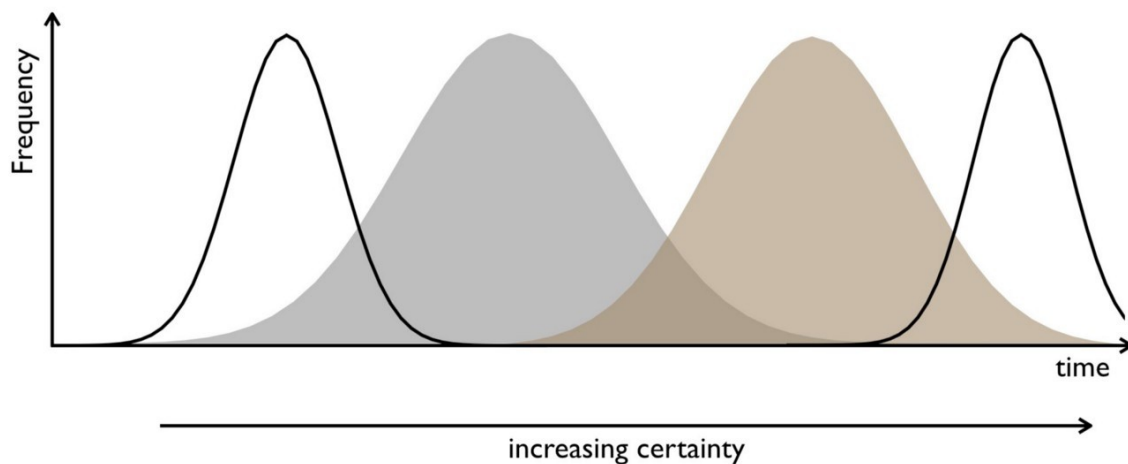


Stage	I	II (key)	III (key)	IV
Publication Type	Wonder	building, construction and awareness	operation, maintenance and feature differences	use



To begin with, articles would discuss the wonder of the thing e.g. the wonder of radio. This would then be replaced with articles discussing building, construction and awareness e.g. how to build your own radio. These would then be replaced by articles discussing operation, maintenance and feature differentiation e.g. which radio is best. Finally, it would become dominated by use e.g. the Radio Times and what programs to listen to. Using stage II & III publications I developed a certainty scale.

I felt I was getting close to something but I still couldn't quite describe how evolution worked or why? I'm not sure what possessed me to do this, it was another one of those sleepless nights but I started to question if I could connect certainty to the applicable market and