

2. the way how subject evaluate information. Here too two types exist, thinking and feeling type. For evaluation with reason (thinking) the logical, systematical, and impersonal approach is significant, while for feeling type an moralistic, humanistic way of information evaluation prevails.

Information element in the first experiment is formed by couple: word and number. In the second experiment this is figure (graphic presentation) and number. Statistical analysis of experimental results will show the relationship of information form (words or figures) and information enrichment (black & white vs. colour presentation) with personality types. This will conclude the first phase of research in the proposed project.

### 3.2. The objectives of the research project

The properties of decision making (which is typical human activity) are well known, recognised and analysed. However, the relationship between the information (which is the basis for decision) and decision itself is not so clear, even it is well known that wrong and bad decisions are often based on incorrect and insufficient information. For the young state like Slovenia, which tries to enter international business, scientific and cultural environment as an independent state, while still learning how to survive and develop under the market rules and international competition, the low quality, incorrect, or wrong decisions could have some harmful or even catastrophic consequences.

People who take decision, have their own personal characteristics, which differ from other people personality. Each person takes in and evaluate information in their particular, intimate way. Information systems on the other hand produce information equally, without any concern of personal differences among end users. so the quality of decision, influenced by the same information will vary from person to person.

The aim of proposed research project is, in the first place, to get the initial knowledge of what is the structure of potential decision maker types in our environment, and then how particular subject type reacts on particular type of information. This, we hope, will give us the firm basis for search of possible patterns of subjects behaviour, or even rules, of information acceptance by particular subject type. This knowledge will later, in further development of proposed research, make it possible to set the conditions for developing user friendly information systems. This could give enough elements to build a prototype of real decision support information system, designed for the particular user, who holds the influential position in business or social environment. However, such a study is out of limits of this proposition and should be run as an independent research project.

The project results are supposed to be published in the form of working paper and send to the States (to be published in MIS Quarterly or this kind of journal). Researchers will report on