Attributes of Information

Information Quality

Accuracy:

- Accuracy means more than just one plus one equals two.
- It means that information is free from mistakes and errors, is clear and accurately reflects the meaning of data on which it is based.
- It also means that information is free from bias.

Information Quality

Relevance:

Information is said to be relevant if it answers,

What,

Why,

Where,

When,

Who, and

How

For the recipient.

However, what is relevant for one may not be relevant for another.

For example, the relevance of a specific customer order may vary among the employees of a company.

Information Quality

Adequacy:

- Means information must be sufficient in quantity.
- MIS report should not give inadequate information or more than adequate information.
- Whereas inadequacy of information leads to a crisis, its overload results in chaos.

Information Quality

Completeness:

- Information must be complete and should meet all the needs of a manager.
- Incomplete information may result in wrong decisions.

Information Quality

Explicitness:

- Means fully and clearly expressed
- A report is said to be of good quality if it does not require any further analysis by the recipient.
- Reports should be such that manager does not waste any time on further processing, and must be able to extract the required information directly.

Information Quality

Exception-Based:

- Today most of the organizations are being run on the principle of management by exception.

- Top managers need only exception reports.

- Exception reporting principle states that only those items of information be reported which will of particular interest to a manager.

- Usually these items indicate that normal operations have gone away from the expected direction.

- This approach helps save precious time of the top management.

Information Quality

Quality, however, is not an absolute concept.

It is defined within a context.

Roman R. Andrus has suggested a utility approach to determine the quality of information.

In this regard he discusses four types of utilities of information, which are as follows:

Information Quality

- ***Form Utility:*** form of information should closely match the requirements of the user.

- ***Time Utility:*** information, if available, when needed, has a greater value.

- ***Place Utility:*** value of information will increase if can be accessed easily.

- ***Possession Utility:*** the person who has the information influences its value by controlling its dissemination to others.

Thank You