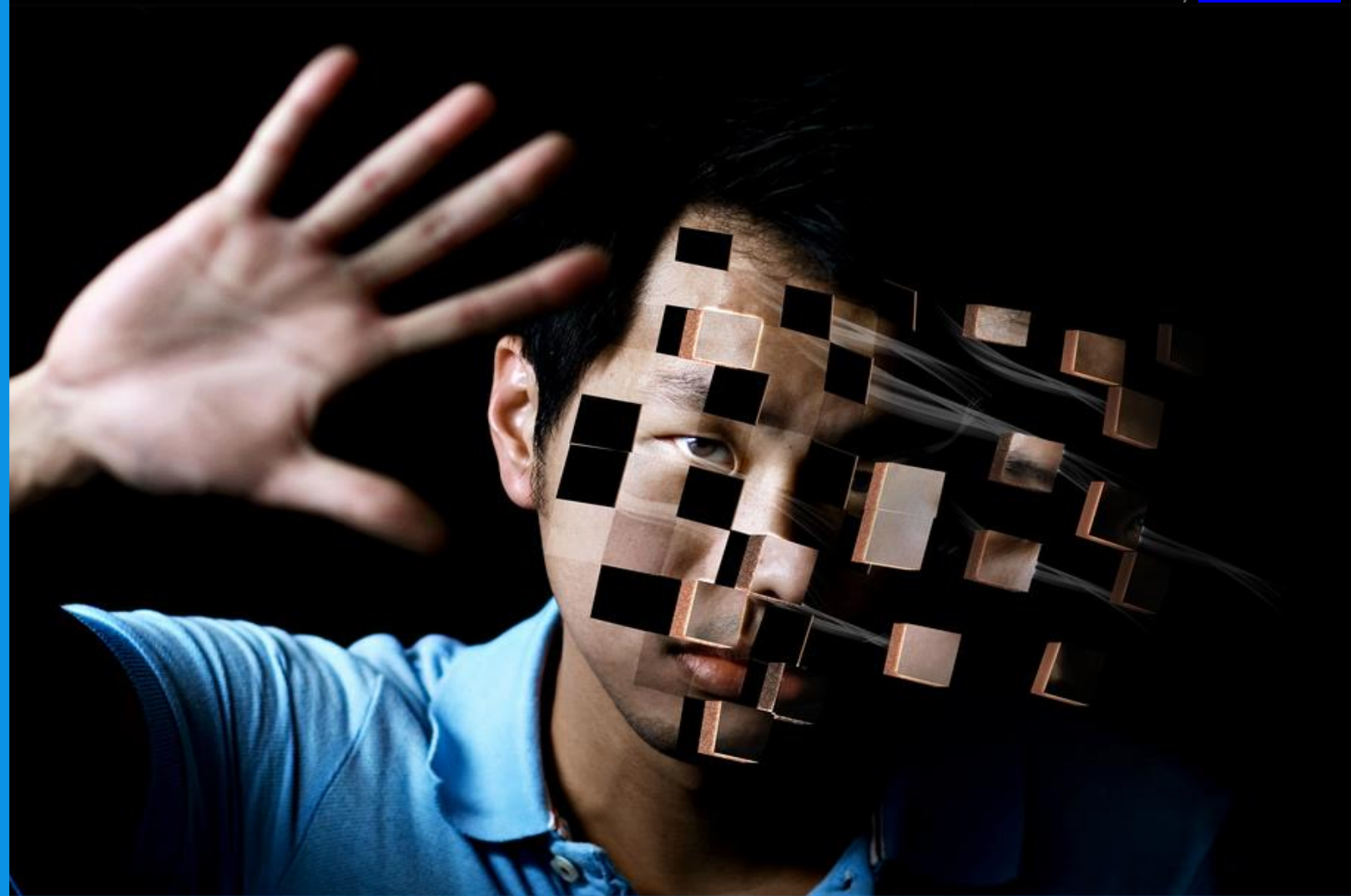


Teresa Rodriguez



Image "Shattered",
kindly provided
by [Ric Simbol Jr.](#)



