



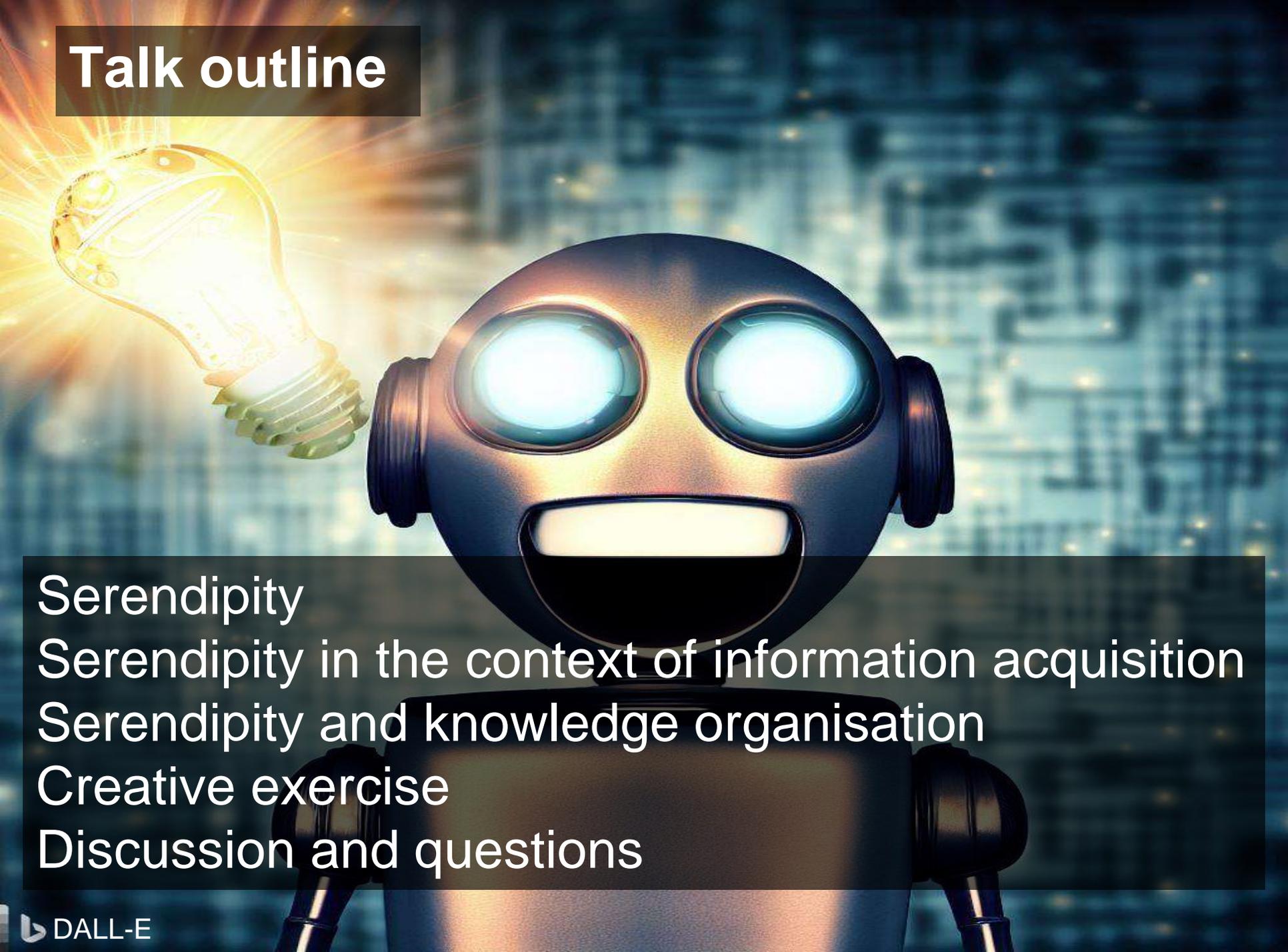
Seeking serendipity through knowledge organisation:

Creating a knowledge infrastructure for surprising, meaningful discoveries

Stephann Makri Stephann@city.ac.uk www.stephann.com

 @StephannMakri

Talk outline

A futuristic robot with a metallic, rounded head and glowing blue eyes. To its left, a glowing yellow lightbulb is shown with radiating lines, symbolizing an idea or innovation. The background is a blurred, blue-toned digital or circuitry pattern.

Serendipity

Serendipity in the context of information acquisition

Serendipity and knowledge organisation

Creative exercise

Discussion and questions

Serendipity is more than...



...it needs sagacity ('aha')



Essence of serendipity



Serendipity classification framework

	<i>Not at all</i>	<i>Somewhat</i>	<i>Very</i>
How unexpected were the circumstances that led to connection being made?			✓
How insightful was the making of the connection itself?			✓
How valuable was or do you expect the outcome to be?			✓



