

# Table of Contents

<b>1</b>	<b>Introduction.....</b>	<b>1</b>
1.1	Objectives .....	2
1.2	Overview of Master Thesis Process .....	2
<b>2</b>	<b>Literature Review .....</b>	<b>4</b>
2.1	Data and Information Quality .....	4
2.1.1	Intrinsic Data Quality .....	4
2.1.2	Contextual Data Quality .....	5
2.1.3	Representational Data Quality.....	6
2.1.4	Accessibility Data Quality.....	6
2.2	Research Areas of Data and Information Quality .....	8
2.2.1	Impact of Data Quality on Organizational Performance.....	9
2.2.2	Data Quality Issues in Health Care .....	11
2.2.3	Assessing Data Quality.....	12
2.2.4	Data Quality and Consumer Behavior.....	15
2.3	Decision-Making in Decision Support Systems .....	16
2.3.1	A Model of the Decision Making Process.....	17
2.3.2	Decision Support Systems .....	18
2.3.3	Presentation of data .....	20
2.3.4	Accuracy of Data in Different Environments.....	20
2.3.5	Decisions in the Mobile Environment.....	21
2.3.6	The Knowledge-effort Tradeoff .....	22
2.4	Summary of Factors Influencing Decision-Making Efficiency .....	23
<b>3</b>	<b>Research Question and Hypotheses .....</b>	<b>25</b>
<b>4</b>	<b>Methodology .....</b>	<b>29</b>
4.1	Subjects of the Study .....	29
4.2	Experimental Design .....	29
4.3	Experimental Procedure .....	31
4.3.1	Scenario and Tasks .....	32
4.3.2	Independent Variables .....	35
4.3.3	Dependent Variables.....	36
4.3.4	Control Variables.....	36
4.3.5	Treatment Groups .....	37
<b>5</b>	<b>Results.....</b>	<b>39</b>
<b>6</b>	<b>Discussion .....</b>	<b>52</b>
6.1	Implications of the Study .....	52
6.2	Data Quality Management .....	52

7	Conclusion .....	54
7.1	Limitations.....	54
7.2	Further Research.....	55
	References .....	57

**Note:** The appendix is a separate document and can be retrieved online at [www.springer.com](http://www.springer.com) referenced to author Christoph Samitsch.