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Loud Expectations and Quiet Change: Amara's Law

Article URL
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When a new technology appears, the world gets noisy, as if everything were about to be turned upside down. News reports say it will change everything within a few years, investment money pours in, and everyone rushes into related businesses. But when life has not changed as much as expected a few years later, people quickly grow disappointed and forget about the technology. The saying that sums up this familiar scene in a single sentence is “Amara's Law.” Put simply, Amara's Law is the adage that people tend to overestimate the effect of a new technology in the short run and underestimate it i