

*Evolution consists of multiple waves of diffusion with many chasms.*

Evolution consists of many instances of the same act e.g. a phone, a better phone and an even better phone. Every instance of an evolving act will diffuse through its applicable market. Those markets will change as the act evolves i.e. the market for the first custom built phones is not the same as market for more industrialised phones. The process of evolution can include sustaining, incremental and discontinuous change e.g. product to product improvements or product to product substitution. This path is not smooth, it is not linear, it has many branches and dead ends (e.g. phones that failed). Furthermore the actions of individual players are unpredictable. Hence you can know the direction (e.g. phones will industrialise over time) but not the steps and the exact path taken (this phone will be more successful than that phone) until you have walked it.

*You cannot measure evolution over time or adoption.*

The only consistent mechanism I've found for measuring evolution is ubiquity and certainty i.e. how well understood, complete and / or fit something is for the environment.

*The less evolved something is then the more uncertain it is*

By definition, the novel and new are more uncertain than industrialised components such as commodities and utilities. The uncharted space consists of the unknown i.e. "Ere be dragons".

*No choice over evolution*

In a competing ecosystem then the pressure for adoption of a successful change increases as more adopt the change. This is known