Factors that Affect Quality of Information

ACCURACY:

The data that has been collected must be accurate, otherwise the information it will produce will be inaccurate.

If a bus timetable states that a bus arrives at half past seven and the bus is five minutes late, the level of quality is reduced because the data is less accurate. On the other hand, data can be considered high quality when the accuracy is good.

RELEVANCE:

In order for information to be useful, data must be relevant, that is, it must have relevance to the context or situation it is being used in.

For instance, if a train timetable is at a bus stop, the relevance of the data is irrelevant, useless, and therefore the quality of the data is low. Same for when a bus timetable is located in a cookery book.

AGE:

In order for the information to be useful, the data needs to be up to date. Information changes over time, so old, out-of-date information can be misleading.

Examples of this happening would be with bus timetables and food stickers, giving their use-by and sell-by dates.

COMPLETENESS:

In order for information to be useful it needs to be complete. If parts of information are missing, then you will not be able to make use of it or make accurate decisions.

As an example, if a weather forecast only covered the morning of the day or the evening, the whole day wouldn’t be covered and the data would be useless to someone who plans to go out in the afternoon.

PRESENTATION:

Information that is presented in a disorganized way or manner that is hard to understand will be less useful to you and of little value. Sorting or organizing data before you present it can make it easier to understand and be more useful.
For instance, a business presentation may contain valuable data concerning such a thing as profit margins or turnover over the past few years. This data is going to benefit from being presented graphically rather than in text form or as a table. This is because the data will be clearer to read in graph format rather than having to search for the section of data that is important from a lengthy piece of text or a table.

LEVEL OF DETAIL:

Giving too much information will make it difficult to find what you require. Whereas, too little information will make it hard for you to understand or make use of the information provided.

A person orders a pizza. They ask for a large pepperoni to be delivered. They forgot to say what type of base they wanted and where it should be delivered to. The pizza company does not have enough information to fulfil the order.