

# Dimensions of Information

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- Information has following three dimensions:
  - Economic Dimension
  - Business Dimension
  - Technical Dimension

# Dimensions of Information

- **Economic Dimension:**

- Refers to the cost of information and its benefits.
- Generation of information costs money.
- To decide about the money to be spent on information generation, a cost benefit analysis should be undertaken.
- For this the following aspects of information may be useful:

# Dimensions of Information

- **Economic Dimension:**

- *Cost of information- may include*
  - a) Cost of acquiring data.
  - b) Cost of maintaining data.
  - c) Cost of generating information.
  - d) Cost of communicating information.

# Dimensions of Information

- **Economic Dimension:**

- *Value of information*

- In decision theory, the value of information is the value of change in decision behaviour because of the information.
    - The change in behaviour due to new information is measured to determine the benefits from its use.
    - To arrive at value of new information, the cost incurred to get this information is deducted from the benefits.

# Dimensions of Information

- **Business Dimension:**

- Information can also be understood from its business dimension.
- Different types of information are required by managers at different levels of management hierarchy.
- The information needs of managers at strategic planning level are altogether different from those of operational control managers.

# Dimensions of Information

- **Technical Dimension:**

- This dimension refers to the technical aspects of the database.
- Various aspects of the database that are considered include:
  - The capacity of the database
  - Response time
  - Security
  - Validity
  - Data interrelationship, etc.
- This dimension is covered under design of information systems.

Thank You