

INFORMATION Vs. CONTENT

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This article will attempt to define the relationship between information and content based of analysis of the series of popular Internet and computer encyclopedic sources. The study is oriented to define the nature of digital content in particular what thinking global network about connection between two concepts. The first publications and discussions on the topic in the network appear relatively late, or more precisely in 2008. We can say that from another perspective, there are countless organizations and businesses worldwide, including word "information" in their name without putting a serious sense of the term. The two concepts overlap, but most cases mean for the various specialists mutually exclusive processes.

Keywords: information, content, digital content, information science, web content, content management, media content

I'd like to start with a thought of the popular American composer and musician Frank Zappa¹ "Information is not knowledge. Knowledge is not wisdom. Wisdom is not truth. Truth is not beauty. Love is not music. The music is the best." While Zappa is not a specialist of information, but he noticed something very important that the information value is elusive and anyone who talks about it rather tries to fool other than to provide them with some knowledge of the world. The connection between information and content is obvious from first glance, but not everyone content have information value or is a carrier of information, and we can say that no every information have content. Information is central for the every human activity. Michael Eisenberg from the University of Washington believes that there are many types of information and different levels of information. For example, DNA is an information system at the micro level. New York Stock Exchange is an information system at a macro level. According to Eisenberg² information literacy is the ability to effectively identify

¹ Frank Zappa Quates
http://en.wikiquote.org/wiki/Frank_Zappa

² Eisenberg, Michael
Information literacy:essential for the information age-2nd ed.2004
Printed in the USA.

access, evaluate and make use of information in its various formats, and to choose the appropriate medium for communication.

I will mention several popular definitions of information, found a place in the dictionaries and web space. In the Merriam Webster³ dictionary information is defined as following: the communication or reception of knowledge or intelligence; knowledge obtained from investigation, study, or instruction; news, facts, data; the attribute inherent in and communicated by one of two or more alternative sequences or arrangements of something (as nucleotides in DNA or binary digits in a computer program) that produce specific effects; a signal or character (as in a communication system or computer) representing data; a quantitative measure of the content of information specifically.

Information under the "Urban dictionary" is a a new term thats spreading across the US like wildfire. Information means marijuana, and to be informed means to be high. Information is data that is available to humans though the normal means of perception like sight, hearing, touch and maybe others. When someone knows something show the others the opposite.

In the e-business dictionary⁴ information and content are define as following : information-data are checked for accuracy and timeliness; specific and organized information for a purpose, something that is part of the light and matter, something that increases the understanding of reality and reduces uncertainty. Content: the text contained in a document or publication in any form, is also relevant to information and communication; all about relevance, readability, relevance and usefulness of the information, the essence of the message, you need to know and received by the audience. something that makes the visitor to return to the website and remain there. Kate Walker⁵ in the one web-discussion forum wrote the terms 'information' and 'content' can be very easily misinterpreted, reinterpreted, or manipulated for different reasons. "Information" can pretty much be any data stream that is being used for some purpose. From a document perspective, the "content" could be interpreted to mean the text and formatting that result in the final appearance of the document (but might also be limited to the text, only). Metadata about the document would still be

<http://www.amazon.com/Information-Literacy-Michael-B-Eisenberg/dp/1591581435>

³ <http://www.merriam-webster.com/dictionary/information>

⁴ www.businessdictionary.com

⁵ Kate Walker

11 Mar 2008, 09:32 AM

<http://forums.rmaa.com.au/archive/index.php?t-298.html>

information (used for indexing, filing, retention, etc.) but probably wouldn't be considered content. Those are just a couple of examples off the top of my head.

Wikipedia⁶ proposes the following definition about information: this is a message (utterance or expression) or collection of messages in an ordered sequence that consists of symbols, or it is the meaning that can be interpreted from such a message or collection of messages. Information can be recorded or transmitted. It can be recorded as signs, or conveyed as signals. Information is any kind of event that affects the state of a dynamic system. The concept has numerous other meanings in different contexts. Moreover, the concept of information is closely related to notions of constraint, communication, control, data, form, instruction, knowledge, meaning, mental stimulus, pattern, perception, representation, and especially entropy.

In the Wikipedia no exist data for term “content”, but there a many definition for web content. Web content is the textual, visual or aural content that is encountered as part of the user experience on websites. It may include, among other things: text, images, sounds, videos and animations.

