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Challenges of Globalisation:

How Technology affect the globalization

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Introduction

In this short essay I want to speak about how technology affected our world and the globalization and which are the main point. This topic can conclude and integrate the previous faced in class. We talked about this topic during the explanation of the globalization process (hyper globalization: started from the WW2, where we saw a globalized economic system based on multinational firms) and how it involves the globalization of information:

- Connections revolution (personal computer, internet, mobile phone);
- Digital expansion;
- Accelerated technological innovation;

The main fact is the internet, that has allowed instant access to far corners of the globe, allowed people sitting at their desks in one country to chat via video with people a continent away, and given anyone with internet access the ability to reach as many readers possible.

From another prospective the Internet and globalization have radically changed the business world. It has enabled companies to improve their competitive edge and increased productivity, simply because of the speed of access to information, and of electronic transactions. It allows a company based in the United States to have a customer service call center in China, staffed by highly-trained staff but with lower wage costs. On the other hand, the growth in Internet use by businesses globally also opens up new job markets.

Another aspect is the communications technology, in which the Internet plays a major role, has revolutionized how people work, expanded the global knowledge base and provided a variety of ways of bringing people and cultures closer together. The Internet provides a platform where companies that are thousands of miles apart can communicate and share information. On a social and cultural level, the Internet provides access to the same music whether you are and people can make new friends around the globe via social networking sites.

Technology and Globalization

It's so common to see around us someone talking, texting, or surfing the Internet on their phones, laptops or tablet PC. Information Technology indicated with the IT, has become a constant in our life. Everything in our ability to communicate and process information in digital form is changed and is reshaping the economies and societies of many countries around the world.

Technology is a driving factor in the process of globalization. Started before the 90's, in form of computer hardware, software, and telecommunications. At the same time the improvements in the last five to ten years, like social networking websites, twitter, and other applications are changing drastically the way people use and share information for any purposes. This technology drives the innovative use of resources to promote new products and ideas across the globe, without caring about geographic location. The Products born in the last decades are used in nearly every aspect of life in contemporary industrial societies. For example few years ago the use of desktop personal computers was still limited to a fairly small number of technologically advanced people that can afford the incredible price to buy one of them. The majority of people still produced documents with typewriters, which permitted no manipulation of text and offered no storage. A similar example is the cell phones. The large and bulky mobile telephones were owned only by a small number of people. Twenty years ago, only scientists were using the Internet and the World Wide Web was not up and running, and the browsers that help users navigate the Web had not even been invented yet. Today, the Internet and the Web have transformed commerce, creating entirely new ways for retailers and their customers to make transactions, for businesses to manage the flow of production inputs and market products, and for job seekers and job recruiters to find one another. According to Statistica 2018, the total amount of users reached more than 3.58 billion. Websites, blogs, instant messaging systems, e-mail, social

networking websites, and other Internet systems have made much easier for people with common interests to connect, exchange information, and collaborate with each other. Education at all levels is continually transforming thanks to innovations in communication (After we are going to talk deeply about how technology changed the education sector), education, and presentation software. Websites now serve as a primary source of information and analysis for the masses (but attention at the fake news that are really devastating our modern society). Every day it seems that a new technological innovation is being created. The pace of change occurs so rapidly many people are always playing catch up, trying to purchase or update their new devices. Technology, from another aspect, is a tool to create new jobs, innovations, and networking sites to allow individuals to connect globally. The timeline below shows the rapid transformation of how technology has accelerated within the last 20 years to 2012.

- 23years ago: Internet commercialized;
- 20 years ago: first mobile phone with Internet connectivity;
- 18 years ago: Google named the search engine of choice by PC magazine;
- 15 years ago: Blackberry launched;
- 12 years ago: Facebook launched;
- 10 years ago: Twitter launched;
- 10 years ago: iPhone, the first of the smart phones, introduced;
- 4 years ago: 17 million smart tablets sold;
- 3 year ago: Google Glass announced.

This Technology revolution has decreased the cost and increased the processing power of digital technologies. The protagonist of this new era is the microprocessor, the collections of millions of tiny circuits that serve as the "brains" of personal computers and that are embedded in an ever-expanding number of products, from video games, to cars, to refrigerators. At the same time the fiber optic technologies have also been critical. Fiber optics technology enables data, including voices captured in digital form, to be converted into tiny pulses of light and then transmitted at high speeds through glass fibers wrapped into large capacity telecommunication cables. A lot of miles of these cables were installed over the past ten years, boosting the speed and capacity of telecommunications networks. A contributing factor to the growing technology sector is human capital. A lot of tech firms worldwide have leveled the baseline production of new technology to the point where they seek new areas of improvement for their products. Human capital, the workforce, drives these advancements and often the reason why one company succeeds, while others do not. Now, we are capable to see the transformation of the technology sector in the current market resulted in need for software developers, computer and information systems managers, and computer systems analysts. New jobs such as these are commodities in the globalized world of technology, especially for companies recruiting individuals from technologically advanced countries. The new market for high technologic jobs will continue to increase as technologies become more integrated into society. More and more jobs will become available to individuals that obtained degrees in technology orientated fields. So from another prospective this globalization is removing jobs and creating new ones.

