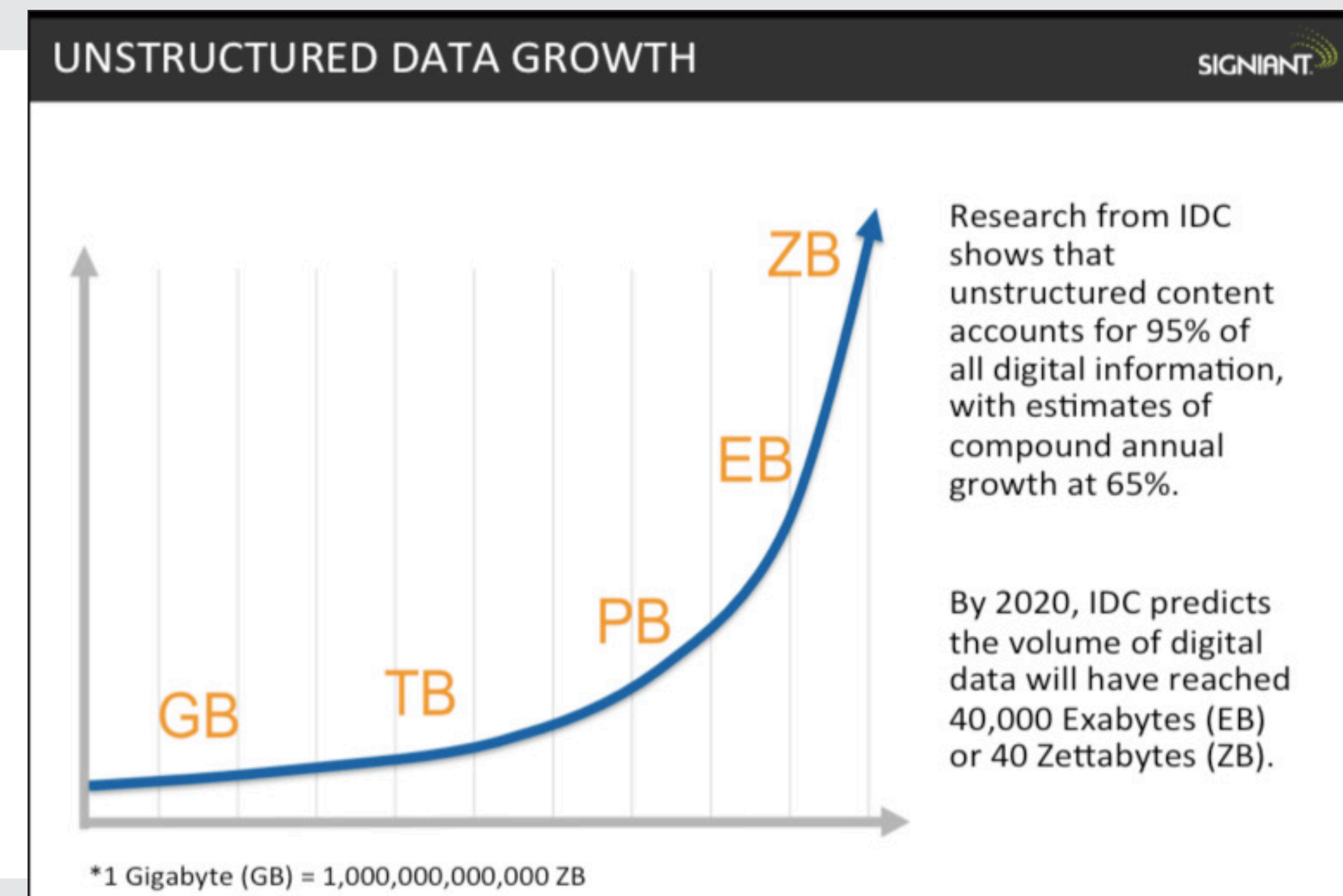
