The best investment is education (Perdicoûlis, 2014,f, 2016).  

1 Context
For Systems Planning®, information is what makes facts® meaningful (Perdicoûlis, 2014), – for instance, by interpreting, relating, analysing, and putting them in context. Being relevant and healthy® (2), information may contribute towards the understanding of structure and function (Perdicoûlis, 2012).

2 Ailments
2.1 Technical

<table>
<thead>
<tr>
<th>Situation</th>
<th>Content</th>
<th>Intent</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistency</td>
<td>accurate (to the point)</td>
<td>precise (resolution, coherence)</td>
<td>e.g. instruction, education, guidance</td>
</tr>
<tr>
<td>Consistency</td>
<td>precise but inaccurate (‘off’)</td>
<td>deviation</td>
<td>e.g. instruction, education, guidance</td>
</tr>
<tr>
<td>Accuracy</td>
<td>precise but not specific (‘a’-shirt)</td>
<td>dilution</td>
<td>e.g. instruction, education, guidance</td>
</tr>
<tr>
<td>Details</td>
<td>precise but not accurate (‘d’-shirt)</td>
<td>deviation</td>
<td>e.g. instruction, education, guidance</td>
</tr>
</tbody>
</table>

30 Technical ailments (Perdicoûlis, 2014) can be resolved by direct assistance (Perdicoûlis, 2015), but instance, by interpreting, relating, analysing, and putting them in context. Being relevant and healthy® (2), information may contribute towards the understanding of structure and function (Perdicoûlis, 2012).

2.2 Tactical

<table>
<thead>
<tr>
<th>Situation</th>
<th>Content</th>
<th>Intent</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Misinformation</td>
<td>fake (when shared)</td>
<td>doctored images, conspiracy theories, propaganda</td>
<td></td>
</tr>
<tr>
<td>Misleading Information</td>
<td>doctored (when shared)</td>
<td>light-spirited humour, guerrilla marketing, clickbait</td>
<td></td>
</tr>
</tbody>
</table>

Effective resolution of tactical ailments should start with the metrics (Wardle, 2015; EAVI, 2017).

Bibliography
EAVI (2017) "Real Folk News": 10 Types of Misleading News: Bryce European Association for Viewers Interests (EAVI).