

## **Prophecies and Outcomes from Bard & Söderqvist**

**“The Internet is a hydra. We have naively let this giant ghost out of the bottle and suddenly we have absolutely no idea of where things are heading. All we can do now is to adapt quickly to its bizarre dance. The Internet is de facto the biggest revolution in human history. Adapt or die!” Bard & Söderqvist 1997**

The decade between 2000-09 saw the by far biggest shifts of power, money and attentional value, between nations and classes, in history. The 2010s have begun with this development kicking into an even higher gear.

**“Information used to be a haystack where you would go to look for the needle missing in your life puzzle. Now the haystack has become so huge that finding the needle has become impossible for you. Enter the magnet guy! The magnet guy finds the needle for you. The next day you get an invoice for 1 dollar for the needle and 1,000 dollars for the magnet usage. Still, you only want to socialize with the magnet guy while ignoring the needle producer. This is what the shift from industrialism to attentionalism is all about.” Bard & Söderqvist 1997**

Between 1 January 2008 and 31 December 2008 humanity produced more information than throughout the entire human history up to 31 December 2007.

**“We have left the era of capitalist exploitation and entered the era of netocratic exploitation as the dominant mode of power accumulation: The money to be made and the power to be grabbed no longer flows from the exclusivity of information but from the withholding of information within a small circle of friends for a few seconds before it is spreading to the masses.” Bard & Söderqvist 1998**

Hedge funds conquering the world financial industry 2000-2010

**"In the near future you will become nothing but your address book. Not because you want to, but because others will view you that way regardless of whether you like it or not. You don't decide who you are, your network does!" Bard & Söderqvist 1998**

The arrival of Facebook 2004

**"Don't ask us to namedrop individual netocrats. There are no netocrats yet. We have written a book on the future." Bard & Söderqvist 2000**

"Larry Page and Sergey Brin of Google are the first prominent netocrats. Google does not produce or sell physical products to accumulate capital, like Microsoft or Apple, but gains its power and influence strictly through the accumulation and re-organization of attention. Google is even more concerned with its own attentional value than with its profits. That is the very definition of netocracy." Bard & Söderqvist 2004

**“The problem with Humanism is that it was based on an assumption as false as that of Abrahamic religion. Instead of the burning bush we were left to believe in the Individual with a free will, despite the fact that nobody had ever encountered such an Individual. With the arrival of interactivity, the Individual dies and is replaced by The Dividual, a social monster ruling the virtual world. And this netocratic Dividual will arrive with his own metaphysics, that of The Net as the replacement of God and Man. Humanism is dead. This is the age of the Religion of Atheology.” Bard & Söderqvist 2002**

“We have to return to the construction of small communities where communism can be practiced in isolation. It is time to revisit St Paul’s vision for humanity, since we again live in the end times.” Slavoj Žižek 2008

“What the world needs now is a religion for atheists” Alan de Botton 2011