



**VIDEO STUDY GUIDE : THE VIRTUAL REVOLUTION -
PART 4 - HOMO INTERNETICUS**

KEY ECONOMIC CONCEPTS ILLUSTRATED IN THIS DOCUMENTARY

- 1. THE IMPORTANCE OF TECHNOLOGICAL INNOVATION IN CREATING MARKETS , EXPANDING MARKETS , INCREASING PRODUCTIVITY , AND LOWERING COSTS AS WELL AS PRICES , INCREASING WEALTH AND THE STANDARD OF LIVING**
 - 2. THE IMPORTANCE OF TECHNOLOGICAL INNOVATION IN PROMOTING THE GROWTH AND EMPOWERMENT OF HUMAN CAPITAL**
 - 3. THE IMPACT OF TECHNOLOGICAL INNOVATION ON ORGANIZATIONS , INSTITUTIONS , AND CULTURES**
 - 4. CHARACTERISTICS OF BUSINESS ORGANIZATIONS > START UPS ; ANGEL INVESTORS , VENTURE CAPITAL , ENTREPRENEURS > CORPORATIONS ; STOCK , PROFITS , IMPORTANCE OF RESEARCH AND DEVELOPMENT**
 - 5. THE LIMITATIONS OF GOVERNMENT INTERVENTIONS IN AN ECONOMY AS WELL AS SOCIALIST ECONOMIC CONCEPTS AND PRINCIPLES**
 - 6. THE BENEFITS OF FREE MARKET CONCEPTS AND PRINCIPLES > ADAM SMITH'S INVISIBLE HAND ; PRIVATE OWNERSHIP , INCENTIVE , COMPETITION , AND THE LAW OF UNINTENDED CONSEQUENCES**
 - 7. HOW NEW MARKETING TECHNIQUES TAKE ADVANTAGE OF DEMOGRAPHICS NEVER BEFORE AVAILABLE TO CHANGE MARKETS**
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SOUTH KOREA HAS BROADBAND DOWNLOAD SPEEDS THAT ARE _____ TIMES QUICKER THAN BRITIAN

WHAT PERCENT OF KOREAN 3-5 YEARS REGULARLY USE THE INTERNET?

THE INTERNET HAS A STRONG SENSE OF THE TRIUMPH OF THE _____ OVER THE MEANING. THIS MAY CAUSE THE BRAIN TO STAY IN A STATE WHERE ACTIONS DON'T HAVE _____, THIS MAY PREVENT THE BRAIN FROM DEVELOPING FULLY

BY THE TIME GEN WEBERS REACH ADULTHOOD THEY WILL HAVE SPENT _____ HOURS ONLINE. MUCH OF THAT IS SPENT ON SOCIAL NETWORKING. FACEBOOK ALONE HAS OVER _____ MILLION MEMBERS. IF IT WAS A COUNTRY IT WOULD BE THE 3RD LARGEST COUNTRY IN THE WORLD.

THE KEY CRITICISM OF FACEBOOK IS THAT IT MAKES _____ MEANINGLESS, WHICH UNDERMINES SOCIETY.

WHAT WAS 23 YEAR OLD MARK ZUCKERBURGS PLAN IN CREATING FACEBOOK?

FACEBOOK IS ATTEMPTING TO ACHIEVE THE NETWORK EFFECT, WHAT IS THE NETWORK EFFECT?

THE MOST SOCIAL OF PRIMATE SPECIES HAVE AT THE LARGEST _____ OR _____ PRIMATES IN THEIR SOCIAL CIRCLE

WHAT IS THE PREDICTION OF THE NUMBER OF CONNECTIONS A PRIMATE CAN HAVE (KNOWN AS THE DUNBAR NUMBER)?

THE AVERAGE FACEBOOK USER HAS MORE/LESS (CIRCLE ONE) FRIENDS THAN THE DUNBAR NUMBER WOULD PREDICT.

TYPICALLY A FACEBOOK USER INTERACTS WITH _____ OR _____ FRIENDS ON A DAILY BASIS. FUNDAMENTALLY IS FACEBOOK CHANGING THE NUMBER OF RELATIONSHIPS WE HAVE?

HOW DID THE “NEWS FEED” ENCOURAGE PEOPLE TO VISIT FACEBOOK MORE OFTEN?

A CHANGE IN PERSONALITY TYPE HAS BEEN CREATED WHICH GOES LIKE THIS-I HAVE A FEELING, I WANT TO MAKE A CALL TO I WANT TO HAVE A FEELING, I NEED TO MAKE A CALL—WHAT IMPACT DOES THIS HAVE ON SOCIETY?

THE IMPACT OF THIS NEED FOR VALIDATION CAUSES PEOPLE TO DO WHAT? WHY?

WHAT DID BUSH PREDICT THE PROBLEM OF THE INFORMATION AGE WOULD BE?

WHAT IMPACT HAS THIS CHANGE TO ASSOCIATIVE THINKING HAD ON STUDENTS OF UNIVERSITIES?

WHAT IS THE THE ADVANTAGE TO READING BOOKS?

MOST PEOPLE VISIT ABOUT _____ WEBSITES REGULARLY

HOW DO "FOXES" AQUIRE KNOWLEDGE?

HOW DO "HEDGEHOGS" AQUIRE KNOWLEDGE?

GENERATION WEBER'S SPENT _____ THE TIME AND USED _____ AS MANY RESOURCES AS THEIR ELDERS DID

_____ OF PEOPLE UNDER 30 USE SOCIAL NETWORKING TO COMMUNICATE THEIR

_____ WATCH POLITICAL VIDEOS ONLINE

WHAT ARE THE BENEFITS SOUTH KOREA IS RECEIVING BY HAVING SUCH PREVELNT INTERNET USE?

AMON THE KOREAN CHILDREN _____ INTELLIGENCE IS NOW A _____ IDEA

NOW WHEN KIDS ASK QUESTIONS THEY CAN GET ANSWERS, THIS LEADS TO MORE AND BETTER _____

WE NOW HAVE THE _____ OF THE AGES GATHERED FOR US AND PLACED IN OUR _____

ONLY _____ PERCENT OF AFRICA IS CONNECTED TO THE INTERNET