

Aim #25b: How does globalization positively and negatively affect the world (socially & economically)?

Mini Lecture

- The spread of Zika and the international efforts to combat it show how interconnected the world has become. These interconnections in **economic & social issues** are known as globalization.
- **1) Globalization Controversies:** Some experts focus on the positive effects of globalization arguing that it brings people around the world together. However, critics have expressed many concerns about the changes that are part of globalization.
- **a) Decline of the Nation-State:** Starting in the 19th century, Europeans and others throughout the world struggled to divide extensive multi-ethnic empires into smaller nation-states in which everyone shared the same culture. Most European governments today are nation-states- for example, most people in Poland identify with Polish culture.
- However, the rise of international organizations, int'l standards, int'l businesses took away some of the power of nation-states & many people resented that. In the early 21st century, many European countries experienced a rise in political parties that emphasized nationalism than internationalism.
- At the same time that the power of international organizations were growing, so was a demand for local control. Reformers argued that cities & states could govern themselves more effectively than could the national/central government. As a result, nation-states grew weaker as they lost power to local or regional layers of government.
- **b) Global vs. Local:** One fundamental idea of globalization was encouraging trade among countries. For example, this allowed a person in Russia to buy furniture from a global Swedish retailer, which obtained the wood to make the furniture from S. America, which was then sent to Bangladesh for assembly. Consumers get inexpensive goods, owners of each company receive profit, & workers in several countries have jobs. These benefits led some to conclude that globalization is positive.
- However, critics of globalism & promoters of localism, sustainable development, raised concern:
 - One concern was environmental damage- global shipping produced carbon dioxide or CO₂ emissions that pollute that air.
 - Another concern was exploitation of workers- companies often pay low wages in dangerous conditions to make profit.
 - A third concern was capital flight- when consumers buy furniture from a company across the world, their money goes away from the local economy (not investing in their local communities with jobs, revenue, tax dollars) to supporting a foreign company.
- **c) China's Role in the Global Economy:** Ever since China began its rise as a global economic power in the late 1970s, many criticized the way its economy functioned. China embraces capitalism to some degree, but the country's Communist government still is vitally involved in planning & finance. Critics complained that the Communists use unfair tactics to give their companies unfair advantages:
 - China has long been charged with manipulating the value of its currency- lessening its value to make the country's exports less expensive & thereby more attractive to consumers.
 - The Chinese government also was accused of supporting overproduction of products (steel & textiles) & then "dumped" those products on foreign markets at prices below cost- destroying competition.
 - The Chinese government's control of its financial system kept unprofitable ventures alive by allowing them to forego debt repayment. This practice gave these enterprises an unfair advantage over their global competitors that operated in free & unsupported marketplaces.
- Defenders of China pointed out it was following the pattern set by other countries. Earlier in history, businesses in Europe, the U.S., & other countries also benefitted from government support.
- **d)** Companies that operate internationally have existed since the 17th century, such as the Dutch East India Co. However, globalization has spurred an explosion in huge, **multinational corporations**. With markets & supplies on multiple continents, multinationals grew in size & influence throughout the 20th century providing jobs & greater variety of goods worldwide. Their large size enabled them to become very efficient producers and make a lot of money.
- However, critics argue that these corporations have become too large & powerful to regulate and they can use their economic clout to persuade governments not to enforce rules designed at protecting the environment & worker safety. If a country tried to have high standards, companies can move their factories/jobs elsewhere.
- In addition, critics pointed out that multinationals made large profits using natural resources & workers in poor countries, profiting investors in the West- resulting in redistributing wealth from the world's poor to the wealthy.
- **e)** Globalization promoted commerce, employment, and cultural **homogenization**, making things the same everywhere. For example, hamburgers being served in Tokyo or Rome. It's similar in fashion, music, movies, architecture, & other areas. A single global style often, replaced the traits that made each society distinctive.
- **2) International Financial NGOs:** Several nongovernmental organizations (NGOs) work closely with the UN on economic issues- each is independent & has been controversial.
- The **World Bank** created in 1944 to fight poverty by providing loans to countries. It first focused on projects (dams & roads) that boosted long-term development. It later expanded to finance social projects (education & disease prevention). Critics charged how the World Bank ignored how its projects damage the environment & local culture. For example, a highway might promote growth but send profits overseas.
- The **International Monetary Fund (IMF)** created in 1945 to stabilize a country's economy by promoting stable currency exchange rates. It focused on short-term loans & economic advice. Critics charge that conditions in IMF loans were so strict & influenced by large wealthy nations and the IMF acted on their behalf while it claims to help developing nations.
- The **World Trade Organization (WTO)** created in 1955 to promote trade worldwide by reducing trade restrictions & resolving trade disputes. Critics charge the WTO of backing free trade policies which benefitted consumers in wealthy countries but kept producers in poor countries poor. The WTO also undercut efforts by countries to pass laws to protect the environment.
- **3) The Interconnected Global Economy:** Globalization and international NGOs made the economy more interconnected than ever before. Any economic change now affects people everywhere.
- In industrial economies, oil became so important that the countries that produced it had great power. For example, OPEC imposed an embargo against the U.S. during the 1973 Arab-Israeli War which disrupted the world economy.
- National economies rise & fall together. For example, when unemployment rose in the U.S. 2008 recession, world economies were impacted.
- The interconnection in the global economy can promote equality- globally, severe poverty declined sharply in the past 2 decades. However, it can also promote inequality- poor countries export natural resources based on what they can sell rather than using them to improve the lives of people in their own country.
- One result of the mobility of work is that workers compete with each other for jobs- creating jobs for some & lowering wages for others. However, modern transportation enables workers to move where work is easily. Further, jobs done online or by phone enable people to find work without have to move.

