


An Exploration of Opportunities for a Theory of Information Inadequacy

Miranda Kajtazi, Lund University
Darek Haftor, Linnaeus University & Uppsala University



The digital Society of the 90's



The digital Society of the 10's

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Digital Transformations



The digital Society of the 90's



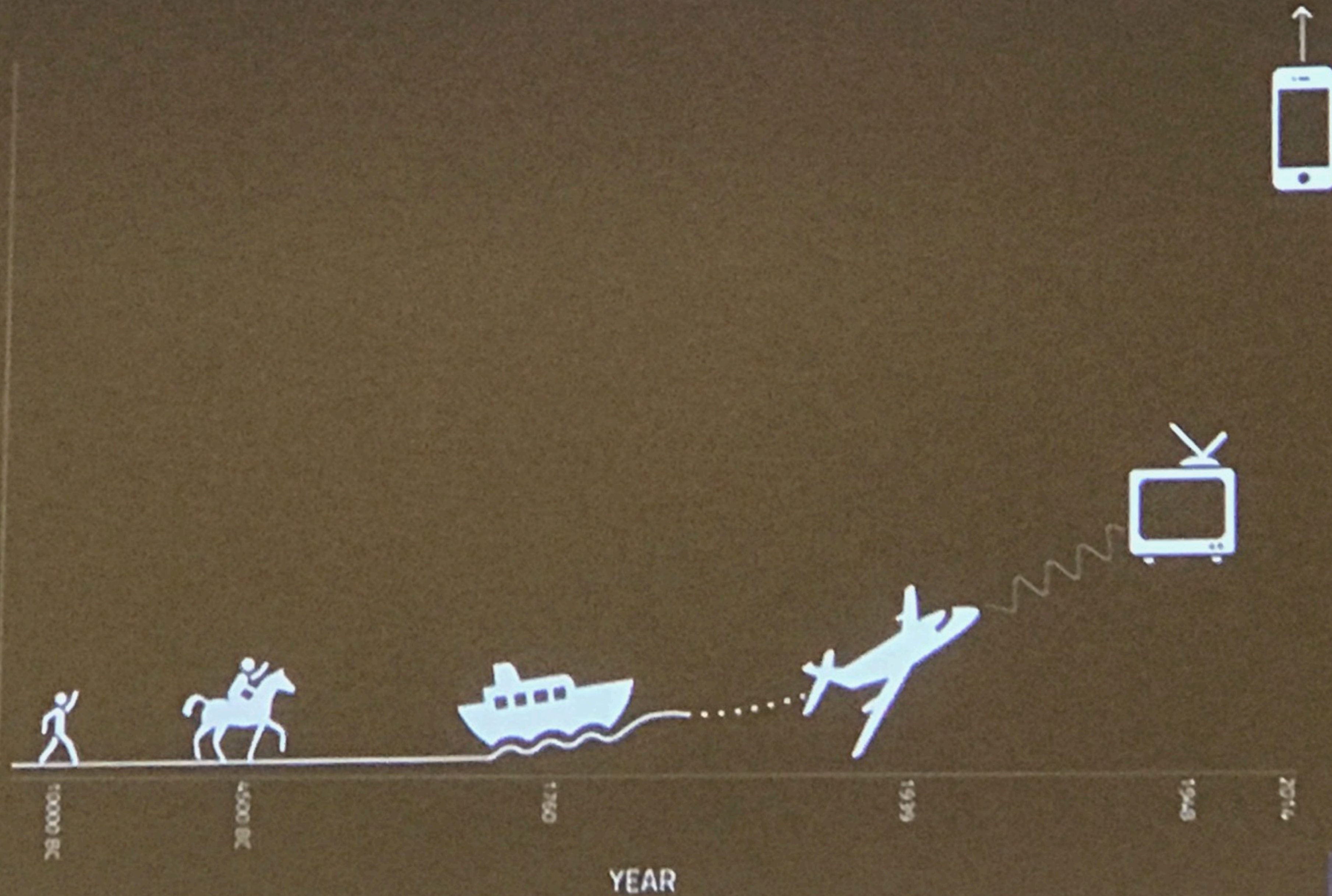
The digital Society of the 10's

In the last three decades, the experiences are tremendous:

- (i) a new social structure (the networked society);
- (ii) a new economy (informational capitalism);
- (iii) a new culture (Internet)

Our technological progress, looks much like this:

