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Times they are a changing

3. September 2010 16:09

By Jeff Patmore - Head strategic university research



Last month Ofcom published a **report** revealing that consumers are spending almost half (45 per cent) of their waking hours watching TV, using their mobiles and other communications devices.

According to the regulator's annual survey, they are also using several types of media at the same time – with the average person cramming eight hours and 48 minutes of media into just over seven hours during the

average day.

I think these findings paint an astonishing picture.

They remind us that the ways in which we communicate and the way we share information with our friends, family and workmates have changed dramatically over recent years.

But what's driven this high velocity change? How come we have become so comfortable in our passion for media consumption and multi-tasking?

In 2007, I wrote an article called **[Living in a world of exponential change](#)** where I predicted the onset of a world where people would be able to communicate and share media with almost anyone else across the globe.

That world, as Ofcom's findings would seem to concur, has now arrived.

And that's why I've written a sequel to my original article.

In **[Still living in this world of exponential change](#)** , I take a look at how and why our communications and collaborations habits have altered so much – and why they will keep on changing.

You can find Jeff's new article, 'Still living in a world of exponential change', [here](#) .

His original article from 2007 can be found [here](#) .

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