

Diffusion and evolution are of course connected. The evolution of an act can consist of thousands of diffusion curves of improving versions of that act, each with their own chasms. As an activity evolves, each more evolved version will diffuse from early adopters to laggards through its own applicable market. That market can and does grow as the act becomes more accessible to a larger audience. For example, with the first computing products you had early adopters and laggards within a relatively small market. As the products improved through constant incremental changes the applicable market grew significantly and later versions diffused through a much broader public market. Today, computing infrastructure is “ubiquitous” which is why we have utility services like Amazon EC2.

### **Comments on and the limits of evolution**

It's important to note that unlike diffusion, evolution cannot be determined over time. It can only be measured over the ubiquity of the act versus its certainty i.e. how complete, well understood and fit for purpose it is. Whilst we can use the evolution curve to say that a specific component will evolve over an undetermined amount of time to become more of a commodity, we cannot say precisely when this will happen but only what will happen if it survives. It is less prediction (in the formal sense of change over time) and more anticipation of change.

Furthermore, the evolution curve can only be precisely determined for the past i.e. the act needs to become stable and reach the point of certainty for us to determine its point of ubiquity and therefore calculate the path it has taken. This means we cannot accurately