The Impact of Technology

The impact is spread in several critical areas:

- Industrial structure and jobs
- Workforce

Industrial Structure and Jobs

The application of new digital technologies to management, manufacturing, distribution, and services has produced significant and lasting increases in productivity. The new technologies have also created new industries and entirely new kinds of work (for example: website designers). From another side the new technologies have also eliminated other industries and the jobs associated with them (electric typewriters). This new technology and evolution is fundamentally restructuring business practices.

The uses of the Internet have also dramatically transformed exchanges between buyers and sellers. Some Web-based businesses, such as Amazon.com, are using the Internet to sell and arrange for the delivery of large quantities of goods without buyers themselves having to access a network of wholesalers and retail stores. On the B2B commerce side companies are using the Internet to find other businesses that might want to buy their products or services or sell them products or services. The value of B2B e-commerce exceeds the value of e-commerce between Internet retailers and individual consumers. There has also been a trend of "reverse outsourcing." In the past globalization shifted the center of cheap job markets eastward in countries such as India and China. However, the creation of new jobs that allow for a virtual workplace sees the return of badly needed jobs in the West. The off shoring of the past may be replaced with a "redistribution" of labor. This is also in part due to the growth of online retail replacing brick-and-mortar stores.

Many economists believe the recent productivity gains will endure for the foreseeable future. Extraordinary labor productivity growth, coupled with a rapid increase in Internet usage by businesses and individual, has prompted some economists and other analysts to argue that the United States (in this example) now has a "new economy." According to this view, permanently higher productivity, more versatile and flexible corporations, and a likely reduction in the periodic ups and downs of economic activity, known as the business cycle, characterize the new economy: One significant implication of the new economy theory, if it is correct, is that the United States will be able to grow at a faster rate than has been the historical norm, without generating price inflation. Among other things, higher, noninflationary growth would enable further reductions in our unemployment rate.

Workforce

Technology is a huge industry in itself and the source of dramatic changes in business practices in all other sectors. The term Technology-covers a number of related disciplines and areas, from semiconductor design and production through hardware manufacture (mainframes, servers, PCs, and mobile devices), to software, data storage, backup and retrieval, networking, and, of course, the internet. The incorporation of new digital technologies into all sectors has created substantial new demand for expertise in software development, the management of computer and information systems, technical support services, and the manufacturing of high-tech gear. Knowledge workers are also called "symbolic workers," as they use very little physical or mechanical labor. Unlike their industrial counterparts, knowledge workers spend their time at work manipulating information rather than machines. An increase in knowledge workers has led to a decline in other sectors of the economy, such as service and labor-intensive jobs. The flip side of increased demand for high-tech workers is the decreased demand for workers in industries where computers and other high-tech devices have replaced tasks that used to be performed by people. Workers have also lost jobs in industries or firms that have been unable to adopt new information technologies as effectively as industries or other firms that offer comparable products or services. Many of the workers who lose jobs in declining firms or

industries lack the education or training to take up jobs in the high-tech sector. Imagine a person who spent 30 years in a steel plant that is shutting down may not be equipped to work for many of the industries that are adding jobs as our economy transforms itself. Unfortunately, many firms in the industries that are succeeding also have a bias in their hiring practices toward younger workers. They may believe that younger workers are more flexible and more easily trained than older workers, and they may undervalue the importance of experience and maturity. The IT-driven cycle of job creation and job destruction can be seen in almost every sector of the new, knowledge-based economy. The automation of assembly lines has reduced jobs in manufacturing, for example, but it has created new jobs in robotics technology and computer engineering. The introduction of computers has reduced the need for many kinds of clerical work in offices, but it has also created a new demand for computer designers, software writers, computer system managers, service personnel, and data entry workers.