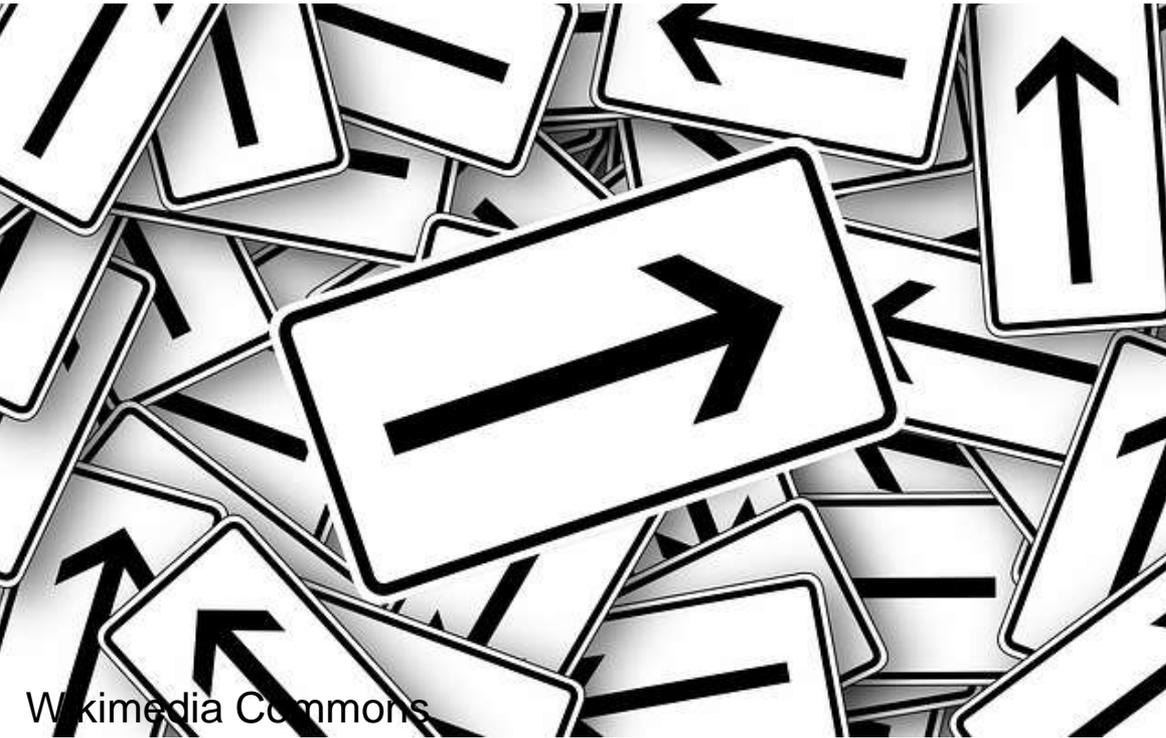
Serendipity space

<i>Unexpected?</i>	<i>Insightful?</i>	<i>Valuable?</i>	<i>Strength of serendipity</i>
V	V	V	'Purer' serendipity
V	V	S	
V	S	V	
S	V	V	
S	S	V	
S	V	S	
V	S	S	
S	S	S	'Dilute' serendipity

Key: S = somewhat, V = very

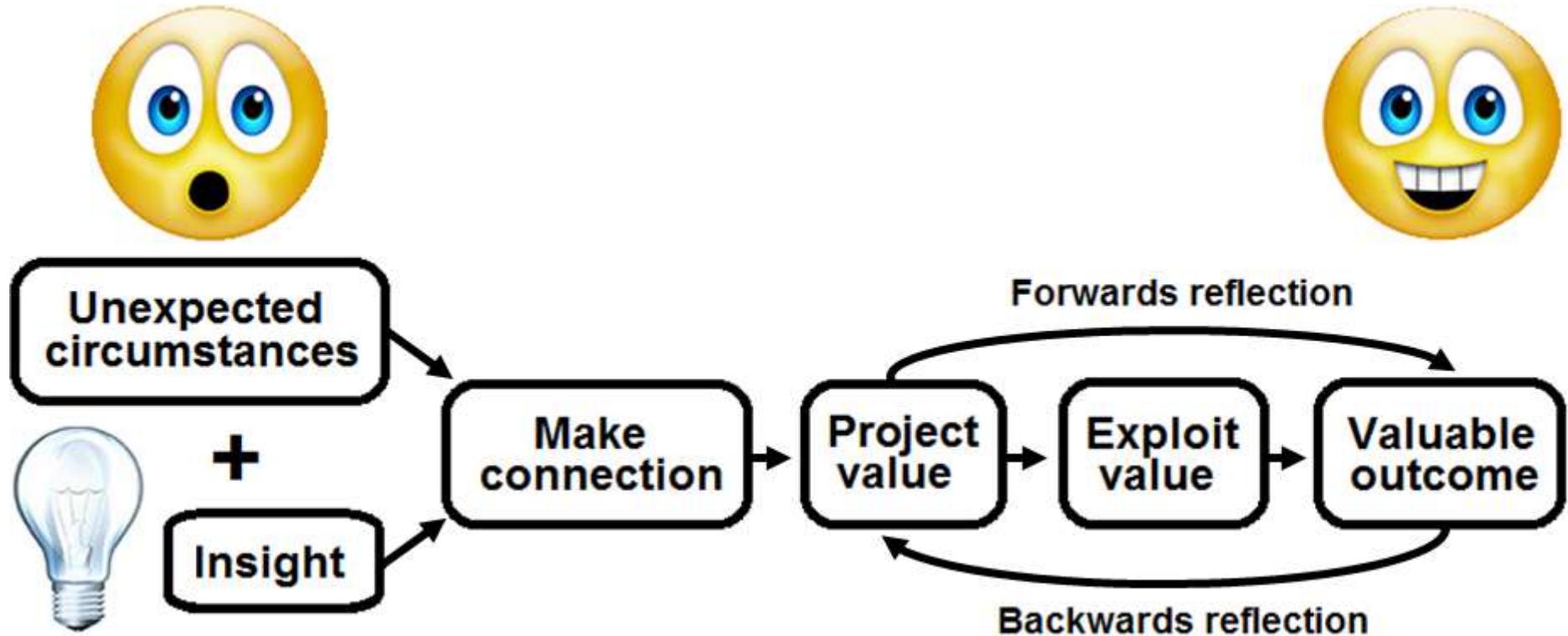


Promise for knowledge organisation



Wikimedia Commons

The serendipity process



A filmmaker's serendipity story: Fallen Angel



More 'serendipity stories' on



Channel: StephannMakri



KEEP
CALM
AND
MAKE YOUR
OWN LUCK

Makri, S., Blandford, A., Woods, M., Sharples, S. & Maxwell, D. (2014). **Making my Own Luck: Serendipity Strategies and how to Support them in Digital Information Environments.** Journal of the Association for Information Science and Technology, 65(11), 2179-2194

Your serendipity stories

Have you experienced serendipity when **encountering information**? Or in **everyday life**?



