4GLOBALIZATION BMARK 2

Independent Research Project

WK 3: Timeline

I made a prezi that can be viewed by clicking **HERE**

WK 4: Rough Draft

I made a Wix that can be viewed by clicking **HERE**

WK 5: Final Project

I made a Wix that can be viewed by clicking **HERE**

This is an open project but you need to justify how it connects to Globalization

-DEADLINES & CHECKPOINTS-
WK 1- CONTRACT: Fri, 5/3 (end of class) **Link to Working GDoc on Moodle** **WK 2- ALL RESOURCES: Fri, 5/10 (end of class)** **Briefly Annotated on Your Working GDoc** **WK 3- ROUGH DRAFT: Fri, 5/24 (end of class)** **Include Link to visual project on top of your G-Doc** **WK 4- FINAL PROJECT: Fri, 5/31 (end of class)** **Posted to Course Blog (must include ALL sources)** **WK 5- PRESENTATIONS: Week of June 3-7** **Be prepared to present in class**

-REQUIREMENTS-

1. HISTORICAL TIMELINE: ***(not bound to any of these)***
Timeline Resources: Prezi or Life.com or Dipity

2. HISTORICAL RESOURCES: ***(Brief annotation is required)***
-At least FIVE (5) Primary Sources & FIVE (5) Secondary Sources

3. INCLUSION OF LOCAL PERSPECTIVE
-Include at least 5 pieces of Social Media sources -
(Twitter, Facebook, Youtube)

WK 1: CONTRACT

-due by end of class on Fri, 5/3-

HOW WILL YOU PRESENT YOUR WORK?

I will present my work through a Wix website because this will allow me to include other types of media such as audio, video and social media. This will also ensure that the viewer gets a well-rounded experience on my website that is not focused on one type of media.

INITIAL RESOURCES: (by end of class on Fri, 5/3)

Include at least 2 Primary, 2 Secondary, and 2 pieces of Social Media

Primary

Casey, Tina. "Study: Twitter Played Pivotal Role In Arab Spring." Online Posting. *TPM Idea Lab*. TPM News, 23 Sept. 2011. Web. 06 May 2013. <http://idealab.talkingpointsmemo.com/2011/09/study-twitter-played-pivotal-role-in-arab-spring.php>.

"A27 Reporting." *The Revolution Was Tweeted*. Social Media, Tech & Web, 3 Oct. 2011. Web. 06 May 2013. <http://article-27.com/2011/10/the-revolution-was-tweeted/>.

Secondary

Srinivasan, Ramesh. "Taking Power through Technology in the Arab Spring - Opinion - Al Jazeera English." Online Posting. *Opinion*. Al Jazeera English, 26 Oct. 2012. Web. 30 Apr. 2013. <http://www.aljazeera.com/indepth/opinion/2012/09/2012919115344299848.html>

Laskowski, Amy. "How Ford Became a Leader in Social Media." *BU Today*. N.p., 19 Apr. 2013. Web. 03 May 2013. <http://www.bu.edu/today/2013/how-ford-became-a-leader-in-social-media/>.

Social Media

"Disputes Over Syria Chemical Attack - Syria Accuses Opposition Of Chemical Attack." *YouTube*. You7uber2, 19 Mar. 2013. Web. 03 May 2013. <https://www.youtube.com/watch?v=MQgHdWKEEYA>.

"*What Is the "Arab Spring" of 2011?*" Storify. 1 Nov. 2012. Web. 06 May 2013. <http://storify.com/amyburvall/sample-storify-arab-spring>.

PROJECT STATEMENT: ***(1 page, double-spaced)***

For this project, I will be explaining how the rise in the use of social media pertains to globalization. I chose this topic because it is interesting to note how the world has changed since the inception of social media. Social media has changed how world conflicts are reported on and has rendered censorship by countries ineffective. It has also changed how we interact with people from different parts of the world, whether it is through instagram, facebook, Twitter or pinterest. Social media has essentially diminished national borders, figuratively, by allowing citizens to expand themselves into the global scene. A great example of of how social media has revolutionised the world was during the Arab Spring. The uprising jumped from Tunisia, to Egypt, Libya, Jordan, Bahrain and eventually to Syria largely through the use of social media. Websites such as Twitter and Facebook allowed protesters to plan protests and then share those plans with millions of others. The videos of the protests that were on YouTube also used as a mean of galvanising support for others. These videos also showed the extreme force to which the police were responding to the protests. Since

the media were banned from most of these countries, these videos enabled people and governments to also witness the harness of these governments, which accelerated their downfall. Social medias has also played less militaristic rolls in the world of late. Social media is also a hub for activism, especially in countries where people are not allowed to open express their opinions. In countries like China, social media has has been used to decry immense government corruption and has even led to the resignations of top government officials. People have demonstrated that they do not need to hold mass protests in order to see positive change in their country. I believe that people see such changes in a positive light and the possibly believe that social media has done more good than bad. The above examples of social media in regards to globalization show how social media can expand the audience of a problem or issue in the most isolated/repressed corners of the world. I believe that most people do not view social media as a force for global change. They hardly think past the meme they just liked or the funny tweet about their favorite TV show to see the broader implications of social media on a global scale. Through this project, I hope to portray the different impact of social media in terms of globalization. The government will never be able to fully control or repress social media because people will always get around it. Social media sometimes provides oversight of the government itself.

