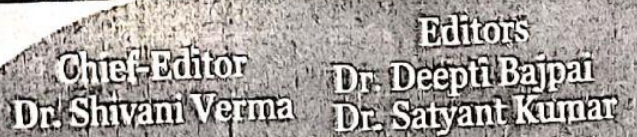


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Prospects and Challenges

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Information Explosion and its significance with respect to Information Overload

Shilpi

ABSTRACT

The quest for information has led to phenomenal growth in media, mode and methods of delivery, storage and retrieval of data. The advancement of communication systems and advent of internet technologies has simplified the ease of compilation and access to information to one and all. But this explosion has also led to exponential growth of data volumes resulting in information explosion. The information explosion has a tendency of information overloading thereby diminishing the prospects of relevant information for the required purpose. This paper studies the various aspects of information explosion and its significance with respect to information overload. The study also presents the causes and methods of avoidance of information overload.

Introduction

Information explosion is a term used to describe the rapidly increasing amount of information (both digital & published) and the effects of this abundance of data. As the projections of data volumes are set to cross zetabytes in coming 5 years, managing the information is going to be a challenge in future. With the advent of Internet of Things (IoT) era and digitization taking control of every aspect of life, the volume of information is on exponential rise which may lead to information overload.

The mobility & ease of use of media has eased the exchange, retrieval & dissemination of information. It is estimated that India has 87% mobile penetration which indicates that major population is adept at using hand held devices in some form or the other. This means that the data / information is the most sought after object of modern lifestyle and has the highest mindshare across all age groups. Apart from certain underlying requirements, the information needs vary vastly across different age groups. Diversified requirements govern the usage pattern, timings & duration spent upon the devices. While lot of information is available on digital sphere but special care is required to weed off irrelevant information for a meaningful outcome and avoid negative impacts.

This paper aims to study the significance of information overload with respect to usage of internet, impact of information overload amidst information explosion and ways to avoid information overload as information overload is a global problem and it is variously referred to as information glut, information smog and infobog. Feather (1999) stated that information overload starts from the point at which there is much information that it is no longer possible to effectively use it. He further added that information overload is an increasing common phenomenon in the advanced countries. Nelson (1995) defined information overload as the inability to extract needed knowledge from an immense quantity of information for one of the many reasons.

Information overload is state when input to a system exceeds its processing capacity. Due to limited cognitive processing capacity of decision makers, quality of decision is likely to be downgraded. In case of overload of information.

The human brain is designed to process and retain information in very particular ways, and that doesn't necessarily change or speed-up in the face of changing technology. Many of us are finding that despite how much knowledge and information we have access to in our modern times, it's actually harder than ever before to retain it. That is detrimental when it comes to decision making.

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