

Postindustrial 13 : the passages

The many passages, or paradigms, observed indicate the importance of the rupture we are experiencing. A paradigm is a new way to interpret a situation and it requires a new frame of thought to explain this new reality.

From the industrial era

to the post-industrial era

The technological paradigms

From passive analog	to interactive digital
From micro-computers and their software	to services offered by wireless devices
From the physical (cable, telecom, satellites, etc.)	To mobile expansion (RFID, GPS, Wi-Fi, smart phone, etc.)
Internet 1 connects a network of computers	Internet 2 integrates computers, television, cell phones, movies, etc.
Internet 1 is an environment, mostly comprised of personal computers, dominated by Microsoft.	Internet 2 becomes a Web environment, dominated by Google
From the dissemination of the same message via various media	to a multi-platform approach

The economic paradigms

From strategies oriented to the product	to strategies focused on the client
From the law of supply	to the law of demande
From mass production	to customized products
From an economy of scarcity	to an economy of abundance
The sale of tangibles: micro-computer, car, book, CD, etc.	to the sale of customized services via the <i>Googlelization</i> of advertising
From an American locomotive	to a tripartite world: US + EU + China

The societal paradigms

From competition	toward collaboration
An authoritarian culture system	to the freedom of speech and creativity
From mass media (broadcasting)	to personalized media (narrowcasting)
From sparce data	to endless data
Infotainment which discourages solidarity	to a participative Internet 2 driven by the consensus
From a descending strategy (<i>top-down</i>)	to an ascending strategy (<i>bottom-up</i>)
From digital immigrants (boomers)	to digital natives (the netgeneration)
From and anonymous and passive public	to groups of participating users