Serendipity is not just search



Looking for something, finding something else



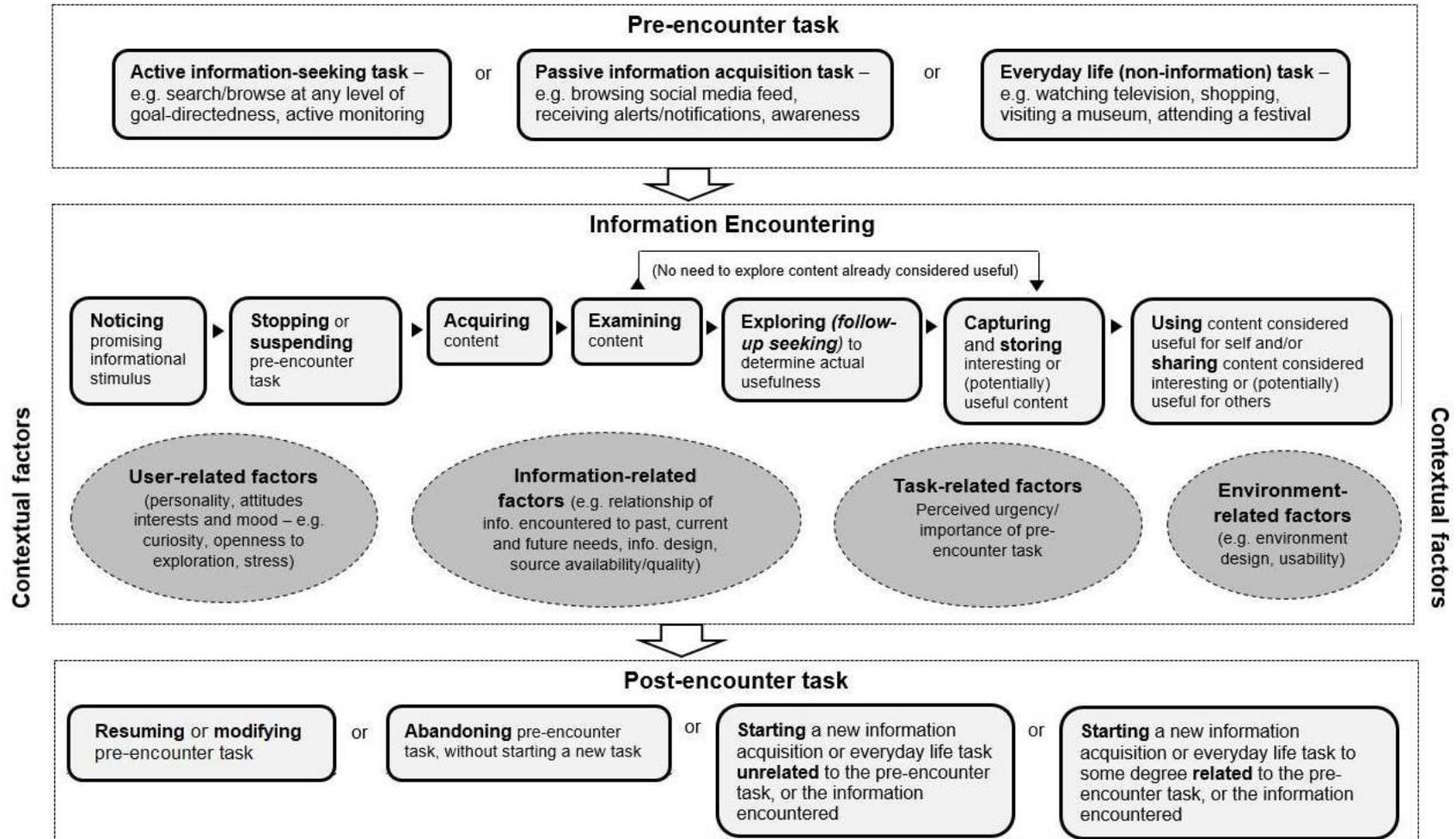
Not looking for anything in particular



Not looking for anything at all

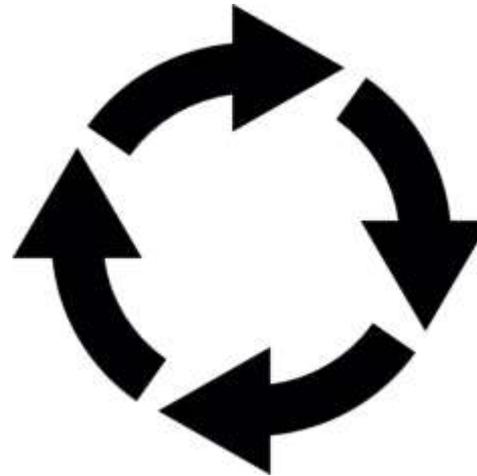
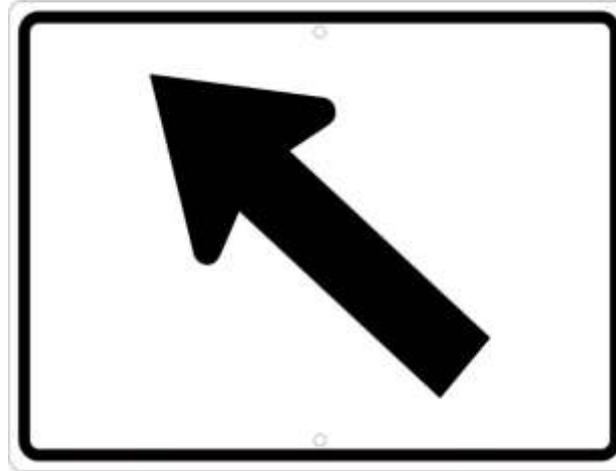


Encountering re-encountered



Erdelez, S. & Makri, S. (2020). Information encountering re-encountered: A conceptual reexamination of serendipity in the context of information acquisition. *Journal of Documentation*, 76(3), 731-751.