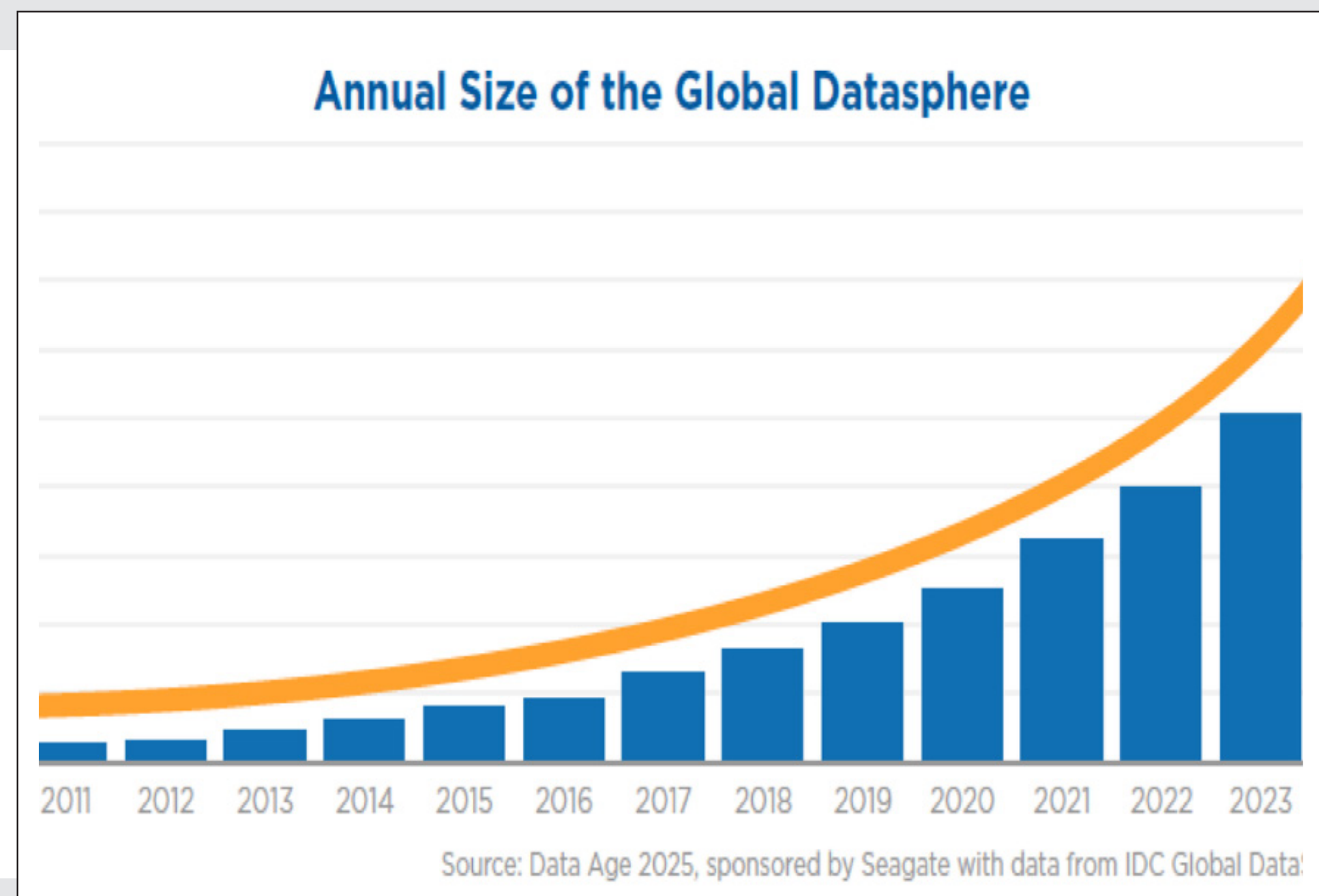


