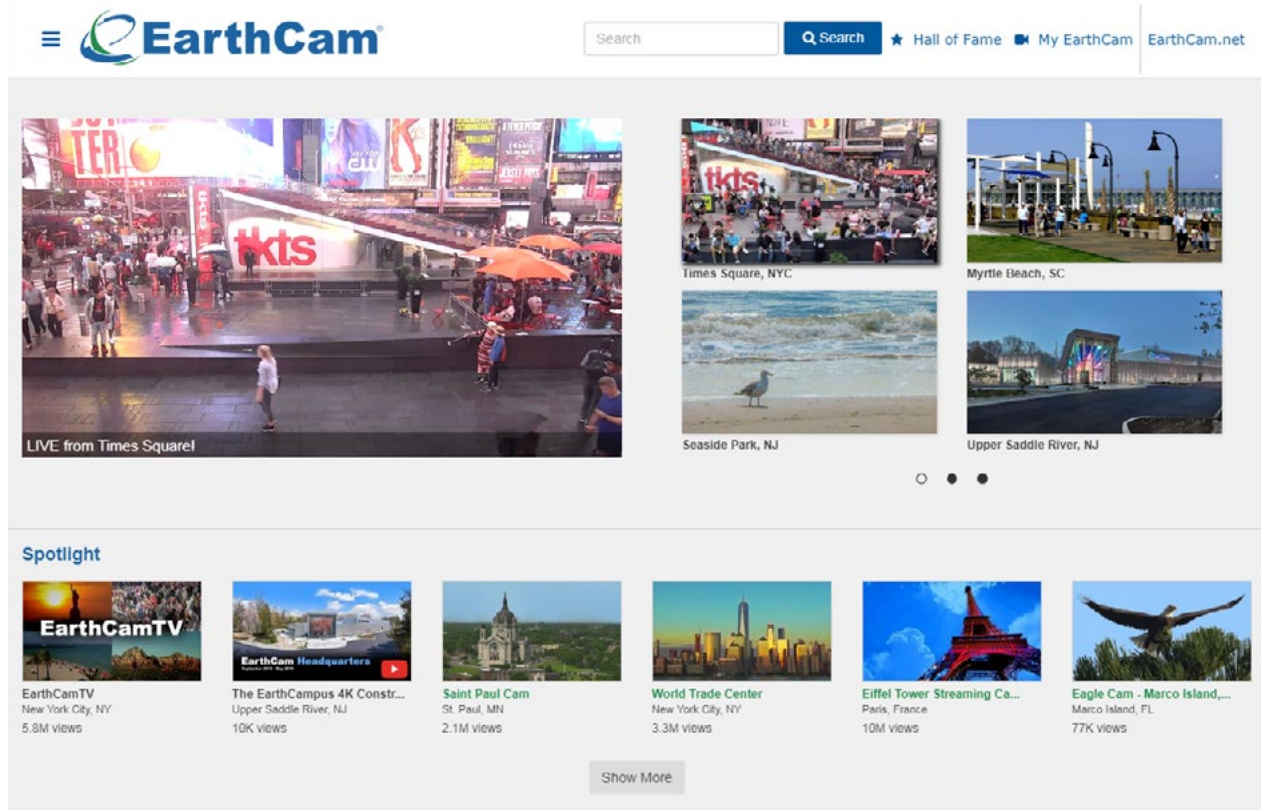# What has changed in the Internet?

October 2, 2018

The whole world has no existence that is not touched by the Internet. Even the air, which seems to be inaccessible to the Internet gossip, is actually related:

Unlike infrastructure such as hydroelectric coal roads, these infrastructures are always incapable of ignoring other things that cannot be changed, but the behemoth of the Internet has penetrated everything and changed everything.

If the Internet is divided into a dimension of the world, then returning to the dimension we are most familiar with is undoubtedly time and space, and any Internet product is actually working on these two things.

First, change the space

The Internet does not change the spatial location of an item, but it changes our relationship with the item, which is shifting from physical space to virtual space.