TOO FAST FOR TOO MANY

*A Non-Manifesto on the
overlooked effects of today's
unparalleled technological progress*

By Teresa Rodriguez

INDEX

This a not a Manifesto and it's not an eBook	3
The Eleventh Hour of Human Evolution	5
The Power of the Written Word as we Step into 2014	6
Words' Transformational Prowess	8
Immigrants and Natives	9
Beyond the Digital Divide, much Beyond	14
Mobile Technology	16
Moore's Law	19
Dealing with Limitless Growth	23
Tackling Educational Constraints in Time of Limitless Growth	26
Small Businesses and Limitless Technological growth - a Daily Struggle	29
1. Digital Reputation	31
2. Language and Cultural Limitations.....	33
3. The ever-changing SEO rules.....	35
4. Online marketing.....	36
Concluding but not conceding.....	40



FACILITATING CONVERSATIONS. WORLDWIDE.

TRANSLATIONS. MULTILINGUAL CONTENT AND SOCIAL MEDIA

WWW.VOXROXMEDIA.COM

This a not a Manifesto.

Nor is it a Mission Statement, or a Denunciation, a Proclamation, a Declaration, a Pronouncement or an Announcement.

It could be, though. Some might feel more comfortable about choosing one of these terms and labelling it that way.

I'd rather not.

Something else you should know.

This is not an eBook either.

This document is not going to tell you HOW-TO gain more customers nor is it going to give you the secret cure to weight loss.

What is it then?

It's just a simple collection of pages put together for you in an electronic format to raise awareness of a fact that escapes most of us despite its undeniable ubiquity.

What am I talking about?

In a nutshell, I'm talking about [Complexity](#).

Complexity has been an integral part of our universe from the moment that resounding Bang became as Big as it did.

So why bother writing anything about something we are all so familiar with?

Because Complexity, Technological Complexity to be precise, is accelerating at a rate unheard of before.

And because the consequences of this acceleration are having a very negative impact on millions of people in this planet. An impact which, if left unchecked, will be devastating for future generations.

To quote World History specialist, Professor David Christian, we have reached a 'Threshold moment in history', a point in time where complexity has become more stringent, an amalgamation of 'Goldilocks conditions' that make life a lot more intricate.

And with

"Complexity" comes "vulnerability and fragility."

So while we are told that in this so-called “Age of Influence” (Ted Rubin) anyone is “*able to build an audience and effect change, advocate brands, build relationships and make a difference*”, the harsh reality faced by many says otherwise.

In this document we’ll show you that the level of complexity in many of our everyday routines – things like mere “words” – has become so utterly sophisticated that, faced by the impossibility to keep up with the speed of technological advancements, many of us will be left behind in the survival race.

Now you know.

So, if you would rather call this a manifesto, by all means, feel free.

If you’d like to join in this conversation, please get in touch:



CREDITS

Thank you for your precious time
and for kindly sharing your knowledge and skills.

Editor extraordinaire, [Ariadna Lee](#) and
[Ric Simbol Jr](#) for the use of your stunning image, “Shattered”.

The Eleventh Hour of Human Evolution

Imagine we were to compress humanity's existence in this planet into a 24 hour day.

As we observe our evolution we would notice our ancestors beginning to growl, snarl, mumble and finally utter their first words. For the best part of those 24 hours, humans would be communicating verbally and through body language. It would be the natural thing to do. They would speak about what they knew and what mattered to them, their first vocabularies depicting animals, plants, food and some of the sensations they felt in their everyday lives like pain, fear and love.

Then, at 11:07 pm someone in old Mesopotamia would record the first written message in history.



Only 53 minutes short of the end of that very long day would the first words be put on a stone tablet.

Only 145,000 years after humans began communicating with each other orally, would they see the need to leave a written record of their utterances.

And yet, as long as it took to develop, writing is one of the fundamental social and technological advancements that have shaped the history of our world.

