Technological change itself was a long-drawn-out process, with origins dating back, if not to the dawn of time, certainly well before the eighteenth century, despite the accelerating tempo of invention and innovation apparent from the 1760s onwards. Apart from scholarly conservatism and convenience, what sustains the concept of an English industrial revolution in the face of revisionist and quantifying doubt is the evident bunching of associated demographic, economic, and social change throughout the later eighteenth and early nineteenth centuries. Significant developments...in agriculture, transport, banking and finance, the management and organization of work, the composition and remuneration of the labour force, economic theory, and urban growth complemented the remarkable dynamism of cotton and iron, while extending their influence well beyond the industrial North and Midlands.

Contemporary awareness of living through a period of great change was widespread:

All things are changed, the world's turned upside down
And every servant wears a cotton gown.

according to the two 'aged females' who deplore the rising generation in a poem written by Susanna Blamire (1747-94) around the year 1776. In the early 1790s another author referred to 'times which are passed, before manufactures and commerce enriched us'; a parliamentary Select Committee of 1806 assumed that the 'rapid and prodigious increase in the manufactures and commerce of this country is universally known'. In a work published next year the former radical Robert Southey (1774-1843) asserted that 'no kingdom ever experienced so great a change in so short a course of years...as England has done during the present reign'; among the changes Southey identified were 'the invention of the steam engine' and 'the manufacturing system carried to its utmost point'. Even the novelist Jane Austen, whose portrayals of genteel family life in rural southern England are seemingly far removed from the bustling worlds of commerce and industry, wrote 'a lampoon of modernization' in her final, unfinished novel Sanditon. Composed during the last months of her life (January-March 1817), Sanditon satirizes consumerism, fashion, patent medicines, and speculative property-developers, like the energetic Mr Parker, whose efforts to promote the small Sussex village of Sanditon as a 'young & rising bathing-place' mirror the new middle-class fad for seaside holidays, a taste which in due course would come to be shared by the working masses, at Blackpool and elsewhere.