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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.

	High **Uncertainty surrounding the** *...Low*		
	location of useful information		
	Have an idea where it may be found	No idea where it may be found	
High 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 **Low**	**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