Disrupted encounters



Makri, S & Buckley, L. (2019). Down the rabbit hole: Investigating disruption of the information encountering process. *Journal for the Association of Information Science and Technology*. 71(2), 127-142.

The seeking-encountering tension



Waugh, S., McKay, D., & Makri, S. (2017). **'Too Much Serendipity': The Tension between Information Seeking and Encountering at the Library Shelves.** In *Proc. ACM CHIIR*. 19

A bookshop designed for serendipity



Makri, S., Chen, Y-C., McKay, D., Buchanan, G. & Ocepek, M. (2019). Discovering the unfindable: The tension between findability and discoverability in a bookshop designed for serendipity. In proc. INTERACT 2019.

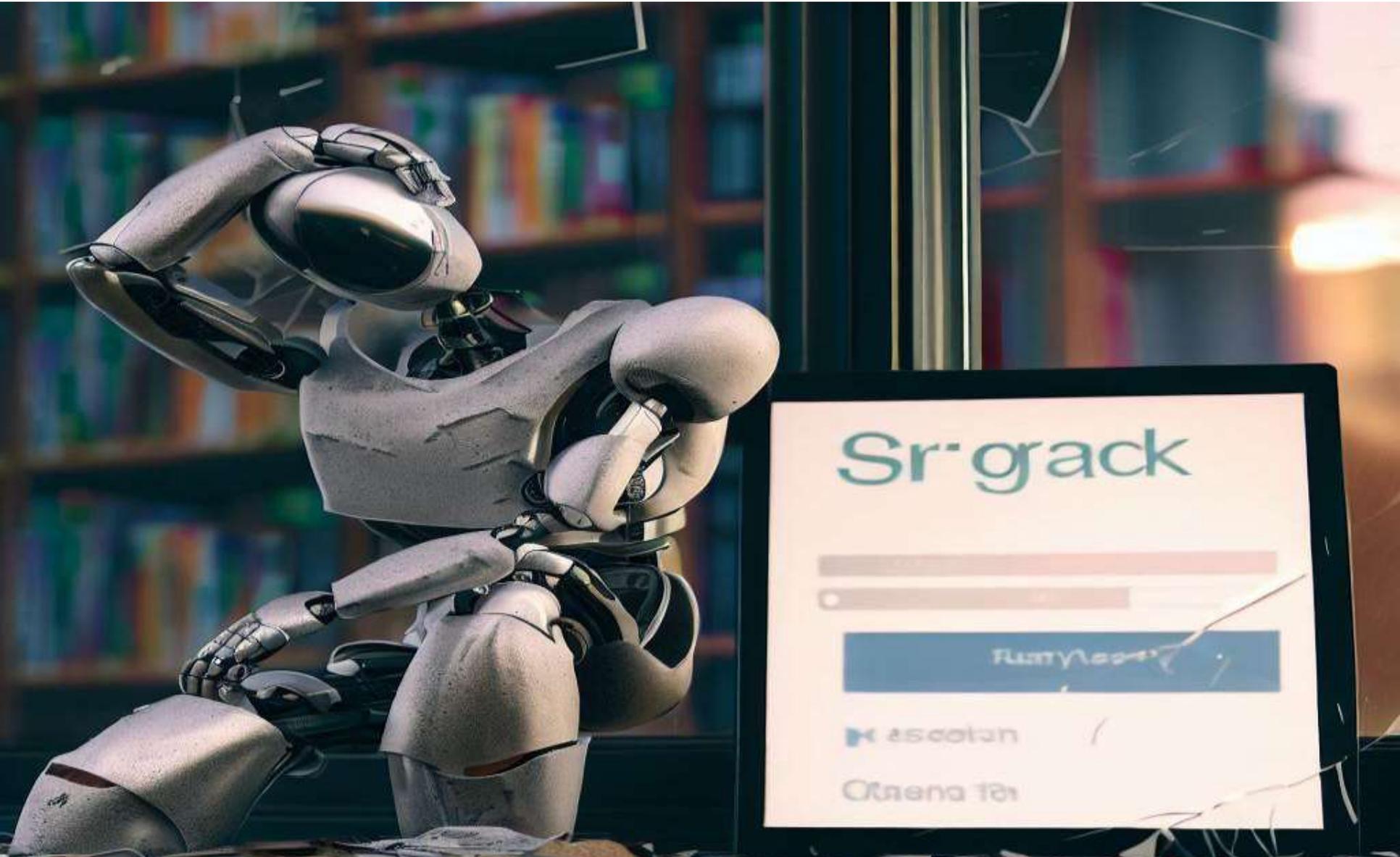
Does serendipity have a dark side?



