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Published in: Journal of Documentation

DOI: 10.1108/00220410310472518

Publication date: 2003

Citation for published version (APA): Foster, A., & Ford, N. (2003). Serendipity and information seeking: an empirical study. *Journal of Documentation*, *59*(3), 321-340. https://doi.org/10.1108/00220410310472518

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Figure 1. The nature and impact of serendipitous information

encounters.

		High Uncertainty surrounding theLow location of useful information		
 ,		Have an idea where it may be found	No idea where it may be found	
High	Anticipate the	1a - Recognise anticipated	1b – Recognise anticipated	3 – Impact
Uncertainty of the pre- specification of relevant content	nature of content needed and how it would be useful	information when it is encountered	information when it is encountered	Problem-structure or solution is strengthened/ confirmed/ refuted
	Recognise by surprise the value of unanticip ated 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
Low				