



# A Silent Revolution

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A revolution generally implies that something is 'changing' with an impact to society, just like in the industrial revolution of the 19th century, when we learned how to use machines steam-engines for transportation, or the mechanization of industry itself, about half a century later which enabled us to produce good more efficiently.

Also, the word 'revolve' is part of 'revolution', implying reoccurring movements not only in mechanisms (your watch e.g.) but also in society (e.g. the 'Flower Power' era of the late 1960 where an expression of individualism much like the Enlightenment period Western societies experienced in the 17th century).

Most revolutions are very similar, they come from a desire deep within ourselves that has always been there; the unspoken desire of every human being to understand its' position or purpose of being alive and the quest to maximize that experience.

In general you could say that the more a society succeeded in creating more individual freedom of expression, the more the individual was able to be creative and invent new ideas and beliefs.

Society and even companies were always trying to regulate that into the 'common'. That has its' purpose also. During the 20th century e.g. we build our society around regulated and structured thinking. And ...it worked, we were all part of the machinery in which we specialized in

our own little niche, becoming specialist parts of the large mechanism. It worked very well...we all had our place, a familiar place which was regulated, safe. It gave us a sense of 'safety', we had things 'under control'.

That is about to change a natural revolution back to the individual. The end of the previous millennium gave us the Internet which needed some time to develop and to mature into a communication tool that the masses can use to express themselves.

In fact most people are just beginning to discover the possibilities. The Net used to be a very technical environment that could only be used by experts and only to broadcast the untargeted, 'common' message.

First expressions we saw on the internet where merely expressions which where part of the regulated society, the institutions, governments and companies who used it for their purposes; to preach the common message and to give information supporting that. But now, broadband has increased, technology in general has evolved into easy to use tools or portals in which most individuals are increasingly finding their way to express themselves.

Most of us don't know why exactly, but we like the idea that we can show ourselves to the world and that we are enabled to seek other people online who share our passion.

Making your own webpage was still very technical, but around the beginning of this millennium the first easy tools to create webpages were born. Portals and blogs enabled us to create our own free webpage and more importantly, they forced us to think about the next step. What do I want to write about, what is so profound or personal to me that I want to show it to the whole world? It forced us to take a second look at ourselves, to see what we were doing, was this truly what we were all about? The work, the hobby, the...Me? Is the 'Me' a representation of the common, the regulated society or the company we work for, or does it have a different meaning to us...?

That would have been enough to create a very decent revolution, but it didn't stop there. The next thing we discovered was...Well if we don't want to be a mere reflection of our surroundings, our society, who are we? Thankfully we are not going through that process at the same time, that would create an instability in our society with large consequences. Most people value the rewards of the common regulated society and the symbols that go along with it; the big house, the fast car, the flashy dress... The community is safe, it is known and the rewards and symbols are pleasing, they are being understood by the other people in the community. It gives us purpose, status.

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