

Data

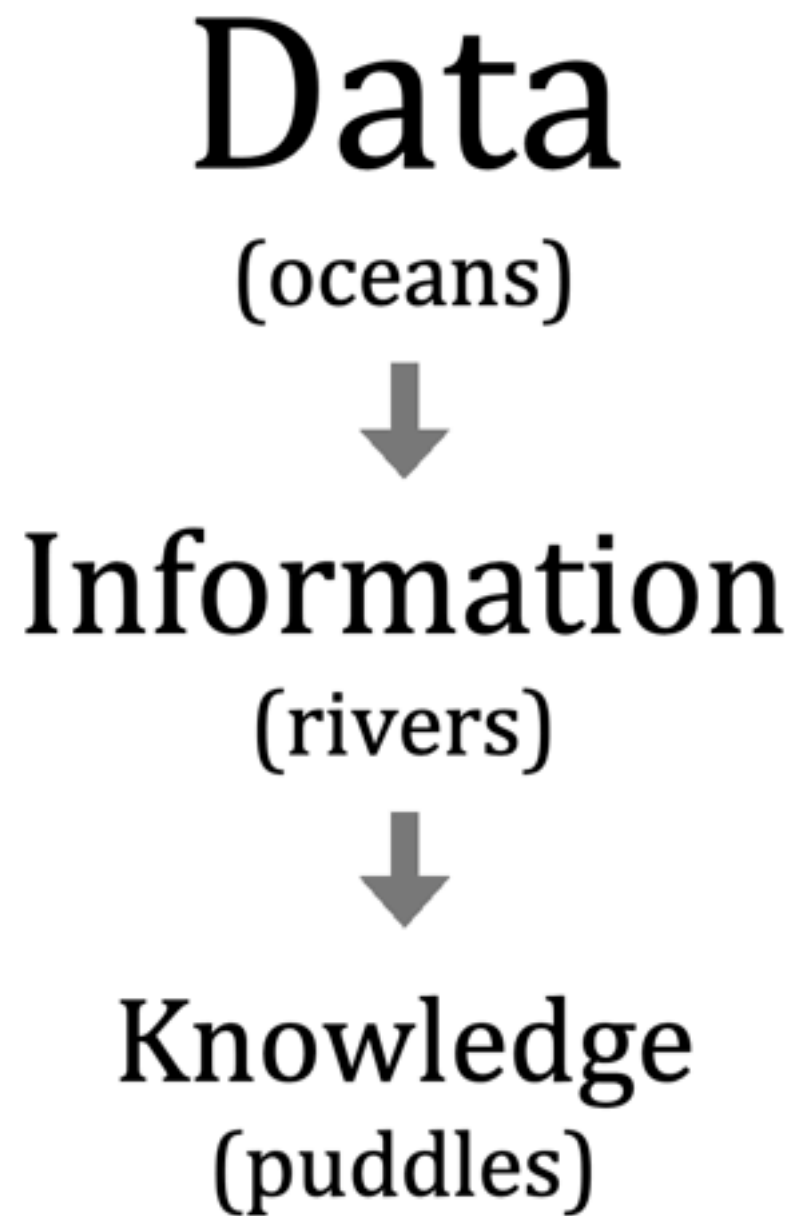
(oceans)



Information

(rivers)

- ▶ **Data:** Facts and figures, usually raw
- ▶ **Information:** data organized such that it is useful



- ▶ **Data:** Facts and figures, usually raw
- ▶ **Information:** data organized such that it is useful
- ▶ **Knowledge:** accumulated and integrated information on a topic over some period of time and across a broad range of situations