Review Questions:

1. What are the positive and negative effects of globalization?
2. How does the interconnected world (globalization) affect people?

Enduring Issue: Globalization

Why has there been an increase in globalization in the 20th and 21st centuries?

Introduction

Some historians argue that globalization started in the late 1400s, when explorers like Christopher Columbus and Vasco da Gama sailed to parts of the world that had little direct contact with one another like Europe and the Americas, southern and eastern Africa, and southern and southeast Asia. After the turning point that was the Age of Exploration, the pace of globalization increased because of innovations in technology and motivations to gain wealth and exchange culture.

A lot has changed since the 15th century. Read the descriptions of the methods for globalization's spread in the 15th century and then explain how we address those same needs today.

In the 15th century people communicated by writing letter that were carried by messengers on foot, horseback, or ship. How do we communicate over long distance's today? In the 15th century people traded over long distances by shipping goods on foot, with the help of horse-drawn wagons, or on ships to markets where they were sold to buyers in person. If traders from Europe or Africa wanted to trade in the Americas it took between eight and twelve weeks to sail one way. How do we trade over long distances today?

Directions: As you learn about the four primary reasons why globalization has increased in the 20th and 21st centuries, answer the questions accompanying the documents and fill out the graphic organizer below.

Reasons Why Globalization Has Increased	Examples	Why did the examples given lead to increased globalization?
Innovation in Communication Technology		
Innovation in Transportation		
Promotion of and increase in free trade		
Availability and access to inexpensive and highly skilled labor		

Reason #1: Innovation in **Communication Technology**

Watch [this video from the Bill and Melinda Gates Foundation](#) explaining how mobile phones have become an important tool for farmers in Africa.

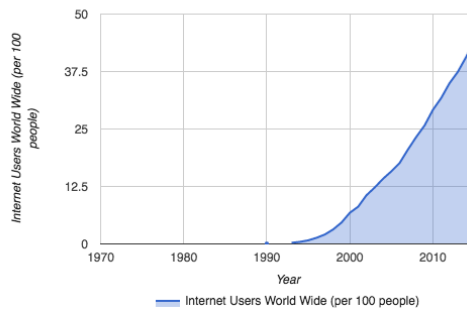
Since the establishment of the first civilizations, innovations in communications technology have made it easier and faster for people to communicate over long distances. In the 20th and 21st centuries, the speed of innovation has accelerated making it possible for us to communicate with one another across the globe in real time on cell phones as we walk down the street. Through the internet, we can now buy goods made by people who live on a different continent and transfer money to them with the click of a button even if we use different currency. The innovations that have made that possible have increased the rate of globalization.

Timeline of Communication Innovation

- 105 CE- Paper invented in China
- 751- Paper introduced to the Muslim world
- 1450- Johannes Gutenberg's printing press invented
- 1843- Long distance telegraph line invented
- 1844- Paper produced using wood pulp
- 1876- Telephone invented
- 1901- The first radio signals transmitted
- 1939- First black and white televisions sold
- 1954- First color televisions sold
- 1958- The first photocopier
- 1973- The first handheld mobile phone (4.4 lbs)
- 1976- Personal computers sold to the public
- 1983- Mobile phones sold to public
- 1989- Prototype for the World Wide Web (internet) built
- 1992- First text message sent
- 1995- Amazon.com launched
- 1998- Google launched
- 1999- The first smartphone is released in Japan
- 2003- Skype video calling service is launched
- 2004- Facebook launched
- 2005- YouTube launched
- 2006- Twitter launched



Internet Users World Wide (per 100 people) vs. Year



1a. Identify two effects of the innovations in the "Timeline of Communication Innovation."

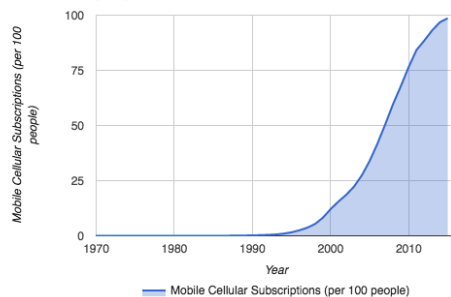
1b. Based on the video from the Bill and Melinda Gates Foundation, what effects can mobile phones have on farmers in Africa?

1c. Based on the graph of internet users worldwide, describe the trend in the number of people using the internet since 1990.

1d. Based on the graph of world mobile cellular subscriptions, describe the trend in the number of people using cell phones since 1990.

1e. How might the innovations in communication technology described above have increased globalization in the 20th and 21st centuries?

World Mobile Cellular Subscriptions (per 100 people)



Reason #2: Innovation in Transportation

Watch this [Ted-Ed video, "How Containerization Shaped the Modern World"](#) explaining the effects of innovation in shipping container technology on the process of globalization.

In the 20th and 21st centuries, innovations in transportation, specifically having to do with shipping, have made it faster and less expensive for goods to be transported from one place to another. This has opened up new possibilities for where goods are produced and where they can be sold, which has brought most of the world into the globalized economy.

