



The Information Content of BIM

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The application of general information theory to pragmatic problems within the architecture, engineering, construction, owner and operator (AECOO) industry is explored in this article. Some basic principles about the nature of information and how it provides value are defined and applied to current issues in the use of building information modeling (BIM) and integrated project delivery (IPD) in design and construction. The analysis exposes some common misconceptions that have led to unsatisfactory results and tensions within the industry. It concludes that the general principles of information theory are applicable to BIM and that this approach will enhance the way BIM and IPD are discussed. Some ways of improving project outcomes by basing decisions on a more rigorous theoretical basis are suggested.

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