WK 2: ALL RESOURCES

-due by end of class on Fri, 5/10-

Primary

Casey, Tina. "Study: Twitter Played Pivotal Role In Arab Spring." Online Posting. *TPM Idea Lab*. TPM News, 23 Sept. 2011. Web. 06 May 2013. <http://idealab.talkingpointsmemo.com/2011/09/study-twitter-played-pivotal-role-in-arab-spring.php>.

This source offered an alternative perspective of the Arab spring through the lens of experts who analysed the role social media in the revolution. It also provided me with direct quotations that I can use to tie my project back to globalization. Additionally, this source also provided me with good general information about the Arab Spring revolutions and where/how/why social media had the most instrumental impact.

"A27 Reporting." *The Revolution Was Tweeted*. Social Media, Tech & Web, 3 Oct. 2011. Web. 06 May 2013. <http://article-27.com/2011/10/the-revolution-was-tweeted/>.

This source provided me examples of actual tweets from during the period of the Arab Spring that I can use to enhance my project. It also provides a graph that showed the frequency of tweets during the revolution. I think that it is important for views to get an actual example of a tweet to show how social media was used as a mean of relaying important information.

Challand, Roy. "Probing Social Media's Role in the UK Riots." *YouTube*. Al Jazeera English, 25 Aug. 2011. Web. 13 May 2013. <http://www.youtube.com/watch?v=gy9hOtzLjp8>.

This source shed light on how social media allowed teens to coordinate during the riots in the United Kingdom in the summer of 2011. This source allowed me to show how social media can also be used in a negative way to incite violence even in developed countries. People in the Middle East/North Africa used social media as a rallying tool for their freedom and rights while misguided teens in London to carry out acts of larceny and destruction.

Dutton, Jane. "Social Media's Response to the Quran Burning Threat." *YouTube*. Al

Jazeera English, 10 Sept. 2010. Web. 13 May 2013. <http://www.youtube.com/watch?v=dWU1T2IxqIw>.

This source gave me information to use in the section of my project where I will be discussing some of cultural/religious impacts of globalization and social media. The 2010 incident where a Florida pastor planned to burned a copy of the Quran was a great example of how social media can help to fuel worldwide debates. People from all over the world logged onto Twitter and Facebook to either support or denounce the actions of the pastor.

Mullaney, Tim. "Social Media Is Reinventing How Business Is Done." *Economy*. USATODAY.COM, 16 May 2012. Web. 13 May 2013. <http://usatoday30.usatoday.com/money/economy/story/2012-05-14/social-media-economy-companies/55029088/1>.

This source allowed me to learn about the role of social media in the business sector. It gave me a great example of how the company Red Robin used social media to make smart business practices. In addition, it also talked about the proliferation of companies as the expand into global markets with ease because of social media.

Secondary

Srinivasan, Ramesh. "Taking Power through Technology in the Arab Spring - Opinion - Al Jazeera English." Online Posting. *Opinion*. Al Jazeera English, 26 Oct. 2012. Web. 30 Apr. 2013. <http://www.aljazeera.com/indepth/opinion/2012/09/2012919115344299848.html>

This source was a valuable resource that provided me with a detailed description of the various ways social media influenced the various revolutions in the Middle East. This news article was very descriptive and easy to understand and it was interesting to actually hear from actually leaders of the revolution and how they actually view the role of social media. This will allow me to not only provide my viewpoints on globalization and social media, but also those of people who actually used social media for a greater good.

Laskowski, Amy. "How Ford Became a Leader in Social Media." *BU Today*. N.p., 19 Apr. 2013. Web. 03 May 2013. <http://www.bu.edu/today/2013/how-ford-became-a-leader-in-social-media/>.

This source enabled me to learn about how social media can be applied to business practices as in the case of Ford's social media efforts. This demonstrated how social media can be positively used in business. This article was important because it gave me valuable background knowledge the relationship of this sector and social media.

