

DIMENSIONS AND INDICATORS OF THE INFORMATION QUALITY IN DIGITAL MEDIA

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INTRODUCTION

INFORMATION QUALITY
DIMENSIONS AND INDICATORS



DIGITAL MEDIA
TRANSPARENCY AND DIFFUSION



EVALUATION
RELIABILITY ANALYSIS



JOURNALISM
PRODUCT AND CONTENT



STATE OF THE ART

Schultz(2000)

Information quality:

-Adequate resources

- Political-legal protection for freedom of expression.

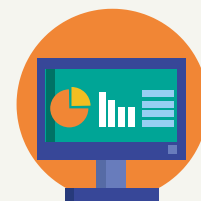
-Professionalism



Picard (2004)

Information quality:

More own information than prepared by external agents.



Pellegrini y Mujica (2006)

Dimensions and Indicators:

-Method Journalistic Added Value (VAP)

" Equity, accuracy, relevance and fairness "

Urban y Schweiger (2014)

Dimensions and Indicators:

-Diversity -Relevance -Accuracy

- Understandability - Impartiality - Ethics

METHODOLOGY

Documentary review through articulated evaluation and assessment taxonomy.

Empirical study of selective strategy to obtain quantitative information.

External control design for the correct selection of elements for analysis and data collection.

Muestra total de 40 evaluadores



45% professionals

55% academics

RESULTS

Macro area 1



Business (4,2 max. 5)

Macro area 2



Labor conditions (3,93 max. 5)

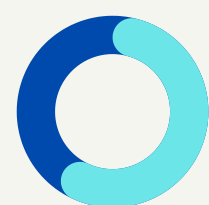


Macro area 3



Final product (4,14 max. 5)

Expert final test



(3,95 max. 5)

CONCLUSIONS

The research presented serves as support for the studies and activities developed afterwards, which endorse the informative quality of digital media.

Likewise, it will complete the indeterminate list of indicators and dimensions that can help improve the weakest aspects of cybermedia evaluation.

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