

Continued communication...maximising the business value of computer mediated communications, potentially through records management models and taking into account the impact of the individual *Main contact: Elizabeth Lomas (elizabeth.lomas @unn.ac.uk)*

Technology has changed the way in which key organisational data is managed. Across organisations computer mediated communications (such as email and Facebook) are the main tools for creating, distributing and saving information. However, despite the fact that these communication systems hold such large percentages of key organisational information assets, these systems are rarely effectively managed.

The stance of this research is that records management practice can provide many of the solutions to information communication systems' technical and operational challenges.

RESEARCH AIM

The aim of the project is to critically evaluate the nature of records within the context of computer mediated communications and to determine how records management theory can be developed to influence records management practice and user engagement within the context of computer mediated communications. However, the research is being conducted across disciplines and therefore records management may not evolve as a key solution to the challenges of maximising computer mediated communications' potential.

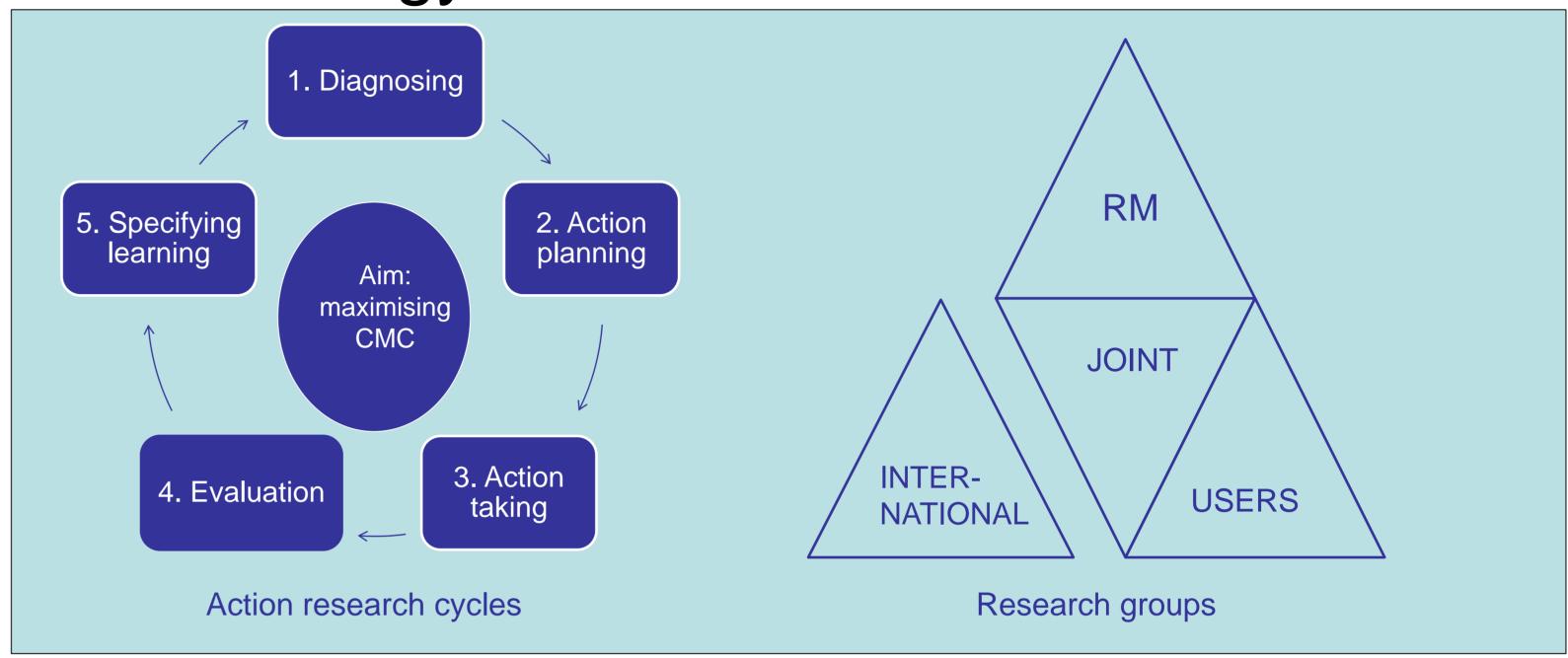
METHODOLOGY

The study is being undertaken as action research in the form of a cooperative inquiry. 80 people are collaborating as co-researchers, split into three groups: a UK based group of RM practitioners; a UK based group with no RM members; a mixed international group collaborating virtually. All of the groups will join and evaluate the input of records management to the overarching research aim as well as the other non-RM approaches developed from within the group.

The groups move through standard action research cycles; diagnosing, action planning, action taking, evaluation, and specifying learning (Susman, G.I., Evered, R.D. (1978), 'An assessment of the scientific merits of action research', *Administrative science quarterly*, 23 (4), pp.582-603.).

For further information contact Elizabeth Lomas.

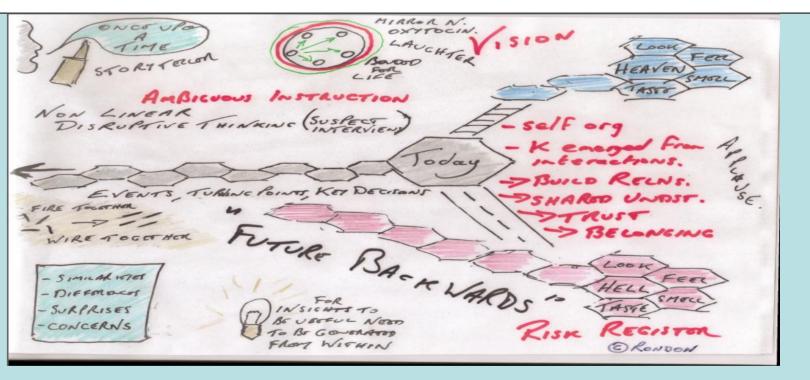
Methodology:



Sample outputs to date:

Communication users:

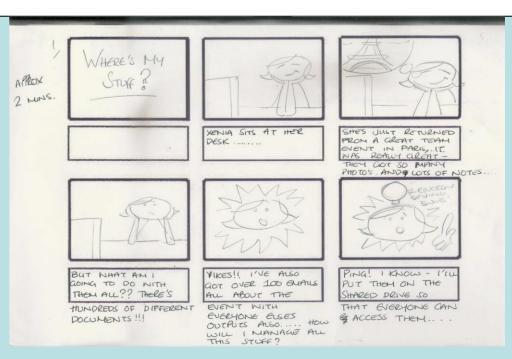
- > Communication visions of heaven & hell
- > Analysis communication choices
- ➤ Survey
- > Best practice paper in preparation



Communication heaven and hell, plan by Ron Donaldson

Records managers:

- ➤ Evaluation of RM standard ISO 15489
- Production short film 'Where's my stuff!'
- ➤ Risk process and checklists for Web 2.0





Storyboard and clip from a short film selling the benefits of RM engagement. By Leanne Bridges, Jim Parkyn, Sarah Demb and Rachel Binnington.