

Shared by **Tom Asacker: author, innovator, change agent, provocateur**

## **Everybody knows everything.**

“Nobody knows anything.”

That’s how screenwriter William Goldman summed up the entertainment industry in his 1983 memoir.

A little more than 30 years later and it appears that everybody now knows everything.

And we have Google to thank.

According to recent research, there’s a strange side effect to searching the Internet.

When people successfully look something up online, they feel that they have mastered that bit of knowledge.

Access to the information makes them feel smarter than they really are.

This is really bad news.

People, in general, already believe that they’re better and smarter than average.

It’s a cognitive bias called illusory superiority.

And the Internet is making this bias even more extreme.

It’s supercharging people’s preconceptions.

Solidifying their false assumptions.

And that would be fine if we lived in a utopia.

But we don’t.

We live in an age of rapid change.

We live in an age of possibility.

And certainty kills possibility.

It smothers inspiration and wonder.

I find it so ironic.

The Internet creates wonderful possibilities.

By opening a space of uncertainty.

One where we can learn, connect, create something new, and grow.

And the Internet takes possibility away.

By making us feel certain.

By shutting down curiosity and learning.

By creating a space that isn’t interesting, challenging, creative, or fulfilling.

Life is, indeed, a paradox.

And J.F.K. put it well:

“The one unchangeable certainty is that nothing is unchangeable or certain.”

Catalyst for change, Tom Asacker has written several books including *The Business of Belief* and *Opportunity Screams*. He views today’s world of complexity and change as a large-scale manifestation of many emergent events and behaviors that require a new, coherent viewpoint to guide one’s actions.