The Power of the Written Word as we Step into 2014

Today the written word dominates most of our lives. It's everywhere we turn whether we choose to actively engage with it or not - on billboards, television ads, street signs, t-shirt logos, newspapers, magazines, and most significantly, on the Internet. Besides, the current prevalence of the Internet has placed the written word at the centre of everything we do.



Figure 1 - Shibuya by Manganite on Flickr

And while language has always been subject to change, the speed at which both the oral and written forms of languages are evolving because of the Internet's ubiquity is vertiginous, to say the least. Every single new platform, trend, concept or development seems to foster a new proliferation of terms. More and more, "onlinesese" words and phrases creep into our day-to-day conversation:

*We **hi-five to "success!"** when we manage to fix the tiniest domestic problem,*

*We feel depressed as a consequence of an **"epic fail"**,*

*We laugh at inexperienced **"newbs"**,*

*We distance ourselves from a situation when we feel they are giving us **"TMI"**,*

*We urge others to enjoy the moment by convincing them that **YOLO**,*

*and we defiantly **"troll"** others and their opinions.*

Lexicographers agree that the Internet is changing the way we talk.

Michael Agnes, executive editor of *Webster's New World Dictionary*, explains that "though much of the net-generated argot is "rarefied and technical," more and more Internet words and phrases are popping up in general discourse." David Crystal, Honorary Professor of linguistics at the University of Bangor, concurs. Crystal says that new colloquialisms in the English language are spreading like wildfire amongst groups on the net and that they are doing so by developing a curious mix of English varieties result of the fact that the majority of the young people who write in English on the internet are not native speakers of the language (source, the BBC). Spanglish, Konglish (Korean-English), Hinglish (Hindi, Punjabi, Urdu and English) and other creative varieties are becoming so widespread that apparently some of them are even taught to English diplomats to help them familiarise with the different modalities they'll face upon arrival to their posts!

Words' Transformational Prowess

So, let's think for a moment, is this queasy rate of change and the newly acquired power and recent enhanced ubiquity of the written word a positive or negative development for our communities?

We like to think of change as something good, a chance to rid ourselves from an unwanted past, an opportunity to freshen up and start anew. The truth is that change, like everything in life, has many different sides and while it might bring a positive transformation for some, it can cause major distress to many others.

But what matters to us, as we will explain later, is the speed of current changes and how we manage the consequences of such an inevitable part of our lives and our communities in the twenty-first century.

How do we - the global community of the eleventh hour - empower everyone to adapt to the changes brought on by the pervasiveness of Technology in the way we speak, the way we relate to each other, the way we work, the way we spend our leisure time, the way we sustain ourselves, etc. so that we can achieve a satisfactory level of balance for all?

- First, we need to identify where change is skewing towards the negative, towards the areas where the speed and the nature of change itself is causing certain groups to play the game at a disadvantage.
- Then we have to try to find ways to tilt it back towards the centre and conquer those handicaps if they are not redressing themselves naturally.

And as we will see, they are not.

“Immigrants and Natives”

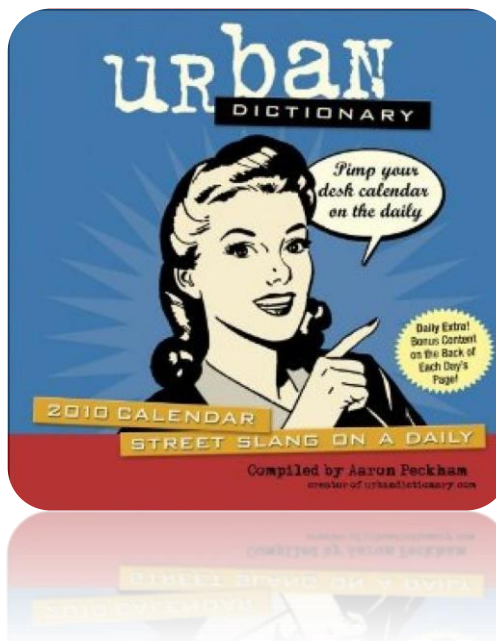
The [New York Time reports](#) that in 2012, [the Urban Dictionary](#) was used by Courts to define terms like *iron* (“handgun”); *catfishing* (“the phenomenon of Internet predators that fabricate online identities”); *dap* (“the knocking of fists together as a greeting, or form of respect”); and *grenade* (“the solitary ugly girl always found with a group of hotties”).