Stages of Container Ship Development

Time Period	Length (m)	Width (m)	# of Shipping Containers it Holds	Speed (knots)
1960s	190	27	1,000	16
1970s	210	27	2,000	23
1980s	210-290	32	3,000	23
mid-1980s	270-290	37-41	Above 4,000	24-24.8
1992	290-320	39.6-47.2	Above 4,900	25
1996	306-310	38-40	Above 6,000	25
Since 2000	355-360	38-40	Above 8,000	25

Source: Statistics from the Korea Maritime Institute, reported by UNESCO http://www.unescap.org/sites/default/files/pub_2194_ch2.pdf



Chinese container ship docked at a port in the Netherlands image is courtesy of wikimedia commons and is public domain



Container truck in Alexandria, Egypt image is courtesy of wikimedia commons and is public domain



A freight train with shipping containers travelling through Texas image is courtesy of wikimedia commons

2a. Based on the Stages of Container Ship Development Chart, identify three changes that have occurred in the development of container ships since the 1960s.

2b. What innovation did Malcolm McClean come up with? What problems did it solve?

2c. How might containerization have increased globalization in the 20th and 21st centuries?

Reason #3: Promotion of and increase in free trade

Free trade is the name given to international trade in which there are no restrictions on *what is traded, how much is traded, or how much it costs to trade.*

Countries prevent free trade by requiring companies to pay **tariffs** on goods that they **import** or **export**, or by establishing **quotas** that set a limit on the number of goods traded. A country can use tariffs and quotas to either encourage or discourage trade. For example, Country A might raise tariffs on imports to discourage computer companies from Country B selling their laptops in Country A. Country B's computer companies would be less likely to sell laptops in Country A because they would have to pay money to Country A's government in the form of tariffs and doing so would lessen their profit. Country A might also raise tariffs to give the computer companies in their country an advantage over companies from other countries with hopes of keeping more factories, computer stores, and related jobs in their country.

People who support free trade view tariffs and quotas as **"barriers of trade"** and want to get rid of them so companies and workers can move freely across international borders to make and sell their goods and services. They believe that by doing this, companies will be able to make products as inexpensively as possible, people will be free to move to where they can find work most easily, and in the end, more people will have jobs, companies will make more profits, and consumers will be able to get goods and services at the best price. Right now, there are no examples of purely free-trade economies, but several organizations are working to make that a reality.

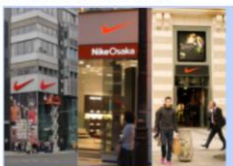
When barriers to trade like tariffs and quotas are lifted, the pace of globalization is accelerated because businesses see an opportunity to make more profit, so they build more factories where labor is inexpensive and more stores where people are wealthy enough to purchase their goods. The places where the factories and stores are built, and where the company is headquartered, are then more interconnected.

- 3a. What methods might a country use to prevent free trade?
- 3b. Why do supporters of free trade support it?
- 3c. How might more free trade have increased globalization in the 20th and 21st centuries?

Organizations that Promote Free Trade

Some organizations promote free trade because it serves their interests. The actions they have taken to make free trade a reality are some of the reasons why globalization has increased in the 20th and 21st centuries. In the activities below, you will learn about two such organizations: multinational corporations and the World Trade Organization.

Multinational Corporations



Nike stores in Berlin, Germany; Osaka, Japan; and Paris, France. Source 1, 2 and 3.



World Trade Organization Logo. image is courtesy of wikimedia commons and is in the public domain

What are multinational corporations?

A **multinational corporation** is a business that owns or controls production of goods or services in one or more countries other than their home country. It can also be referred to as an international corporation or a transnational corporation. The world's most well known companies are multinational corporations. For example, McDonald's, which is an American-owned company, has restaurants in countries all over the world and gets ingredients for their food from multiple countries. Clothing manufacturers like Nike might get the cotton to make their materials from the United States, then ship that cotton to Bangladesh to have it turned into a shirt, and then have it shipped to Berlin, Germany to sell it.

Why do multinational corporations support free trade?

Businesses are able to profit the most if they keep costs for materials and manufacturing low, while selling for the highest price possible. Different parts of the world have different "**standards of living**," which means that they have different levels of wealth. Multinational corporations support free trade for three main reasons.

1. Free trade enables multinational corporations to buy materials at the lowest cost possible without having to pay tariffs.
2. Because of free trade, they can build factories in countries with low standards of living which means that they do not have to pay workers as much money as they would in countries with higher standards of living.
3. Multinational corporations can then sell their goods, which they made with as little cost as possible, to people in wealthy nations that have high standards of living and who will pay the highest price without having to pay tariffs.

3d. What is a multinational corporation?

3e. Why do multinational corporations support free trade?

What is the World Trade Organization?

The World Trade Organization (WTO) is an international organization that negotiates trade agreements between countries. Through their agreements, which most countries in the world have signed, the WTO sets the rules for international trade.

According to the WTO, their goal is "to help producers of goods and services, exporters, and importers conduct their business, while allowing governments to meet social and environmental objectives" and to "to help trade flow as freely as possible." The WTO encourages free trade by requiring governments to lower tariffs, quotas, and other restrictions to trade through the contracts they sign.

The WTO also helps countries settle trade disputes, which usually arise when one country accuses another of not following the rules of agreements that were negotiated with the WTO. Usually, a dispute occurs when one country raises tariffs on another, or gives subsidies (money from the government) to their own companies so they can have an advantage over foreign businesses.

Why does the World Trade Organization support free trade?

The World Trade Organization supports free trade because, according to their website, they believe that trade without restrictions encourages economic activity in all countries involved and that by following the same rules, trade between countries will be fairer. The WTO believes that free trade benefits the most people in the world by providing employment to those in less developed countries who are making goods while giving people in more developed countries less expensive goods.

