



**Haym Salomon** @SalomonCrypto

Sep 2 · 21 tweets · [SalomonCrypto/status/1565493122565435395](https://twitter.com/SalomonCrypto/status/1565493122565435395)

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(1/20) Printing Press. Radio. Television. Internet.

How mass communication technology changes people, how people change society, and how these transitions happen throughout history.

The world is changing right now, anon. Do you understand what's happening?

(2/20) In 1994, Jim Clark and [@pmarca](#) founded Mosaic Communications and released Netscape, introducing the general public to the internet.

By now, in 2022, the internet has touched every aspect of human life. In less than 30 years global society has completely changed.

(3/20) Many of the consequences are obvious (you're reading this on Twitter right now) while other more subtle (the fact that Facebook posts can reshape families).

Living in the present, it's near impossible to understand how the holistic consequences.

(4/20) While we can't see forward, we can look back. To understand the impact of the internet we have to understand the impacts of the generations of technologies that came before it.

For example, we can draw parallels with how the printing press changed Europe.



(5/20) Invented around 1440, the printing press drastically reduced the cost of reproducing printed works.

In Medieval Europe, a world where scholarship, academia and entertainment were the exclusive domain of an elite, literate class, affordable literature changed everything.

(6/20) Eventually, a friar named Martin Luther worked with a group of printers to become the most famous and prolific writer the world since the invention of the printing press.

Unfortunately, the meteoric rise also opened pandoras' box. Out poured Reformation, war and ruin.



**Haym Salomon** @SalomonCrypto · Follow

Replying to @SalomonCrypto

(14/14) The lesson of the printing press:

- mass communication technology will have huge consequences
- content → ideas → discontent → rupture
- war, upheaval, sundering and chaos are possible (if not likely)
- society will be changed in profound, unforeseeable ways

Replying to @SalomonCrypto

(28/28) The printing press was invented around 1440. ~75 years later, a small group of innovators took that same invention and built a new business model. That model would directly lead to a multi-generational war and remake the world.

The internet was invented around 1990.

10:24 PM · Sep 1, 2022

1 Reply Copy link

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(7/20) For the next few centuries the printing press would continue to influence human life, only becoming more ingrained.

It wasn't until the 20th century that we saw our next major developments: broadcast radio and, shortly after, the television.

(8/20) For many reasons, mainly brevity, I am going to hand-wave through radio and TV.

Also, I am also going to consider them part of the same mass communication technology era. Both platforms represent broadcast-style: 1-to-many communications.

(9/20) Radio and TV both quickly proliferated across America (and the world) shortly after their introduction. Interest was off the charts, but costs began astronomically high.

Over time, manufacturing improved and prices fell. Owning a radio and/or TV became common.

(10/20) At face value, radio and TV just provide entertainment. People can choose to watch whatever they want, or they can choose to abstain entirely.

You wouldn't think entertainment would be that big a deal. That it could really change society...

(11/20) The printing press prepared the population. 75 years after it was created, Martin Luther and the forces of capitalism set European society on fire.

TV, radio? I don't know... maybe Donald Trump is our Martin Luther...

A thread for another time.

(12/20) This thread is about the internet. About the world we are experiencing today and what the future might hold.

First, we should orient ourselves. The internet was born ~30 years ago, much has changed since.

(13/20) Although many people dislike the term web3, it is useful in understanding the development of the internet.

web1 - Consumption, the era of Geocities and image boards

web2 - Connection the era of Facebook and social networks

web3 - Possession, the era of crypto

(14/20) Each one of these phases have radically changed (or will change) the way society functions. The lives of individuals, the operations of business and the functioning of governments were irrevocably changed every time the internet developed.

And we are still so early.

(15/20) Society is changing so completely and so rapidly that it's impossible not to notice.

It will go just as it went with the printing press, first slowly and then all at once.

We are in the slowly phase... but for how much longer, I cannot tell you.



(16/20) No one can tell you what the future will bring. The next era could be one of peace and prosperity or it could be dark and dangerous.

In reality, all anyone can do is guess. But, we can take some important lessons from how to act during these times of uncertainty.

(17/20) One of the places that I for answers is the dot com boom, both its champions and its failures.

In fact, you might find that sometimes the biggest losers are also the biggest winners. So much so that losing doesn't even matter.

Isn't that right, [@JeffBezos](#)?



(18/20) The lesson that I take away is that nothing is more important than living another day. There's only so much you can control and sometimes the world is going to be crashing down around you.

There's always a path to redemption, you just need to make it to tomorrow.



(19/20) It's 2022; the world has been radically reshaped by the invention of the internet, just a few decades before. Europe is at war, the US is in political chaos, the global economy is refocusing on China, the planet is melting and above all else life is uncertain.

(20/20) I am focused on (financially) surviving, but I've also got my mind on the other side, the result of all this disruption.

The world I'm interested in? One that builds on the innovations of the last 30 years. Decentralized. Credibly Neutral. Fair.

On world on [@ethereum](#).



**Haym Salomon**  
@SalomonCrypto · Follow

(1/7) The Hitchhiker's Guide to **@ethereum**

In 2014, **@VitalikButerin** gave us an idea that WILL change the world. Have you wrapped your head around The World Computer yet?

DON'T PANIC, I'll break it down for you. Read on for 4 threads that will show you the future.



**Ethereum**  
*The World Computer*

- Virtual Machine (EVM)
- Ethereum Blockchain
- Ethereum Network

1:01 AM · Aug 3, 2022

[Read the full conversation on Twitter](#)

Like what you read? Help me spread the word by retweeting the thread (linked below).

Follow me for more explainers and as much alpha as I can possibly serve.



A screenshot of a Twitter post by Haym Salomon (@SalomonCrypto). The post is part of a thread, indicated by "(1/20)". The text discusses the impact of mass communication technology on society and asks a question about the current world. The post includes a timestamp, a link to read the full conversation, and interaction options like likes, replies, and copying the link.

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12:13 AM · Sep 2, 2022

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