

# If Tattoos Could Speak



What if tattoos could tell us stories beyond their inked designs? Viewing tattoos through the lens of information experience reveals their complexity, extending past mere aesthetics. Tattoos serve as a rich information phenomenon, deeply intertwined with the wearer's life stages, personality traits, and past experiences.

## Context

We embarked on a project exploring tattoos as an information phenomenon. We found that information is not just embedded in a tattoo image but supports or hinders the entire acquisition process and subsequent life-long wearing of a tattoo.



## Information journey

The tattoo acquisition process is an informational journey. From the initial search for design inspiration to the selection of a skilled artist, people navigate a wealth of information sources and experience a range of information needs.



## The informational function

The informational function of tattoos is evident from the point of their creation. In all, there is more to tattoos than meets the eye. Beyond mere decoration, tattoos fulfil multifaceted purposes.



## Role of literacy

Information literacy is the ability to identify what information you require, know what sources are available to you, and how to articulate your information needs to obtain the appropriate information. Having strong information literacy skills supports tattoo experience.



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