That Courts around the U.S. are using the Urban Dictionary to understand the vernacular used by their younger defendants is no surprise to Aaron Peckham, its founder. When he began the site in

1999 at California Polytechnic State University, it was meant to be a parody. “Friends and I would sit around and make up words,” he said. With the expansion of the Internet, however, contributors from around the globe began to join in and enforce a kind of democratic evaluation of the words. Urban Dictionary currently gets 110 million monthly page views and receives about 30,000 proposed new definitions each month.

A vast percentage of the global population, though, is not a “digital *native*” (a term coined by U.S. author Marc Prensky in 2001). Middle-aged people did not grow up with the Internet. I did not grow up with the Internet. We did not even start using it as teens. We are not native speakers. Many of us remain, as CNN’s Oliverly Koy would have us called, “*digital immigrants*”.

Although it is the digital immigrant who has invented the actual technology that defines the digital native, Prensky believes we are



“A relic of a previous time... Old world-settlers, who have lived in the analogue age and immigrated to the digital world.”



Figure 2 - Digital Native from
<http://www.greenbookblog.org/2013/08/29/market-segmentation-for-digital-natives-vs-digital-immigrants/>

Further, Prensky insists the differences run a lot deeper than merely our typing speed. There is a significant difference in the way we process information, with digital immigrants taking it in linearly instead of switching from source to source at warp speeds as natives do.

Management Consulting Firm Deloitte quotes a 2012 [study by Time Inc](#) which, biometrically monitored both digital natives and immigrants for 300 hours to determine emotional engagement and visual attention. Interestingly but not surprisingly, natives showed a lower emotional response to content, because they experienced it briefly and simultaneously. Once boredom sunk in, they moved on.

"This study strongly suggests a transformation in the time spent, patterns of visual attention and emotional consequences of modern media consumption that is rewiring the brains of a generation of Americans like never before," said Dr. Carl Marci, CEO and Chief Scientist, Innerscope Research, who performed the biometric monitoring for the study. And while this poses serious challenges for storytellers and marketers in this digital age when it comes to successfully engaging consumers, there is no denying that experience with technology can turn older people into digital natives.

And in fact, it already has. The generational digital gap is narrowing. *In some places.*

Recent research has shown that baby boomers comprise the [fastest growing segment](#) of smartphone owners in the US and they [make up a third of all Internet users](#), with a third of those boomers describing themselves as "heavy Internet users." Google's study of more than 6,000 boomers and seniors confirmed that:

- 78 percent of boomers and 52 percent of seniors are online
- The two groups spend an average of 19 hours on the Internet each week, more than with TV, radio and magazines/newspapers

- 71 percent of boomers and 59 percent of seniors use a social networking site daily (the most popular being Facebook)
- 82 percent of viewers say YouTube is their preferred online video watching site with three in four online video watchers have taken action -- such as searching on the Internet for more information -- as a result of an online video.
- 77 percent use their mobile device simultaneously with another screen
- 82 percent of them use a search engine to gather information on a topic of interest,... and to broadcast their opinions not unlike these very savvy, very cheeky older internauts:



SheriG • 10 months ago | [Report Abuse](#)

27 0

ROTFLOL! Finally figured out that the boomers have more disposable income than Millenneals did we? AND that we are actually tech sawy? <giggle, snort> That WE actually invented all the neat gadgets that YOU'RE using? Welcome to the REAL world, kids!

