

Air: electricity (or running water)



- just plug it in
(you only notice when it's not there)
- 911 (when you don't have air,
nothing else matters)
- Pay for it?
- You notice it when
you want more than normal
you don't use it
or you make your own

The Chasm?

Hand Washing
Recycling, Sushi
public transportation
rocket transportation
tablet computing
quitting smoking
arm alarm, condoms
Color TV
Tractor (**the block???**)



The Mousetrap?

Plastics, Wheel, Antibiotics
phonograph, radio, TV
jet (vs. propellers)
air conditioning, heating
indoor plumbing
disposable



Crossing the Chasm



**Books for 10¢?
What's happening?**

and what about more ads on TV?



Got Project? if not...

1. Team with somebody who does

**2. Talk to a TA about everything
and see if you come up with something**

3. See one in class

4. Are you out of synch with the world:

**a. What do you like or like to do that other people don't:
a food, a sport, going to museums**

**b. what really bugs you that other people do that you
wish they wouldn't do? What do you want them to
do instead?**



Asphalt bothers me:

- why do people do it?
- what do I wish they would do instead?
- Why don't they?
- How could I change that?



ASPHALT
PLAYGROUND



- **Innovation: Asphalt Roads**
- **early adopters: Ancient Greeks**
- **England: England 1717**
- **Chasm: cost, tech, horses, unknown**
- **Beachhead: Newark and DC 1870**
(role of bicycles and cars)
- **France: NYC and other cities: 1896 - 1940**
- **Europe: US (and euro)**
state and national routes
- **Intelligent innovation:**
 - not porous, oily
 - heat island: black
 - see *s of glass



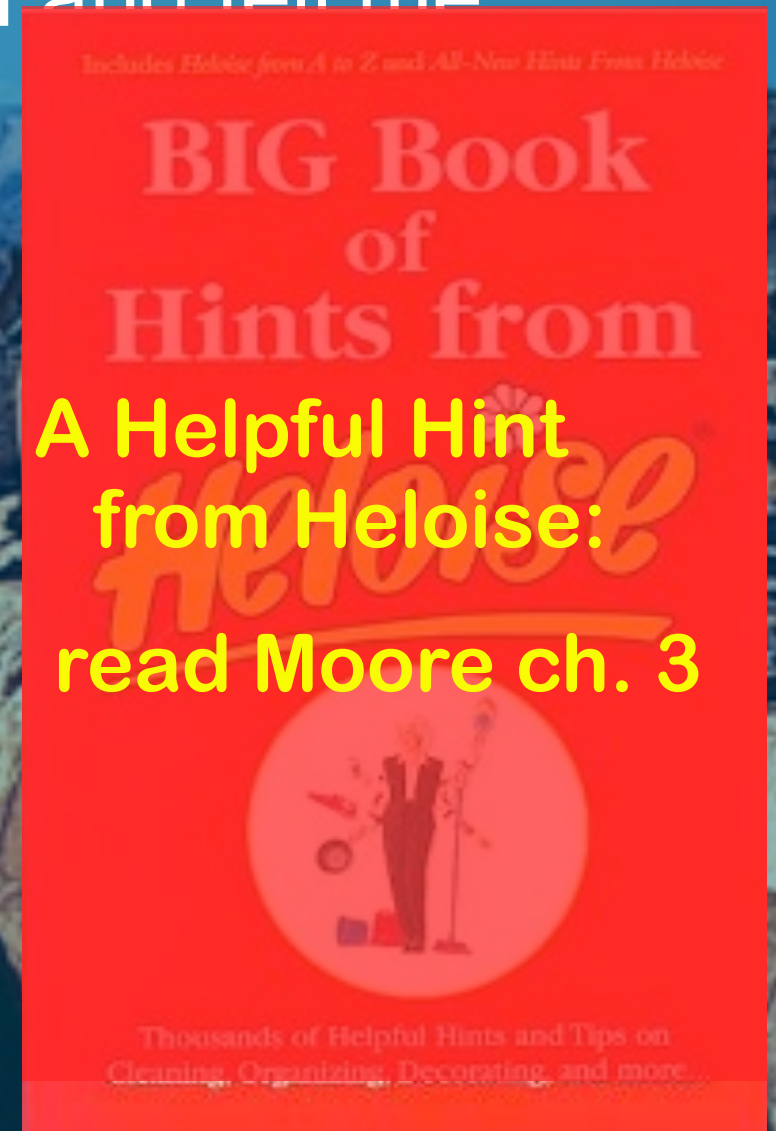
SOLAR ROADS



Homework #2 due Weds. Feb. 11

Choose something that crossed its chasm and tell me:

- What was the innovation
- Who were the early adopters
- Who was England
- What was the chasm
(speculate on what stalled its acceptance)
- What was the beachhead
(note England is friendly turf whereas the beachhead is your toehold in enemy territory and they are NOT the same thing)
- What was France (territory won based on beachhead)
- What was Europe
- Comment on any intelligent innovation aspect



from the **Get Going!** Dept.

homework 2: Feb. 11

ϕ -1 draft Feb.18

ϕ -1 v.Final March4