MEMORY DECAY
A PILOT INVESTIGATION INTO DATA LOSS AND ITS IMPACT

Project Hindsight is an independent strategy consultancy which uses bespoke research and training to clarify clients' thinking about their future. Our current focus is on evidence-based forecasting and enhancing institutional memory.

'Many practical lessons'
– Singapore Straits Times

'Helped us think more deeply about where we realistically are in terms of technology adoption'
– Vinesh Jha, CEO Extract Alpha (Hong Kong)

RESEARCH METHODS

SURVEY (n=35)

LITERATURE REVIEW

KEY FINDINGS

PROPORTION OF RESPONDENTS WHO'VE LOST INFORMATION, RECORDS AND DATA:

» AT HOME (89%)
» AT WORK (80%)

PROPORTION OF INFORMATION, RECORDS AND DATA LOSS IN DIGITAL FORMAT:

» AT HOME (73%)
» AT WORK (89%)

PROPORTION OF RESPONDENTS WHO HAVE PERMANENTLY LOST INFORMATION, RECORDS OR DATA:

» AT HOME (63%)
» AT WORK (68%)

MAIN TYPES OF INFORMATION, RECORDS AND DATA LOST AT HOME:

» PICTURES (93%)
» VIDEO (69%)
» EMAIL (59%)
» LETTERS (48%)

MAIN CAUSES OF INFORMATION, RECORDS OR DATA LOST AT HOME:

» MISPLACED/LOST (26%)
» HARDWARE PROBLEM (17%)
» ACCIDENTAL DELETION (9%)

THE AVERAGE AMOUNT RESPONDENTS WOULD PAY TO RECOVER THEIR PERSONAL DATA LOST: £100-£300 ($128-$384)

MAIN TYPES OF WORKPLACE INFORMATION, RECORDS AND DATA LOST:

» DATASET (54%)
» EMAIL (46%)
» ACCOUNTS/ADMIN (14%)
» LETTERS (11%)

MAIN CAUSES OF LOSS OF INFORMATION, RECORDS OR DATA AT WORK:

» SOFTWARE PROBLEM (20%)
» MISPLACED (20%)
» ORGANISATIONAL REDESIGN/ MANAGEMENT RESTRUCTURE (14%)

SUTTON HOO HELMET c. AD 600
ANGLO-SAXON/THE BRITISH MUSEUM.

Contact: www.projecthindsight.co.uk | info@projecthindsight.co.uk