3f. What is the World Trade Organization (WTO)?

3g. What is the goal of the WTO?

3h. Why does the WTO support free trade?

Reason #4: Availability and access to inexpensive and highly skilled labor

Businesses often try to cut the costs of making products or providing services so they can maximize their profits. One of the ways they do this is by paying workers less money. Globalization and free-trade agreements have made it possible for multinational corporations to look for workers around the world who have the skills they need at the lowest costs they can find.

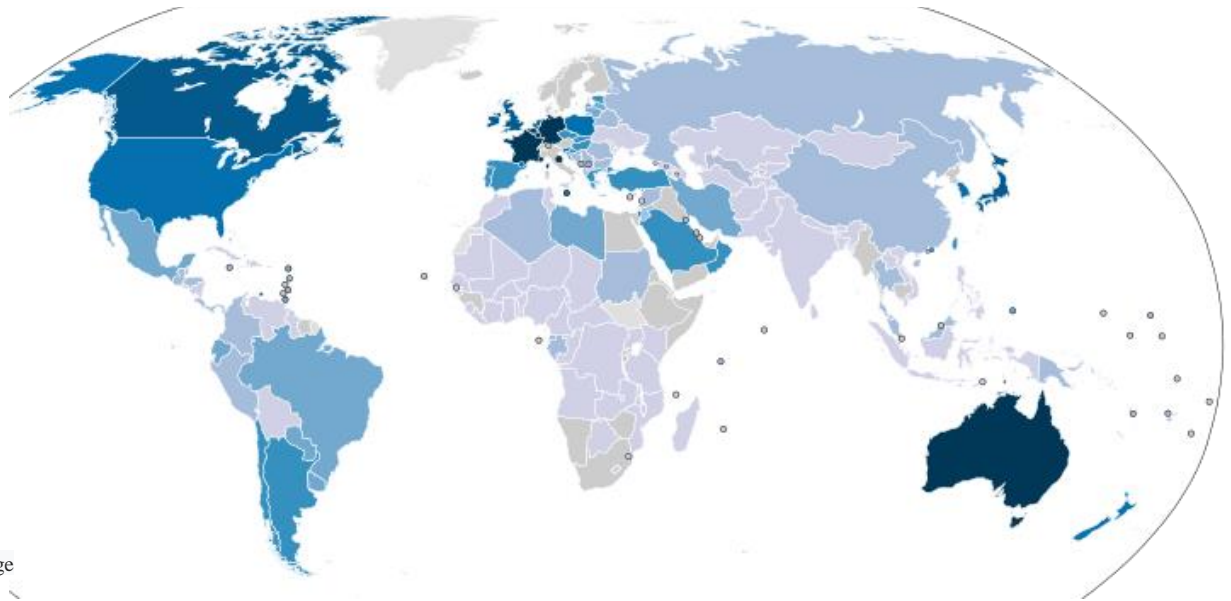
Depending on the product or service that the company provides, they need workers with different skills. For example, sewing t-shirts is a skill that can be taught to most people and does not require much formal education, so a clothing company can find workers to do this job in countries with the lowest labor costs possible as long as they train them to operate the machines used to make the clothes. As a result, many clothing manufacturers make their goods in countries like Bangladesh where there is a low standard of living.

Editing a book, on the other hand, requires that the person reading it have a deep understanding of language and writing techniques, so an author would need to find an editor with those skills. Some authors have been able to find the least expensive editors who qualify for this job in places like the Philippines or India where the standard of living is lower than places like the United States or Europe, but many people have a formal education in English.

The availability of high skill laborers at a low cost has increased the rate of globalization in the 20th and 21st centuries because multinational corporations find it beneficial to hire workers at the lowest cost and people with skills and education in less developed countries want jobs that will bring them more wealth. As a result of this exchange, extreme poverty in countries with people who are employed by multinational corporations has decreased.

Global Minimum Wages per hour in US Dollars, 2014

The map to the right shows the global minimum wages per hour in US dollars. States and subnational jurisdictions less than 20,000 km² in area and with data available are shown as colored circles. No circles are shown for small states without data available.

