

3 rd lesson : information and its caractéristiques

1. Information Definition & Meaning

In their recent paper, McCreddie and Rice 1review concepts of information proposed over the last fifty years.

A summary of the concepts they consider is given below :

- Information as a representation of knowledge Information is stored knowledge. Traditionally the storage medium has been books, but increasingly electronic media are becoming important.
- Information as data in the environment Information can be obtained from a range of environmental stimuli and phenomena; not all of which are intended to 'convey' a message, but which can be informative when appropriately interpreted.
- Information as part of the communication process Meanings are in people rather than in words or data. Timing and social factors play a significant role in the processing and interpretation of information.
- Information as a resource or commodity Information is transmitted in a message from sender to receiver. The receiver interprets the message as intended by the sender. There may be added value as the information is disseminated or exchanged..²

² Andrew D Madden, a definition of information, 2000, Aslib Proceedings Vol 52, No.9, October 2000, p 345,

https://www.researchgate.net/publication/241708484_A_definition_of_information/link/0046352d7d1d5afb54000000/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19

We can consider that the last concept is the most appropriate in terms of its use as a definition of information in the information society, where the use of information is viewed as an economic resource, where institutions and companies work to use information and benefit from it .

Increasing efficiency and developing innovation and innovation, and increasing its effectiveness and competitive position by improving the quality of the goods and services it provides.

There is a growing trend towards creating information institutions that capture large amounts of value and thus improve the overall economy of the country.

This means using information as a basic investment resource, as information has begun to permeate all activities and industries, An available set of capabilities or things can become more useful and important by adding information to it. This means the integration of information into the structure Fundamental aspects of state and societal institutions, which helps in improving the method and performance of the institution's work ³.

2. caractéristiques of information

1) Accuracy

The information must be accurate, which means that the information which is totally correct, free from mistakes, and errors. If any information is accurate then decision-making is possible from the information in a short period of time.

³ مليكة بن علي، مجتمع المعلومات، الحوار الثقافي، مجلد 4، ع، 2، 2015، ص، 2

2) Form

Information is of value if it is provided to the user in the form it is useful and best understood by him, For example, in a business enterprise, top management may require information on key matters in a summarized form and the operation managers in a detailed form.

3) Relevance

It refers to the current utility of information in decision-making or problem-solving. Thus, information gains in value if it is relevant.

4) Timeliness

It means that information should be made available when it is needed for a particular purpose and not before and in any case not after.

5) Completeness

Information is considered complete if it tells its user all that he wishes to know about a particular situation/problem. The more than the completeness of information, the higher is its value.

6) Purpose

The information must have a purpose at the time it is transmitted to a person or machine, otherwise, it is simply data.

7) Reliability

The information should be reliable and the external force relied upon indicated.

8) Validity

It measures the closeness of the information to the purpose.

The Need of Information

- 1) Information is useful for making-decision
- 2) Information helps managers or users in lowering the level of uncertainties where they have to make a choice among several available alternatives.
- 3) The information helps the users in tackling problems relating to their respective functional areas.
- 4) Information is used by top management to plan the objectives of the organization and to access whether the objectives are being met in practice ⁴.

⁴ Raju Sheoran, Characteristics of Information, Need & more,