BOBCATSSS – 2020 – PARIS

Strategic information management as a tool against fake news:

The case of FamilySearch

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PRESENTATION

- The Religious Institution "The Church of Jesus Christ of Latter-day Saints" (LDS)
  - foundation of FamilySearch
    - a reliable source against false news published against people or institutions

THE RESEARCH QUESTIONS

- How does FamilySearch Strategic Information Management (SIM) promote better service delivery to those involved in the process?

- What are the actors that interfere in the whole process of SIM?

PREMISE AND OBJETIVES

SIM will promote an improvement in the efficiency of the service provided

- know the way SIM occurs,
- to understand which actors are involved and
- their role in the whole process

THE FAMILYSEARCH

"FamilySearch is the largest genealogy organization in the world".

Features that the site provides include:
- the registration of over 4 billion names and their family
- relationships worldwide,
- the existence of 4,745 physical family history centers around the world,
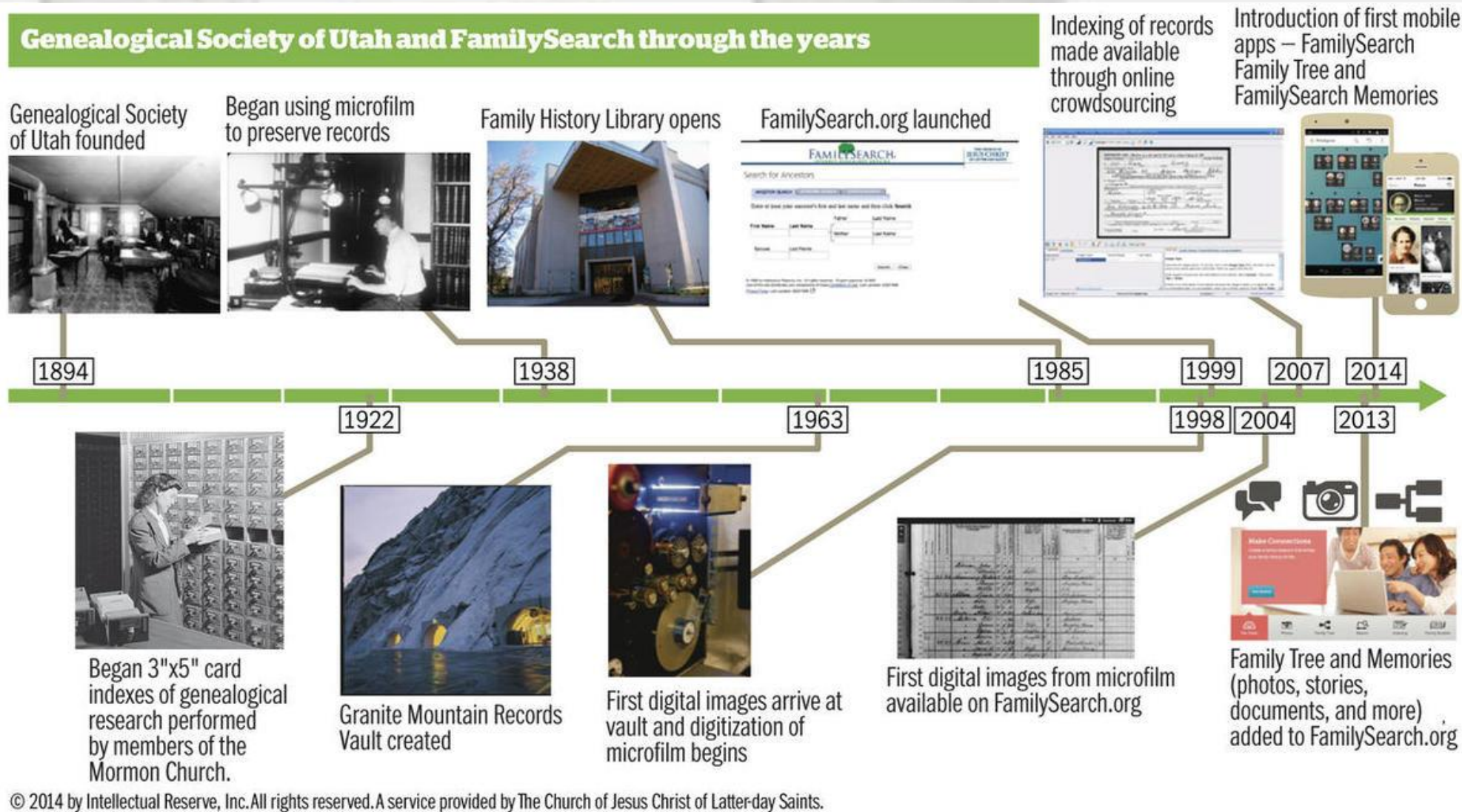- 24/7 phone support.

