

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:

- 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
- 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
- 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