A modern author in the field of information science as William Dembski⁷ says that no fundamental definition of information and general information in the course of transmission signals in a communication channel, but relies on an update of one option over others. Information, according to Dembski suggests not only a communication tool, but an accident. Before him as author Robert Stalkner/1984 / notes that the content requires accident. To learn something and to gain information is to outline the possibilities. To understand the information transmitted via the communication means is necessary to know which features are still excluded. Another concept, reflected in the computer dictionary is content: / dictionary.com / something must be filled / example jar or box /; subject or theme, developed in a book or document; something that must be expressed through the media form of speech, written text or other artistic approach significance, important information or creative material. Information range includes four basic values: data-information-knowledge-action.

⁶ See wikipedia for information
<http://en.wikipedia.org/wiki/Information>

⁷William A. Dembski, Intelligent Design as a Theory of Information
http://www.arn.org/docs/dembski/wd_idtheory.htm

Data are rough characters, numbers and letters. Data under "Webopedia" represent distinct pieces of information usually formatted in a special way. For example, all software is divided into two categories: data and programs. Programs are collections of instructions for manipulating data. Data can exist in different forms: numbers, texts, bits, bytes stored in electronic memory, or facts stored in the human brain. The term data is most often used to distinguish binary machine-information from textual human-information. In some applications distinguish between files from data / or files containing binary data and text files containing ASCII code. Corresponding to the concepts and data fields are: data management, data warehouse, data modeling, data mining. Data mining is a high-tech process, which process a large amount of evidence with trends, data links and examples. Retrieval is a key component of information management process. More information means transmitting important data. Knowledge, on the other hand, involves collecting, combining information, synthesizing and making inferences. Actions of people and machines mean - to do something based on the information. Information has different forms:

Texts, articles, books, news;

Sounds, music, talk, reading;

Images, photos and illustrations;

Computer files, folders, slide-shows.

For example what say the googlism/ alternative to Google search engines/ for information? Information is knowledge; information is not uncertainty; information is not advice; information is free; information is power; information is disclosed through the public disclosure; information is as effective a weapon as a bomb; information is key; information is the oxygen of democracy. The aspects of the topic "information" in the Encyclopedia Britannica⁸ are discussed in the following places at Britannica-Assorted References definition (in attention (psychology): Relation to information theory) libraries (in library: the changing role of libraries). In the Britannica no exist definition for information but there some marks about information theory, a mathematical representation of the conditions and parameters affecting the transmission and processing of information. Most closely associated with the

⁸ Encyclopedia Britannica
<http://www.britannica.com/bps/search?query=information>
mation

work of the American electrical engineer Claude Shannon in the mid-20th century, information theory is chiefly of interest to communication engineers, though some of the concepts have been adopted and used in such fields as psychology and linguistics. Information theory overlaps heavily with communication theory, but it is more oriented toward the fundamental limitations on the processing and communication of information and less oriented toward the detailed operation of particular devices. If we search the term information in Britannica online there are many references to the following subjects: information processing; information theory (mathematics); information system; information science; information retrieval (computer and information science); International Federation for Information and documentation (international organization); information (communications); information (law); GIS (computer system); digital information; information processor (communications technology); analog information; perfect information (mathematics); information society (society); local information (science); information requirement (intelligence); asymmetrical information (economics); analogue information; information economics (economics); ASCII (communications); executive information system (computer science); Office of War Information (United States agency); essential elements of information (intelligence); algorithmic information theory (mathematics); management information system (computer science); Information management system (computing) and etc. The another problem's subject as digital content related to the following topics in Britannica⁹ description and content analysis of digital-form information from the ; Radio's digital future from the a (broadcasting); books from the article digital rights management (DRM) (copyright protection); e-book (computing); Wired (American magazine); video-on-demand (VOD); Encarta (encyclopedia); Modern control practices. from the article control system (technology); The Pirate Bay (Web site); spam (unsolicited e-mail); The digital revolution from the article graphic design (art); GIS (computer system); Electronic encyclopedias from the article encyclopedia (reference work); Writing surfaces from the article literacy; Web 2.0 (Internet); The New York Times (American newspaper). In the educational Yahoo¹⁰ encyclopedia no data exist for content. The search results for digital

⁹ <http://www.britannica.com/bps/search?query=digital+content>

¹⁰ Yahoo education: [http://education.yahoo.com/reference/encyclopedia/?](http://education.yahoo.com/reference/encyclopedia/?s=digital+content)

[s=digital+content](http://education.yahoo.com/reference/encyclopedia/?s=digital+content)

content have a relationship to digital radio, audio broadcasting in which an analog audio signal is converted into a digital signal before being transmitted; also known as digital audio broadcasting (DAB) and high-definition...