Health, Education, Journalism, and Government

This technology revolution is creating opportunities in many other sectors of society, including health care, education, journalism, and government. In past, new applications of information and communication technology have improved services, transparency, and public access in each of these areas. By improving access to health care, education, and government services to these sectors, new IT has the potential to help people around the world overcome geographic or income barriers which currently degraded the quality of their lives. By dramatically increasing access information, the advances can enhance knowledge, break down barriers to participation, and improve the accountability of public and private institutions to its people. These developments will prove especially beneficial to individuals in poor and underserved communities around the world. We can look at some of the ways that IT is enhancing knowledge in health care, education, journalism, and government. In the next section we look at gaps in access to IT, sometimes known as the "digital divide." Health Care IT is dramatically improving health care in the following ways:

- Prevention and control of emerging infectious diseases;
- Patient to health care provider interaction;
- Rapid dissemination of information.

Many health problems in developing countries are being addressed using the innovation. Digital records and images utilizing digital cameras have made it possible for doctors around the world to share information or offer advice on treatments for complicated ailments. For example, using Internet connections, doctors working in remote regions of northern Uganda during an outbreak of the deadly Ebola virus would be able rapidly to transmit their findings to experts at the World Health Organization in Geneva and the U.S. Centers for Disease Control in Atlanta. IT systems have had a profound effect on the healthcare system in the world as well as other systems around the world wherein new technologies are utilized in an effort to efficiently providing healthcare to a large audience.

Education

The evolution of technology as also improves educational opportunities by enabling educators and students to overcome barriers of distance and by enhancing the content of instructional materials. Now we can literally deliver lessons or training from instructors in one location to students in another, called "distance learning." For many years people have listened to recordings of classroom lectures or other educational presentations, and millions of people have watched educational programming on public television's channels. Now, most colleges and universities across the world offer some online course. The emergence of the Internet and new developments in educational software vastly enhanced distance education over the past decade. There has been a substantial increase in the quantity and diversity of educational material available over the Internet or through the use of satellite video and audio linkups. In the past, computers and Internet

connections have been widely deployed in classrooms. Lessons delivered through computers can be interactive, which gives students real-time feedback on their work and enables them to work at their own pace. Kids often enjoy working with computers, so when they are intelligently integrated into classrooms, computers can create excitement about learning among students. The Internet provides an extraordinary opportunity for students to extend the reach of their learning. Before the Internet, the resources available to students were largely those that could be found in their classrooms, in their outdated textbooks or in public libraries. The Internet enables students to reach well beyond the physical confines of their classrooms and gain access to virtually unlimited quantities of information on the topics or events they are discussing in their classrooms. Another aspect is that students and other residents of poor countries are increasingly using the Internet, to gain access to information and communicate via e-mail. Doctors, scientists, and other professionals, for example, can achieve cheap or free access to journals and other professional publications that are too expensive to afford in hard-copy versions. Internet or satellite connections enable students from developing countries to take courses offered in foreign institutions. In these and other ways, technology-enabled educational programs can help strengthen the people who will be called upon to provide leadership in developing countries in a wide variety of social welfare, economic, and political fields. Technology has a positive impact on education, enabling students to learn at their own pace as opposed to following traditional teaching methods. Education technology has been found to have positive effects on student attitudes toward learning and on student self-concept. Technology use can lead to increased levels of self-esteem and confidence among students, which in turn promotes higher levels of learning. There have also been signs that introducing technology into the learning environment has been shown to make learning more student-centered, to encourage cooperative learning, and to stimulate increased teacher/student interaction. As time passes, with a greater influx of technology in education, the evolutionary process will grow into school systems rather than revolutionizing the current educational format. Countries such as Norway and New Zealand have implemented classroom programs into their classrooms that help students become proficient in ‘digital literacy’ and ‘media literacy’ in the globalized world. Norway offers an example of detailed standards that state a 10 year old for instance, will use 3-D imaging software to design simple houses in art. John Kosakowski listed some of the benefits of technology use in the classroom and their yields vis-a-vie student behavior in the classroom. The results indicate that technology does more than just provide an alternative to the traditional method of teaching. Here are some of the benefits he found through his research of technology in the classroom:

- Explored and represented information dynamically and in many forms;
- Communicated effectively about complex processes;
- Became independent learners and self-starters;
- Worked well collaboratively.

Journalism and Media

The technological revolutions of the Internet have ushered in a new age media and information/news sharing. It has made publishing and accessing news easier and cheaper than ever before with more sources and varied voices. The Internet offers unlimited space to whoever chooses to partake, unlike television programs and news articles that are confined by word count limitations and air time restrictions. The relative ease with which information spreads creates an interactive playground for users that will only grow with time. The Shift to the Digital In the late 1980s, Cable News Network (CNN) began offering 24-hour news coverage that affected political discourse and public opinion, producing what is now known as the “CNN Effect.”

