

# Nega-Trends: © Pointless Predictions...

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...that Distract Us from  
Essential Information Management Truths

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GLA ARMA Conference  
California State University, Long Beach  
March 26, 2002

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- Examining Predictions
- Predictions Affect on Our Profession

# Examining Predictions

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- “Endism”
- The End of the Book
- The End of (fill in the blank)
- The Paperless Office
- Separating the Truth from the Hype

# The End of the Book

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- Obsolete Information Carrier
- Static Structure
- Frozen Words
- E-books
- Social Life of Books

# The End of the Pencil

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- "Typewriter supersedes Pencil"  
-- *New York Times* 1938

# The End of (fill in the blank)

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- Office
- The PC
- Typewriter

# The “Paperless Office”

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# The Paperless Office: Origin of the Phrase

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- Born 1975

*Business Week* June 1975

# Origins of Paper

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- Papyrus: developed 5,500 years ago
- Paper: 2,000 year-old communicative technology

# The Staying Power of Paper

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- Qualities of Paper:
  - Flexible
  - Readable
  - Portable
  - Cheap

# Office Paper Consumption

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## ■ Statistics

- 1975: < 100 pounds / person / year
- 2000: > 200 pounds / person / year

# “Less Paper” Office?

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- \$100 million in sales requires 8.8 million pieces of paper
- 1996: office copiers printed 1.6 trillion pages
- 2001: copiers printed 2.3 trillion pages
- CPPA predicts: 50% increase in paper between 2000-2010
- HP: 860 billion pages printed by laser printers per year

# Paper as a Storage Medium

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## ■ Trends

### ■ AIIM Study: Paper-based records

- 1980: 98%
- 1990: 95%
- 2000: 90%

### ■ XPLOR Study:

- 2004: 30%

# Achieving the Paperless Office

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- Electronic Paper
- Electronic Ink

# Separate the Truth from the Hype

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- Origins of predictions and their effects
- Predictions v. reality
- Why flawed predictions persist

# The Origin of a Prediction

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- Who is the author?
- Where is it published?
- What is the basis for it?
- Who is paying to promote it?

# Predictions and Reality

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- Prediction: Paperless Office
- Prediction: Y2K bug
- Prediction: End of the office

# Why Do the Myths Persist?

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- Authority
- Fear
- ROI
- A Grain of Truth?

# How Predictions Affect Our Profession

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- Differ from Experience
- Distractions
- Pressure to Use the Latest Technology
- Records Managers' Qualifications
- The Value of Basic RM Principles

# Predictions v. Experience

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- Paperless Office: Increase in sales of storage equipment and services
- Death of the Book: Oprah's Book Club
- Death of the Office/Firm: Increase in building
- Death of the PC

# Predictions as Distractions

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- Technology = Panacea
- Existing investment

# Cutting Edge Technology

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- Management Pressure
- Peer Pressure
- Sales Pressure
- Unrealistic Expectations

# Records Managers' Qualifications

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- Context
- Content
- Structure
- Generalists

# Value of Basic Principles

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- Understanding business records
- Understanding organizational functions
- Developing business rules:
  - Policy
  - Procedures
  - Schedule

# Summary

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- Predictions should be analyzed
- Predictors may have motive other than “education”
- Useful communicative technologies survive because they work

# The Final Word?

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What has been is what will be,  
and what has been done is what will be done;  
and there is nothing new under the sun

- Ecclesiastes 1:9

# Questions ?

Presentation available at [www.ictus.com](http://www.ictus.com)

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