

Digital: has something got to give?



By [Jason Cumming](#)

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Like vs Plus: yet more announcements, more extensions, new updates, improved versions, another platform, another profile to complete and manage - my very own voluntary social media overload. As someone I follow recently tweeted, "Something has got to give".



<http://likevsplus.com>

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As a person who makes "keeping up" and "being in the know" in this digital world his business, I must say that it's no wonder the man on the street is walking in circles scratching his head.

As soon as he or she has managed to get to grips with a particular online platform or application, (or, even wait for it... "The Internet"), then good old Steve, Mark, Larry or Sergey announce and launch an improvement, an update or a more powerful, alternative

option all together! (Like we have a choice in this digital world?)

Progress?

This all sounds like "progress" and it is - it's awesome. For me, it's just that things (these technologies) are progressing faster than people are able to adapt to 'the original' versions of these things, if that makes any sense? Regular folk or consumers (call them people without [Bizcommunity profiles](#)) are being left behind. Has something got to give?

I think there is going to be yet another fundamental shift in how the world uses the Internet - soon. I might be forced to eat my words here, but as a passionate Facebook flag bearer only a few months ago, I think even this behemoth might go the way of MySpace. (God forbid, I hear you say?!) How could this possibly happen?

A movement has already started. The online "super consumer" has all the power now - the futures of these fantastic businesses truly do lie in the hands of the people. The scary thing is that these social dot coms might be their own worst enemies, where this 'power to influence' within our social networks has been made as "viral" as ever before. (If all of my friends, followers and connections had to share this post, then you will see what I mean.)

Live vs Plus

The "Like vs Plus" battle (<http://likevsplus.com>) will be good to watch - it might just be a battle to keep up.

ABOUT JASON CUMMING

Jason Cumming is currently partner, business director and rainmaker at Leftfield (www.bizcommunity.com/Pressoffice/Leftfield). He has worked in the marketing and advertising industry for the past 10 years and has all-round experience on many blue-chip brands. He is passionate about business and strongly believes in the crucial role *marketing* plays within companies - a role that often seems less so in a number of South African businesses these days. On *digital* - he says, "Don't panic!" Email him at jason@leftfield.co.za, follow @JasonCumming on Twitter and connect on LinkedIn.

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