Around-the-clock reporting took news to the next level beyond the daily newspapers and weekly or monthly magazines. First, newspapers are turning more readily to news agencies for efficient news coverage. This can

be seen with the growth of news agencies such as The Associated Press (AP), which creates and distributes content to registered members and subscribers in 121 countries. The second trend is the emergence of news conglomeration websites that bring together stories from a variety of sources. Even larger news-gatherers are online search engines themselves, such as Google and Yahoo! Search. Not only do the searches include news stories, keywords also pull out the most searched for commentaries, surveys, and blogs. Meanwhile, user-driven sites such as Wikipedia provide even more stories than most of these news conglomerates combined. Where people get their news many studies have shown that the Internet is becoming increasingly popular as a news source. During the 2008 presidential elections, the range and use of the internet reached unprecedented levels. The Obama campaign, utilized the internet as a communication, information and outreach platform in an unparalleled fashion. In 2012, voters used their cellphones, particularly their smart phones, to get information about the elections or to keep up to date about political issues.

New forms of Media

Information is dispersed in many different forms because of the overlapping of technology, print, and film. We highlight three significant applications of the Web revolution to journalism and discuss how each is changing the way media is conceived and perceived by public.

Blogs, gained popularity right before the new millennium with the releases of LiveJournal, Open Diary and Blogger in 1999. On 2017, there were an estimated 110 million Tumblr and 90 million WordPress blogs, the most popular services today. The purpose of a blog ranges from personal use, functioning like an online diary, to political commentary and trend analyses. Web blogs are increasing in popularity due to the ease with which one can be publish material online. One of the main features of blogging is that Users are able to tag blog posts to make the content available through keyword searches. By grouping similar content, searching for and indexing the information is an easier task, making an age of “information overload” more convenient and adaptive. This is a result of the view that blogging is a form of self-expression and for sharing experiences. Besides the traditional forms of text blogging, video, audio, and photo blogs are taking form within the online community. Many of the users on YouTube, a website featuring user-generated videos, are bloggers of a wide range of interests, from comedy to commentary. In recent years, photo sharing sites have become more popular as the amount of people using smart phones has increased, the most popular of which are Instagram and Pinterest which are both used mostly by women between the ages of 18-29. Twitter may even be replacing blogs as it becomes a major source of news stories for millions of followers worldwide. In 2011, people sent 140 million tweets per day. While in 2012, people sent 340 million tweets per day

The “Fake News”

The globalization and commercialization of fake news are serious issues. The things that are supposed to be helping people connect and enable understanding are becoming tools for creating problems and influencing others behavior (Example: Analitica). With the help of the internet, foreign governments, state actors or a group of skilled individuals are able to influence the affairs of another state. Through the collection of social media data and translation, there are companies that are able to offer fake news as a global product that can be instrumental in political campaigns and many other issues. This is why we need to check always the source of this information and learn how to distinguish the real one from the fake.

Social Networking

Social networking sites are the main thing right now on internet. The characteristics of Social Networking are an interactive, user-based platform built around the notion of a personalized profile page that reflects how you want to be perceived. Another important thing of social networking is being able to link to the circle of friends that your acquaintances have built, creating a world that is connected. Social allow for users to stay

connected more frequently, and they also provide a more personal experience in a generation founded on technology. According to his website, Facebook boasts more than 800 million active users, while Twitter, which is growing even faster, claims more than 500 million active users. Social media accounts for the majority of time spent online. Social networking sites have gotten much attention recently as privacy has become an increasingly important issue as younger children begin to use these sites. The new generation of millennials has become even more engaged with social media sites, ranging from “liking” a product on Facebook, or sharing their location, and tweeting private information, and they are so used to it, that becomes a constant part of their life. Different sites serve diverse roles that fit into the various niches to improve Internet accessibility. Below, we highlight three important uses of social networking sites that are shaping the way people are engaging themselves within the Internet:

- **Personal networking:** Facebook and Twitter have been categorized as “lifestyle” social networking tools, where users actively upload photos, update their interests, and comment on other user’s activities. Similarly, sites such as LinkedIn aim toward working professionals and make searching for jobs and networking with colleagues more convenient.
- **Market Research:** Because social networks have such a large pool of users, they have also become a new form of market outreach.

