

MIS 213

WEEK #4
SEPTEMBER 11

CHAPTER 13

EVALUATING INFORMATION



THE BUSINESS BENEFITS OF HIGH-QUALITY INFORMATION

- **Information is everywhere in an organization**
- **Employees must be able to obtain and analyze information to make decisions**
- **Successfully analyzing information can provide tremendous insight into how an organization is performing**



MANAGERS VALUE INFORMATION...

- **To improve decision making**
- **To justify decisions**
- **To verify previously-acquired information**
- **To “play it safe” by making sure they do not miss any relevant information**
- **In the belief that the information may be useful later**

INFORMATION TIMELINESS

- Timeliness is an aspect of information that depends on the situation
- **Real-time information** – Immediate, up-to-date information
- **Real-time system** – Provides real-time information in response to requests



NEWS
FLASH!

INFORMATION QUALITY

- Business decisions are only as good as the quality of the information used to make the decisions



INFORMATION QUALITY

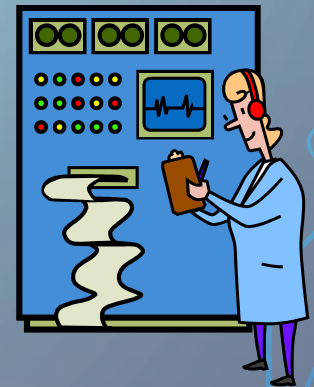
- Characteristics of High-quality Information

- **Accurate**
- **Complete**
- **Consistent**
- **Unique**
- **Timely**



UNDERSTANDING THE COSTS OF USING LOW-QUALITY INFORMATION

- The four primary sources of low quality information include
 1. **Customers intentionally enter inaccurate** information to protect their privacy
 2. **Different entry standards and formats**
 3. **Operators enter abbreviated or erroneous** information by accident or to save time
 4. **Third party and external information** contains inconsistencies, inaccuracies, and errors



UNDERSTANDING THE BENEFITS OF GOOD INFORMATION

- High quality information can significantly improve the chances of making a good decision
- Good decisions can directly impact an organization's bottom line



INFORMATION QUALITY VS. COSTS

- **Context of information quality matters**
 - **For example, stock price information is often delayed for free information services; this is acceptable to casual investors but devastating for a day trader**
- **High quality information, however, is costly**
- **The goal is information that is of sufficient quality to carry out tasks effectively.**

LINK TO AI – VIDEO 1 FOR MIS 213

- <https://www.youtube.com/watch?v=cNvxNOMLS7I> - AI