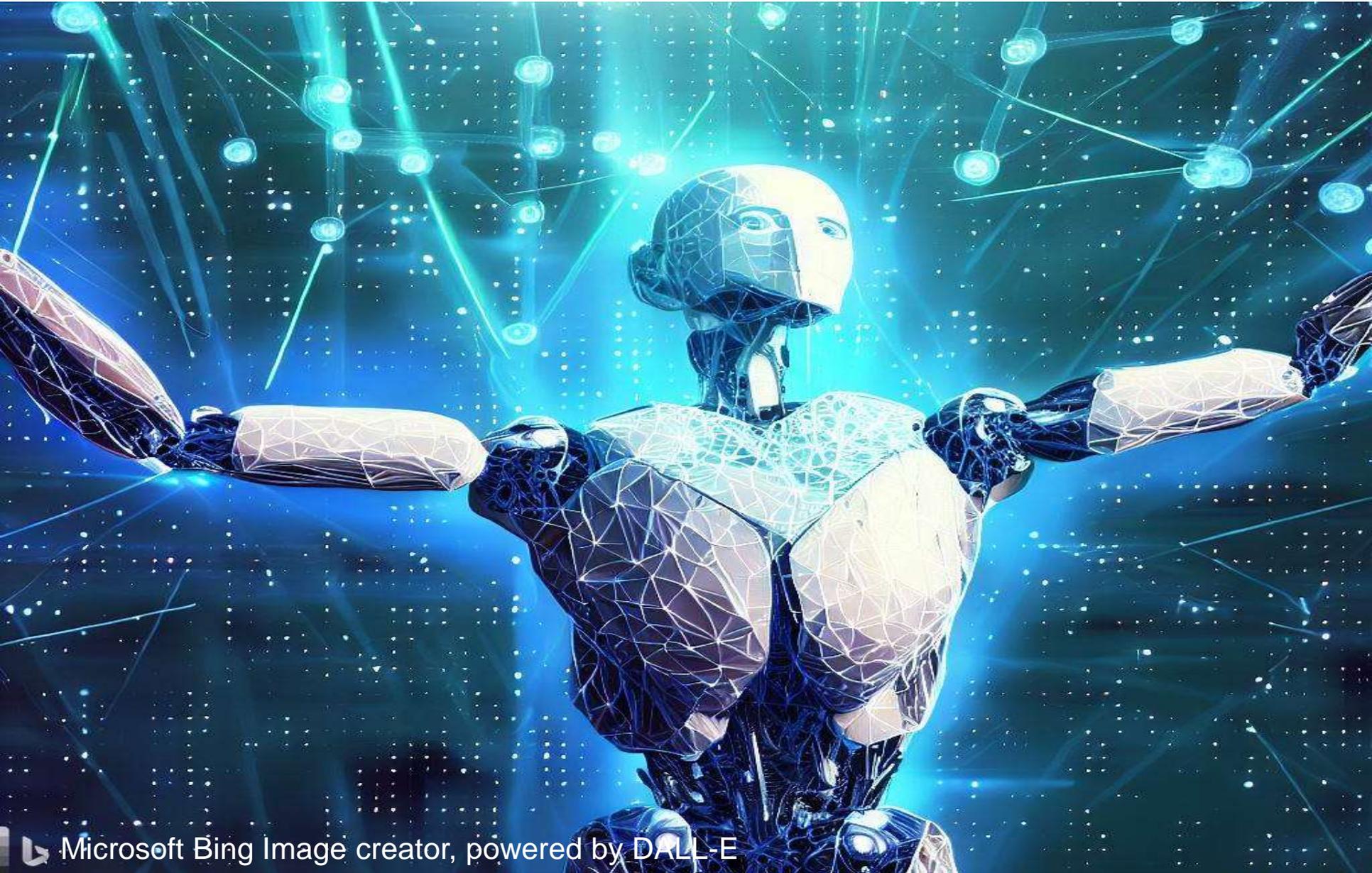
DALL-E

McKay, D., **Makri., S.**, Guterrez-Lopez, M., Porlezza, C., Macfarlane, A., Cooper, G. & Missaoui, S. (submitted). **I'm the same, I'm the same, I'm trying to change: Investigating the role of Human Information Behaviour in view change.** Submitted to JASIST.

Lamenting the loss?



Serendipity and knowledge organisation



Discussion and creative exercise

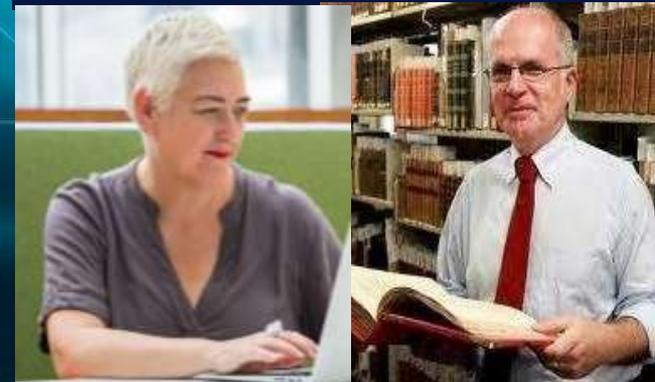
Samantha Copeland
Wendy Ross
Martin Sand *Editors*

