

Editorial

Over the 1983 Christmas spell, I was meditating why I did not produce more editorials for our journal. Of course, it was pure neglectfulness, ... or was it? Was it not rather the advent of a realization that we are due for a break-through? A break-through, since the next two years might be vital to all people in the information profession. In my meditation I identified five factors which have contributed to my (temporary, I hope) confusion. If you have yourself found more than five, feel welcome to submit a guest editorial! My five were:

1) *Intensification of communication.* I have written before, that we are on the verge of having to integrate three organizational elements—computing, information management and telecommunication. Traditionally, these functions have been separate. Bringing them together involves lengthy, intensive communication with many people.

2) *Speed of technological change.* Have you followed the triumphs of the IBM PC's? If not, go back to your trade journals, please. If you have, you will understand my confusion in the decision process on which PC my organization should standardize.

3) *The discrepancy between technological change and organizational acceptance.* Technology driven—market pulled, they say. I am responsible for identifying the market drive—which is a perpendicular approach to the old theme. How, in the computer's name, do you reconcile them? (Not a blasphemy: a recent press announcement in the Netherlands contained the Freudian typing error of the year: it said “computer theology” instead of “computer technology”.)

4) *Alienation.* Alienation between my former job as an information manager, my present job as an automation manager, and my future thinking about resource management.

5) *The management attitude.* Five years ago, the complaint in our profession was: “My management doesn't listen, won't be involved.” Now, senior managers are often over-committed (“I want a workstation.”). How do you soothe them?

If my confusion would clear up, I would write separate editorials on each of these five. Contributions, please?

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