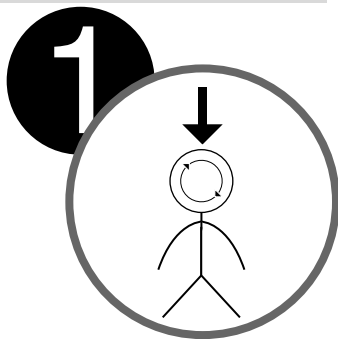
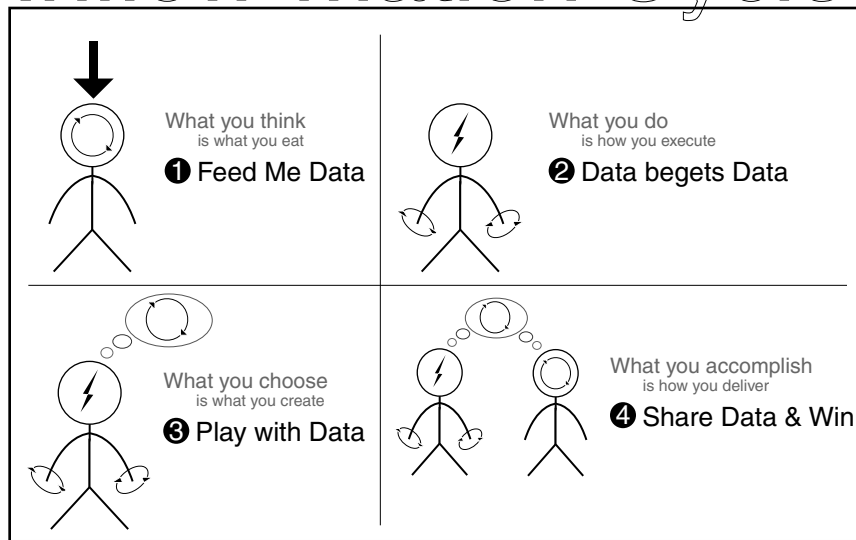


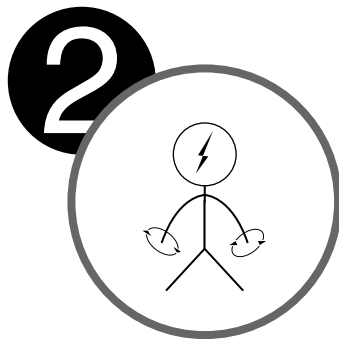
The Four Internet Golden Rules are based on how humans deal with information. There are two types of information, internal (from your head) and external (from your environment). Humans deal with both simultaneously and more importantly use one to change the other and vice versa. These rules reflect a sequential path for a typical online user that initiates his or her web experience. This path is ideal and does not depict all practical contexts; moreover, humans might not complete all 4 steps.

- 1 Feed Me Data
- 2 Data begets Data
- 3 Play with Data
- 4 Share Data & Win

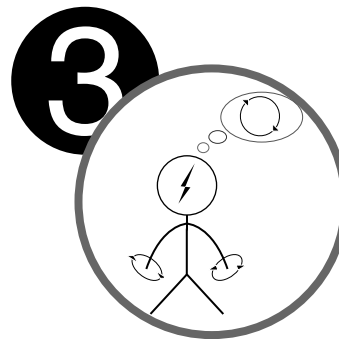
Inflow-mation Cycle



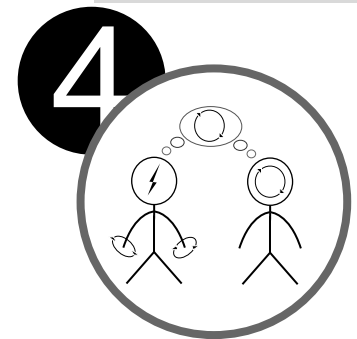
Subjected to self-actualization via the senses - humans desire the pursuit of information within their environment, otherwise leading to another state of awareness.



Amidst the cognition process the individual generates information on information. Both within the mind and to the outside world.



In effect, the perception of an idea and the execution or expression of that idea are two distinct yet coupled entities. The individual's interpretation is unique and specific to that individual.



Communication of a concept requires transmission via the senses. Entropy, like gravity imposes an inevitable force on the expression of your idea - the ability to articulate a concept to the outside world as you see it in your head is the beauty of delivery.



Eduardo Gustavo Gomez Jr.

A devout thinker on contemporary sociological issues that reflect the impact of technology, Eddie continues to promote the nature of human behavior as a medium to understand modern society. The Four Internet Golden Rules represent an ongoing observation of the the individual and the collective in a wired culture where communication is cheap and easy to duplicate. These rules and other related concepts are part of "The Create-Your-Own-Media" revolution.