

INFORMATION MANAGEMENT, Beyond Reportage & Press Releases

By **Dr. 'Niran Malaolu**

CEO, Rockcity FM & Lecturer,

Department of Mass Communication, Babcock University.

at the Induction and Investiture Ceremony of the **Association of Applied Information Management Professionals (AIMP)**, Centre for Management Development (CMD), Shangisha, Lagos

on February 6, 2016.

Definition, Identification & Description

What is Information?



"I forgot to make a back-up copy of my brain, so everything I learned last semester was lost."

- ❑ In literal etymological terms, information means *to give form to something* (Mortensen 2009).
- ❑ In business terms, the word focuses on the ability to transmit knowledge by providing form to a message & by casting it into a profile or pattern for communication (sharing = **The Press**).
- ❑ Information: an everyday need.

Categorising Information

- ❑ Definitions for information can be grouped roughly into *quantitative* and *qualitative* categories.
- The *qualitative* definitions focus on the criteria which add meaning to the message that is communicated.
- The *quantitative* definitions focus on measuring the quantity of information units or the strength of its transmission (Mortensen 2009).



What does **Management** mean?

P	PLANNING
O	ORGANIZING
S	STAFFING
D	DIRECTING
CO	CO-ORDINATING
R	REPORTING
B	BUDGETING

- the process of dealing with or controlling things or people.
- Management is a liberal art, drawing freely from all the disciplines that help us to make sense of ourselves and our world (Margretta and Stone, 2002:3).
- Organisation and co-ordination of the activities of an enterprise in accordance with certain policies and in achievement of clearly defined objectives (Gulick and Urwick, 1937).
- POSDCORB (Gulick & Urwick, 1937)

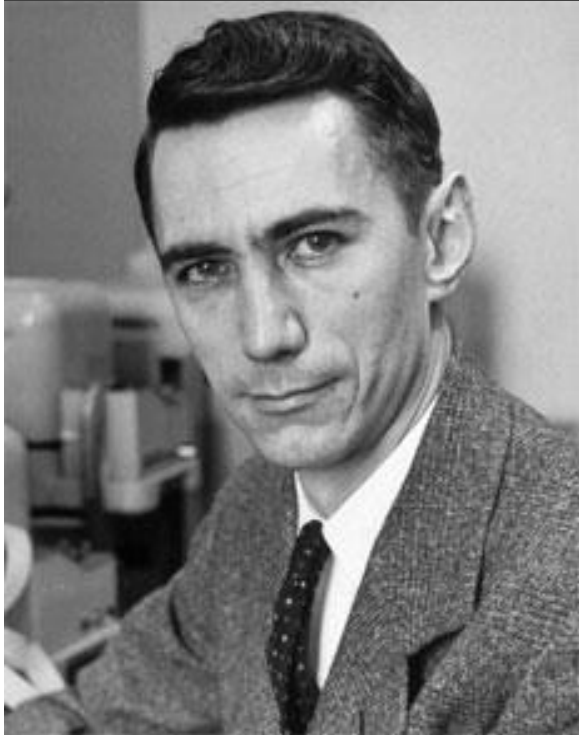
Goal & Process of Management

- ❑ Management is the process of getting activities completed efficiently and effectively through the enterprise (Mortensen 2009).
- ❑ The goal (function) of management is to get the best return on enterprise resources by getting things done efficiently.
- ❑ There are four basic pillars: ***Plan, Organise, Direct, & Monitor.***



"I don't have time to write performance reviews, so I'll just criticize you in public from time to time."

Theory of Information & Management



-Claude
Shannon

- ❑ Information theory is the branch of mathematics that describes how uncertainty should be quantified, manipulated and represented (Shannon & Webber 1949).
- ❑ Information management is the collection and management of information from one or more sources and the distribution of that information to one or more audiences. This sometimes involves those who have a stake in, or a right to that information.
- ❑ Davenport (1993) and McGee and Prusak (1993) posit that Information Management, as a process, must encompass the entire information value-chain:-
 - ✓ Information needs
 - ✓ Information acquisition
 - ✓ Organisation & Storage of Information
 - ✓ Distribution of Information
 - ✓ Information use.

Defining Information Management

- Old & New ways of managing information.
- Protect critical value information from misuse, theft, loss, or disclosure.
- Ensure compliance with statutory and regulatory requirements.
- Certify the accuracy, integrity, and reliability of information.



WHAT ROUTE ARE YOUR SECURITY GUARDS TAKING TO THE BANK TODAY ?

Media Reportage & the Nation

The Narratives of Nigeria...