Serendipity Science

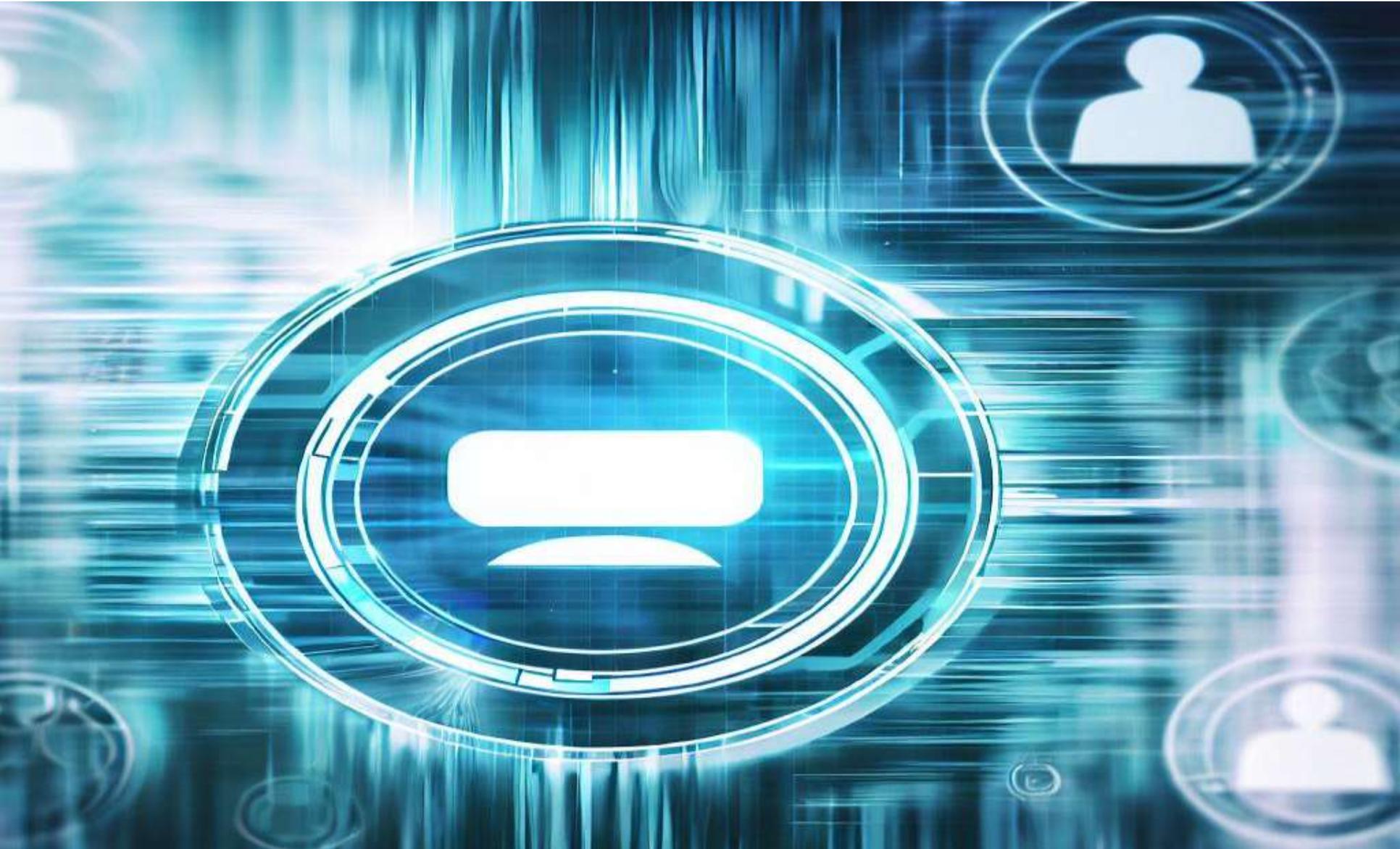
An Emerging Field and its Methods

 Springer

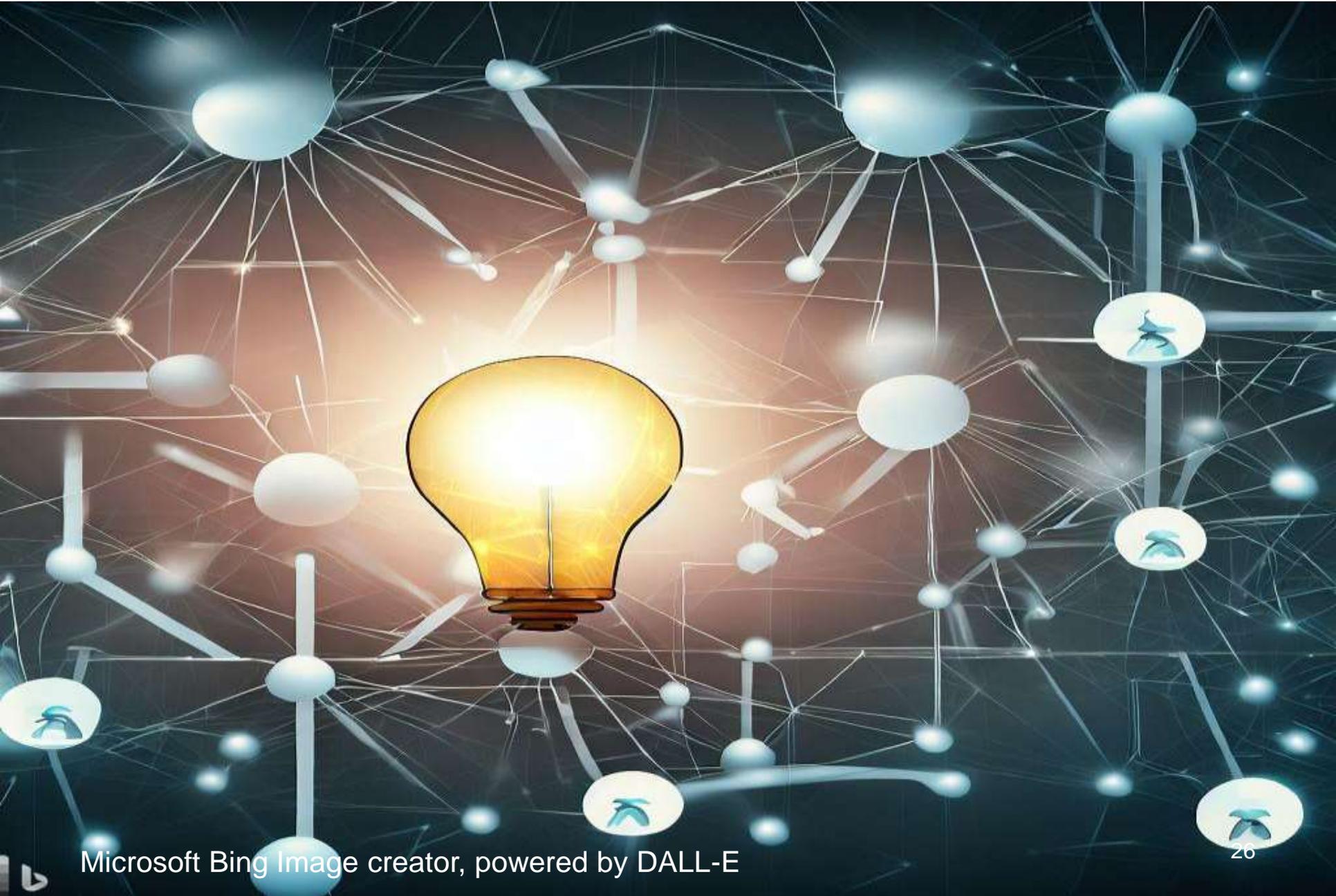
Serendipity scholar



What might constitute important entities/relationships?



What meaningful connections might there be between these?



How might we leverage?....

Meaningful connections based on metadata links?



How might we leverage?....

Knowledge graphs and other types of connection based on structured data?



How might we leverage?....