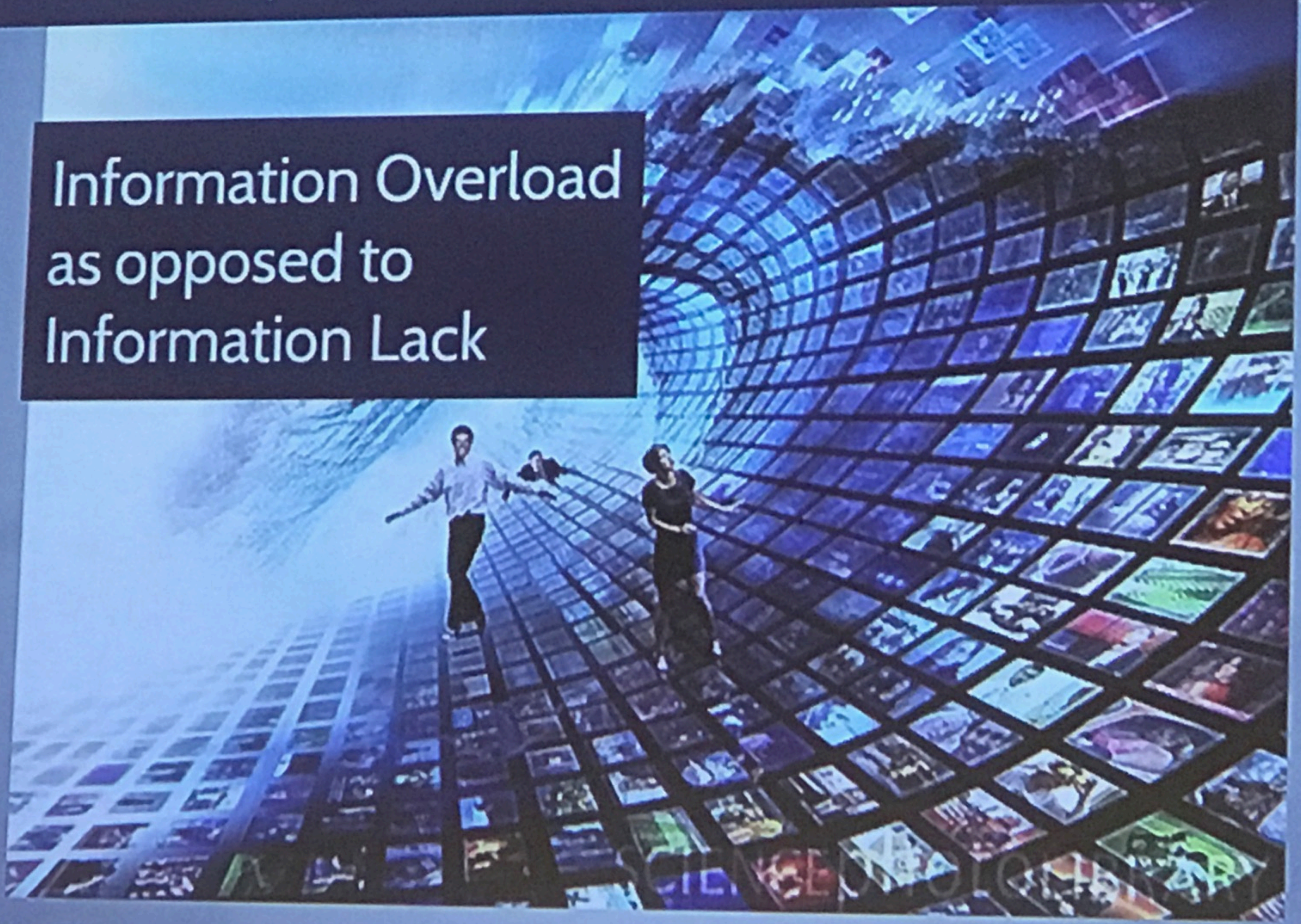
SPEED OF INFORMATION



(Kushner, 2015)