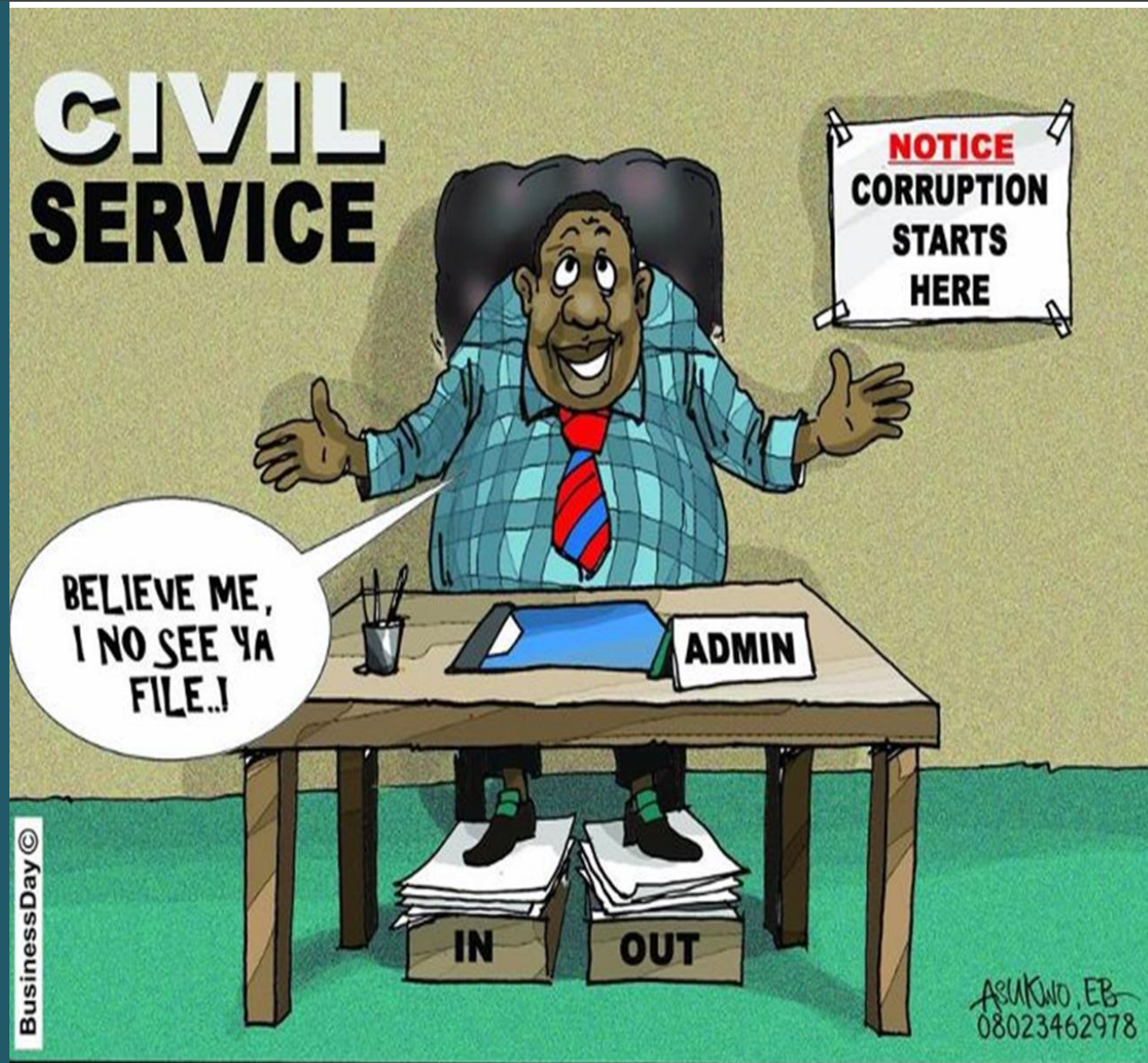
- *“...despite Nigeria’s importance in the world there has been insufficient international coordinated will or action in engagement with the country. Issues are addressed piecemeal... patient and willing engagement is lacking. A Nigeria that does not function as it could or should is costly to its people and to the world.”*

-British APPG Report (2009:5)