New (not exclusively diversity-based) forms of recommendation?

How might we leverage?....



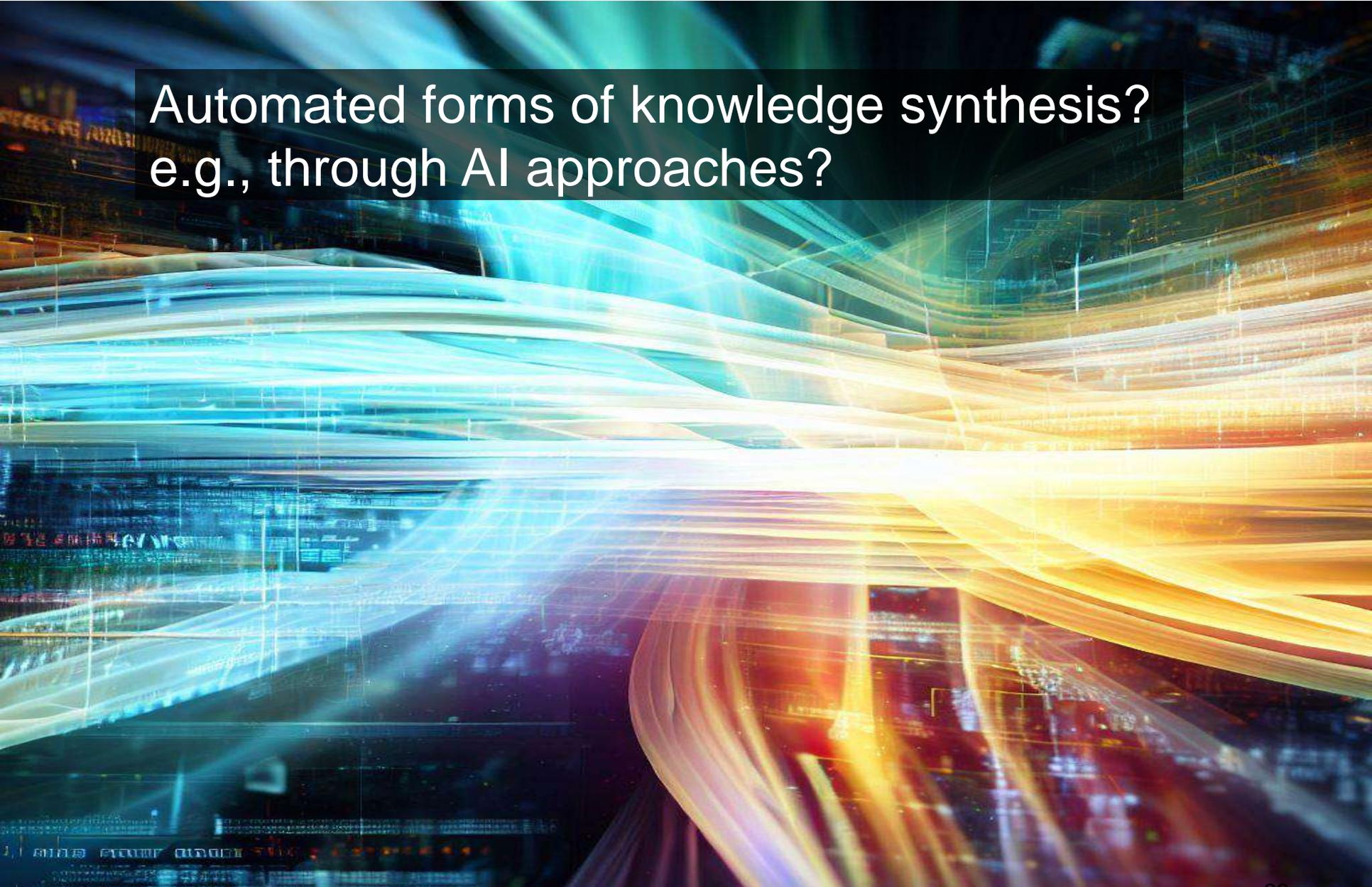
Placing greater emphasis on browsing vs. searching

How might we leverage?....