Rose, Josh. "How Social Media Is Having a Positive Impact On Our Culture." *Social Media*. Mashable, 23 Feb. 2011. Web. 13 May 2013. <http://mashable.com/2011/02/23/social-media-culture/>.

For this project, I wanted to focus on the various ways in which social media can have a positive impact on our world, specifically our culture and political system. This article gave me a general overview of how this can take place in countries like both the United States and China. In addition, this article shed light on the topic of using social media for more than telling someone what you had for breakfast.

Lim, Louisa. "In China, Dad Uses Social Media To Find Missing Boy." *NPR*. NPR, 10 Feb. 2011. Web. 13 May 2013. <http://www.npr.org/2011/02/10/133644822/Chinas-Social-Media-Help-To-Rescue-Abducted-Boy>.

This source gave me a good example of how national borders can be transcended by social media to create positive change in our communities. This story of how a journalist living in Arizona helped to find an abducted child miles away in China. Twitter was used to find a missing boy, put the perpetrators behind bars, and set the stage for an fantastic family reunion. This is a prime example of how globalization is aided by Twitter.

Jung, Brian, and Demand Media. "The Negative Effect of Social Media on Society and Individuals." *Small Business*. Chron, 16 June 2012. Web. 13 May 2013. <http://smallbusiness.chron.com/negative-effect-social-media-society-individuals-27617.html>.

This source was important in helping me establish some of the ways in which social media can culturally harm us. In this project, I not only wanted to focus on how social media can be used positively but how it impacts the way we relate with other individuals. It also discusses how the spread of social media to developing countries can do more harm than good in some cases.

Social Media

"Disputes Over Syria Chemical Attack - Syria Accuses Opposition Of Chemical Attack." *YouTube*. You7uber2, 19 Mar. 2013. Web. 03 May 2013. <https://www.youtube.com/watch?v=MQgHdWKEEYA>.

This video demonstrates how social media sites such as YouTube can be used to expose various breaches of international laws. It shows how videos uploaded on YouTube of a possible chemical weapons attack on civilians. This shows how incidents that take place in one city in war ravaged Aleppo can be viewed by people all over the world. Videos like these also bring this incident into the view of international organizations such as the UN.

"*What Is the "Arab Spring" of 2011?*" Storify. 1 Nov. 2012. Web. 06 May 2013. <http://storify.com/amyburvall/sample-storify-arab-spring>.

This source had a cummulation of various other social media resources that were related to the Arab Spring. These resources will enhance my project by providing me with primary sources such as videos from the revolutions, pictures, tweets from that time period and also analyses by news agencies of the situation that was occurring in the Middle East. In addition, this source shows how news can be dispersed all around the world through the use of social media.

Heng, Pek Koon. "Malaysia's Social Media Election." *YouTube*. Al Jazeera English, 2 May 2011. Web. 13 May 2013. <https://www.youtube.com/watch?v=MGlcjG-iloY>.

This source helps me describe how social media can help influence political discourse. This video shows how the elections in Malaysia were influenced by citizens who discussed very important topics of the election and politicians also used social media as a way to reach out to voters. This video also gives specific examples of how this took place and the impact it had. Social media also allowed people to discuss their political views online, which is a very healthy debate.

"Twitter Comes to the Rescue in Kenya." *YouTube*. Al Jazeera English, 08 May 2012. Web. 13 May 2013. <http://www.youtube.com/watch?v=8AmD2iwG22s>.

This source displays the local impact of social media in local communities. In this

project, the global impact of social media is clearly visible so it is important to balance this out by discussing the local impact of social media. In this example, I learned about how the small southern Kenyan town of Lanat as a platform to broadcast important messages to such a community.

"Smartphones Come to Ugandan Farmers' Aid." *YouTube*. Al Jazeera English, 16 Feb. 2013. Web. 13 May 2013. <http://www.youtube.com/watch?v=pHWcFLyB25w>.

This source is very similar to the one above in the fact that it shows the local impact of communities, especially those of the African subcontinent. It discusses how technology and social media has helped Ugandan farmers stay up to date on the latest farming technologies and practices. This helps farmers to boost their profits which in turn contributes to other areas of individual communities.

Elizondo, Gabriel. "Brazilians Leading Social Media Boom." *YouTube*. Al Jazeera English, 16 Sept. 2011. Web. 13 May 2013. <http://www.youtube.com/watch?v=zjRrdPxmd7c>.

This source is important to my project because it discusses how the rise in the use of social media in Brazil has contributed to cultural change in Brazil. In addition, this is against of a backdrop that only 40 percent of Brazilians have access to the internet. This means that this social and cultural change is only limited to a lesser part of the population. This raise the question: What role does the amount of people using social media play in the proliferation of cultural and social change?

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WK 5: Final Project

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