

INFORMATION TYPES

Scientific advisor: Abduraxmonova Zilola Yoqubjon qizi

abduraxmanova@jbnuu.uz

Jizzakh branch of the National University of Uzbekistan named after
Mirzo Ulugbek The Faculty of Psychology, the department of
Foreign languages Philology and teaching languages

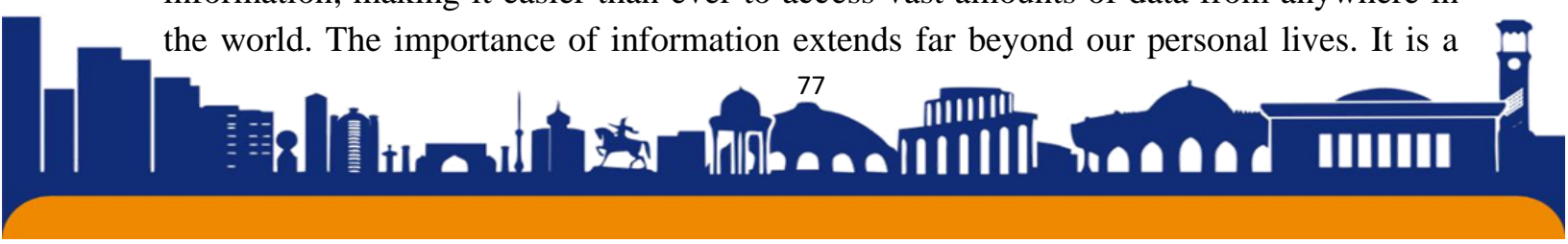
Student of group 401-22: Davletova Charosxon Muhammad qizi

davletovacharos40@gmail.com

Abstract: This article explores the diverse world of information types, highlighting their significance in navigating the digital age's overwhelming abundance of data. We delve into the classification of information based on its nature, purpose, and structure, outlining key categories including factual, conceptual, procedural, persuasive, and narrative information. Recognizing these distinct types empowers individuals with the ability to critically evaluate information sources, communicate effectively, and cultivate information literacy. This article emphasizes the interconnectedness of these information types and explores how they interact within complex communication scenarios. Ultimately, understanding the system of information types equips individuals with the tools necessary to navigate the information landscape and leverage knowledge for informed decision-making in our modern world.

Key words: Information types, Information classification, Critical evaluation, Factual information, Conceptual information, Procedural information, Persuasive information, Narrative information. Scientific information, Historical information, Statistical information, Philosophical information, Propaganda

Information is a vital component of our everyday lives. It is the raw material that fuels our decision-making, enables us to learn and grow, and helps us to communicate with one another. In essence, information is the building block of knowledge, and without it, we would struggle to make sense of the world around us. And also, Information comes in many different forms, including written text, images, videos, and audio recordings. It can be accessed through various channels, such as books, the Internet, and social media platforms. The rise of digital technology has revolutionized the way we produce, consume, and share information, making it easier than ever to access vast amounts of data from anywhere in the world. The importance of information extends far beyond our personal lives. It is a



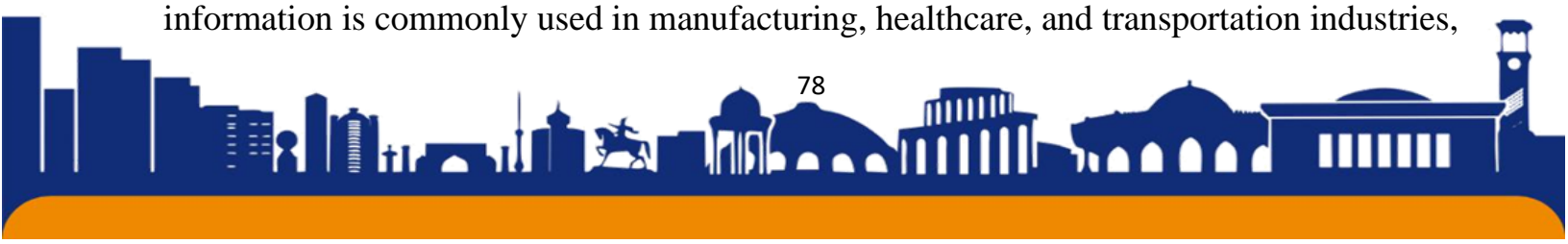
critical resource for businesses, governments, and institutions, helping them make informed decisions and stay competitive in a rapidly changing world. From scientific research to financial analysis, information plays a crucial role in driving progress and innovation across all sectors of society. As we continue to navigate the complexities of the digital age, understanding the nature and power of information has never been more important. By harnessing its potential and using it wisely, we can unlock new opportunities and solve some of the world's most pressing challenges.

Information has its varieties. David B. Hertz and Albert B. Rubenstein (2014) have identified six types of information [Fulbright, R., & McGaha, S. (n.d.)]. These are as follows: Conceptual information, Empirical information, Procedural information, Stimulatory information, Stimulatory information, Policy information, Directive information.

- **Conceptual information:** Conceptual information refers to information that relates to abstract or theoretical ideas, concepts, or principles. It is often used in academic or philosophical contexts to discuss broader ideas or concepts unrelated to specific examples or instances. Examples of conceptual information may include theories of psychology, philosophical concepts such as justice or morality, or mathematical concepts such as calculus or probability theory. Conceptual information is often used to build a framework or foundation for understanding more specific or concrete information. It can also be used to explain complex ideas or to make connections between seemingly unrelated topics.

