

## THE IMPACT OF QUALITY INFORMATION ON INNOVATORY ENVIRONMENT OF THE PUBLIC ADMINISTRATION

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**Abstract:** *The paper presents the methodology for evaluating the quality of information in the public administration. To achieve the objective were used other literary sources which provide information on the selection criteria under which we characterize the needed information for optimal flow of information in the public administration. The proposed methodology is one of the possible applicable. Has the advantage of that so it allows simple mathematical way for information comparison.*

**Key words:** quality of information, quality assessment

### 1 INTRODUCTION

Quality is the fulfillment of the customers' requirements. It is hard to speak generally about the quality of information. It is easier to discuss the quality with reference to the already known information. Information quality is perceived in a different way by various recipients. It is important to note that in case of the information quality one has to take into account the time factor. In various time the same information for the same recipient may be of different quality. The quality of information depends also on the way how it is understood and to what extent it is indispensable for the recipient who, from the quality point of view, can be called a customer. (Gierczak A., 2006, s. 69) Compared with goods the information assessment is very subjective. In case of goods we can assess with a high probability the list of quality criteria and lots of customers agree with this list. Moreover, the assessments of these criteria for a group of customers can be similar. The assessment of information quality looks slightly different. Criteria determination is more difficult and the assessment (which depends on many factors) may be totally different. (Bednárová L., Liberko I., Weiss R., 2009, s.86)

Theoreticians who deal with this field tried to create the objective criteria for the information assessment. They have been presented in table 1.

The ability to assess the information quality can be the starting point to its continuous improvement. In order to improve it one has to define the basic determinants of quality. Of course, the quality assessment can be done in the context of the given needs. Having the list of criteria, e.g. from the Table 1 it is expedient to work out the methodology of information quality assessment.

L.p.	Criterion name	Feature description
1.	Relevance	Information fulfills the needs. It has a significant meaning for the recipient.
2.	Accuracy	Information reflects the level of knowledge of the recipient. It precisely and accurately reflects and defines the subject.
3.	Being up-to-date	Information is not out-of-date. The cycle of bringing it up-to-date agrees with the content of information and the pace of changes is adequate to the time and needs.
4.	Completeness	Information contains the optimum number of data which is sufficient to transform information into the knowledge. The level of minuteness depends on the recipient's needs.
5.	Cohesion	The elements are coherent. The form agrees with the text. Bringing the data up-to-date agrees with the goals of its gathering.
6.	Right form	The right presentation of information. The description for presentation enables the right information interpretation. The reading by means of the right form (written or graphical).
7.	Availability	Information is available when it is needed by the right recipients, the best 24h.
8.	Compatibility	Information is compatible with other information. It agrees with reality. It is interpreted in the right context. It functions in the familiar system of communication. It doesn't mean anything in itself.
9.	Reliability	Information confirms the truth of data. It contains elements which prove the reliability of transfer.

*Table 1. Some chosen, basic criteria for the assessment of information, Source: Authors' own publications based upon: Bard A., Söderqvist J.: Netokracja. Nowa elita władzy i życie po kapitalizmie. Wydawnictwa Akademickie i Profesjonalne, Warszawa 2006, ISBN 83-60501-06-8.*

## 2 METHODOLOGY OF ASSESSMENT OF INFORMATION QUALITY LEVEL

The quality assessment can be done according to the preferences of the selected recipient segments. For the assessment of information quality it can be suggested the solution which is methodically similar to the SERVQUAL method. The starting point while working out the method which allows verifying the assessment of services quality (Zeithaml V.A., Parasurman A., Berry L., 1990, s. 18) by purchasers is treating the quality as the difference between the expectations and the customer's experience. Such a difference can exist both when the expectations were higher than the actual feelings of the recipients, and also when the experience was bigger than the earlier formulated expectations. However, from the point of view of the final information assessments it is important which situation we experienced.

The construction of the suggested methodology is based upon the questionnaire complete by the recipients of information after they got familiar with it. The example of such a questionnaire has been presented in table.2

Perfect information	Rate of agreement with expectations						
	low						high
Relevance	1	2	3	4	5	6	7
Accuracy	1	2	3	4	5	6	7
Being up-to-date	1	2	3	4	5	6	7
Completeness	1	2	3	4	5	6	7
Cohesion	1	2	3	4	5	6	7
Right form	1	2	3	4	5	6	7
Availability	1	2	3	4	5	6	7
Compatibility	1	2	3	4	5	6	7
Reliability	1	2	3	4	5	6	7
TOTAL							

Table 2. Questionnaire of information quality assessment

Assuming that the quality of the given criteria can be maximum of 7 points the suggested formula can be of:

$$Q = \frac{S_i}{S} \cdot 100 \% \quad (1)$$

Where:

- Q – information quality,
- $S_i$  – sum of points scored by the assessed information;
- S – maximum number of points.

<sup>1</sup> „Delivering quality service means conforming to customer expectations on a consistent basis. The service has the right quality if it has been done at least in accordance to the customers' expectations” [Zeithaml V.A., Parasurman A., Berry L.: *Delivering Quality Service*, The Free Press, New York 1990, s. 18].

In order to enable the assessment by the recipient of each criterion above expectations it is suggested to accept the value at the level of 54 (6.9), and not 63 (7.9) points.

## 3 CONCLUSIONS

The suggested relatively simple mathematically way to calculate the information quality has the comparative character. The same recipient while making an assessment according to the presented methodology can compare information. These comparisons have their own value also in case when the information appears in a different and even remote time. In this way the quality assessment is more objective which can be used in many situations.

Of course, the suggested methodology is one of the methods which can be applied in the process of measuring the information quality in order to adjust it better to the changing market of information.

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