1. Change the space between people and information

The way the ancients stored information was very difficult. In the early days, it was a slate, and later it was a bamboo slip. After the paper was taken, it was a big step, but in fact the way of storing paper is still painful.

Storing and saving text is still a very big thing, and we have to find the knowledge we need in the vast books, always like a needle in a haystack.

In the old days, information was not easy to store, and information was not easily accessible. Obtaining text information was only a privilege of a small number of people.

And the Internet has turned information into a cloud.

It requires very little media. The average txt format book is only about 2M. Everyone downloads from the cloud. The marginal cost of cloud storage is 0, which can be obtained by anyone at any time.

Not only that, but if we want to get any information, we can get it by searching - get any information.

Now, with this information recommendation model, we don't even have to take the initiative to find information, we can wait for all kinds

of information to be pushed to you: thousands of information, 24 hours as long as you want to show you Come in.

In other words: the space between people and information has changed from being out of reach to being at your fingertips.

The ubiquitous information is filling our world.

What is inferior information, good quality information? All values need to be re-evaluated, we need to redefine it, and the human brain will gradually evolve.

The internet allows us to enter an infinite space from a limited screen.

Between the squares, thousands of worlds.

2. Change the space for information and information

There is also space between the information, that is, the relationship between each two pieces of information, which used to be connected by people. Just like academic research, various kinds of information are found in the numerous documents, and finally a collision occurs.

It is true that many things still need to be done now.

But in the Internet age, machines began to connect to information; search engines created a technology called "hyperlinks," and users jumped from one page to another with a single click, continually moving around in related information.

In the era of big data in the mobile Internet, "smart recommendation", the machine through your reading records, go all out to recommend interesting articles, music, movies, computers, mobile phones, washing machines, etc.... non-stop to you Come in.

The relationship between information and information is being redefined by the machine; the machine accurately correlates all relevant information according to each person's spending power, consumption habits, age, interests, income and other information.

In the world of digital existence, your behavior in the Internet is transformed into data, and you become the information itself, which is related to other information.

3. Change the space between people and things

In the traditional world, an item is an item, and it occupies a physical space. But in the Internet world, these items also have Internet properties that occupy your Internet space.

For example, if you buy a piece of clothing, you will consider it when you buy it. It will not look good when you take a selfie, and it will be passed to a circle of friends. Another example is a table, a chair, a hotel, a tourist attraction, etc., all of which will occupy your Internet space.

And your Internet space is unlimited on the one hand, because the cloud disk can be stored almost infinitely; but the other side is also limited, because in the information flow of the circle of friends, your friends have noticed that your time is limited.

On the other hand, with the help of the Internet, any item has also achieved digital survival. All the goods you see, with Taobao, Jingdong, take-out platform, service platform above, you can easily get it without the need to wading through the mountains. Go to a store to get service.

The objects in the Internet space are also occupying your physical space in turn.

Therefore, the current item has crossed the concept of entity and virtual, and can walk freely in our virtual and physical space without borders.

They appear or disappear whenever they need it.

4. Change the space between objects and objects

Here I mainly talk about the Internet of Things.

Future items will become more and more intelligent, and can be summoned by artificial intelligence voice anytime and anywhere, and the space between items will add a layer of Internet space in addition to the physical distance - through the artificial intelligence dispatch center, two The distance and location between items can change at any time.

In short, past items are static and need to rely on manual movement; while future items are active and move at any time according to human needs; for example, smart sweeping robots, they operate on smartphones, they start regularly and work hard. I cleaned the

house and didn't complain.

The space between things and things has changed from static to dynamic, from being independent to being only related to people. With the help of the Internet, the space of things and things changes at any time because of people.

5. Change the space between people

Imagine: In the era of no Internet, how do we pass information to people around us?

But now it is not.

This change is extremely profound – the physical space between people has completely disappeared.

There is still time to disappear at the same time:

In the PC era, we use QQ or chat rooms, often say "goodbye", "see you tomorrow", etc., because the offline is offline, when the Internet can only take part of our time, but the Internet is now Occupy us all the time.

