

Can personality differences explain why people vary in the way they search for and handle information?

In today's society, the capacity and skill to handle information is vital. Despite similar education, people, however, vary in their information literacy skills. This dissertation discusses whether personality traits can explain some of this variation.

The focus is on students' information seeking for their master thesis. The students' motivation for and intention with their studies, are, along with personality traits, considered as influential factors on their information behaviour. Three information-seeking patterns are found in the study - Fast surfers, Broad scanners and Deep divers. These patterns are explained by different personality traits and study approaches.

The main contribution of the dissertation is that it sheds light on how personality traits may incline towards certain information-seeking behaviour. In the concluding discussion the impact of personality traits and study approaches is compared to other influential variables on information-seeking behaviour.



Jannica Heinström: Fast surfers, Broad scanners and Deep divers

Jannica Heinström

# Fast surfers, Broad scanners and Deep divers

personality and information-seeking behaviour



# Fast Serfers Broad Scanners And Deep Divers

**Terry C. Jones**



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## **Table of Contents Fast Serfers Broad Scanners And Deep Divers**

1. Understanding the eBook Fast Serfers Broad Scanners And Deep Divers
  - The Rise of Digital Reading Fast Serfers Broad Scanners And Deep Divers
  - Advantages of eBooks Over Traditional Books
2. Identifying Fast Serfers Broad Scanners And Deep Divers
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Fast Serfers Broad Scanners And Deep Divers
  - User-Friendly Interface
4. Exploring eBook Recommendations from Fast Serfers Broad Scanners And Deep Divers
  - Personalized Recommendations
  - Fast Serfers Broad Scanners And Deep Divers User Reviews and Ratings
  - Fast Serfers Broad Scanners And Deep Divers and Bestseller Lists
5. Accessing Fast Serfers Broad Scanners And Deep Divers Free and Paid eBooks
  - Fast Serfers Broad Scanners And Deep Divers Public Domain eBooks
  - Fast Serfers Broad Scanners And Deep Divers eBook Subscription Services
  - Fast Serfers Broad Scanners And Deep Divers Budget-Friendly Options

6. Navigating Fast Serfers Broad Scanners And Deep Divers eBook Formats
  - ePub, PDF, MOBI, and More
  - Fast Serfers Broad Scanners And Deep Divers Compatibility with Devices
  - Fast Serfers Broad Scanners And Deep Divers Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Fast Serfers Broad Scanners And Deep Divers
  - Highlighting and Note-Taking Fast Serfers Broad Scanners And Deep Divers
  - Interactive Elements Fast Serfers Broad Scanners And Deep Divers
8. Staying Engaged with Fast Serfers Broad Scanners And Deep Divers
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Fast Serfers Broad Scanners And Deep Divers
9. Balancing eBooks and Physical Books Fast Serfers Broad Scanners And Deep Divers
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Fast Serfers Broad Scanners And Deep Divers
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Fast Serfers Broad Scanners And Deep Divers
  - Setting Reading Goals Fast Serfers Broad Scanners And Deep Divers
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Fast Serfers Broad Scanners And Deep Divers
  - Fact-Checking eBook Content of Fast Serfers Broad Scanners And Deep Divers
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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