...and that progress, brings us the rising challenges

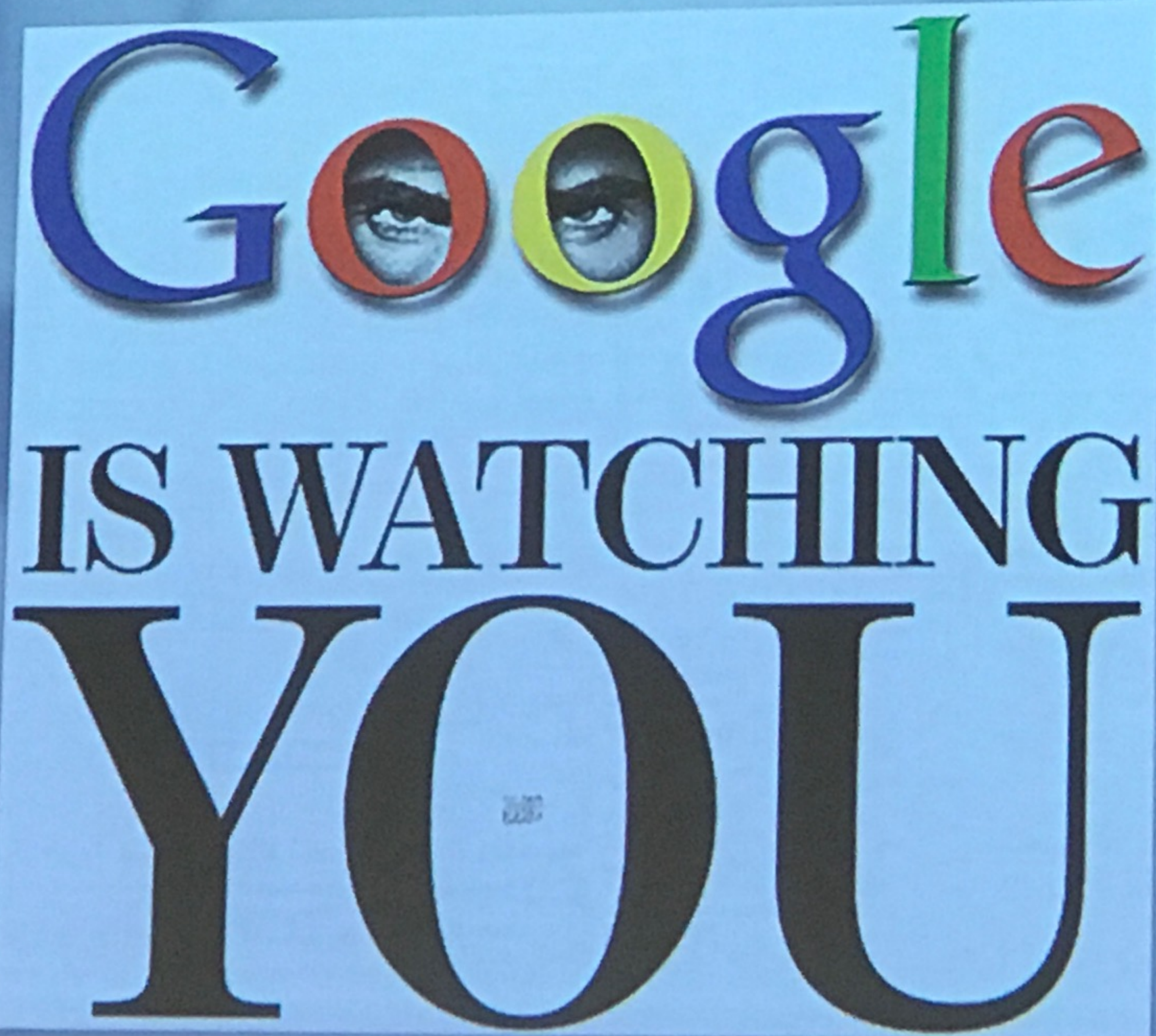
Information Overload
as opposed to
Information Lack





