

The final step in Blalock's theory building strategy is to integrate the findings from the empirical investigation of the relevant variables into the general framework and succeeding research. This project is part of PRIMIS: the Program of Research in MIS. The objective of the program of research is to increase the understanding of the interface between a decision maker and an IS. Increased understanding of the User/System Interface will facilitate the improvement of IS.

PRIMIS consists of a set of related, interlocking experiments with a common conceptual model of the User/System Interface. These studies constitute ~~the first of~~ several experiments planned to investigate the effects of different forms of presentation in the User/System Interface and contribute to the body of knowledge in these respects. (1) the effects which task characteristics have on performance with a given form of information presentation. This problem was generally ignored in previously conducted research which examined the effects of different forms of information presentation. (2) The research is grounded in theory, while past research has not been based on theory. (3) The experiment is conceptually sound. An experimental task which does not confound the measurement of performance with different forms of presentation is used. Most past management studies of this kind have utilized complex experimental tasks which masked and confounded the effects of different forms of information presentation.