

Title: Why this time will be the same but the outcome will be different. The importance of information exchange. Look to history for examples.

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[Information Sharing](https://en.m.wikipedia.org/wiki/Information_exchange) or information exchange means that people or other entities pass information from one to another.

Do not confuse with [Information Technology](https://en.m.wikipedia.org/wiki/Information_technology).

Information technology (IT) is the use of computers to create, process, store, retrieve, and exchange all kinds of electronic data[1] and information.

Key Transition Period: 2005-2007

After the 1990-2005 run of IT systems and the Internet technology had run its course. We found new players begin to emerge like the iPhone that created a medium or a tool of processing large amounts of collected and stored information. Outside of rendering certain industries obsolete by condensing many tools into a single device. The iPhone allowed for society to begin to share information differently, in ways not seen prior.

iPhone sales 2007 were 1,390,000 for the year. Adjusted for the 300M US population that's 0.5%, adjusted for the world's 6674M we're talking 0.000x%.

[Here's a 2021 article where Apple gives a rough headcount.](<https://www.theverge.com/2021/1/27/22253162/iphone-users-total-number-billion-apple-tim-cook-q1-2021>). 1.3 Billion or 1300 million active iPhone users.

[This comes after continued years of selling 200M+ phones.](<https://www.statista.com/statistics/276306/global-apple-iphone-sales-since-fiscal-year-2007/>).

In 2021, we find that 1,300M active iPhone users is 4x the US 352M people and 20% of the world's 7,800M people.

So what has this done to society?

I believe it has accelerated us through the [Age of Information](https://en.m.wikipedia.org/wiki/Information_Age) at a much faster pace than predicted initially. This is pushing us into a new era, one that understands info and apples, not just obtains and stores it.

The Information Age also requires electricity to power the global networks of computers that process and store data. However, what dramatically accelerated the pace of adoption of The Information Age, as compared to previous ones, was the speed by which knowledge could be transferred and pervaded the entire human family in a few short decades.

What we are watching is exponential.

Traditionally, these epochs have taken place over hundreds, or in the case of the Neolithic Revolution, thousands of years, whereas the Information Age swept to all parts of the globe in just a few years. The reason for its rapid adoption is the rapidly advancing speed of information exchange.

Where we can go from here. Let's look at an important historical time period, the Age of Enlightenment.

One of the primary elements of the culture of the Enlightenment was the rise of the public sphere, a "realm of communication marked by new arenas of debate, more open and accessible forms of urban public space and sociability, and an explosion of print culture", in the late 17th century and 18th century.

The Enlightenment included a range of ideas centered on the value of human happiness, the pursuit of knowledge obtained by means of reason and the evidence of the senses, and ideals such as liberty, progress, toleration, fraternity, constitutional government, and separation of church and state.

With the abundance of information, the devaluation of currency. We are in a prime time for a new era to begin. One where we process and understand the massive amount of data that's been collected with the recent digital transition of life.

With Ryan Cohen being an apple man and a GameStop guy. We have good ideas sailing this ship into the uncharted waters of big data analytics, ethical financial systems and society first optimization models.