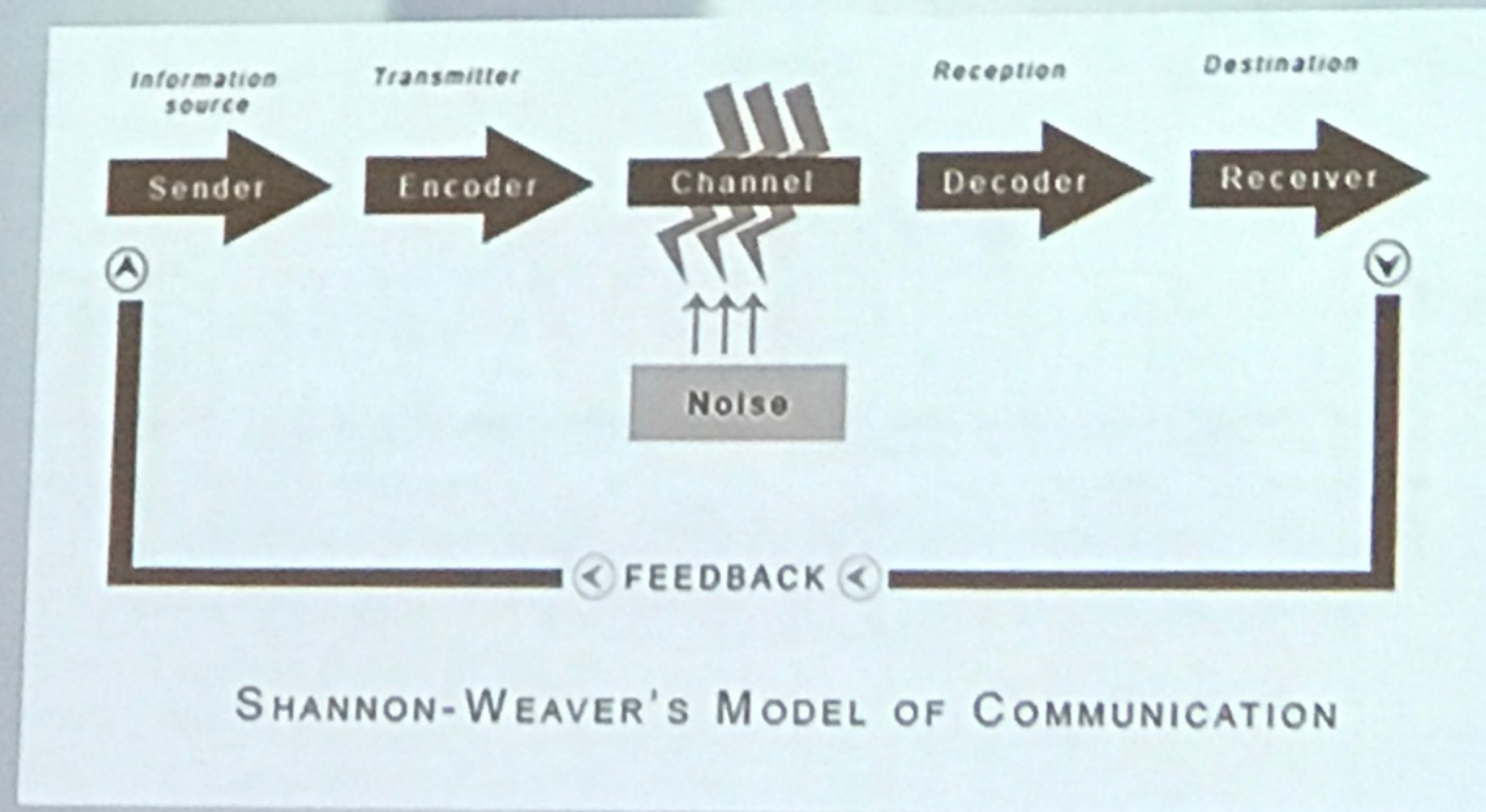
Small text at the bottom of the wall, likely a copyright notice or disclaimer, including a Creative Commons license icon.

Our current digital infrastructure



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YOU

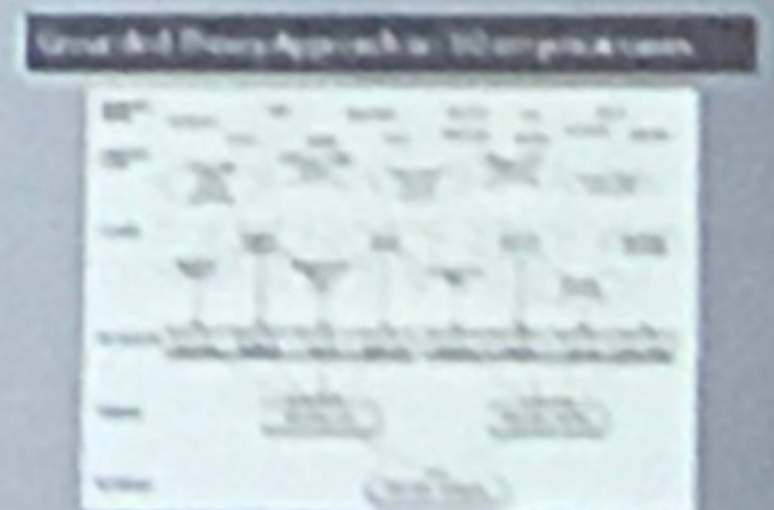
Theories on Information Inadequacy



communicationtheory.org

How to Read a Table (Information Trading, 2015)