The information according to world-wide known leader in the field of information management Bob Boiko¹¹ is the process of transforming knowledge in communication with others. Information has value. Conversations are information. Content, on the other hand is raw information in a form ready for use, having a defined purpose. Information disseminated freely in the world around us is not content. It becomes a strength when someone manages to capture and make something useful from it. To submit information necessary to encode, process and sets the method of communication via computer. Coding is still known as the format, it can be a turn in the form of files or visual interpretation / demonstration. The format is the way in which information is encoded so that computer applications can use it.

The most common coding system in the world is ASCII / American standard code for information interchange / or modern version called Unicode / Unicode /. A structure or content that is how we arrange the information. The structure is more important than format, because the format follows the same structure. If you know how to control the content structure, then we can create a format suitable for our purposes and needs.

Subsequently, it is necessary for presentation of the material. If the format is related to a presentation / performance, the structure relates to the management or administration. Well-structured content means several things: the content is divided into clearly defined categories, which are called types; segments to be manageable, or are components of the content; each component is divided into well-defined parts or elements; each element interacts with other elements of content through indexes and references. Boiko presented his information strategy framework to include: identifying your business goals; identifying your audiences; figuring out the information types you are going to share with your audience; lastly picking your channels to facilitate info. delivery.

In March on video channel TED Eli Pariser¹² made presentation, which speaks of "balloon-filters" - the idea is that when looking for information in social networks, we provide content

¹¹ Content management Bible, 2nd edition Bob Boiko, 2005.

Wiley publishing, Inc. USA, 2005

¹² Eli Pariser: Beware online "filter bubbles" [TED Talk]

that is already indexed as "pleasing" and almost never do not get content we need. When searching for information of "Egypt" get content related to the Arab revolution in the spring of 2011 and nothing more. These platforms do not allow us to get what we want, and offer something they believe they have. Solving this problem is to find a balance between code editors. It is necessary to seek new ways of packaging and distribution information. In nowadays, information platforms enable integrate content and data mining from any available source, then formatted and delivered to each site-inside and outside the organization at the right time. For example, some solutions allow IBM¹³ to integrate data and content in a form suitable for delivery to ensure full and timely information and manage data, taking into account the life cycle. I will conclude with the main parts of a simplified model of content management and some popular platforms in this area:

a / build a network of micro-elements content

b / development of the idea of creating a network of audience in

c/ create network of publications in which audiences consume content.

Platforms for content management with the highest use are as the following: WordPress; Drupal; Joomla; Expression Engine; Radiant CMS; Alfes TYPOlight; Mambo. Today, the challenges facing institutions is how and where to obtain information to adequately process and delivered to the right person at the right time for decision making and effectively address the current problems. Mashable¹⁴ the largest independent news source dedicated to covering digital culture, social media and technology presented several news media trends in content distribution:

Living Stories- an experiment that presents coverage of a specific story or topic in one place, making it easy to navigate the topic and see the timeline of coverage on the story. It also allows you to get a summary of the story and track the conversations taking place.

Real-Time News Streams-streaming news elements will become a an integral part of traditional news sources. We're already seeing Twitter streams and other visualizations incorporated into news home pages with updated financial and market information from new sources like Google Finance.

¹³ IBM's data integration platform <http://www-01.ibm.com/software/data/integration/>

¹⁴ <http://mashable.com/2009/12/24/news-media-content-trends/>

Distributed Social News-More news organizations are beginning to establish a presence across multiple platforms and social sites, and it's not just the popular sites like twitter and facebook anymore. Newsweek, for example, started a Tumblog because the "format is adapted especially well to magazine journalism, since it encourages a deeper engagement."

News Goes Mobile-Something that news organizations should also be prepared for is e-readers gaining a larger market and the emergence of the Apple Tablet, which publishers like Wired Magazine are already getting ready for.

Geo-location- services will be the buzz of 2011, though it's difficult to predict which services will rise to the top. Geo-tweets could take this space, but companies like Foursquare and Gowalla, which combine geo-location with social gaming, are highly addictive and have a lot of potential, especially with an advertising format that serves its users.

Story-Streaming- new storytellers mean new ways of telling stories. We will see more story-streaming with the growing popularity of simple blogging platforms like Posterous and Tumblr.

