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IDEAS RULE THE WORLD



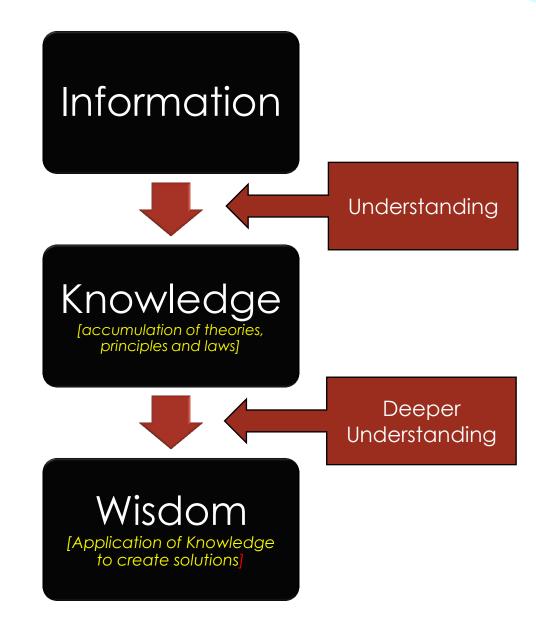
WHEN YOU ARE NOT INFORMED YOU ARE LIKELY TO BECOME DEFORMED

IF YOU ARE NOT INSPIRED YOU ARE LIKELY TO EXPIRE

CORRECT INFORMATION INSPIRES

THE LINEAGE OF INFORMATION

- Information is the mother of all inventions.
- However, knowing is not enough, it is what you do with what you know that makes all the difference.
- It is applied knowledge that wields great power.
- This is the pathway of learning.



THE QUALITY OF YOUR LIFE WILL ALWAYS BE DETERMINED BY THE QUALITY OF APPLICABLE INFORMATION AT YOUR DISPOSAL PER TIME

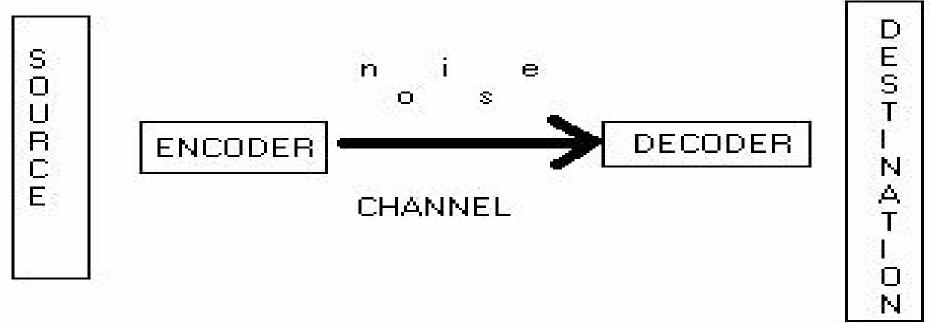
MY PEOPLE ARE DESTROYED OR OPPRESSED FOR LACK OF KNOWLEDGE

HOSEA 4:6

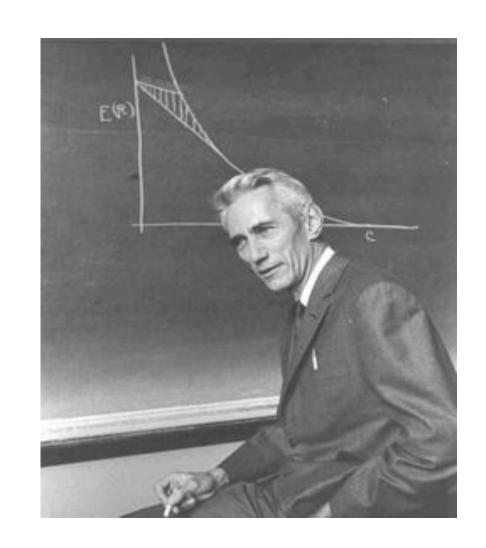
BE YE TRANSFORMED BY THE RENEWAL OF YOUR MIND [WITH KNOWLEDGE OF THE TRUTH] ROMANS 12:3

SHANNON'S INFORMATION THEORY

 Shannon developed a general model for communication systems, and a set of theoretical tools for analyzing such systems, by measuring information in terms of probabilities (numbers)



