Think different

This is an iPhone and I know many are using iPhone. iPhone is very good and Apple is a great company. But today I am not going to talk about the phone or the company. I'd like talk about one advertisement of Apple - Think different. In this advertisement Apple showed some greats, like Einstein and Martin Luther King, who thought differently and changed the world greatly.

We admire these greats and want to think differently and change the world. But from our everyday experience it is so difficult to do this, to think differently. Why?

Firstly peoples always leaved in a society. We need the sense of belonging and fear to be lonely. But the society did not like dissidents and even punish them. Martin Luther King was killed because he disagreed with those who thought whites were better than black. So people must need a lot of courage to think differently because they may be punished or estranged from the society. This is not easy!

Secondly sometimes thinking different can lead us to great success but many times they lead us to the serious trouble. In Yuan dynasty, a man called Wan Wu wanted to fly like a bird. He bound him to a big firecracker and fired it. You already knew the result. Peoples are afraid of the failures, so they begin to be afraid of thinking differently. It is always not easy to take failures!

Thirdly the pride of success blocked peoples from thinking differently. At the beginning of 20 century the physicists were so proud to announce all physical problems had already been solved. They can explain the world based on Newton and Maxwell’s theory. All of the left were just some clouds. The pride and vanity blinded the physicists from the truth. Luckily Einstein thought differently and changed the world.

Fourthly the education blocked peoples from thinking differently. Children all went to school to learn knowledge. But they received the same education. They used the similar books. They must pass the same examination. The schools do not teach them how to think differently and lock their imagination. The education made them become similar, not different.

So thinking differently is so difficult why should we work hard to think different?

Firstly the truth of the world is very complex and different from what we see. If we don’t think different from the theory we will never get the truth. For example, peoples see the Sun, the moon and the stars arise from the east and down to the west every day. So it is natural for peoples to think all of them are circling around the earth and the earth is the center of the universe. But some peoples like Copernicus, Kepler and Galileo observed the sky carefully and thought differently. They challenged the [geocentrism](http://en.wikipedia.org/wiki/Geocentrism) and created heliocentrism. Now we know that the earth is just a planet circling the sun. We know this truth only because some peoples thought differently.

Secondly thinking differently is the only way to success. Yes, thinking different may lead us to the failures. But Thinking differently sometimes can lead us to the success. If you always do things in the same ways as others, then all of you will get the same result. So how can you become outstanding and get success? When you faced a problem you should think in the different way and solve it with a better solution. Maybe you can get a little chance to success. Then maybe you can change the history.

Thirdly and maybe the most importantly we should think different because we are different. We have different genes, we have different families, we have different hobbies, different experience. We have different options from our hearts. So some think running is good but I think swimming is better. Thinking differently from our hearts made us become ourselves. If we always think in the same way as others, how can we distinguish ourselves from others? René Descartes said “I think, therefore I am” I’d like to say “I think differently, therefore I am”.

So please think different, then you can change yourself, change others and change the world!