

A 1-Minute Guide to “Information Ecology”

wayne.smith@csun.edu

[updated: Sunday, August 20, 2006]

Course: *MGT 360*

Title: *Management and Organizational Behavior* (3 units)

“All wisdom is rooted in learning to call things by the right name.”

---*Confucious* (c. 500 B.C.)

Information has inherent characteristics. Those characteristics, even if “invisible”, are very much present in managerial communication. The following are but a few such examples.

Information Direction, Velocity, Acceleration, Force, and Density

- (from Physics)

Information Objects, Cardinality, Inheritance, and Polymorphism

- (from Computer Science)

Information Size, Capacity, Activity, Volatility, and Completeness

- (from Information Systems)

Information Relationships, Persistency, and Lifespan

- (from Management)

Information Consistency, Aesthetics, and Texture

- (from Art)

Information Proximity, Similarity, Continuity, Symmetry, Closure

- (from Psychology)

Information “pull”, “push”, and most important, “politics”

- (this is about architecture and motive)

Information as “atoms”; information as “bits”

- (are you moving your physical body? Or are you moving your logical knowledge?)