Percent ownership*

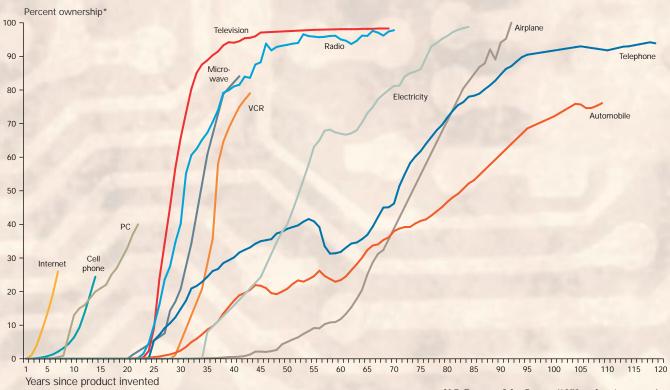Years since product invented

*Percent ownership refers to the fraction of households that enjoy each product, except for the airplane, automobile and cell phone. Airplane refers to the percentage of air miles traveled per capita relative to miles traveled in 1996; automobile refers to the number of motor vehicles relative to persons age 16 and older; cell phone refers to the number of cellular phones per registered passenger automobile.

SOURCES: U.S. Bureau of the Census (1970 and various years); Cellular Telecommunications Industry Association (1996); The World Almanac and Book of Facts (1997).

Exhibit **D**
The Newer, the Faster

As the economy evolves, it takes less and less time for new products to spread into the population. It took 46 years for a quarter of American homes to be wired for electricity. Getting phones to a fourth of America took 35 years; cars, 55. More recently, however, the PC required only 16 years, the cellular phone 13 and the Internet seven. Even the microwave oven and VCR illustrate the speedup in diffusion since the microchip's introduction in 1971. Though both products were invented in the early 1950s, as late as 1971 fewer than 1 percent of households had either. Riding the cost-cutting wave of the microchip, however, a quarter of American homes enjoyed both by 1986.

SPREAD OF PRODUCTS TO A QUARTER OF THE POPULATION

Product	Year invented ▼	Years to spread
Electricity	1873	46
Telephone	1876	35
Automobile	1886	55
Airplane	1903	64
Radio	1906	22
Television	1926	26
VCR	1952	34
Microwave oven	1953	30
PC	1975	16
Cellular phone	1983	13
Internet	1991	7

The Language of Revolution

"If your PC has enough MIPS and your modem enough bits, then boot up, log on to your ISP and browse cyberspace for the Web site using your favorite meta-search engine. From the home page, download version 2.1 software, move your mouse to the main menu window and surf to the Net chat line. When your E-mail icon pops up, encrypt your response to avoid packet sniffers and Web heads or other hacker geeks trying to export viruses and crash your hard drive."

Huh?

One test of whether times are revolutionary is how fast language changes. And if we're not moving fast, where are we getting all these new words? Just look at how our vocabulary has grown in the past two decades to describe the computer and the Internet. Try finding these words, phrases or acronyms in a 1970 dictionary. If they exist at all, they'll have a totally different meaning.

You won't find *Internet* listed either.

Bit BOOT UP Browser BYTE Cache

CD-ROM Chat line CLIENT/SERVER CPU

CURSOR Cyberspace DISK DOS DOWNLOAD

Driver E-MAIL Encryption FLOPPY Geek

GIGABYTE GUI HACKER Hard drive HITS

Home page ICON IDE ISP LAN LAPTOP

Log on MEGAHERTZ MIPS MODEM

Monitor MOTHER BOARD Mouse ONLINE

Packet sniffers PC Pixel RAM ROM

SEARCH ENGINE SOFTWARE Spam

Surf the Net URL Version 2.1 VIRUS

Web heads WEB SITE Window