- **Empirical Information:** Empirical information is derived from observation, experimentation, or direct experience. It is based on data that can be measured or verified through objective and systematic methods. Empirical information is often used in scientific research, collected through experiments, surveys, or other forms of data collection. Examples of empirical information may include the results of a clinical trial, data on the effects of climate change, or observations of animal behavior. Empirical information is valued because it is based on objective evidence and can be replicated and verified by others. It is often used to inform decision-making and to support or refute theories or hypotheses.

-**Procedural Information:** Procedural information refers to information that provides instructions, directions, or steps on how to perform a task or complete a process. It is often presented as a manual, guide, or standard operating procedure (SOP). Procedural information is commonly used in manufacturing, healthcare, and transportation industries,

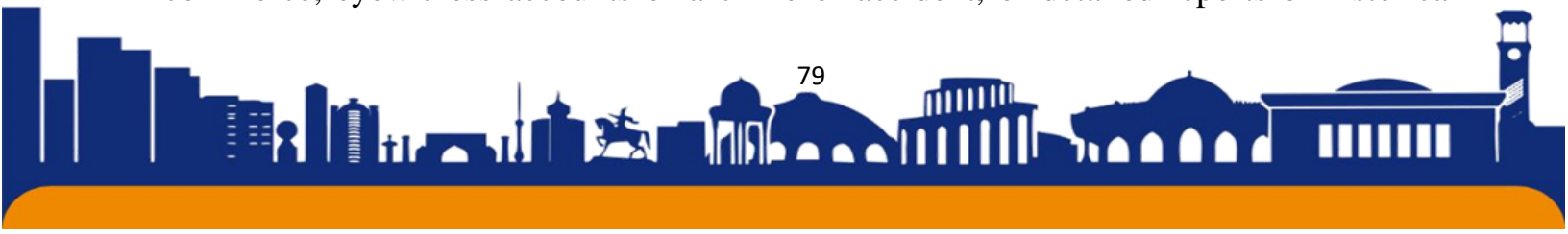


where precise and consistent procedures are critical to ensuring safety, quality, and efficiency. Examples of procedural information may include instructions on operating a piece of machinery, guidelines for administering medication, or a step-by-step guide for performing a medical procedure. Procedural information is designed to be clear, concise, and easy to follow, and it may include visual aids such as diagrams or illustrations to help clarify the steps involved.

-Stimulatory Information: Stimulatory information refers to information intended to provoke or stimulate a reaction or response from the audience. This type of information is often used in advertising, marketing, or public relations campaigns, where the goal is to capture the audience's attention and encourage them to take action. Stimulatory information may be designed to evoke a particular emotion, such as excitement, fear, or curiosity, or it may be intended to challenge or inspire the audience to think differently. Examples of stimulatory information may include provocative advertisements, political campaigns that use emotionally charged slogans, or motivational speeches that inspire people to take action. Stimulatory information can influence behavior, but it can also be controversial or divisive, depending on the context and the message being communicated.

-Policy Information: Policy information refers to information that pertains to government policies, laws, regulations, and guidelines that affect individuals, organizations, and society as a whole. It includes information about policy objectives, processes, outcomes, policy implementation, and evaluation data. Policy information is often used to inform decision-making and monitor policies' effectiveness over time. Examples of policy information may include reports on the impact of environmental regulations, data on the effectiveness of public health interventions, or analyses of the economic effects of tax policies. Policy information is essential for ensuring transparency and accountability in government decision-making and facilitating public participation and input into policy development processes. It is often disseminated through official government websites, public records, and media outlets.

-Descriptive information: Descriptive information refers to information that describes a particular object, person, event, or situation in detail. It may include appearance, size, shape, color, texture, or behavior. Descriptive information is often used to create a mental image or picture of something or to provide a complete understanding of a particular topic or concept. Examples of descriptive information may include product descriptions in e-commerce, eyewitness accounts of a crime or accident, or detailed reports of historical



events or cultural phenomena. Descriptive information facilitates communication and understanding between individuals and groups and provides context and background information in various fields such as literature, art, and science.

Propaganda is communication that is primarily used to influence or persuade an audience to further an agenda, which may not be objective and may be selectively presenting facts to encourage a particular synthesis or perception, or using loaded language to produce an emotional rather than a rational response to the information that is being presented. Propaganda can be found in a wide variety of different contexts. Beginning in the twentieth century, the English term propaganda became associated with a manipulative approach, but historically, propaganda had been a neutral descriptive term of any material that promotes certain opinions or ideologies.

THE LIST OF LITERATURE

1. Watters, C. (1992). Dictionary of Information Science and Technology. Academic Press.
2. Fulbright, R., & McGaha, S. (n.d.). The Effect of Information Type on Human Cognitive Augmentation.
3. Ма'ripov J. Antroposentrizm–tilshunoslikning zamonaviy yonalishi sifatida //Иновационные исследования в современном мире: теория и практика. – 2022. – Т. 1. – №. 28. – С. 62-68.
4. Solnyshkina M. I. et al. IMPORTANCE OF SETTING GOALS. SMART GOALS //Новости образования: исследование в XXI веке. – 2023. – Т. 1. – №. 11. – С. 318-320.
5. Маърипов Д. Psychological value of the novels by agatha christie //Информатика и инженерные технологии. – 2023. – Т. 1. – №. 2. – С. 630-632.
6. Ахмедова С. Р. Таълим ва тарбия жараёнлари узвийлигининг самарадорлиги //Science and Education. – 2021. – Т. 2. – №. 9. – С. 369-373.
7. Ахмедова С. Р. и др. Иновацион технологияларни таълим жараёнларига татбиқ этиш йўллари //Science and Education. – 2021. – Т. 2. – №. 10. – С. 492-496.