▶ 2 Replies



JJ • 10 months ago | [Report Abuse](#)

8 0

Let me see, in my house there are 3 flat screen TV's, 3 Iphone 4s, 4 computers, i Pad, Ipod, X box and Blue Ray. Also I love streaming Netflix to my little gadgets. The best part is I got to pay cash for all of it instead of using some credit card with it's confiscatory interest rate. One thing I... [More](#)

▶ Reply



Don M • 10 months ago | [Report Abuse](#)

5 0

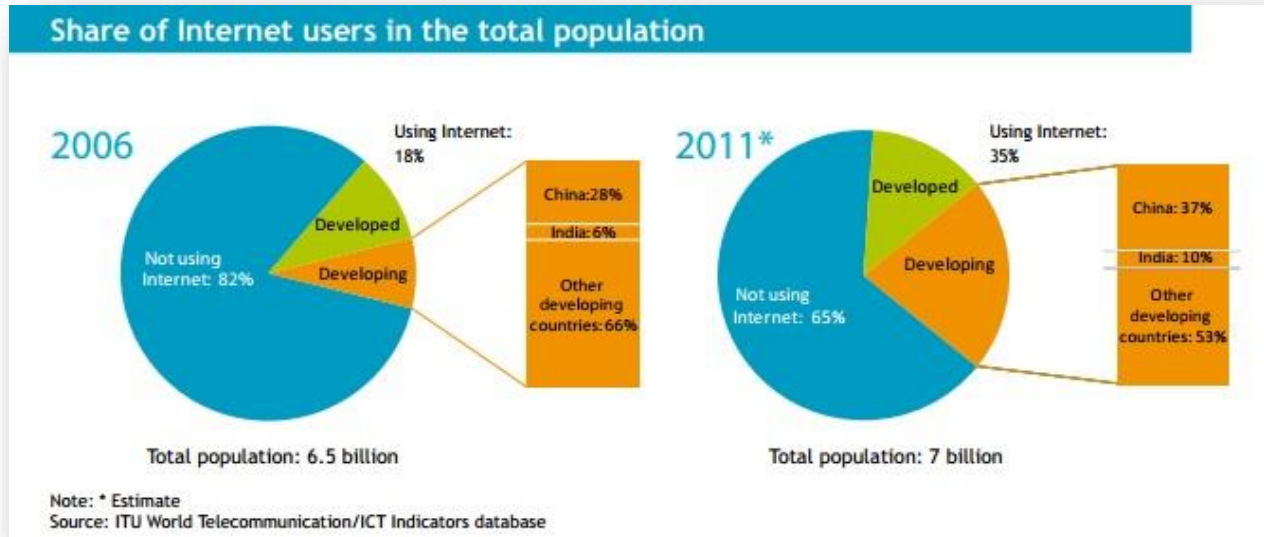
Why when I was your age, we had to upload our assignments by modem... both ways... in the snow.

(sucks on false teeth, hikes trousers up to nipples, revealing black socks and tennis shoes)

Now get off my ^*\$%ing grass and shove that Taylor Swift &%& up your &%*&!

▶ 2 Replies

The figures and quotes above, however, are representative of a population of over-45s only in certain countries and do not necessarily reflect the reality of middle age and older citizens in other nations as these graphs indicate:



[The Digital Agenda Scoreboard](#) published by the European Union stated that around 120 million European citizens have never used the Internet. Romania, Bulgaria, Greece, Cyprus and Portugal have the highest rates of non-users, age being the principal factor limiting their ability or willingness to use it. Around two thirds of Europeans aged 65-74 and about half of those aged 55-64 have never used the Internet. When asked about their reasons for not having an internet connection the respondents cited:

- lack of interest,
- equipment and access costs.

We can only expect these quantities to reduce as a more Internet savvy generation takes place but what is more concerning is that only 13% of individuals living in a household with income in the fourth quartile (or higher income earners) have never used the Internet, against 45% in households with income in the first quartile (or lower income earners).

This situation has led to a discussion on the need to give incentives to the take-up of internet access by low-income families through special tariffs, not only in the EU but also in the United States. Yet, the overall **expenditure** in information technologies by the EU represented only 2.4% of European GDP in 2008, far beyond the 2.8% of Japan and the 3.3% of the United States.