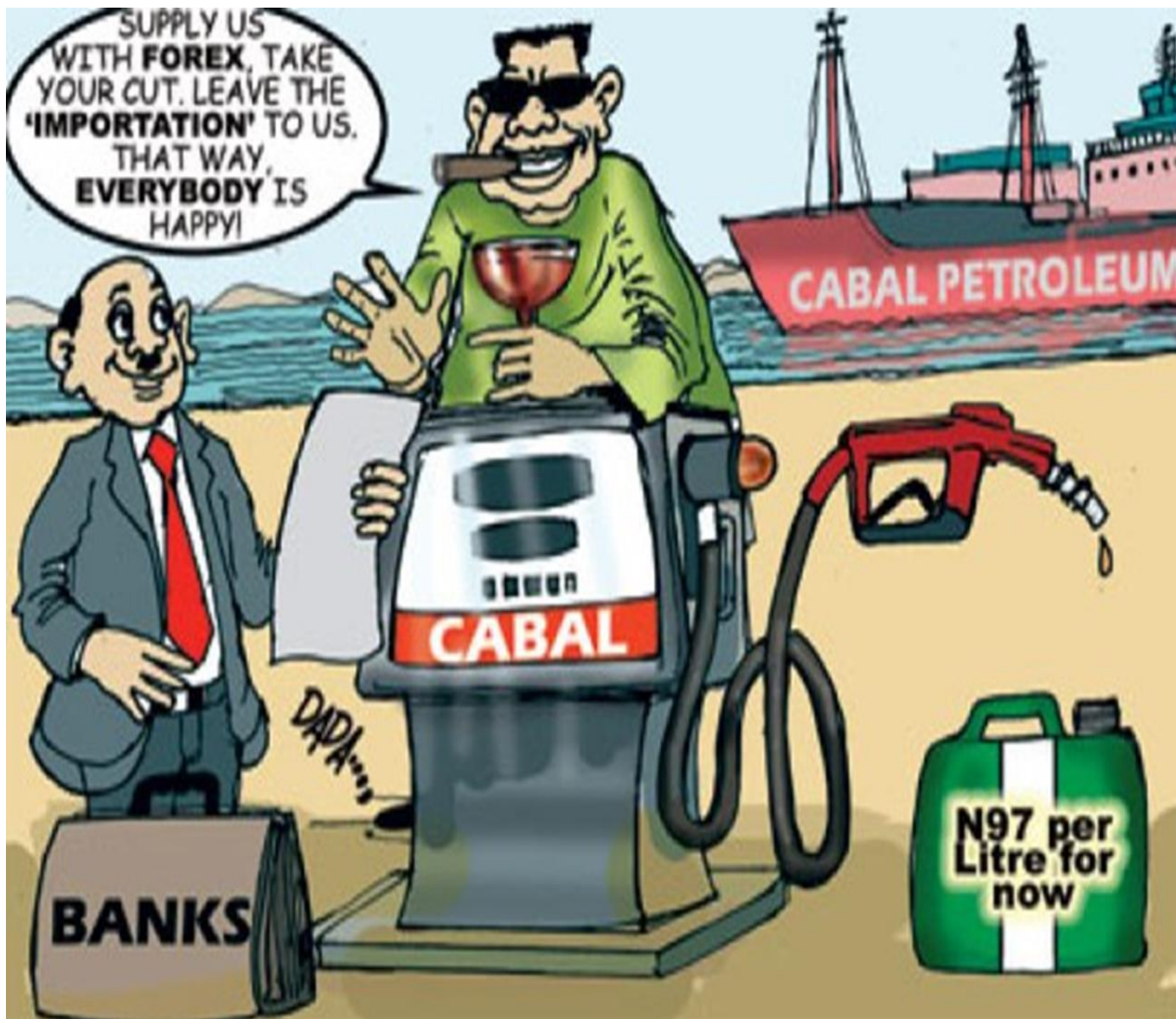


Why Nigeria does not function...

- Corruption / Mismanagement
- Nepotism/Impunity
- Lack of credible information flow (Information Data Bank)
- Journalists phobia for numeracy or statistics
- Dependency on press releases (which celebrate the spins-doctor's narratives of event)



Why Nigeria does not function...



- Journalism & Journalists do not seriously challenge corruption/mis-management in government / industry & corporate organisations (i.e. those named in this slide).

The Narratives of Nigeria...

The Daily Telegraph

□ [Nigeria is] a country much known for its kleptocratic tendencies”

