GLOBALIZATION INCARNATE: THE INTERNET

STUDENT GROUP #10

Key Point: The Internet provides a unique realm interactions and international challenges.

- The internet provides an expanse of interaction through:
  - International regulation and standardization
  - Global Finance
    - The internet, with its ease of communication and payment methods, makes finance across the globe easier and quicker to do.
  - International Media
    - The internet facilitates the spread of images, audio, and information to influence users internationally
  - MMO's and Web Forums

UNIVERSAL PROTOCOLS

Image removed due to copyright restrictions. Please see
"The internet's undersea world." *The Guardian*, February 1, 2008.

Undersea Wires

Backbone of Internet Communication

Why are standards needed?

- Computers and programs must interpret information from different sources.

- They address issues of different computer networks having to work together.
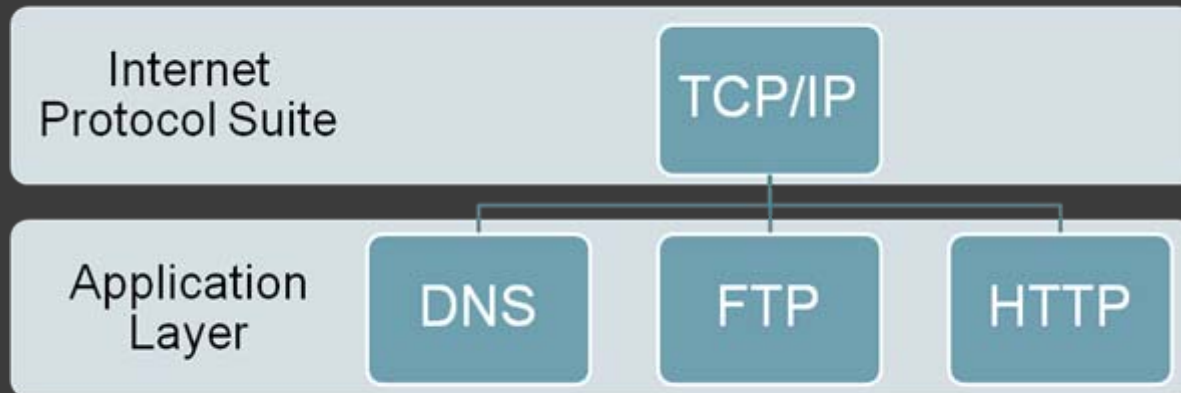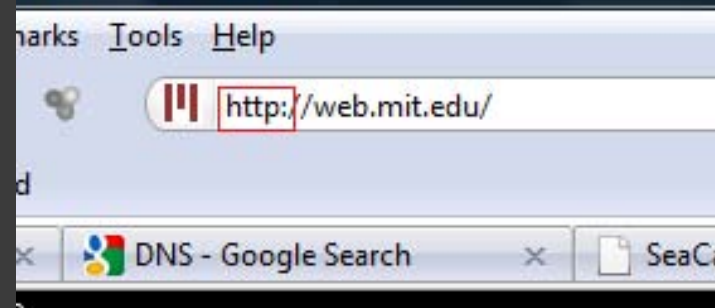
Examples of Protocols

Who runs regulation today?

- ICANN – Internet Corporation for Assigned Names and Numbers
- IETF – Internet Engineering Task Force
- ISOC – Internet Society
- Internet Governance Forum (of the UN)

ICANN

- Formed 1998
- Assigns Domain names
  - Top level domain names: .com .gov .mil .org .int .edu .net
- Contacted by, though distanced from, the Department of Commerce

ISOC/IETF

- Responsible for creating new standards
- Has significant influence in other organizations
- IETF meets around the world
- IETF reflects an ad hoc system of policy creation

Internet Governance Forum

- New group created by the UN July 2006

- Represents 46 nations and the private sector

- Lacks decision making authority

Photo by ISOC.ORG on Flickr.

The current and future state of affairs

- IGF demands handover of top level domains

- Controversy around creating a .xxx domain name

- ICANN is be completely independent in 2011

Globalization of Finance via the Internet

Image of global internet population removed due to copyright restrictions.

➢ eCommerce

➢ Communication

➢ Stock Exchange

➢ Outsourcing

➢ Payment Methods

eCommerce

Images removed due to copyright restrictions.
Please see "How do Ecommerce Websites Work?"

Payment Methods

Images of Visa, Mastercard, Discover, American Express, PayPal, and Amazon.com's payment page and currency converter removed due to copyright restrictions.

Shipping

Logos for UPS, USPS, and FedEx removed due to copyright restrictions.