Claude Shannon is the creator of "information theory"



SHANNON'S INFORMATION THEORY

Shannon defined information in terms of probabilities:

- A measure of the information we get from observing the frequency of occurrence of an event. e.g. flipping a fair coin once will give us events head and tail each with probability 1/2, and thus a single flip of a coin gives us log₂(1/2) = 1 bit (Binary digit) of information.
- Information measured in bits is the reduction in uncertainty in the mind of the receiver. information (in bits) is the amount of uncertainty a measure eliminates

INFORMETRICS IS THE MEASUREMENT OF INFORMATION

SHANNON'S INFORMATION THEORY

- •Shannon theory had great impact in handling digital information: e.g maximizing capacities of channels.
- But it had disappointing impact when applied on meaning, context, humans, values. The desire to measure information in human terms seems elusive.

MORE CONCEPTS OF INFORMATION?

- Information as a process
 - someone experiences a change when informed;
 "the action of informing" refers to cognitive changes + process of doing it
- Information as knowledge
 - knowledge communicated about x when informed.
- Information as a thing
 - This happens in form of data, documents etc

WHAT IS INFORMATION?

 Information as a concept has diversity of meanings. Generally speaking, the concept of information is closely related to notions of communication, data, form, instruction, knowledge, meaning, mental stimulus, pattern, perception, and representation - Wikipedia

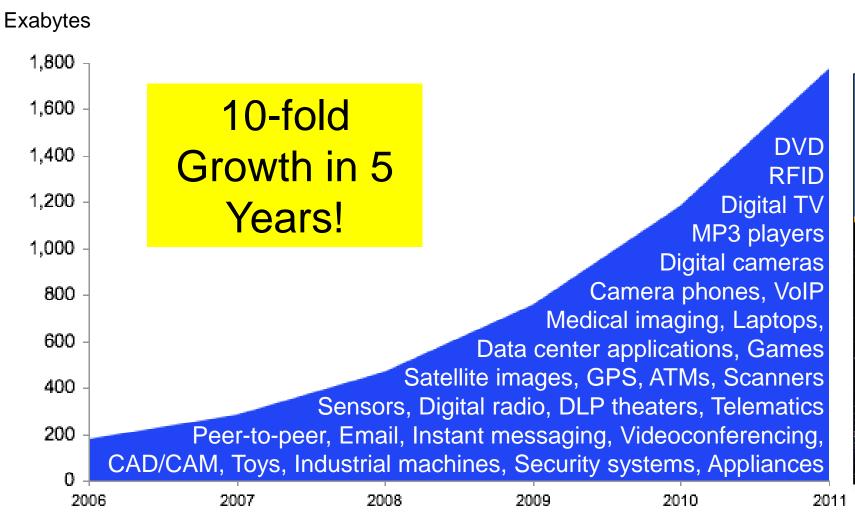
WHAT IS INFORMATION?

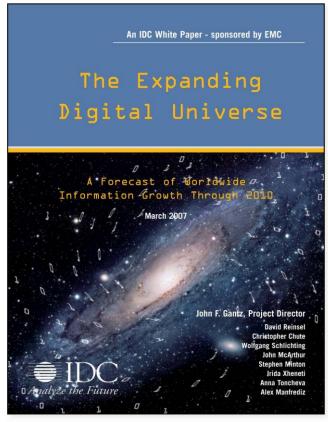
- •Facts provided or learned about something or someone
- •What is conveyed or represented by a particular arrangement or sequence of things

MANY PEOPLE PRESENTLY SPEAK OF THE INFORMATION AGE

WHAT IS YOU UNDERSTANDING OF THE CONCEPT OF INFORMATION AGE?

DIGITAL INFORMATION CREATED, CAPTURED, REPLICATED WORLDWIDE





INFORMATION GROWTH

• In 2002, recorded media and electronic information flows generated about 22 exabytes EB (10¹⁸) of information

- In 2006, the amount of digital information created, captured, and replicated was 161 EB
- In 2010, the amount of information added annually to the digital universe was about 988 EB (almost 1 ZB)

Source: IDC, 2008

Yotta

Zetta

Exa

Peta

Tera

Giga

Mega

Kilo

NEW INFORMATION FLOWS

Table 1.9: Summary of electronic flows of new information in 2002 in terabytes.

