

Kelly, Kevin, *The Inevitable: Understanding the 12 technological forces that will shape our future*, Viking pub., 336 pp. ₹ 699.00, ISBN: 978-0-525-42808-4

As all of us know that the change in inevitable and it is quite noticeable in the sphere of technology, the offshoot of the latest development in technology has stirred up the idea that human mind is unconquerable to understand the forces behind it. The ability to make deep thinking has surpassed the prowess level of machines. However, if technology is not produced as a bounded entity then it may excel the human intelligence. The writer Kevin Kelly of “The Inevitable” has mentioned the preceding discussions through the imperative nature of the 12 trends in technology. These types of technology have revolutionized remarkably the life of the layman in unprecedented manner and will continue to do so in next 30 years. Kevin has demonstrated the unprecedented nature of technology and its effect on society through 12 meta-trends that are inevitable. Those twelve terms mentioned in his book are Becoming, Cognifying, Screening, Flowing, Access, Sharing, Filtering, Remixing, Interacting, Tracking, Questioning, and Beginning. The reviewer explains each mega trend in a nutshell in the succeeding paragraph.

“Becoming” has made each of the internet users as web creator. The looming speed of encyclopedia generation and public tutorials by an ordinary folks has fuelled the web to run on this automatic mode. Rarely the webs are getting generated commercially and most of the contributors are not made handy prior to such adventure. The hyperlinked feature of internet has weaved individual to an internet in such a way that users are no more customers. They have become product developers, vendors, marketers and laboratories. One of the offshoots of such trend is artificial intelligence which

has become ubiquitous in performing trivial role in business. It is expected that our supercomputers will turn out to be mini intelligence and this artificial mind at home will revolutionize the consumer models by embedding heads in personal robots. However, with all such revolutions major chunk of work is getting replaced by technology and human being are forced to craft newer job which is irreplaceable. In the process these trends are accelerating the processing ability of human mind that refers to trend called cognifying.

Not only new born machines are generated from these mega trends but also bits of information are replicated in seconds. There stands the role of the internet which is behaving like world largest copy machine. Whatever information is published through the support of internet is not only copied at once but also undergoes through stream of ethereal forces and flow. These forces tend to bring alteration, remix, addition, subtraction, and translation that may elevate the published information to next level. Further, digitization of the information has occurred successfully with the support of impeccable nature of screen. It has increased the flowing access of world of copies. Screen has illuminated the lives of humanity and acts as an interface to execute any day to day activities. It not only fills our pockets and briefcases but also behave as dashboards, living room walls and the sides of the buildings. The most interesting feature of digitization of business is lack of ownership to any information or services accessible to users. Accessibility has dominated the possession of materials leading to increase in value proposition. Digitization has also encouraged the collectivistic culture that

believes in sharing and power of collective effort. People of sharing have dismantled the issue of cognitive deficit by sharing information seamlessly without any disruption and slackness. Spill-over effect of surplus and shared information that exist in million bits are causing concerns for which user is forcing the user to filter it by way of its relevance and significance. This converts the digitized information into consumable water that gulps down the bits of information into meaningful and sense making. One of the trends called Virtual reality (VR) and augmented learning has made our life more entertaining, rejuvenating and refreshing. VR converts fake world to be a real world, and accelerates the degree of experience of users through high degree of interaction and immersion. Not only digital devices are available to entertain us but also see through our opaque body measurable parameters that reflect the health condition of person. These devices augment self-tracking activities by arranging the bits of information that can easily be cognified by machines. For instance it can measure the sleep and diet patterns, fitness, moods, genes and so on into quantifiable units. The collective effort of generating newer information has become common wealth and is stored as cloud intelligence. This repository of information provides scope to question the existing information yielding the leeway to generate newer information. In such cases the answers are easily attainable to produce and set up newer system, albeit with prerequisite condition that involves deeper probing assisted by domino effect of quality questions. Thus, the looming complexity arising out of cloud of machine intelligences linking billions of minds is a harbinger of new system and economy which is inevitable.

The fluidity with which writer connects the impeccable nature of digital product to services through twelve mega-trends is

commendable. Moreover, the writer's discourse emphasizing the inevitability of twelve roots of change sends the implicit message to readers to embrace it with grace and open mindset instead of escaping from it with intimidated and irrational thoughts.

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