Column	Row	Cell
1	1	1
1	2	2
1	3	3
2	1	4
2	2	5
2	3	6
3	1	7
3	2	8
3	3	9

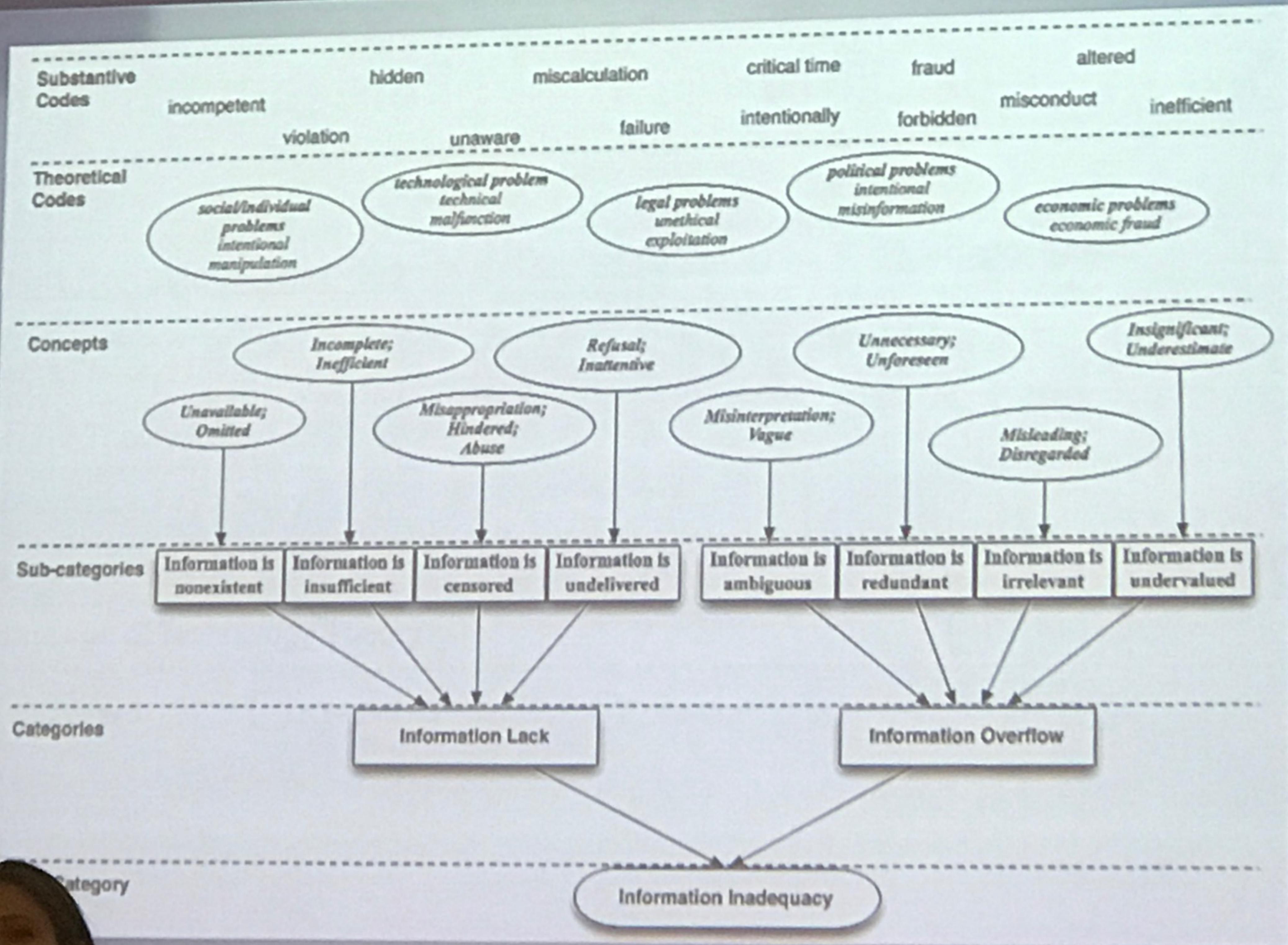


How do theories tackle Information Inadequacy?

<u>Information Behaviour Theories</u>	<u>Sender (Source) Information Production</u>	<u>Mediator Information Transfer</u>	<u>Receiver Information Consumption</u>
- Social Network Theory	?	?	○
- Social Cognitive Theory	?	?	○
- Theory of Information Asymmetry	?	?	○
Information Theory	?	□	○
Social Construction of Technology Theory	?	□	?

? - not addressed □ - vague ○ - central

Grounded Theory Approach on 50 empirical cases



What's at Stake



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OPEN



4,025,191,581

Internet Users in the world



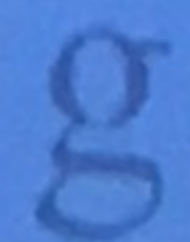
1,913,910,378

Total number of Websites



171,463,926,718

Emails sent today



4,202,698,599



3,971,941



495,266,883

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0:00:09 seconds



869 Instagram photos uploaded in 1 second