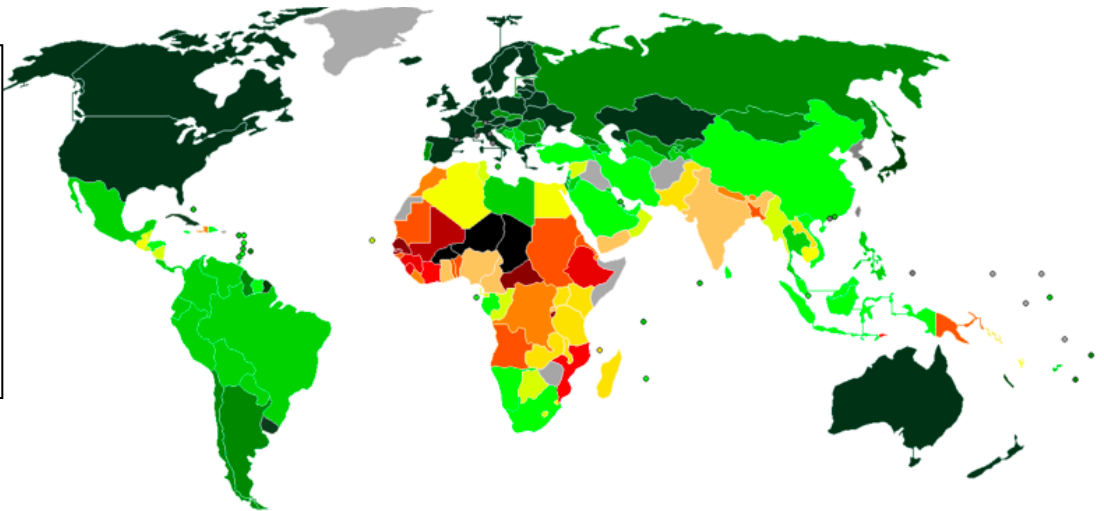


Key

Dark Blue	\$10.01–\$16.88
Medium-Dark Blue	\$7.51–\$10.00
Medium Blue	\$5.01–\$7.50
Light Blue	\$3.00–\$5.00
Very Light Blue	\$2.01–\$3.00
Lightest Blue	\$1.01–\$2.00
Lightest Blue	\$0.00–\$1.00
Grey	No minimum wage
White	No data

Education Index, 2008

In the map to the right, the average education of the inhabitants of each country falls into three broad categories: **high**, **medium**, and **low** educational development. The darkest green represents the most educated population and the deepest red represents the least educated.



- 4a. Why do multinational companies hire people from other countries to make their goods and provide their services?
- 4b. Based on the maps above, what regions of the world have the highest wages? Which have the lowest wages?
- 4c. Based on your response to question 4b, which regions are multinational corporations most likely to make their goods in and which regions are they most likely to sell their goods in? Why?
- 4d. Based on the maps above, which regions of the world have low wages and high education? Why might a multinational corporation want to manufacture goods in these regions?
- 4e. How might the availability of inexpensive and highly skilled laborers have increased globalization in the 20th and 21st centuries?

Do the economic benefits of globalization outweigh the costs?

Directions: Watch the videos below to preview some of the concepts you will examine in the following documents. As you watch, use the information to fill in your [Effects of Globalization Graphic Organizer](#) and complete the questions following the video.

[Crash Course Economics video entitled “Globalization and Trade and Poverty”](#) (2:24-5:00)

[Crash Course Economics video entitled “Income and Wealth Inequality”](#) (0:55- 4:30)

Based on the videos above, identify two benefits and two costs to globalization and explain why they are positive or negative effects.

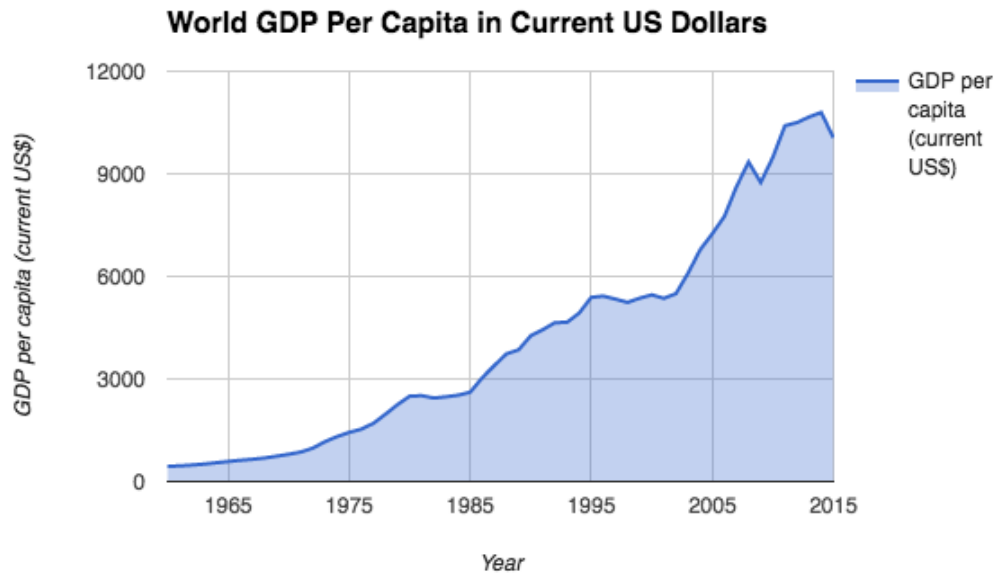
Document Analysis Activity: Do the economic benefits of globalization outweigh the costs?

Directions: As you examine the following documents, answer the accompanying questions and use the information to fill in your [Effects of Globalization Graphic Organizer](#).

Effects of Globalization		
Category of Effects	Positive Effects	Negative Effects
Economic		
Social & Cultural		
Political		
Environmental		

Document 1

Gross Domestic Product (GDP) is the total value of goods produced and services provided in a country during one year. A country’s GDP is usually used to represent its wealth. A country with a high GDP is considered wealthier and more “developed” than a country with a low GDP. The graph below shows GDP per capita for the world as a whole since the mid-20th century. “Per capita” means per person, so the graph below shows the GDP of the world divided by the number of people in the world.

