

## DEPARTMENT OF INFORMATION SCIENCE



### INDIVIDUAL ASSIGNMENT COVER PAGE

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# INL 380

## INDIVIDUAL ASSIGNMENT 3

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## **INL 380 Individual Assignment 3**

### **Introduction:**

The purpose of this assignment is to showcase the rapidly evolving environment of information and the role it plays in reporting and disseminating. This assignment explores the vital role that accurate reporting and distribution play, illuminating its importance and the profound effects it has on the individuals that rely on this information.

As a CI analyst working for the World Health Organization (WHO), it is of utmost importance that when taking into consideration the Covid-19 pandemic, WHO provides proper reporting and dissemination.

### **Discussion:**

Accurate reporting and information dissemination are essential in research that is based on health and safety of individuals. This procedure guarantees that important information is used and is disseminated in an efficient manner while ensuring, the analysis is targeted, timely, and suited to the managers needs in terms of quality and output.

Proper reporting and dissemination follow important guidelines such as ensuring clarity, relevance, and usability, which can mean the difference between making smart, well-informed decisions and acting in a confused or misinformed manner.

The relevance of the report, the caliber of the sources, the analyst's abilities, and the careful examination of procedures and findings before presentation, all affect research accuracy. And it is important to ensure that reporting and dissemination of information comes from a place of truth to ensure that moral principles are upheld, and organizations trust is kept intact. Especially with an organization such as WHO, that has many individuals who are reliant upon information provided and disseminated by them.

### Target population

The World Health Organization's reports are targeted at health care professionals, government, and the general public. Making use of global health reports as well as scientific reports which are made available on their website to ensure accessibility to all.

### Methods of communication:

- **Basic intelligence** - accessible through the analyst-created knowledge base, this for example could be highlighting basic facts that need to be known or the manager needs to be aware of.
- **Current awareness services** - short term awareness which is provided by the analyst directly to the manager through the use of intranets within an organization, informing them of recent occurrences or changes that are taking place. WHO makes use of this method as well to relay current findings/information based on the Covid-19 pandemic.
- **Targeted intelligence** - is information produced in response to end users' demands and this is usually a written report or a presentation that is done by an analyst. **N.B** This method of communication applies when considering World Health Organization as their intelligence need was information based on the Covid-19 pandemic and this information/intelligence was produced in the form of written reports.

### Criteria used for reports:

Brevity entails that remarks should be brief and just provide essential details in an executive summary or main conclusions. With regards to reports created by WHO based on information dissemination during the global pandemic, the implementation of EPI-WIN an information network for epidemics that offers resources and frequent updates has been put into place ensuring that essential details can be disseminated based on any information about the covid-19 pandemic, this network allowed brief information and main conclusions to be disseminated (WHO Centre for Health Development, 2020).

In order to "tell a story" format and style have to capture attention and the World Health Organization's reports are detailed and structured formally and this could lead to the general public not being interested or able to fully comprehend the information provided to them by WHO, scientific reports compiled are usually formal and lacks layman's terms.

Findings and conclusions that can help with decision-making should be the main focus and this can be seen through the reports that the World Health Organization provides, as these reports based on the Covid-19 pandemic helped the general public to understand the importance of masks as well as the advantages of getting vaccinated. Findings and conclusions of these reports helped the general public make decisions on how they would protect themselves from the pandemic.

The World Health Organization's reports ensure objectivity, timeliness, correctness and relevance, as they are fact based and scientifically researched material, this ensures that the general public receives the correct information based on the Covid-19 pandemic, in which they can actively make informed decisions based on these reports.

The World Health Organization (WHO) employs a methodical procedure to gather, examine, combine, and present research on significant Covid-19 pandemic discovery in order to produce comprehensive scientific reports. These reports include evidence and draws conclusions that are supported by evidence and facts.

#### Products for CI dissemination:

The most suitable style and product for CI dissemination based on the scenario would be briefings which are often conducted by an analyst or competitive intelligence champion and in this case regarding WHO briefings are conducted by the director-general of the World Health Organization.

Written news briefs or newsletters intelligence alerts are great for sharing intelligence or noteworthy concise information that may require increased urgency and intensity is one way to disseminate information. WHO also makes use of this product of dissemination to ensure that information can be accessed in a timely manner especially with a case such as Covid-19 where information is updated regularly (World Health Organization, 2020).

Comprehensive company profiles this includes information on rivals and their strong and weak aspects, which is important for organizations that are profit driven unlike the World Health Organization that does not have rivals.

Competitive intelligence estimates are the most thorough intelligence reports that evaluate the state of competition now and include scenarios and projections for future developments, this once again relates to profit driven organizations and does not apply to the scenario discussed.

## Conclusion:

In summary, it is impossible to overestimate the significance of truthful reporting and information sharing in the context of health and safety research. The Covid-19 pandemic was new to everyone and generated the most misinformation, so it was essential for the World Health Organization to guarantee that important data is shared and used effectively, meeting the demands of management, and the general public. Following fundamental principles like usability, relevance, and clarity is crucial for promoting informed decision-making and averting misunderstandings or false information.

Research accuracy depends on a number of variables, including the report's applicability, the caliber of the sources, the analysts' level of experience, and the thorough review of methods and conclusions before availability to the general public. It is essential to preserve the integrity of information dissemination in order to respect moral standards of the individuals that were terrified of the Covid-19 pandemic and to preserve trust among those that are dependent on information generated/provided by the World Health Organization.



## Reference list

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