

I. Data representation

Data -> information -> knowledge.

E.g. Visual, audio signal has no use to human brains.

Raw economic, social data has small use in improving people understanding of the situation. It must be analysed and interpreted so as to be easily understood.

Data is raw facts, figures whereas information is processed data.

There is much more data than information

Information is much more useful to human than data.

In order to transfer data into information, a process of data processing is needed. It is often an automation of a series of tasks that analyse data to create information.

Data is represented in binary forms. It is much like Morse's codes, magnetic media (positive and negative), and punched cards at the beginning of computer application.

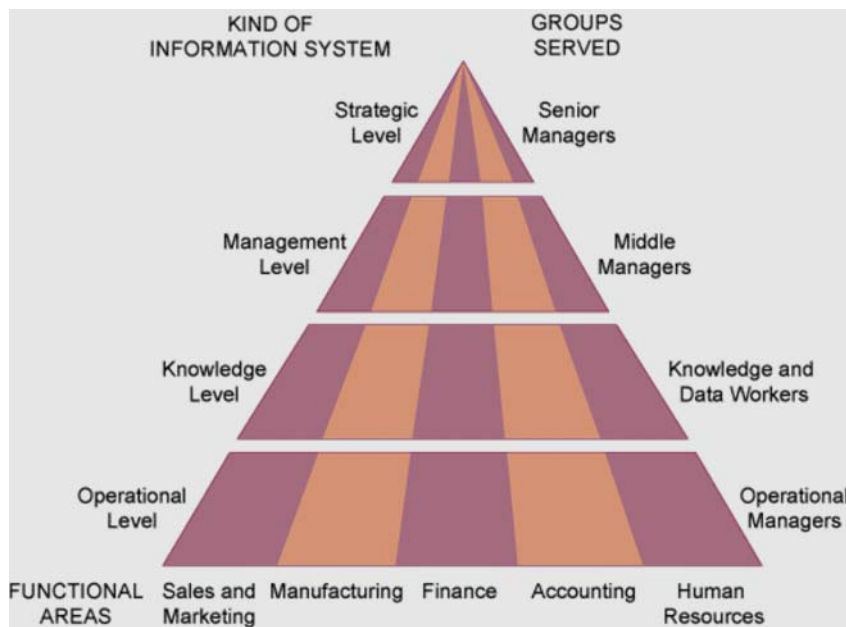
The two options of data representation are called BIT. One bit can only present 2 states (0 and 1, yes or no).

One byte equals to 8 bits. And therefore one byte can present 256 different states (2^8)

External codes: These are usually human-readable characters that are input into a computer or output from it using a keyboard, screen, printer or other devices. Most common form for this data is character. e.g. "4", "c"

Internal codes: Codes stored in computer by the means of electronic circuits (on/off). This data is not directly accessible by a human user.

II. Management Information System



Three disadvantages of this information flow system

- Information is backward looking, whereas higher levels of the management structure focus on projection into the future.
- Information is affected by what the lower levels think that the upper level requires.
- Flowing of information takes time and when the decisions are made the situation may have been changed.

III. Personal Strategic Planning

Benefits of Personal Strategic Planning

- Define the scope of the project: which organisational units, activities or systems will be involved? What is the *initial* estimate of the scale of resources required?
- Recognised potential problem areas: planning will point out what may go wrong so that problems may be prevented
- Arrange a sequence of tasks: many separate tasks will be necessary to achieve the system/ These task should be arranged in a logical sequence for efficiency
- Provide a basis for control: certain levels of performance and methods of measurement should be specified in advance

MIS Chapter 10

Why people resist planning

- Time constraint
- Changes in circumstances
- Fail to differentiate long-term and short-term planning.

Stories