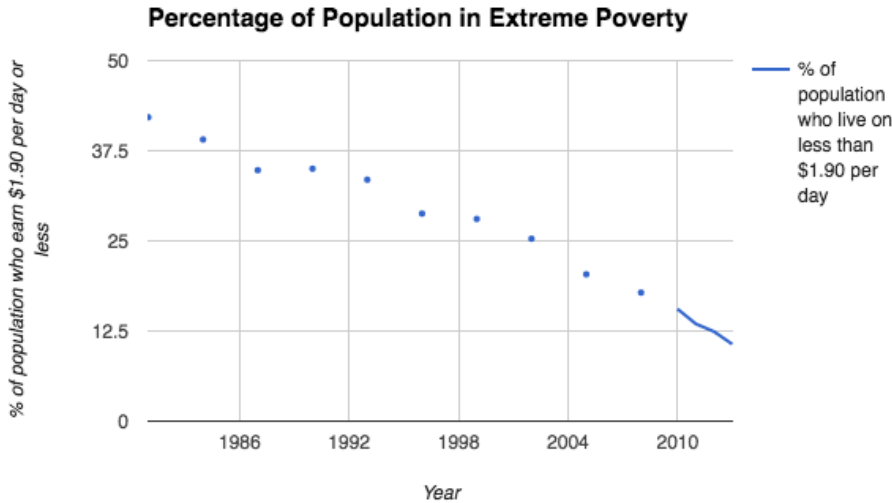


- 1a. Describe how the world Gross Domestic Product has changed since 1965.
- 1b. Based on Document 1, what has been one economic effect of globalization? Is it a positive or negative effect? Why?

Document 2

Though “extreme poverty” is difficult to define, the World Bank uses the figure \$1.90 per day per person to determine if someone is living in extreme poverty. The graph below is based on this measurement of extreme poverty in the world over time. The World Bank does not have values for this measure for every year, so only the period of time from 2010 to the present when there is a number for each year is represented by a line. Previous years are plotted as dots.

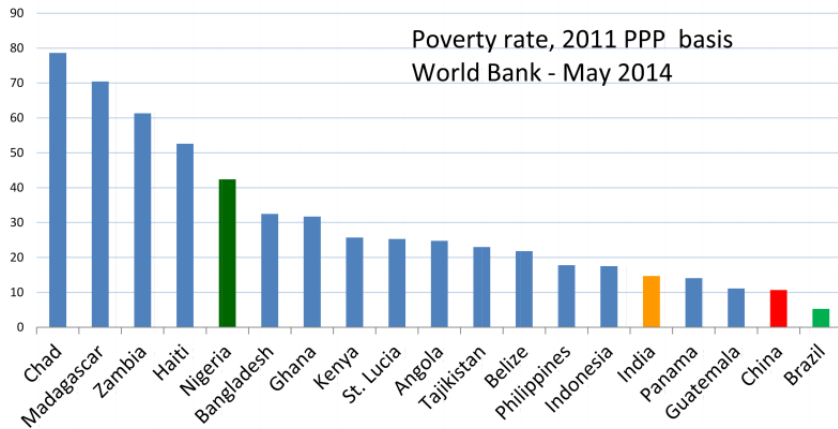
Source: <http://www.worldbank.org/en/news/feature/2016/06/08/ending-extreme-poverty>



2a. Describe how the percentage of the world population in extreme poverty has changed since 1980.
 2b. Based on Document 2, what has been one economic effect of globalization? Is it a positive or negative effect? Why?

Document 3

According to the World Bank, poverty rates have declined in all regions, but not equally. Countries in Sub-Saharan Africa in particular still have a great number of people who live in extreme poverty. The World Bank notes that, “A vast majority of the global poor live in rural areas and are poorly educated, mostly employed in the agricultural sector, and over half are under 18 years of age.” The graph below shows the rates of poverty in a number of developing countries based on data from 2014.



3a. Based on the graph to the left, describe where countries with the most poverty are located.
 3b. Based on Document 3, what has been one economic effect of globalization? Is it a positive or negative effect? Why?

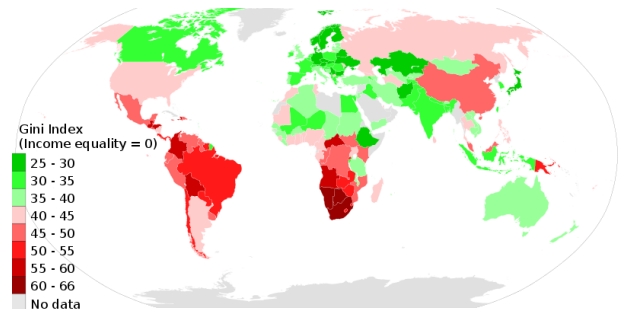
Document 4

The Gini index is used by economists to measure inequality. If a country had a Gini index of 0, then everyone in the nation would make the same amount of money. The higher the Gini index, the greater the difference is between the wealthiest and the poorest in society. The chart below shows the world’s Gini index from 1988-2013.

Year	World Gini coefficient
1988	.80
1993	.76
1998	.74
2003	.72
2008	.70
2013	.65

4a. Based on the chart to the left, describe how the world’s Gini index has changed since 1988.
 4b. Based on Document 4, what has been one economic effect of globalization? Is it a positive or negative effect? Why?
 4c. Based on the map, what has been one economic effect of globalization? Is it a positive or negative effect? Why?

The map below depicts the amount of inequality in countries based on their Gini index.



Do the social and cultural benefits of globalization outweigh the costs?

Cultural Diffusion in a Globalized World

Cultural diffusion is the exchange and spread of culture (one's language, ideas, technology, art, and traditions) between different groups of people. The process of cultural diffusion has taken place throughout human history and shaped many of the turning points in global history. The more people from different cultures have contact with one another, the more cultural diffusion takes place.

As a result of innovations in communication technology and globalization, the rate of cultural diffusion in the 20th and 21st centuries has accelerated rapidly.

Directions: As you examine the following documents and links, answer the accompanying questions and use the information to fill in your [Effects of Globalization Graphic Organizer](#).

