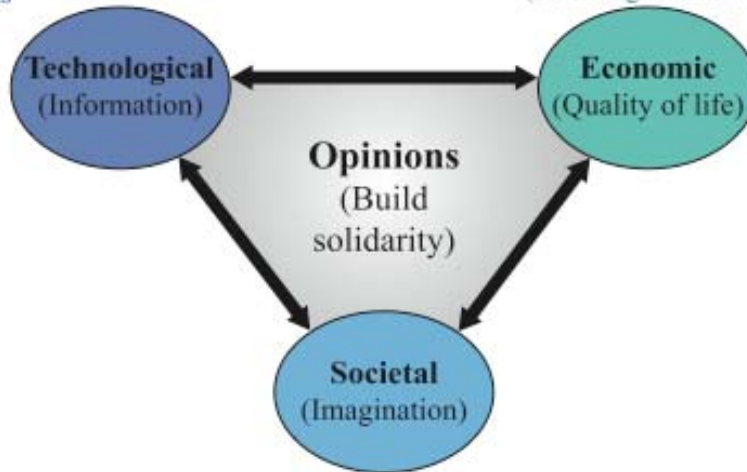


- **Continuity** : continue to experience infotainment, which nothing more than a culture of mediocrity
- **Rupture** : develop the participative Internet 2 capable of developing consensus

- **Continuity** : live according to the laws of capitalism (darwinian, of the strongest / winner-take all)
- **Rupture** : develop a participative democracy based on personalized / customized markets (consisting of added value)



- **Continuity** : endure / exist in the current authoritarian culture
- **Rupture** : encourage the right to speak out (have a voice) and to create, thus encouraging the right to be different

### ***Postindustrial 11 : for a multi-dimensional reading of the new society ...***

*The schema above allows us to visualise the embryo of a model for a post-industrial society. This should develop based on the opinion of the actors in that society; opinions which create the necessary foundations for real change. These opinions will emerge from collectively-developed consensus in groups where information is processed; hence the model's name – **the knowledge-based society**.*

*The activities in this society should no longer be studied in isolation but rather via an analysis using three pillars, each reacting in function of the other two. This will be a way to understand the existing linkages between the battles which are now starting :*

- *Technology* : battles of content and services
- *Economics* : battles of territories etand markets
- *Society* : battles of culture and language

*In this new society, the actors will have the choice between strategies that maintain **continuity** with the past or that address the **rupture** with the past (see above).*