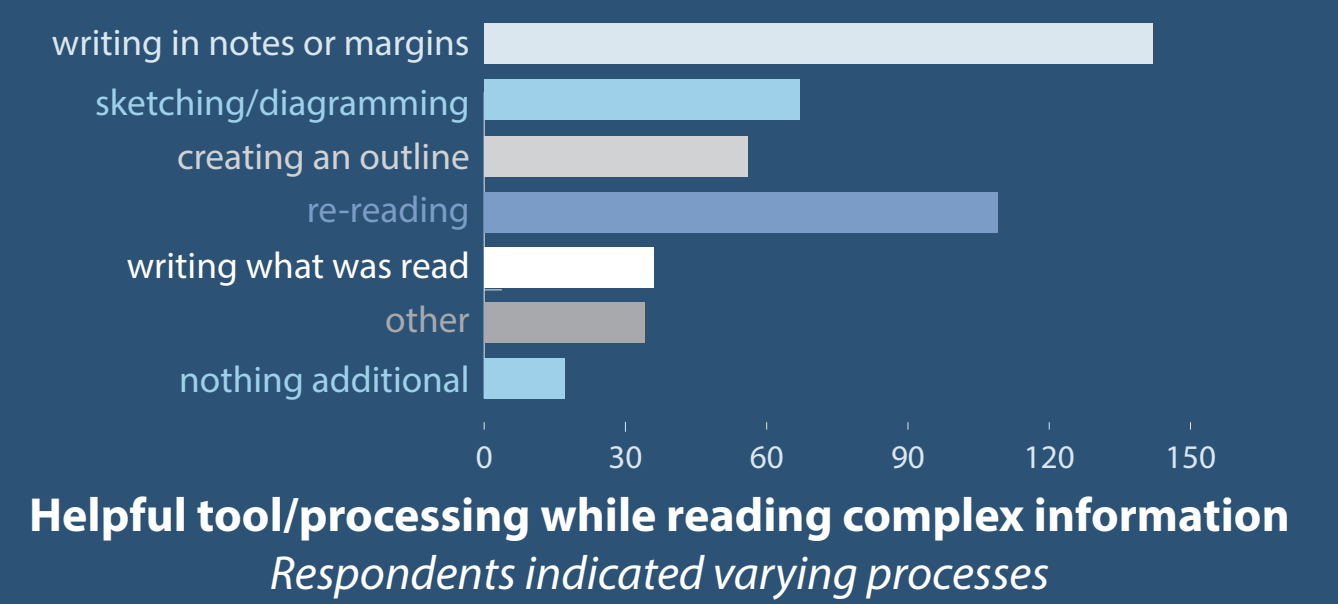
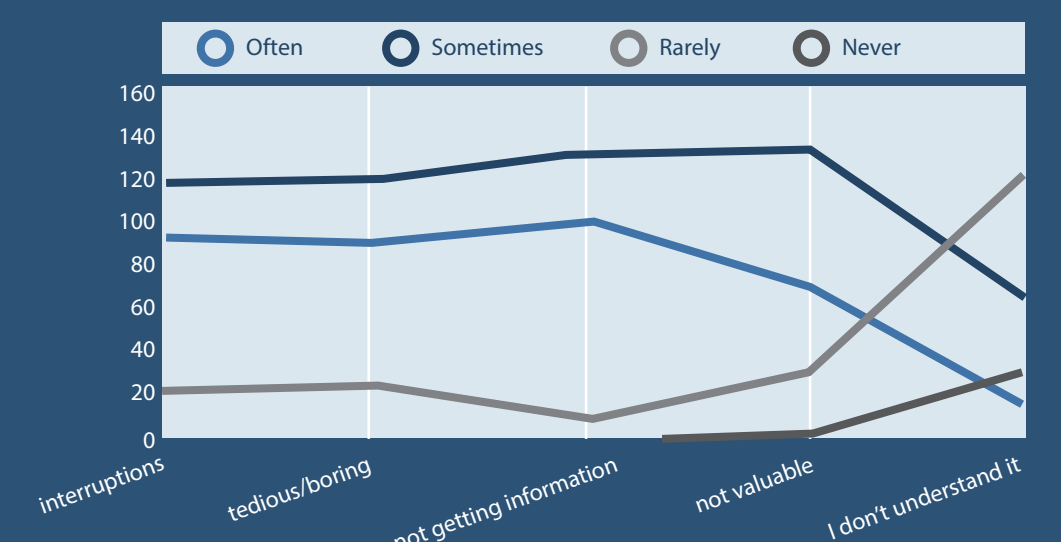
65% of respondents indicated they avoided academic journals because they did not know about them or how to access them

## topic & graphics

are important to get attention



71% of respondents indicated they stopped reading an information source before completing it more than 1/2 of the time



85% of respondents indicated they felt more likely to remember images than words