Social TV Online-the coming years could see sites like Hulu becoming profitable, and even extending to international markets to increase viewership.

I'll give another example with represent the Content distribution platforms of the New York Times¹⁵. On Dec. 9, 2008, NYTimes.com launched Times Widgets in beta. The platform allows users to create customized widgets using the site's RSS feeds and read press release In March 2007, NYTimes.com launched the Classic Crossword Widget, an online product that gives users the ability to personalize their Google homepage. The New York Times News Quiz is part of a larger strategy to deliver content in parts and pieces as widely as possible – through widgets and RSS feeds – for consumption around the Web. The News Quiz was built by a team in the Times Company's R&D lab, which works to accelerate the Company's entrance to new platforms. The development team worked with editorial, product and technology teams at NYTimes.com to create this application. They shared their learning with others around the Company and, since then, teams at various properties have been working on new widgets. Users can create their own New York Times widgets or download widgets

¹⁵ Content Distribution
http://www.nyco.com/company/Innovation_and_Technology/DigitalInitiatives.html#digital2

created by other users on Netvibes.com. NYTimes.com and LinkedIn: NYTimes.com offers a customized headline feature with the five latest Times articles relevant to LinkedIn members based on their industry. This agreement extends NYtimes.com's advertising targeting capabilities to more readers based on their non-personally identifiable attributes. NYT has a profile page on facebook with goal to engage the large and influential facebook audience with New York Times content and to encourage these users to be brand stewards of The Times – to "fan" our page and share their interests as reports. The New York Times offers news updates on Twitter from the nytimes.com homepage and various other sections of the site, as well as updates from The New York Times communications team. Also on Twitter, get the latest Boston news with Boston.com on twitter and get links to headlines from the IHT's homepage.

The European framework¹⁶ for development Information society talks about “information literacy” and particularly rights of the people to access information with the following elements:

- Reading / downloading online newspapers / news magazines /biannual/
- Subscribing to news services or products to receive them regularly (including RSS, ...) /biannual/
- Seeking health information (on injuries, diseases, nutrition) /biannual/
- Looking for information about education, training, courses /biannual/
- Looking for information about goods or services /biannual/
- Downloading software (Other than games) /biannual/

In the paper presented at the UNESCO-CEI Workshop on “Information Literacy Initiatives for Central and South East European Countries” in 2006 (Slovenia) “information literacy”¹⁷ is defined as a complex phenomenon, which can be analysed from several perspectives; here we have chosen to analyse it from the following points of view:disciplinary, as a form of study of

¹⁶European union portal about Information society. Benchmarking Digital Europe, 2011-2015 a conceptual framework 27, October, 2009

¹⁷ Carla Basili.Consiglio Nazionale delle RicercheIstituto CerisTheorems of Information Literacy."A mathematical-like approach to the discourse of Information Literacy"

information (Culture of Information); social/educational, as a form of literacy (Information Literacy); cognitive, as a form of individual competency (information skills or i-skills).

Nowadays, access to information and information retrieval from metadata becomes a real challenge for businesses, institutions and media. Although we live in information society access to information and content is very problematic and not always available business. From another point of view the generation of content in terms of Web technologies is a widespread, but the focus for leading companies such as Google is how to create quality content.

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http://ec.europa.eu/information_society/eeurope/i2010/docs/benchmarking/benchmarking_digital_europe_2011-2015.pdf p.10.

Information vs Content - RIM Professionals Australasia Forums
<http://forums.rimpa.com.au/showthread.php?t=298>

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Yahoo education encyclopedia Information related to

Search Encyclopedia:

<http://education.yahoo.com/reference/encyclopedia/?s=information>

Data management, data modeling data movement

Tech_Faq <http://www.tech-faq.com/data-management.html>

Webopedia.com

Webopedia is a free online dictionary for words, phrases
and abbreviations that are related to computer and Internet technology.

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Nabu-text based content creation system

<http://furius.ca/nabu/doc/nabu-goals.html#cross-browser-bookmarks>

Content algorithms http://mashable.com/2011/11/04/eli-pariser-media-summit/?WT.mc_id=en_my_stories&utm_campaign=

My%2BStories&utm_medium=

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<http://en.wikipedia.org/wiki/Information>

Content distribution of Nytimes media

http://www.nytimes.com/company/Innovation_and_Technology/DigitalInitiatives.html#digital2

Content media trends

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