Medium	2002 Terabytes
Radio	3,488
Television	68,955
Telephone	17,300,000
Internet	532,897
TOTAL	17,905,340

Source: How much information 2003

NEW INFORMATION FLOWS

Table 1.13: The size of the Internet in terabytes.	
Medium	2002 Terabytes
Surface Web	167
Deep Web	91,850
Email (originals)	440,606
Instant messaging	274
TOTAL	532,897

Source: How much information 2003

Around the world about 600 million people have access to the Internet, about 30% of America.

Table 1.14: World Distribution of Internet Users (in millions)	
Africa	6.31
Asia Pacific	187.24
Europe	190.91
Middle East	5.12
Canada and USA	182.67
Latin America	33.35

Source: Nielsen / NetRatings via CyberAtlas

IMAGINE:

ALL THE WORLD'S LIBRARIES ON YOUR IPOD!

SO WHAT OR WHERE IS THE POWER IN INFORMATION?

IDEAS, APPLICABLE IDEAS BORN IN DUE TIME, RULE THE WORLD

HWAS WHEN BEN CARSON BEGAN TO INGEST SCIENTIFIC INFORMATION THAT HE MOVED FROM LAST TO FIRST POSITION IN HIS CLASS ... SO HE CLIMBED TO BE THE BEST NEURO-SURGEON IN THE WORLD TODAY

ANTHONY ROBBINS

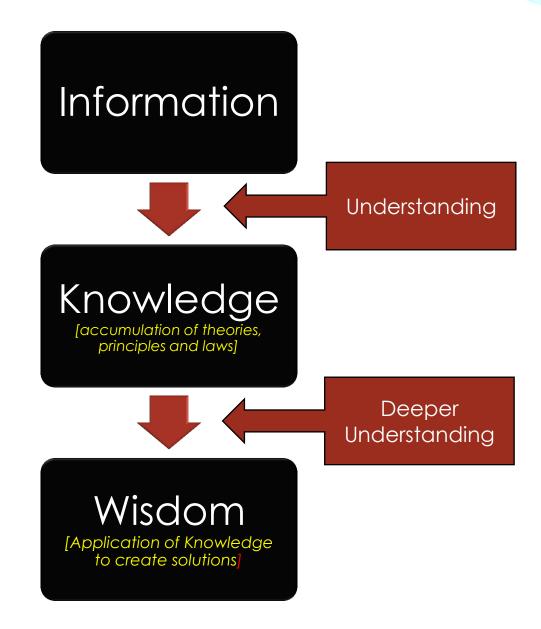
BILL GATES

THOMAS EDISON

BISHOP OYEDEPO

HOW CAN YOU IMMEDIATLY APPLY THIS LESSON?

IT IS BY THE APPLICATION OF ODUKOYA'S PATHWAY OF LEARNING MODEL



Source: Odukoya (2014) – Pathway of Learning

1.

IDENTIFY YOUR AREA OF CALLING OR LIFE PASSION. BE FOCUSED ON BECOMING THE BEST IN THE FIELD IN THE NEXT 5 YEARS.

AVOID ALL FORMS OF DISTRACTIONS

BLOCK TIME TO SEARCH, STUDY AND CLASSIFY PROVEN INFORMATION IN THE FIELD. IDENTIFY WORLD BEST PRACTICES IN THE FIELD.



FURTHER STUDY TO GAIN DEEPER UNDERSTANDING OF THE CORE PRINCIPLES IN THE FIELD; THEN WORK TO CREATE A NEW AND BETTER INVENTION OR SOLUTION IN THE FIELD.

5. TEST RUN AND DEPLOY YOUR NEW INVENTION

KEEP HUNTING FOR FRESH AND RICHER INFORMATION IN YOUR FIELD AND KEEP APPLYING IT TO IMPROVE YOUR INVENTIONS

Read Amplified version of Prov. 24:3-4

7. BEGIN TO REPRODUCE YOURSELF VIA MENTORING OF YOUNGER GENERATION.

SO YOU LEAVE A LEGACY AND BECOME A TRANSGENERATIONAL LEADER

SO YOU RULE YOUR WORLD

TRULY, IDEAS
- PROVEN INFORMATION –
RULE THE WORLD