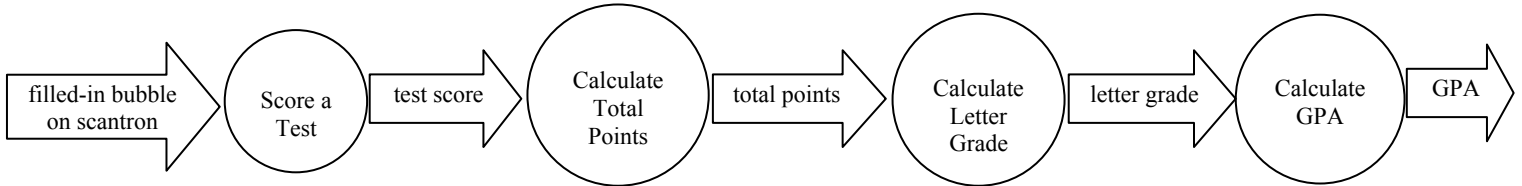


Information!

Q1. What is the difference between data and information?

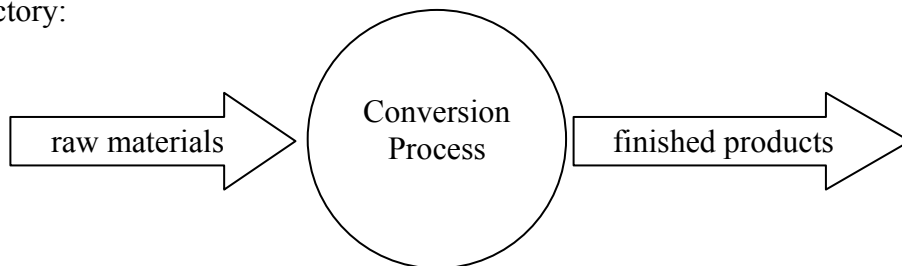


Information \equiv Processed, value-added data in a chain that is unbounded on one end and bounded on the other end by ...

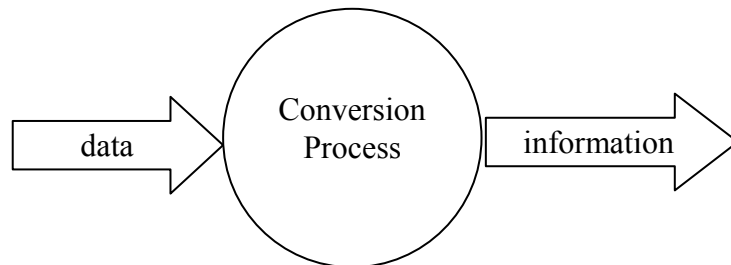
Raw data: The farthest back one can go in the above chain; the point at which the details of an event are born (captured/recorded by the system).

Processed Data as an Analogy

The Industrial Factory:



The Information Factory:



Q2. What is it that makes something (pure) information?

The Acid Test:

It can be digitized (hence reproduced/transmitted) without any loss of value.

A book?
A musical score?
Money?
Leonardo daVinci's *Mona Lisa*?
A religious sermon?
A doctor's prescription?
A computer program?



Q3. What is the *information* ↔ *physical* continuum?

The *information* ↔ *physical* continuum:

1. a digital object – pure information
2. a physical object, primarily valued as a carrier of information (“classic information good”)
3. a physical object accompanied by some information, but primarily valued for its physical attributes
4. a physical object not accompanied by any information, exclusively valued for its physical attributes

The Economic Characteristics of Information

- pages 139-143 → 8 items

Implications

- pages 143-144 → 4 items

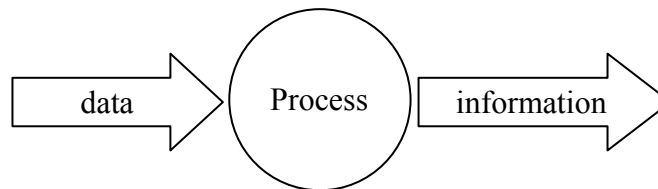
Q4. What is the logical/physical distinction?

Logical → the WHAT → Content the information (level 1 above)

Physical → the HOW → Medium the technology (level 2 above)

"I never watch TV"

Q5. Which occupations are *primarily* data processors/information producers?



The Acid Test:

It can be practiced long-distance ... "Tele _____"

Medicine?
Architecture?
Pharmacy?
Music Composition?
Management?

Q6. What are the various forms information may take?

1. **Command:** Behavior-controlling signal (copy, save, print, open, close, ...)
2. **Data:** Relevant details of business events often represented as numbers (*customer 482981 bought 5 units of product XYZ at unit price \$6.43 at store 576 on 06/04/2007 at 3:04 pm at cash register 2*) ==> the most popular conception of information as "facts".
3. **Text:** Words subject to the rules of language (grammar, semantics, ...)
4. **Image:** Drawing, photograph, ...
5. **Audio:** Music, voice, sounds, ...
6. **Video:** Animation, movie, ...