



The Paper Chase - Is technology a barrier to communication?

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UCISA User Support Conference, July 2010

Discussion Session

- Introduction
- Group Discovery
- Q & A

“Chase after” or “chase away”?

http://en.wikipedia.org/wiki/Paperless_office

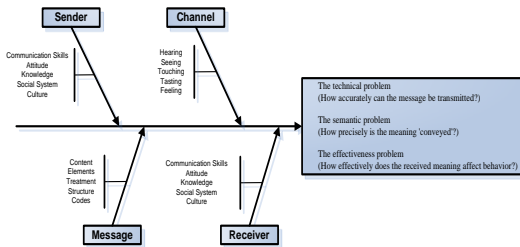
- A *paperless office* is a work environment at which the use of paper is eliminated or wisely used
- "Going Paperless" can save money, boost productivity, save space, make electronic documentation and information sharing easier and minimize environmental damage

Problems

Shannon and Weaver argued that there were three levels of problems for communication within their theory:

- The technical problem:
...how accurately can the message be transmitted?
- The semantic problem:
...how precisely is the meaning 'conveyed'?
- The effectiveness problem:
...how effectively does the received meaning affect behaviour?

Ishikawa / Fishbone / Cause and Effect



Questions ?