Another important feature is that advertisements seen on sites such as Facebook and Twitter, the two sites that dominate in the social advertisement sales, are customized to user preferences. For examples, if we started liking a particular musical artist on their page, ads that appear in the banners will be related to that artist or other musicians similar to the group. We are heading away from a mass-marketing approach to a niche strategy that utilizes the advances technologies of the Web. Besides boosting ad sales, socials are becoming a platform for business-exchange. Recently, Visa was the first company to launch an application directed towards small businesses on Facebook. The credit card company has teamed up with Google, The Wall Street Journal, Entrepreneur, Forbes.com, and Microsoft to provide tools, such as expert and Q&S with business professionals, within this network so emerging companies can better target their consumers.

There is also a connection between socials and real events. For example, Socials and internet played a significant role in the spread of the Arab Spring and revolts of early 2011. In Algeria, Tunisia and Egypt, civil unrest was spread through social media sites and protestors were given a place to organize. Due to restrictions placed on conventional media, the Internet provided a perfect platform for dissenters to voice their opinions and spread their ideals. In the 2009 Iranian Presidential Election, the SNS Twitter played a vital role in the organization and information dissemination efforts of the Mousavi supporters. The reformist camps used Twitter to circumvent strict governmental political oversight and rally support. The effect of social networks in the Middle East since the Arab Spring can still be widely felt even after two years. The governments of some of these countries now use Twitter and Facebook to communicate with citizens.

Smartphone

Smartphones like iPhone or Android devices has increased and will continue to be at the center of the life of each one. As the technology has developed it has become cheaper and more readily available to younger markets. The capacity of this technology is increasing more than ever before, from browsing the web, to capturing video and sharing it. Satellite phones have also allowed rural areas and places without internet to become interconnected. Smartphones can allow people to work through their phones even when they are nowhere near an office and this led to virtual offices that are becoming more common, especially as companies look to drive down costs of operation.

TV or Netflix

We saw in the last years how our free time changes drastically. Before the 2014 it was so common to watch the TV but in the last years everything changed. Now the TV (Cabled) is less used but we are using different tools to watch our favorites programs: Netflix and the others Internet on demand site. Internet let us create this new form of "TV" that can satisfy our need of programs without a fixed schedule. This one is the perfect example of how internet can really change our habits and everything else.

Negative Impact of Globalization

During our analysis we mixed the positive and negative effects of the globalization. The last part of the essay will just resume some of the main point that describes the negative side of globalization. First of all, globalization didn't reach some places, where political control of the Internet means the government censors the Internet and bans access to certain websites. In effect, there is no universally equal access to the Internet, and this disadvantages people and businesses in developing nations who are unable to take advantage of the Internet's global potential. At the same time, globalizations also have its side effects to the developed nations. These include some factors which are jobs insecurity, fluctuation in prices, terrorism, fluctuation in currency, capital flows and so on.

Jobs issues

In developed countries people have jobs insecurity and are losing their jobs. Why? Developed nations have outsourced manufacturing and white collar jobs. That means fewer jobs for the citizens and more outside the country. This is because the manufacturing work is outsourced to countries where the costs of manufacturing goods and wages are lower than in their countries for example, to developing countries like China and India. Globalization is probably a cause to world's unemployment situation though it brought some jobs opportunities.

Prices fluctuation

Globalization has led to fluctuation in price due to increase in competition, developed countries are forced to lower down their prices for their products, this is because other countries like China produce goods at a lower cost that makes goods to be cheaper than the ones produced in developed countries. So, in order for the developed countries to maintain their customers they are forced to reduce prices of their goods. This is a disadvantage to them because it reduces the ability to sustain social welfare in their countries.

Western culture

Globalization has led to the spread of western culture and influence at the expense of local culture in developing countries like Africa. Most people now in developing countries cop what people in developed countries do. So, it's like they ignore their own culture and practice western culture. For example dressing styles and eating habits, language. All these can affect management in one way or another example it can cause misunderstandings because of language barrier (Americanization). This culture movement was intense before the crisis of 2008, but now, the concentration is going to the east countries like China, Russia, that are leading a lot of different markets.

Conclusions

During the lessons, we always left a question without answer: How to stop the globalization?

We can see nowadays how in Europe and America some figures and movements are trying to stopping it. Brexit first of all or all the radical movements, Trump in America and so on. A lot of countries are trying to go out from the EU. A way to stop the globalization is probably by re-establishing trade barriers against slave labor countries and protects your nation's trade balance. There are for sure more ways to stop it, but probably the real question is "Can we stop it?"

The globalization is something that goes through the centuries and it's strictly connected with our world. This means, that's intrinsic to our lives and to the human condition. It will change according to many

variables and will adapt to every situation and is unpredictable, we don't know if this current will bring to a war or to a modern society without differences. We only know that globalization is something real and we have to decide if it's good for us and the world or not.

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