

Passive attention

Attention is placed on activities other than information seeking. This may be because the user is immersed in consuming content or focused on another task.

Consuming

Progression through content.

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Starting

Beginning an information seeking task - where motivation and attention is first focused on information seeking.

Orienting

When the user orients themselves in the product/service structure and information architecture.

Extracting

Understanding the information being presented in a way that makes it actionable.

Moving

Progression through a structure
or information architecture.

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Search construction

Creating a phrase or choosing the word to use in transactional search.

Discrimination

The evaluation of information being presented.

Optimisation

Refinement of the information seeking strategy.

Systematic differentiation

Focused and ordered discrimination based on some describable criteria.

Satisfying

Finding what you want - usually the end of information seeking.

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Sweeping

Scanning information broadly
looking for recognisable signals.

Conditioning

Formulating a more structured understanding of an information need, resulting in a greater sense of information scent.

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Hunting

Searching for a known item
which is hidden.

Uncovering

Seeking information that is out of reach or obscured.

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Unordered monitoring

Serendipitous discovery of a conditioned need - usually resulting from being in the right place at the right time.

Refreshing

Refreshing the content of a page or view to update the results with new information.

Revisiting

Returning to a space or place that has previously been visited.

Progressing

Movement (sometimes guided) through an ordered structure.

Landing

Arriving within a structure.

Active monitoring

Checking for updates or changes.

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Passive monitoring

Receiving reports and updates.

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Following

Following a link.

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Continuing

Returning to a path or journey (sometimes across different sessions).

Targeting

Deciding on a target or identifying a specific information need.