FamilySearch (2018)

Granite Mountain Records Vault.
Fonte: newsroom.churchofjesuschrist.org

FAMILYSEARCH HISTORY

Genealogical Society of Utah and FamilySearch through the years

Genealogical Society of Utah founded

Began using microfilm to preserve records

Family History Library opens

FamilySearch.org launched

Indexing of records made available through online crowdsourcing

Introduction of first mobile apps — FamilySearch Family Tree and FamilySearch Memories

1894 — 1938 — 1985 — 1999 — 2007 — 2014

1922 — 1963 — 1998 — 2004 — 2013

Began 3"x5" card indexes of genealogical research performed by members of the Mormon Church.

Granite Mountain Records Vault created

First digital images arrive at vault and digitization of microfilm begins

First digital images from microfilm available on FamilySearch.org

Family Tree and Memories (photos, stories, documents, and more) added to FamilySearch.org

HOW INFORMATION IS HANDLED AND SHARED ON FAMILYSEARCH

- Image Capture
- Digital conversion
- Indexing
- Available online
- Preservation
- GEnealogical Data COMmunications (GEDECOM X)

STRATEGIC INFORMATION MANAGEMENT (SIM) ON FAMILYSEARCH / LDS

The 5W1H tool: "What"; "Who", "Where", "When", "Why" and "How"

The departments > have functions > need information related to each function and department > related to each other and information from other departments – , with the levels of confidentiality and securitall defined by the Religious Institution's Procedures Manual and the FamilySearch Procedures Manual.

INFORMATION INTEGRATION SYSTEMS ON FAMILYSEARCH / LDS

- Convert Data Entry (CDE)

INFORMATION INTEGRATION SYSTEMS ON FAMILYSEARCH / LDS

- Leader and Clerk Resources (LCR)

INFORMATION INTEGRATION SYSTEMS ON FAMILYSEARCH / LDS

- Member and Leader Services (MLS)

STRATEGIC INFORMATION MANAGEMENT (SIM) ON FAMILYSEARCH / LDS

It's relatively easy to teach a computer system the 5W1H tool and tweak the SIM components, but doing the same thing to people produces unexpected results.

Fonte: theorieginal

Before retrieving information it is important to think about the 5W1H tool:
- "Why do we want information",
- "How we want the information",
- "When we want the information"
- "Where we want the information"

This will help with the retrieval, access, use and sharing of information.

These are the steps of the SIM components.

ACTORS OF STRATEGIC INFORMATION MANAGEMENT ON FAMILYSEARCH / LDS

It's the actors who perceive, interpret and consider the informational reality of the institution in order to adapt it to the fulfillment of its mission.

The actors are:

- All contributors, members, volunteers, and non-members who collaborate and use collaborative systems;
- to the leadership of organizations;
    - The SIM (Convert Data Entry (CDE), Leader and Clerk Resources (LCR) and Member and Leader Services (MLS)

CONCLUSION

In this presentation it was possible to understand what SIM is, how some authors approach it, how it is applied in LDS as a FamilySearch Base Institution and how SIM reduces informational fallacies, preventing the creation and spread of fake news.

The 5W1H tool was approached as a basis for strategic planning in organizations, and how LDS's strategy and mission is supported by the concept of this tool in building its SIM.

CONCLUSION

The various information functions are integrated into at least three computer systems that form the core of the Institution's decision making (LDS) and FamilySearch as an organization, all aligned to reduce potential information errors.

The essential components of the information management process at LDS and its predecessors were analyzed, as well as the problems that arise in the conduct of this process.

CONCLUSION

There are components and tools that assist in this process, but there are still problems in conducting this.

For a deeper analysis of the problems it is important to investigate further the human component in these types of systems.

THANK YOU FOR YOUR ATTENTION

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