Knowledge organiser- Globalisation and the Digital Social World

Globalisation: the process by which the world is becoming more interconnected (simple definition)

Issues with defining it: pace will vary; may be a negative process for some and more positive for others; assumes homogenisation, whereas there may be resistance; being done by some countries and to others; may include economic, cultural and political aspects.

the many ***Jurgenson*** – Augmented revolution, Twitter giving a voice **Negative ideas:** ***Cornford & Robins*** – power in hands of the few ***Bagdikian*** – centralised control ***Chomsky*** – manufacturing consent, Twitter is superficial ***Keen*** – increasing inequalities, dumbing down ***Joyce*** – the pendulum ***Seabrook*** – cultural imperialism	***Nakamura*** – empowering oppressed women ***Haraway*** – cyborgs ***Chittal*** - Hashtag feminism **Negative ideas:** ***Jane*** – gendered cyberhate **Amnesty research** **Demos research** ***Arlaacki/ Hughes*** – the dark web, sexual exploitation	***Maffesoli*** – neo-tribes ***Van Dijck*** – identity as a social product ***Ritzer & Jurgenson*** - prosumers **Negative ideas:** ***Baudrillard*** – hyperreality, simulation, implosion ***Ritzer*** – McDonaldisation, fragmented identities ***Foucault*** – increased surveillance ***Brignall*** – isolated current cyberyouth

Key ideas for GDSW

Digital revolution - the transformation digital technology has brought to society (similar to the industrial revolution)
Global village – McLuhan; the world has become smaller/ more connected as communications have become easier through the media.
Networked global society - today's world is interconnected across the globe with information at the heart of everything, so social networks provide access to information and can therefore bring power. (***Castells*** – the power of networks)
Virtual communities - a social network of individuals conducted online.
Media convergence - many different media forms come together, in one device (smartphone) and in a few big companies (Amazon, google etc).

Impact of digital communication on identity

Case – we are all cyborgs now, gives us more opportunities, but negative digital footprints can affect our identities.
Van Dijck – we have become 'social products', always aware of how we present ourselves.
Turkle – we can create 'better' versions of our selves

Impact of digital communication on relationships

Turkle – 'alone together' - losing face to face relationships; the Goldilocks effect – keeping people at arms length, losing the ability to have a conversation.
Clayton – the Twitter effect, leads to an increase in divorce
Miller – Tales from Facebook – good and bad impacts on relationships
Brignall – current cyber youth more isolated, less communication skills
Shaw & Gant – reported positive impacts n self-esteem and wellbeing if have more online relationships
Ellison – connects people, helps maintain relationships long distance
O'Keefe & Clarke Pearson – positives (e.g. communication skills) and negatives (e.g. cyberbullying, facebook depression, sexting)

Impact of digital communication on inequality

Inequality of access
The Digital Divide: Age, Class, Gender
Age: ***Prensky*** (digital natives vs digital immigrants);
Berry – less access for older people
Class: ***Helsper*** (digital underclass)
Mertens & D'Haenens – less internet use amongst lower class
Gender: ***Mphidi*** – IT seen as 'male' industry

Impact of digital communications on culture: Conflict & change

- Religious fundamentalists using social media to recruit and challenge others: **Singer** (How ISIS use social media as a weapon); ***Howard*** (Digital Jesus)
- Online protest movements: 'clicktivism'/ digital activism: examples: BLM, MeToo etc

BUT: ***Rhimes*** – a hashtag is not a movement – slacktivism/ armchair activism

- Uprisings/ riots: role of digital media

E.g. UK 2012 riots – role of Blackberry Messenger
Arab Spring uprisings – ***Jurgenson, Castells***
Ghonim – social media & polarisation
Jurgenson: When Atoms Meet Bits – Augmented revolution
Joyce – the Proof is in the Pendulum: Governments also use digital media to discredit/ shut down protests (e.g. of Hong Kong)

Impact of digital communications on culture: homogenisation/ defence/ glocalisation

Hall: 3 responses to globalisation:
1. Cultural Homogenisation – all cultures becoming the same
Will this be neutral, or a Western/ American culture? Positives/ negatives?
Link to Cultural Imperialism (***Seabrook***) – a Marxist view – deliberate spreading of Capitalism

2. Cultural Resistance/ Defence – a reaction to homogenisation, as cultures try to protect their uniqueness and resist globalisation/ homogenisation.
Klein's online anti-capitalism/ globalisation movement, Great Firewall of China, N Korea, other examples

3. Cultural Hybridity/ Glocalisation – Global culture but merges with local cultures to create new hybrids or 'glocal' cultures. Examples from ***Miller***'s WWP project (e.g. Trinidad and 'Fasbook')
Reverse colonisation (***Giddens***) also illustrates that globalisation is not all one way.

Theoretical perspectives on developments in digital communications