



Why complex innovations need to be explained

A recurring observation — In the technological field, some believe that the proliferation of analyses, notes, and articles ultimately leads to an excess of communication. This criticism seems all the more legitimate given that we live in an already information-saturated environment.

The challenge of innovation—Blockchain, tokenization, and digital finance—requires specialized knowledge that not all stakeholders possess. The more complex an innovation, the greater the need for explanation, reformulation, and mediation.

A common misconception — However, informing, communicating, and making understood do not mean the same thing. Information can circulate without being understood. A message can be received without producing a shared understanding among the stakeholders.

Everett Rogers' lesson — Innovations don't spread on their own. They progress through intermediaries capable of translating technical mechanisms into realities understandable to different audiences.

Does innovation spread through technology or through its translation?