

# We CAN: Information Seeking Behaviour of Farmer's Experiencing Animal Health Emergencies

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## Abstract

This paper is the result of Information Horizon Interviews of farmers in Southern Ontario, beginning with the research question: What are the information seeking behaviours of farmers when their animals have a health emergency? While the information seeking behaviours paralleled the Berry Picking Model presented by Bates in 1989, there are notable differences which result in a new variation of the model being created- the CAN model, which encompasses the Concatenation, Amalgamation, and Negotiation of information resources in their information seeking behaviour. Research questions are suggested for further study and testing of the CAN model.

## Author's Bio

Jordan Pedersen is pursuing a M.I. in Library and Information Science at the University of Toronto iSchool. She is co-founder of the blog *biblitopics* ([biblitopics.wordpress.com](http://biblitopics.wordpress.com)). Her interests include embodied knowledge and critical librarianship, however she grew up in a farming family which inspires an interest in rural and farming information experiences as well.

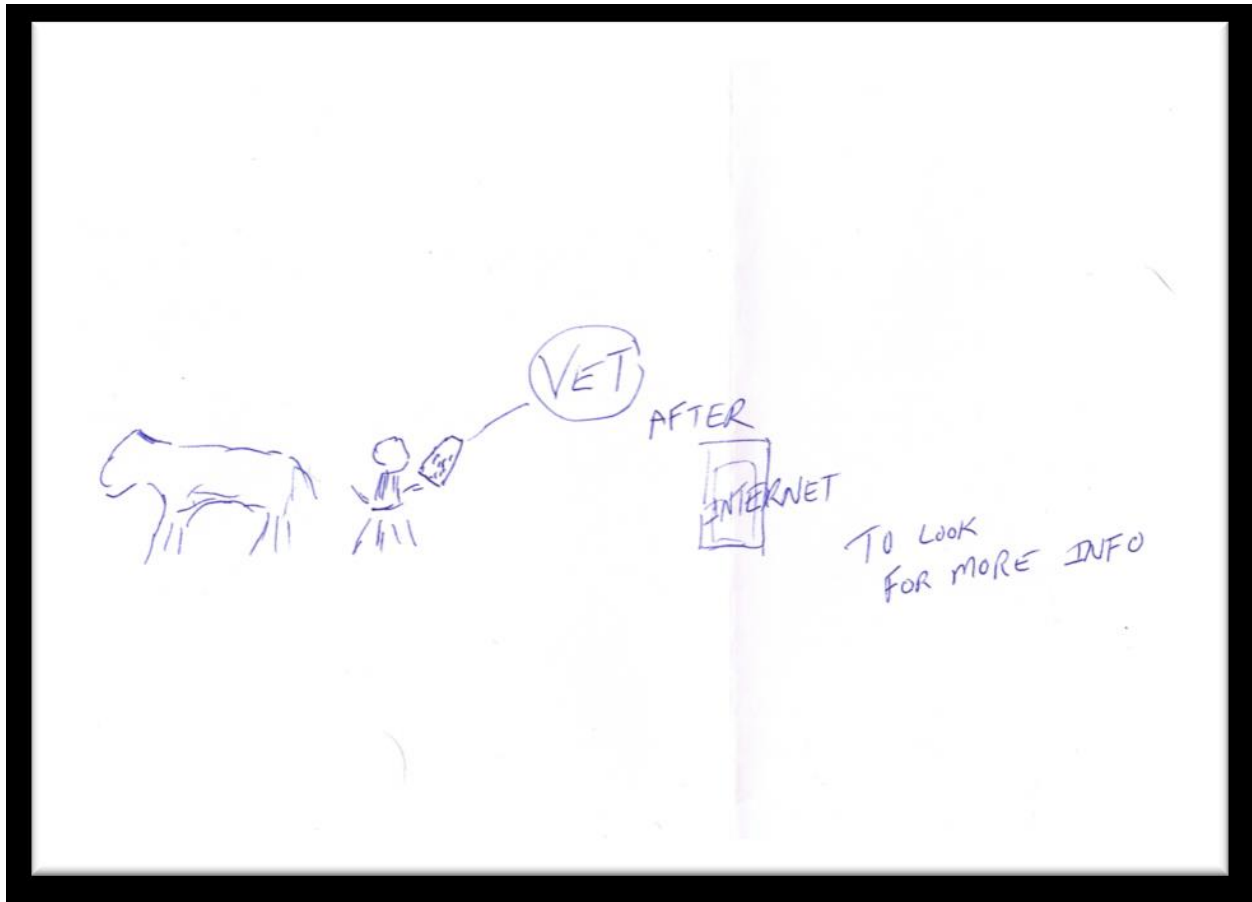


Figure 1. Gretzky's IHI Map