Skype
Skype

❖ MSN Instant Messenger

❖ AIM

❖ Yahoo! Messenger

❖ VoIP

❖ Google Talk

Screenshot of Skype removed due to copyright restrictions.

Scheduling/Conferencing

- Google Calendar

- Skype

- Email

Screenshot of Google Calendar removed due to copyright restrictions.

Stock Exchanges

Image from Wikimedia Commons, http://commons.wikimedia.org

Outsourcing

Cartoon removed due to copyright restrictions. Please see
Brustein, Joshua. "Outsourcing and New York City." *Gotham Gazette*, November 29, 2004.
http://images.businessweek.com/ss/06/01/big_outsourcers/image/intro.gif
http://www.gettyimages.com/detail/GBU_015

GLOBALIZATION OF MEDIA THROUGH INTERNET

Popular Uses

- News
- Entertainment
- Work
- Finding information

Music

Screenshot of The Hype Machine removed due to copyright restrictions.

Influences

Album covers removed due to copyright restrictions. Please see:
Fleet Foxes, *Fleet Foxes*, 2008;
Coldplay, *Viva La Vida or Death and All His Friends*, 2008;
MC Yogi, *Elephant Power*, 2009;
The The, *Soul Mining*, 1981;
Les Enfoirés, *La Caravane des Enfoirés*, 2007;
Guns N' Roses, *Chinese Democracy*, 2008.

MySpace profile for I, the Man removed due to copyright restrictions.

Screenshot of a YouTube video removed due to copyright restrictions.

Video Games

Images removed due to copyright restrictions. Please see:
~Schala-Kitty, "iSephiroth," January 23, 2005.
http://media.playstationpro2.com/images/kingdom_hearts2.jpg

MMORPGs

Screenshot from [RuneScape](#) removed due to copyright restrictions.

Culture

Images removed due to copyright restrictions. Please see:
Steve Vidler, "Girls Dressed in Traditional Dancing Costume at Wat Mahathat, Sukhothai, Thailand."
Russian Traditional Dance "Barynya."
Traditional Dance in Kerala
Igitaramo, Rwanda, 2009
Moises Saman, "Leaders of anti-Taliban militias…" *New York Times*, November 22, 2009.

Personal Sites, Photosharing

Screenshots of Fotolog and deviantART removed due to copyright restrictions.

News & General Information

Logos of Estado de Minas, Bild.de, Asahi, Rue89, and 人民网 People removed due to copyright restrictions.

Knowledge

Please see articles about pineapple on various Wikipedias:

파인애플

Ананас настоящий

Pineapple

GLOBALIZATION THROUGH SOCIALIZING

Social Aspects of the Internet

- Internet as a means of forming online communities

- Communities are built through Forums, Online games, and social networking sites.

MMORPGs: History

- MUD (Multi User Dungeon) – 1978, Oldest virtual world

- PLATO – 1970-1980s, MMOG were developed.

- Island of Kesmai – 1980s, One of the first successful MMORPGs in America

- Neverwinter Nights – 1991, first graphical MMORPG

- Legends of Futures past – 1992, first commercial text based MMORPG to go on the internet

- WoW – Most subscribed MMO world wide, over 11.5 million users

- F2Ps – Maplestory, Silkroad, Mabinogi, Flyff

MUD

Text based
Scenery described or imagined

Screenshots of British Legends and Mabinogi removed due to copyright restrictions.

Mabinogi

Graphics
Detail put into background
Users able to play music and sit

MMORPGs: Socially

- Anonymity/Avatars - Increased aggression, less stereotyping and ideal selves

- Cooperation - combat oriented relationships (Parties)

- Online relationships - More control over how one's self is presented and lack of cues. Perceived attractiveness

Maplestory Wedding

Screenshot of a Maplestory wedding removed due to copyright restrictions.

- Multi Player Social event
- Includes NPCs
- Enforces the relationship between players

Internet Forums: Global Stats

- As online Communities

- Japan has the highest usage with 2channel

- In the U.S. and Europe, most of them require registration as a member.

- The most popular English forums are GaiaOnline and 4Chan

GaiaOnline

Screenshots from the [GaiaOnline forums](#) removed due to copyright restrictions.

Internet Forums: Set up

- Hierarchy: Admin-Mod-Member

- Thread-Topic-Post

- Bumping, lurking

Where to look next:

- Do protocol creating agencies proactively or reactively create policy?
  - Do these agencies have a strong influence on internet communication?
- Can media, finance, and forums be combined?

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