Madison Avenue, Plant Pests, and Systems. (A08-weiss163637-Oral)

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Abstract:

Information can be thought of as a promise by the developer of the information. In order for information to have value to an end-user, the difference between promises made and promises kept must be small and the promise made can't be trivial. The conversion of data into information is usually accomplished by a simulation model. The scientific method can be the basis of a systems approach addressing interdisciplinary problems. This methodology provides a framework to carefully define a problem, develop a methodology to address the problem, evaluate the resulting data and information, and if necessary to start the process over with a revised problem definition. Well-designed surveys of end users can help evaluate the difference between these two forms of promises and provide insight into strengths and weaknesses of the information and the information delivery system Using plant pests as an example, the steps from problem definition to evaluation of information will be reviewed.

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