Beyond the Digital Divide, much Beyond

The fact that low income earners have an impaired ability to access or use the Internet when compared to wealthier groups, is not news.

We detected and branded this phenomenon long ago as **The Digital Divide**. And we defined it as the:

“Gulf between those who have ready access to computers and the Internet and those who do not” (namely rich and poor, black and white, urban and rural, educated and uneducated).

And while most of us are sensitised to the effects of this social phenomenon, this divide is not showing any signs of improving any time soon. And the thing is, we are often fed colossal figures to impress us about the overwhelming reach of the Net but on closer inspection we realise things are not really what they seem.

For instance:

- ✓ In Australia alone, a [report by Anglicare Victoria](#) found that a lack of access to the internet is exacerbating the gulf between the haves and the have-nots. Surveying more than 300 people who needed emergency relief and financial counselling services, researchers found nearly half (49 per cent) did not have an Internet connection and more than half (56 per cent) did not have access to a mobile phone.
- ✓ In India, while internet crossed the tipping point of 100 million users in 2011 [IAMA report (2012)], still only a modest 20 percent of urban Indians are connected. What’s worse - only three percent, or 38 million, of the 833 million people who live in rural India have accessed internet to date.
- ✓ In China, The 'Survey Report on Internet Development in Rural China 2009', published by the China Internet Network Information Center in 2009 found that more than 106 million rural people used the Internet in the country (up by a quarter on the previous year) but just 15 per cent of rural Chinese were using the

Internet compared with 45 per cent in cities. In 2007, the figures were five and 22 per cent respectively. So, although internet use increased, the gap widened from 17 to 30 per cent.

These figures are just the tip of the iceberg.

You just need to dig a little deeper and you'll see how it'll soon become nearly impossible for billions of people to catch up with all the advances in information technology, let alone, have the skill to know how to read and navigate through a website or to use it profitably for business purposes.

Now, think Mobile Technology for a second

How often have you heard that there are three billion unique mobile subscribers in the world?



Figure 3 - The Tablet Photographer by Wei-Feng Xue on Flickr

That is, indeed, an impressive figure - nearly half of the world's population.

And given that today, mobile technology is the easiest entry point to the Internet, we could assume that with every mobile that is activated, a new opportunity is born for someone in less advantaged regions. However, the actual picture behind these numbers is rather different.

As [Harsha Liyanage and Philip Edge](#) explain, across Africa, the Pacific, the Caribbean and South Asia, the new digital divide experienced at the 'bottom of the pyramid' has multiple guises - in terms of signal coverage, technology and policy environments.

In rural Africa the cost of running a network or transmission tower, essential to enable the voice and data transfer of mobile phones, exceeds by about 40% the potential revenues. Being such an unprofitable endeavor, most governments and private entities prefer not to invest in rural areas. As a result, there is a shortage of about 60,000 network towers to meet the mobile communication needs of African rural populations. In this context, as Liyanage and Edge explain, having a mobile phone with a SIM card (one of those three billion SIM cards worldwide we are always reminded of), is equivalent to a dead piece of plastic in the absence of a mobile signal.

Only last year, Reuters reported people climbing on trees to access the mobile network in some parts of Sierra Leone.



Figure 4- John Stanmeyer, Image shot for National Geographic. Photograph: John Stanmeyer/AFP/Getty Images

Significantly, the winner of the Word Press photo of the year 2013, by John Stanmeyer, shows African migrants on the shore of Djibouti at night, raising their phones in an attempt to capture an inexpensive signal from neighbouring Somalia.

While telecommunications advances into third generation (3G) and even fourth generation (4G) mobile communication standards, 80% (according to [GSMA Intelligence](#)) of users in developing countries still live with second generation (2G) signal coverage.

What does this mean?

It means that while a mobile phone is the first entry point to the Internet for the majority of the poor, most of them are limited to accessing only voice and text messages. This differs dramatically from the advanced capabilities most of us are so used to like broadband, touchscreens, high storage capacities or high definition mobile TV.

Would a (hypothetical) sudden push and investment in the development and

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