1. Social Media

Social media are computer based tools used to create and share information. The number of social media platforms and the use of those platforms have increased rapidly in the 21st century, creating a whole new method of cultural diffusion in the world.

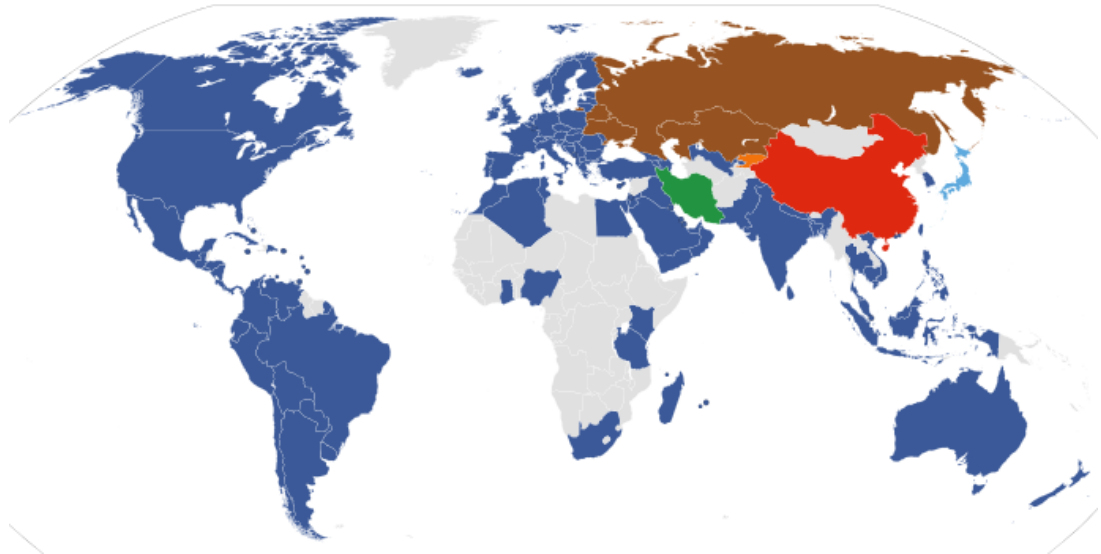


This is a list of the leading social networks in the world based on the number of active user accounts as of April 2020.

1. Facebook: 2,498,000,000 users
2. YouTube: 2,000,000,000 users
3. WhatsApp: 2,000,000,000 users
4. Facebook Messenger: 1,300,000,000 users
5. WeChat: 1,165,000,000 users (China)
6. Instagram: 1,000,000,000 users
7. TikTok: 800,000,000 users (China)
8. QQ: 731,000,000 users (China)
9. QZone: 517,000,000 users (China)
10. Sina Weibo: 282,000,000 users (China)
11. Reddit: 430,000,000 users
12. Kuaishou: 400,000,000 users (China)
13. Snapchat: 398,000,000 users
14. Twitter: 386,000,000 users
15. Pinterest: 366,000,000 users

World map with countries colored according to the most popular social networking site. For almost all countries, this is Facebook, with the exemptions of China (QZone), Japan (Twitter), Russia, Ukraine, Belarus, Kazakhstan (all [VKontakte](#)), Kyrgyzstan (Odnoklassniki) and Iran ([Facenama](#)). The data source is [Alexa's Top 500 sites in each country](#) as of 2015-11-08, which provides data for 118 countries/territories.

- Facebook
- Twitter
- VKontakte
- QZone
- Odnoklassniki
- Facenama
- no data



- 1a. 1a. What is the purpose of this communication innovation?
- 1b. What positive social and cultural effects might it have?
- 1c. What negative social and cultural effects might it have?
- 1d. Do the social and cultural benefits of this innovation outweigh the costs?

