The information of an event that has a probability of p (with  $\leq p \leq 1$ ) is denoted as I(p) and is computed as follows:

$$I(p) = -\log_b(p) = \log_b(1/p).$$

Let's use base of 2.

$$I(p) = -\log_2(p) = \log_2(1/p).$$

- We will want our information measure I(p) to have several properties.
- Information is a non-negative quantity:

$$I(p) \geq 0$$

.

▶ If an event has probability 1, we get no information from the occurrence of the event:

$$I(1) = 0$$

.

If two independent events occur (whose joint probability is the product of their individual probabilities), then the information we get from observing the events is the sum of the two informations:

$$I(p1 + p2) = I(p1) + I(p2).$$

We will want our information measure to be a continuous (and, in fact, monotonic) function of the probability (slight changes in probability should result in slight changes in information).