# Business information in an era of big data and digitisation

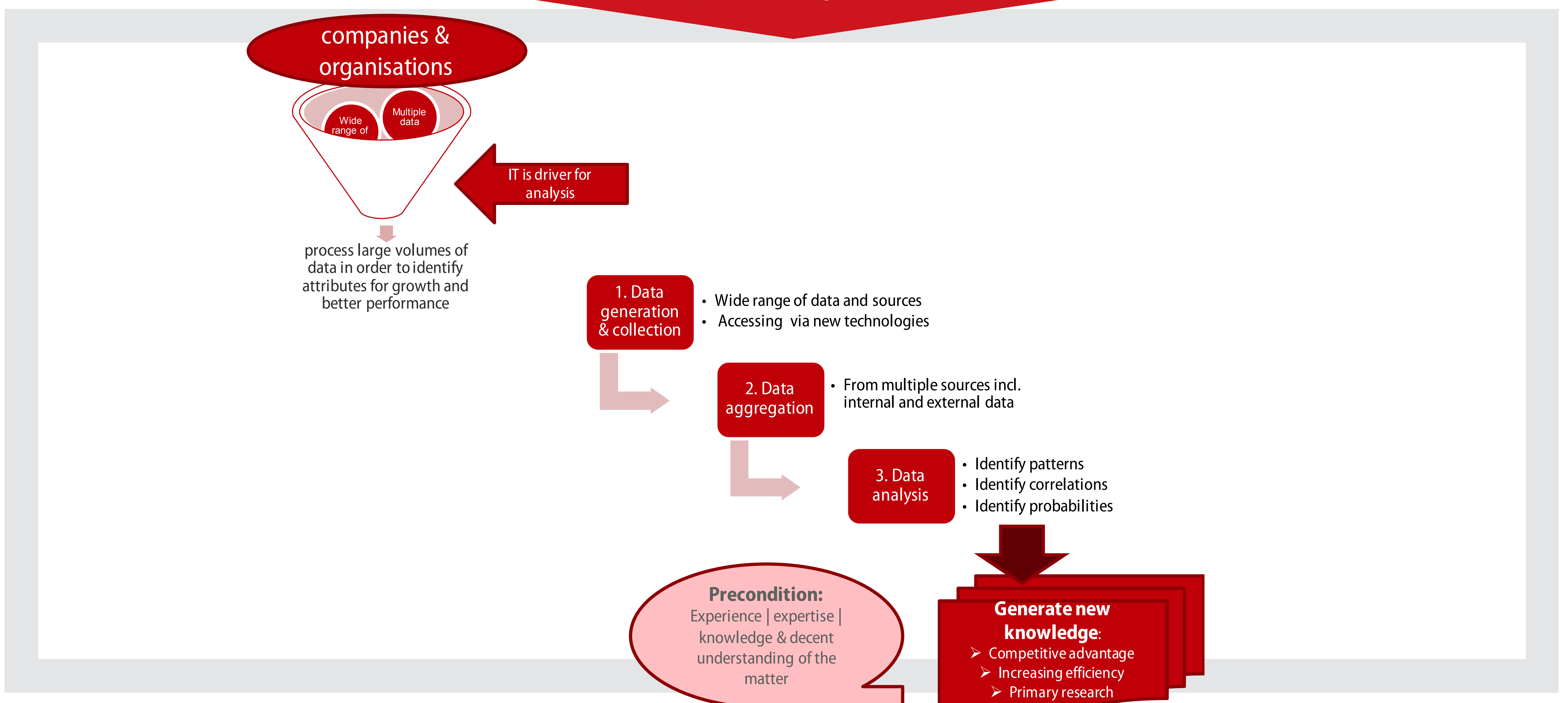
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Digitisation has made more data accessible → meta data gets more interesting

exponential growth



## Sources & data quality

- Very broad spectrum of internal and external sources (structured + unstructured data) e. g. sensor systems | social media channels | mobile telephone systems | product portals etc.
  - **Choosing right sources gets more difficult**
- Make proper use of data → quality and source reliability is a prerequisite («garbage in = garbage out«)
- Quality of data is dependent on its purpose, context, application and trust level
  - **Improve technical and specialist skills**
  - **Combine the use of internal and external data**
  - **Combine technological expertise & context-based know how**
  - **Make sure corporate culture of organisation supports the awareness → source driven Culture**
  - **Ensure data governance**

*International Conference of Economics and Business Information (INCONECSS) 2019 5.–7. Mai 2019, Berlin*

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## Sources selection

- Reputation and expertise
- Objectivity and balance
- Reliability and credibility

## Quality assessment

- Take advantage of meta data (taxonomies, classification etc.)
- Possess decent knowledge about sources

**Technology Arts Sciences TH Köln**