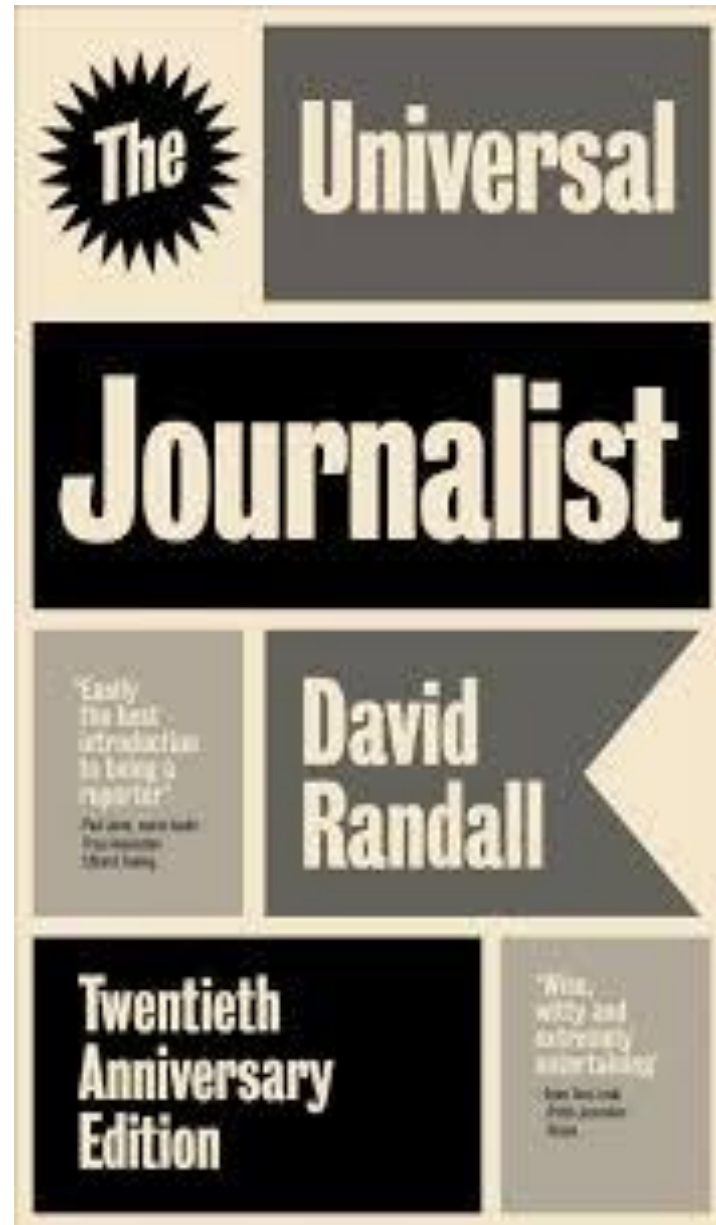
-The Times of London, (4/12/1998)

□ Nigeria, after all, is the Vatican of the international church of theft and fraud”

-Daily Telegraph of London, (7/12/2003)

Beyond Reportage & Press Releases...

- ❑ Knowledge gap: an age-long enmity between Journalists and Statistics
- ❑ **Statistics and Journalism are too often seen as foes**
- ❑ Randall (2000): Journalists suffering from a “blind spot” for numbers, tend to dismiss statistics altogether and quite a few see numeracy as “a kind of virus which, if caught, can damage the literary brain, leading to a permanent loss of vocabulary and shrivelling of sensitivity,”
- ❑ **Pilhofer (2014): “Journalism is one of the few professions that not only tolerates general innumeracy, but celebrates it,”**



The Challenge for AIMP

- ❑ Embark on creation of Information Bank & engage in information/data analysis training.
- ❑ **Engage with Journalists on statistical training**
- ❑ Provide statistical information for public consumption on social and economic issues.
- ❑ **Engage with the media on reportage of budget monitoring, analysis and periodic budget appraisal.**
- ❑ Provide information to the public especially on Budget & Budgeting process.
- ❑ Help the media move beyond Press releases...

The Challenge for AIMP

A black and white portrait of Albert Einstein, showing his characteristic wild, white hair and a mustache. He is looking directly at the camera with a serious expression. The background is dark.

Insanity:

Doing the same
thing over and over
again and expecting
different results.

Albert Einstein

References

British APPG, (2009). Nigeria: Testing Times and Second Chances. London: Annual Report.

Davenport, Thomas H. (1993). Process Innovation: Reengineering Work Through Information Technology. Boston, MA: Harvard Business School Press.

Gulick, L. and Urwick, L. (1937). Papers on the Science of Administration. New York: Institute of Public Administration.

Margretta, J. and Stone, N, (2002). What management is: how it works and why it's everyone's business. New York: The Free press.

McGee, James V. and Prusak, Laurence. (1993). Managing Information Strategically. New York, NY: John Wiley & Sons.

Mortensen, K.P. (2009). The Legal Issues of Strategic Information Management. New York: NY.
(<http://www.slideshare.net/kmortens/presentation-20090501-the-legal-issues-of-strategic-information-management>.DOI: 03022016)

Pilhofer, A. (2014). On data journalism, culture and going digital. Columbia Journalism School: Tow Center for Digital Journalism.

Randall, D. (2000). The Universal Journalist. (2nd ed). London: Pluto Press. (p.72).

Shannon, C.E and Weaver, W. W. (1949) The Mathematical Theory of Communication. University of Illinois Press, Urbana, IL.

Thank You!

**...For Your
Attention!**

Any Question?