INTRODUCTION/BACKGROUND

- Information design and presentation in a Management flight simulator is relevant to people interacting with it to grasp the complexities in the underlying model.
- The purpose of this study therefore is to determine whether or not information design and display affects decision-making process, strategies, and ultimately result in better outcome.
- This study examines the effects of information design and presentation on people’s decision-making strategies and performance in a complex non-repetitive decision-making environment.
- study uses a boom and bust model for the experiment as it exemplifies a dynamic decision making scenario.

HYPOTHESIS

H0: “Distinction in information design and presentation/display does not have an effect on decision-making strategies and performance”

H1: “Distinction in information design and presentation/display affects decision-making strategies and performance” is supported by the results.

H2: An improvement in information design and presentation/display helps decision-makers to understand the system complexity and perform better.

METHODOLOGY

- A model (with modifications) on the Boom and Bust, and failure to learn in experimental markets experiment by Paich and Sterman (1994) was developed for the experiment.
- A two-treatment approach where the same information but different design interfaces for treatment 1 and treatment 2 was provided to subjects in treatments 1 and 2 respectively in order to determine whether there will be significantly different performance levels in the two treatments.

RESULTS

- The null hypothesis (H0) is rejected and whiles H1 & H2 are supported by the findings.

CONCLUSIONS

- The study concludes that, the way information is designed has an effect on the decision strategies and performance.
- In order to reduce the decision-making challenges in complex dynamic environment, and adopt near-optimal strategies for maximum performance, the information organization, design, and display/presentation is very essential for logical decision strategies and increased performance.

REFERENCES


