

E-dapt

The Industrial Revolution and the Digital Revolution share the same catalyst that changed the world forever: the engine. The 1876 World's Fair did not herald the Industrial Revolution; it was the fruition of it. ~~When the~~ Ten million people ~~who had~~ visited the exposition when travel was extremely difficult, and when they left the grounds, their lives were completely changed. Technology was no longer a flight of fancy; it was a ~~life-life~~-improving reality. The engine brought about the age of steam technology, telegraphs, railroads, and mass production. Society changed both culturally and economically from that point onwards. Businesses had to adapt. Those that fought the rise of the machines eventually had to surrender to the tide of technology or become footnotes in history. Business owners, it is now time to harness the power of the search engine or lose money!

Comment [KT1]: Could capitalize on the momentum from earlier in this paragraph by changing this to "or become a footnote"

—The sheer physicality of the Industrial Revolution was daunting to some, but they had to get with the times. Today, we are in the midst of an ~~ongoing~~-~~D~~igital ~~R~~evolution. What started off as a cell phone the size of a bricks is now a palm-sized ~~S~~mart-phone connecting us to the world. All of us know at least two people who do not even get out of bed before ~~they~~-checking their phones, and ~~the~~ thought of losing our mobiles brings about an acute sense of panic because our lives would not function as easily without them. Devices may change, but their intent never does. Machinery from 1876 to now ~~should has made make~~ our lives easier and helps us connected to each other. Businesses can flourish or die on the vine with this rapidly evolving technology. ~~Marketing~~ has never been more convenient or easier for those willing to adapt to the power of the search engine.

Luddites, Past and Present

Luddites - those ~~that~~ who oppose the advancement of technology

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Not everyone was happy about the Industrial Revolution. A group of middle class, self-employed textile artisans, christened Luddites, who felt threatened by what they did not know and who lacked a long-term vision, destroyed the new machines in secret. They ~~grew~~-were afraid the Industrial Revolution would exterminate their way of life and force them into destitution, and ~~in~~ many regards, they were correct. With these new machines, their skills became obsolete. Revolutions, in order to be true change, must destroy the old way of life and instill a new order that is distinctly different, for better or worse.

Comment [KT2]: Christened by whom? Themselves?

Comment [KT3]: "affect"?

Comment [KT4]: Consider moving this sentence, as it shifts the focus from the Luddites to the new way, then the next paragraph goes back to the Luddites – maybe it could go at the end of the next paragraph, after "Revolutions inherently threaten people."

—Engine-based machines eliminated the need for skilled loom workers and the like. ~~The~~-This distrust of machines was widespread and affected all commerciale industries ~~there~~ were agricultural Luddites as well, who destroyed threshing machines. People were afraid of this change and rather than embrace it, they fought ~~it~~ every step of the way, much to their detriment. One option would have been to adapt and become machine operators. Revolutions inherently threaten people. The less informed a person is, the more likely they will react in an emotional way. It is crucial to be informed rather than emotional when dealing with business matters and the internet.

Comment [KT5]: What about something like, "A smarter alternative may have been..."

Comment [KT6]: "...to change?"

Comment [KT7]: Maybe add something here to tie the concept into the idea of revolutions, like "...and the rapidly evolving influence of the internet on business"?

—Technology will almost always replace jobs that no longer serve the needs of the world. There is no ~~going getting~~ around that. A decade ago, people could not fathom the job of a social media specialist. It would have been laughed off ~~as unnecessary~~ and people would resume what was standard for them, namely low tech and low yield. Now ~~it~~ is a qualification for some jobs.

Everyone likes what is safe ~~for him or her~~. However, safe does not translate into adaptation. ~~Technology was then and continues to be an untamable force.~~ We will always be in the dark about the future ~~because hindsight is 20/20, whereas foresight can easily be wrong or misinterpreted, which is why~~ and so there is comfort ~~is in~~ keeping things as ~~is they are~~. ~~Hindsight is 20/20 whereas foresight can easily be wrong or misinterpreted. Technology continues to be an untamable force, but Although technology is a force,~~ history is as well and regardless of personal reservations, we must always move forward.

Comment [KT8]: Can't resume something you never stopped doing – maybe reword as something like, "...unnecessary, as the standard at the time was low tech and low yield."

Comment [KT9]: "social media knowledge"?

Comment [KT10]: Consider rewording to describe what you mean by history is a force – history shows us that those who don't adapt will be left behind?