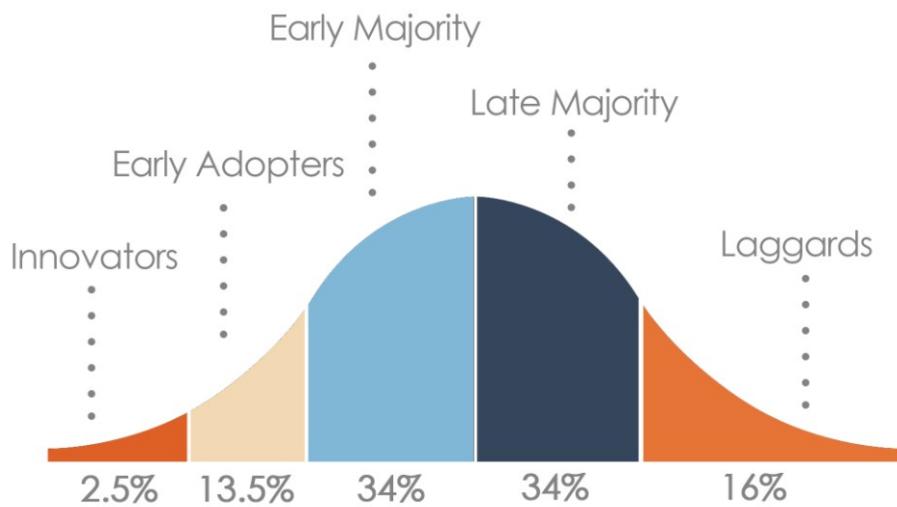


FEAR OF TECHNOLOGY



Rogers Diffusion Of Innovation Bell

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As we end another tumultuous year, we cannot help but notice that there are still so many people who have not yet adjusted to the latest technologies that they use every day: Smartphones, tablets, computers. Even though they use these devices, many still are in denial. How often have you said or heard: "But 'it' doesn't work like my old phone", "But it worked this morning", "But why can't I do what I used to?".....all these statements indicate fears (denials) that occur in 4 stages.

Stage 1

When a new device appears and people have no context for it, it becomes "sci-fi" infused and something to be feared.

Stage 2

This stage is about context – the technology hits the marketplaces, invades our lives and affects people and things we care for. The fear is that technology is too smart and we will lose the ability to function without it.

Stage 3

When those around us get on the bandwagon and cajole us into joining the tech move, there is some denial and rejection....until the magic of it all is seen and experienced.

Stage 4

Slowly, as these same people use the new technology daily, they forget their initial fears and most adapt in a reasonable way, albeit there are always a few who still dwell on the way things used to be. Writer Arthur C. Clarke said “Any sufficiently advanced technology is indistinguishable from magic until about **two weeks** of using the technology, upon which time it becomes mundane.” And when this happens, it is absorbed into the fabric of our lives and becomes a part of our cultural history.

The difficulty lies in making the transition from Stage 1 to 4, and yet it is done every day. **Satellites** started with its association with aliens, outer space, and doomsday-ism, evolved into being humanly useful when people watched live sports events on their home TVs, and now allows us to make phone calls and be on the internet from anywhere: a 250GB **USB stick** equals 213,000 floppy disks; the average **Kindle** holds 1400 books which equals 1 Ton in print; the first **camera** held 100 exposures while today’s Smartphone holds 10,000 photos. What was once horrifying or fearful is now commonplace...and is pretty incredible.

So fear not the new, and start 2016 with an open and welcoming mind.

BEST WISHES FOR THE CHRISTMAS SEASON AND A PEACEFUL NEW YEAR!