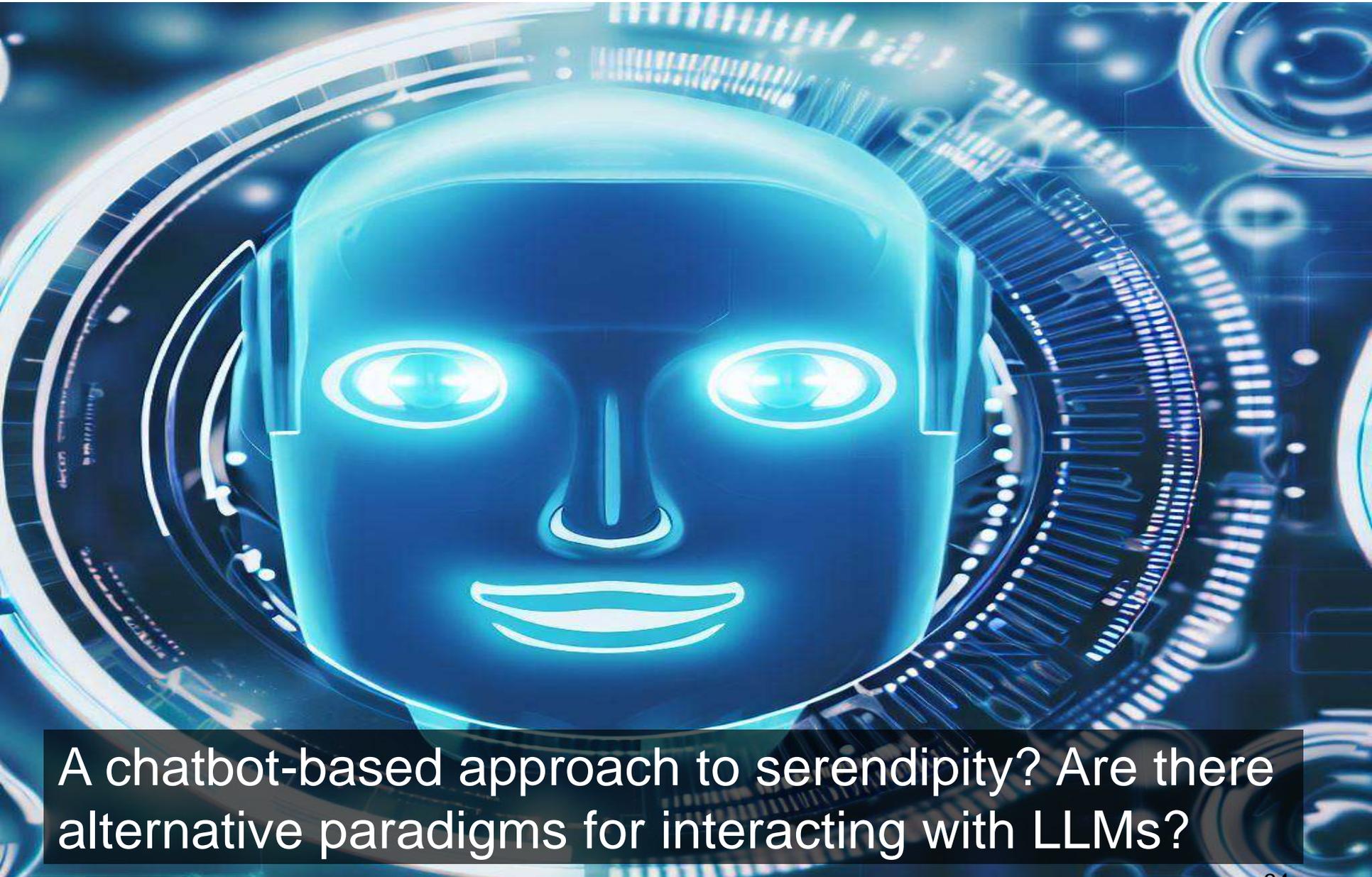
Social links and data feeds?

How might we leverage?....

Automated forms of knowledge synthesis?
e.g., through AI approaches?

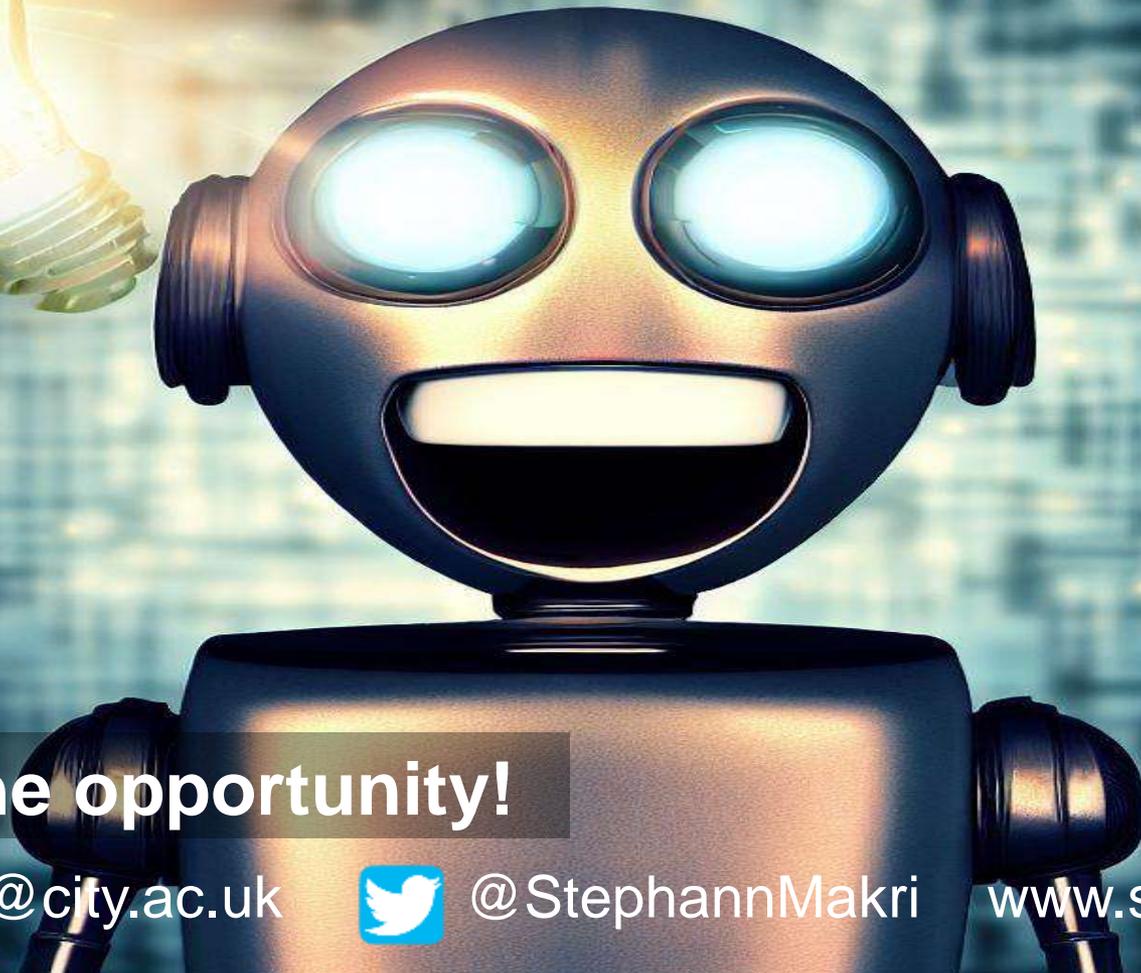


How might we leverage?....



A chatbot-based approach to serendipity? Are there alternative paradigms for interacting with LLMs?

Discussion and questions



Seize the opportunity!

Stephann@city.ac.uk



@StephannMakri

www.stephann.com