It has been widely thought since time immemorial that the ICTs are taking over every sector of life. Even after the unprecedented dotcom crash of 2001, the optimism of government, the business sector and the society at large was not dampened. The only thing that diminished was the talk about the heroes of the digital age. It would seem that every magazine and periodical was doing a story about the witty Billy Gates and idolizing him for buying a dos program from a programmer and later turning out to be the richest man from the proceeds the copyright generated.

The term network society was used by Castell Manuels to refer to the internet (Hassan 2003) in his book, *the internet galaxy* (2001) there are many books that have been written on the topic of network society some of which have been implicit e.g. Harvey David's *the condition of post modernity* while others have been explicit like Manuals, *the internet galaxy.*

## A new point of view

It is obvious that ICTs have largely revolutionized the way we live. There are four main dynamics that we need to look at to understand the new point of view of the network society. The first term is Digital technology. Traditionally, we have appreciated ICTs for their aesthetic appeal. If one bought a phone for instance, it was of utmost importance that it has a cool look. People rarely think about the technology behind the device. However, digital technology has led to new approaches. For instance, the internet can be likened to an ecosystem since just like in an ecosystem; the internet has actually devised its own temporality. In addition, the technological advancements tend to polarize the present day human state instead of homogenizing it.

The second thing to consider is digital capitalism. It would be impossible to have the network society minus capitalism. Businesses have to continually engineer creative ways by which we can engage in business relationships in the network society yet at our greatest convenience. The terms e-commerce and eMarkets have been coined to refer to this scenario. Amazon and Dell became pioneers in the field and many other business have followed suite over the years. The effect is that Digital capitalism has made its footing and will not go away. Even if e-commerce was to collapse, there are already other money generating ideas like the e-learning programs.

Thirdly, the concept of Digital globalization is important. In the same way that we wouldn't have a network society minus a form of capitalism, it would also be impossible to have a globalization minus a revolution in the ICT field. There is a wide effect of enabling ICTS as the entire economy is impacted. As Hassan (2004) points out, Digital globalization has literally made the world come to us. Digital globalization has resulted in the world being converted into one small digital village. As would be expected, this has also come along with some issues of concern as there are many uncertainties that arise.

Lastly, there is the concept of digital acceleration. Historically, there has always been heightened increase of new PCs that had better capacities and processors and the traditional way of admiring technological advancement of a long time was no more. No sooner had a new technology been released than another came out. In less than one decade, we have been bombarded with new ICTs like PDAs, palmtops, scanners, PCs, digital cameras, and the mother of all technological advancement, the internet. The irony of it is that we crave continually for the newest technologies yet quickly abandon it in favor of the other that comes up (Castell, 1989). Hassan's approach can be viewed by many to be a pessimistic but in reality; he is just giving a good critique on the issues that pertain to the network society.

## The revolution has been normalized

The author uses this statement to refer to the fact that the digital revolution has evolved from the time when it was viewed as something control by the "heroes" to a time when it is impacting the life of every one.

## A way to think about networks, not just the Internet

The author uses the above stamen as a way of letting us know that there is a difference between networks and the internet. He views the internet as the backbone or the infrastructure on which the network society has been formed.

## Digital technology

Th emain idea the arthour is communicating and the topic of digital technology is the fact that our perception of ICTs has changed over time. Initailly, ICTs were liked for theit beauty but today,functionality has become the primary concern.

## References

Hassan, R 2004, *Media Politics and the Network Society,* BerkShire, MacGraw Hill.
Castell, Mn2001, *The Internet Galaxy*, New York, Oxford University Press.