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Serendipity and information seeking: an empirical study

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Figure 1. The nature and impact of serendipitous information encounters.

		<i>High</i> Uncertainty surrounding the location of useful information ... <i>Low</i>		
		Have an idea where it may be found	No idea where it may be found	
<i>High</i>	Anticipate the nature of content needed and how it would be useful	1a - Recognise anticipated information when it is encountered	1b - Recognise anticipated information when it is encountered	3 - Impact Problem-structure or solution is strengthened/ confirmed/ refuted
	Uncertainty of the pre-specification of relevant content Recognise by surprise the value of unanticipated content	2a - Realise unexpected value of information when encountered	2b - Realise unexpected value of information when encountered	4 - Impact Problem-structure or solution is reconfigured or new direction taken
<i>Low</i>				