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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	
Uncertainty of the pre-specification of relevant content	<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		
	<i>Low</i>	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		