

## Axiom 3

---

### Recommended Citation

"Axiom 3", Global Problem Solving, December 10, 1999, <https://nautilus.org/global-problem-solving/axiom-3/>

---

[axiom 1 - metcalf's law](#)

[axiom 2 - early entrants win the field](#)

[axiom 3 - significance precedes momentum](#)

[axiom 4 - standards as power](#)

[axiom 5 - producer and consumer utility](#)

[axiom 6 - gatekeepers, intermediaries, and the attention deficit](#)

[axiom 7 - positive feedback loops](#)

[axiom 8 - differentiation of products and pricing](#)

[axiom 9 - switching costs and lock-in](#)

[axiom 10 - free information: cooperation in a competitive environment](#)

[bibliography](#)

### **Axiom 3 - Significance Precedes Momentum**

*In the past, an innovation's momentum indicated significance. Now, in the network environment, where biological behavior reigns, significance precedes momentum (Kelly, 35).*

*The products new purchasers learn about depends on which products the previous purchasers "polled" or sampled and decided to buy. They are therefore likely to learn more about a commonly purchased product than one with few previous users. Hence, where buyers are risk-averse and tend to favor products they know more about, products that by chance win market share early on gain an information feedback advantage. Under certain circumstances a product may come to dominate by this advantage alone (Arthur and Lane, 69).*

---

View this online at: <https://nautilus.org/global-problem-solving/axiom-3/>

Nautilus Institute

2342 Shattuck Ave. #300, Berkeley, CA 94704 | Phone: (510) 423-0372 | Email:

[nautilus@nautilus.org](mailto:nautilus@nautilus.org)