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Research

# Measuring information output: A communication systems approach

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## Abstract

We live in an "information age," an era in which the production and dissemination of information has become more important than the production and distribution of goods and services. Information activities have become a substantial part of the United States Gross National product. Nearly one-half of the U.S. workforce is currently employed in information related jobs. Despite the prevalence of information activities little is known about measuring them and determining their overall performance and productivity.

This paper presents a conceptual framework, with examples, for measuring the output of an information system. Drawing on communication theory four approaches to output measurement are developed: technical level output, semantic level output, functional output and influence or pragmatic level output.



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## Keywords

Information output; information productivity; information measurement; communication theory; information value

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