Previously, mobile QQ cancelled the stealth function, and Tencent suffered the most powerful user pressure since the 3Q war. But Tencent did not make a mistake. The mobile Internet allowed us to enter a world full of online, 24 hours a day online to receive news.

The same change is also the identity:

The Internet in the PC era is virtual, and each QQ is followed by a virtual, unreal person. But now WeChat, we have a hard time feeling that the other party is an unreal person. In WeChat, we have actually realized the establishment of a real-name system.

The spread of information between people on the Internet has entered the age of anytime, anywhere, and we will find it harder and harder to feel the distance between each other. Instead, we will feel the 24-hour online person.

Second, change the time
The change of time, that is, everything is built on people, human time gives meaning, and the Internet is changing this meaning.

Time is shortened

The former kitchen was used by parents for cooking. Parents spent a lot of time picking vegetables in the market, bargaining with people, returning to washing vegetables, cooking, washing dishes.... It took a lot of time.

But for us now, the kitchen may be used for taking pictures. Occasionally, the next time you cook, you must take a good look, because most of the time you are taking out the food, you don't need to wash it after eating, just throw the community trash.

A very obvious change is: Through rational calculations, we find that the cost of cooking is actually much higher than that of takeaway. The greatest thing in the world is the division of labor, and the mobile Internet allows the entire kitchen to be divided.

In addition, there is artificial intelligence, the robot can help you sweep the floor, smart air conditioner will help you to keep warm...

More and more things that have to be done can begin to let go, and more and more repetitive work begins to disappear.

Our parents will often blame their children for being lazy, criticizing them for not working hard, not going up – because in their world without artificial intelligence, they will starve to death without labor, and hard work and diligence are the best in the world. Good way.

In the future, even if you want to adapt to the world in this way, perhaps this kind of opportunity is gone.

2. Time is liberated

As a consumer of time, the way the Internet consumes time is no longer constrained by space.

The time of the parents is largely arranged in the various geographically-based collective activities of the factory and organization. The time is constrained in the space, and the time must be consumed in the space.

And the generation of 80, 90, we have liberated this space constraint through the Internet, through the Internet we can join various organizations according to their own will, Post Bar, B Station, WeChat Group, QQ Group...

You can go wherever you want to go - as long as you open the Earthcam website, he will help you live broadcast the world's scenery in real time.

The mobile Internet also frees time from any unnecessary constraints and sees the presence of stitches.

In the era of agro-industrial, we are still consumers of the whole time. We can only have our own time to spend after work.

In this era, you are already in a 24-hour online state. The opportunity of time consumption is everywhere: you can watch a short film, brush a circle of friends, spit a slot, and dry a cat...

Every second, we may become different people: the last second is the company's staff, the next second is the learner, and the next second is the feminist, we switch to their identity, attitude, mood, and position at any time.

There is a word in the medical world called ADD, Attention Deficit Syndrome; it seems to be suitable for describing modern people, and in the era of fragmented time consumption, each of us is becoming ADD.

All of this is an irreversible chemical reaction.

3. Time starts to value

In the past, we all focused our attention on money, because most people in the world are not worth the time. Everyone is desperately trying to exchange money for time, so capitalism can extract the surplus value of everyone.

But the machine is liberating us. Under the technology, the human beings living in the future may only need to work for a month, which is enough to feed themselves for one year.

Under the division of labor, we no longer need to buy food, cook, wash clothes, and the time to spend more and more.

So how do I spend the rest of the time?

What you can see is that the exchange of time and money is undergoing profound changes. We are willing to pay for content, and we are not willing to spend time searching for various pirated content in order to save money, because time is starting to be worthwhile.

Two years ago, the New Year's speech of Luo Ji Thinking had an insight that was very accurate:

In the future of the business world, there is no border, the opponents of the game business are no longer peers, and everything related to time.

*Chinese translated to English using Google Translate