

## Executive Summary

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In this report, the role of information diffusion and the impact it has on innovation are explored. Based on the hypothesis that information is the foundation for innovation, predictions are made about the nature of information diffusion in the future and the impact of this innovation. The focus is on information, rather than knowledge, as the latter places an onus on both the publisher and end user to review content and audit its value. The focus of this report is on the creation of informative content, its availability, the user experience, and their effects.

To accomplish the objective, a 2-stage approach was taken. In the first stage, the hypothesis is demonstrated through the analysis of two case studies; the printing press and the Internet revolutions. In the second stage, the case studies are analysed and, drawing on parallels observed, predictions are made about the future state of information diffusion.

The key trend observed in the two case studies is that the exponential growth in technology and innovation was directly correlated to the ease and speed with which ideas and information were documented and shared. This trend was seen across all industries and economic sectors, revolutionizing all facets of life in a relatively short period of time.

Moving to the future, this trend is expected to continue and the short-term evolution (5 – 10 years) of the digital information era will see the continuation and maturation of the personalization of information, as Internet connectivity transitions from handheld devices to device free extensions of reality, it is logical to extrapolate a further transition from an “Internet of Things” to an “Internet of Me”. While it remains difficult to make concrete, actionable predictions about the future, what is known for sure is that change will continue and that it will be those who adapt that survive. There are countless examples of companies who tried to refute change and rest on their laurels, a strategy that ultimately led to their demise. What is also certain is that to succeed in the marketplace of the future it will be necessary to rapidly adapt to a changing world, to be dynamic in business, and to innovate at every opportunity.