

designed as neutral and impersonal systems they don't take into account information user personal characteristics and advantages. As a consequence, the enormous abilities of such systems are not used adequately and all possible choices of information presentation are not utilised properly.

In order to recognise and correct this weakness, a new of thinking has to be established and applied in information system development process, resulting in system that supports the abilities of end user. This can be possible if the system is built for a particular user and fit to his/her advantages and weaknesses.

If we consider information as a passive element in decision making, then human is an active one. In fact the whole process is entirely dependent on how decision maker handles it. A number of research work was done in order to discover the pattern of human cognitive style and decision making style. The difference among subjects regarding their way of information processing and attitude toward the environment is supposed. In many cases the Jung typology can be utilised. According to Jung, personal characteristics could be determined by the following criteria:

- 1- attitude toward the environment
- 2- the way how person takes in the information
- 3- the way how person evaluate information
- 4- the way how person takes decision.

Each of these criteria enables two mutual exclusive preferences. As criteria are independent, the combination of four criteria with two preferences in each of them, results in 16 different personal types.

Many unsolved questions, undefined relations, and unknown problems still exist in the field of decision making. Even so it is hard to explain why no research has been held on this problem: does information form and/or added (or taken off) information dimension such as colour have any influence on different personal types and their information processing performance.

With the proposed research project this kind of problem is addressed. Two experiments are proposed, both designed so that subjects can show their ability to remember up to 92 information elements. Some sets of information elements are enriched in different ways with colour combinations, giving us the possibility to check if the colour has any influence on information presentation by particular subject type. Only those Jung criteria are selected which depend on information. These are:

1. the way how person takes in information. Two preferences are possible, resulting in two types, sensing and intuitive type. Sensing type prefers to take more detailed and specific data from the environment through the senses. Intuitive type on the other hand prefers the complex, holistic way of taking information in, considering hypothetical possibilities instead of pure facts.