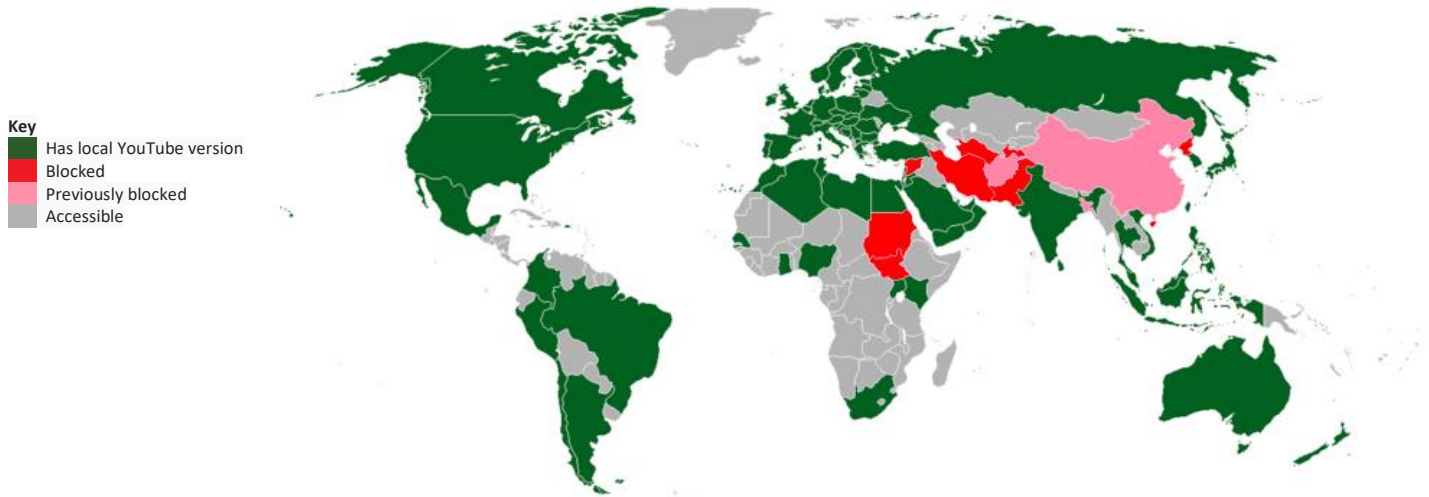
2. YouTube

YouTube, the world's most popular video sharing website, was launched in 2005. In 2015, [The Telegraph, a British newspaper and website, looked back at the effects of YouTube in a project called "How YouTube changed the world."](#) Explore the text and videos from *The Telegraph's* project and think about what your experience has been with YouTube, to respond to the questions below.

Statistics on Global Usage from Youtube.com (June 1, 2020):

- YouTube has over two billion users each month — almost one-third of all people on the Internet — and everyday people watch over a billion of hours on YouTube and generate billions of views.
- YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year-olds than any cable network in the U.S.
- More than 70% of YouTube views come from mobile devices.
- YouTube has launched local versions in more than 100 countries.
- You can navigate YouTube in a total of 80 different languages

World map that shows the status of [YouTube](#) in countries as of 2008.



- 2a. What is the purpose of this communication innovation?
- 2b. What positive social and cultural effects might it have?
- 2c. What negative social and cultural effects might it have?
- 2d. Do the social and cultural benefits of this innovation outweigh the costs?

3. Text and Video Chat Services and Applications

High speed internet and wireless connectivity have made it possible for people to communicate in real time around the world through text and video. Platforms like WhatsApp, Facebook Messenger, Skype, Zoom, and Google Hangout bring people into close contact faster than ever before.



Messaging with WhatsApp, the world's most popular messaging app that enables people all over the world to communicate for free using wireless internet.



People using Google Hangouts to communicate with a member of their team who is far away.

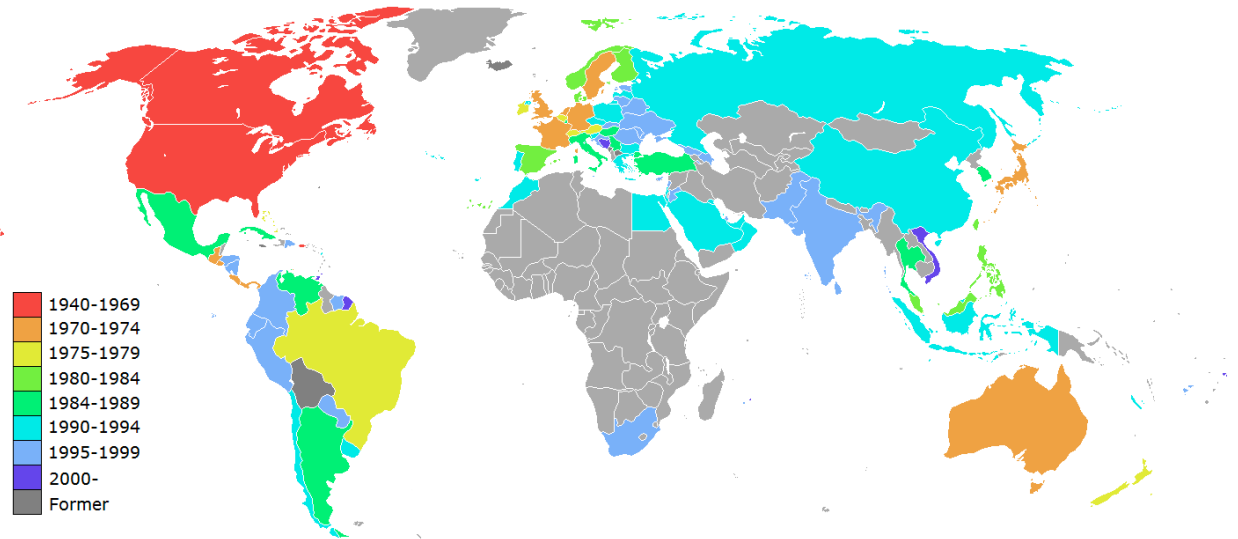
- 3a. What is the purpose of this communication innovation?
- 3b. What positive social and cultural effects might it have?
- 3c. What negative social and cultural effects might it have?
- 3d. Do the social and cultural benefits of this innovation outweigh the costs?

4. Americanization

After World War II and even more so after the fall of the Soviet Union in 1991, the United States has been the leading political and cultural power in the world. American culture, in the form of movies, television, food, music, and technology have spread throughout the world and influenced many other cultures. The process of cultural diffusion from the United States to other parts of the world in the 20th and 21st century is often called **Americanization**. This term is often used by people in other countries who are critical of the influence that American culture has in their country.

Americanization is similar to the process of westernization that took place in the 18th and 19th centuries when European countries influenced the cultures of those regions that they colonized. As imperialized groups reacted against European colonization through events like the Sepoy Rebellion in India, Boxer Rebellion in China, and Bambatha Rebellion in South Africa in the 19th and early 20th centuries, there have been reactions against Americanization in the late 20th and 21st centuries.

McDonald's Restaurants Around the World



- 4a. What positive social and cultural effects might Americanization have?
- 4b. What negative social and cultural effects might Americanization have?
- 4c. Do the social and cultural benefits of Americanization outweigh the costs?