

Group 44 - Group Activity 1 - Virtual Information Treasure Hunt

Article 1:

This article outlines an experiment that's subjects were emergency room doctors as these individuals were exposed to large amounts of information very quickly, as well as the situation they are receiving this information in is high stress. The experiment focused on information overload's impact on these doctors' clinical decision making, but also tested a technique called emphasis framing. Emphasis framing is when the recipient of a large quantity of information attempts to focus on specific parts of that information in order to process the information more effectively. With this in mind the experiment measured the effectiveness of emphasis framing by measuring two items, the overall quality of the doctor's evaluation and the overall timeliness of the decisions they made. The findings were that the emphasis framing technique improved the quality of the decisions made by the doctors, however it was found that the emphasis framing technique required more time.

Article 2:

This paper highlights the impact that information overload plays on the challenges that arise from information overload through the effect it has on people's informational literacy. It does that by measuring the quantity of information overload and the emotional and reliability effect on the person. This study was part of a larger study concerning internet usage. The study states that too much information reduces a person's effectiveness in their work, whether it is useful or not. This paper used nationwide data, that considered all sociodemographic areas and concluded the proper way to handle information overload is to give tailored literacy education, and proper internet practices, such as advanced searching skills and verifying the information that is given.

Article 3:

This article by Letsholo and Pretorius finds the challenges of data and information overload in managerial decision making and how it affects the approaches of businesses. Some key findings throughout this article include the mention of how the information overload is a significant issue when not used correctly. Information overload makes the managerial challenges more prevalent as the sheer volume of information and the difficulties that come with filtering and summarizing the data. However, it does look to the future of adopting technology and continuous improvement saying that the information will become less cumbersome and more concise. As for the implications for management it offers practical advice on how to enhance their decision-making.

Article 4:

This article explores how information overload affects decision making of a consumer. They classified consumers into 2 groups, low cognitive ability and high cognitive ability. The researchers discovered that when retailers overload consumers with discounts and "prosperous shops" it increases the likelihood of the consumer choosing to buy certain, targeted products. This effect has greater results on individuals with lower cognitive ability as compared to those with higher cognitive ability. The results of this study can bring an enhanced shopping

experience for consumers, as well as increasing the effectiveness of marketing strategies by retailers.

Citations:

(Article 2)

Kisilowska-Szurmińska, M. (2024). Information Overload as a Burden and a Challenge. What Can We Learn for Information Literacy? *Information Experience and Information Literacy: 8th European Conference on Information Literacy, ECIL 2023, Revised Selected Papers. Communications in Computer and Information Science (2043)*, 161–172.

https://doi-org.ezaccess.libraries.psu.edu/10.1007/978-3-031-52998-6_14

(Article 1)

Laker, L. F., Froehle, C. M., Windeler, J. B., & Lindsell, C. J. (2018). Quality and Efficiency of the Clinical Decision-Making Process: Information Overload and Emphasis Framing. *Production and Operations Management*, 27(12), 2213-2225.

<https://doi-org.ezaccess.libraries.psu.edu/10.1111/poms.12777>

(Article 3)

Letsholo, R., & Pretorius, M. (2016). Investigating managerial practices for data and information overload in decision making. *Journal of Contemporary Management*, 13, 767–792.

<https://journals.co.za/journal/jcman>

(Article 4)

Li, Z., Tian, X., Zhang, Y., & Yuan, R. (2022). How do consumers respond to promotion when information overload exists: An elaboration likelihood model perspective? *2022 6th International Conference on E-Education, E-Business and E-Technology (ICEBT)*, 2018, 91–96.

<https://doi.org/10.1145/3549843.3549857>