

What does “global” mean in the social sciences and humanities?

# What does “global” mean?

- The planet earth is a single unit or space
- Global issues transcend humanity and human society
- Human activity is having global effects: global issues are affecting human activity

# Where does “global” come from?

- What is the history of the “global”?
- How did the “global” happen?

# The History of the “Global”

- Migration of Homo Sapiens 50,000 years ago: proto-globalization
- Spread of the world religions
- Spread of trade

# The History of the “Global”

- Migration of Homo Sapiens 50,000 years ago: proto-globalization
- Spread of the world religions
- Spread of trade
- **1492** German geographer Martin Behaim builds the first globe.
- **1522** first circumnavigation of the earth
- **1851** first world's fair
- **1865** creation of first global regulatory agency (International Telegraph Union)
- **1866** first permanent transoceanic telegraph cable
- **1884** first global co-ordination of clocks (GMT)
- **1930** first global radio broadcast (King George V opens the London Naval Conference)
- **1944** The word “globalize” appears in Merriam Webster Dictionary

# The History of the “Global”

- **1955** first MacDonal d’ s restaurant
- **1957** first intercontinental ballistic missiles
- **1962** launch of first communications satellite
- **1963** first direct dialing of transborder telephone calls
- **1968** “Earthrise” photograph (Apollo 8 in moon orbit)

# The History of the “Global”

- **1971** first electronic stock exchange opens (US NASDAQ)
- **1972** first global ecological conference (UN Conference on the Human Environment)
- **1976** launch of first direct broadcast satellite
- **1977** first commercial use of fiber optic cables
- **1987** appearance of Antarctica ozone layer hole
- **1991** introduction of world wide web
- **2000** the world possessed 850 million telephone connection points, 1.1 billion television receivers, 60,000 transborder corporations, 16,500 transborder citizens organizations

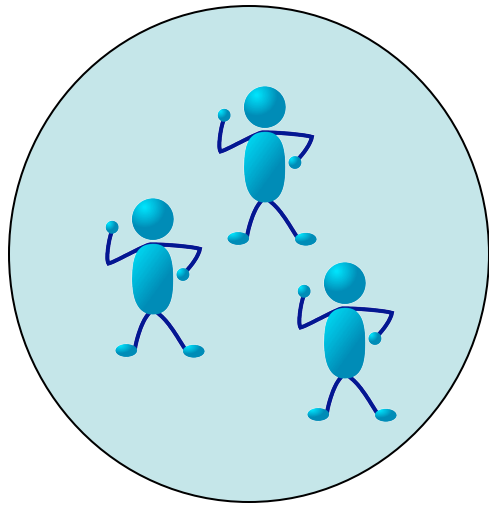
# Where does “global” come from?

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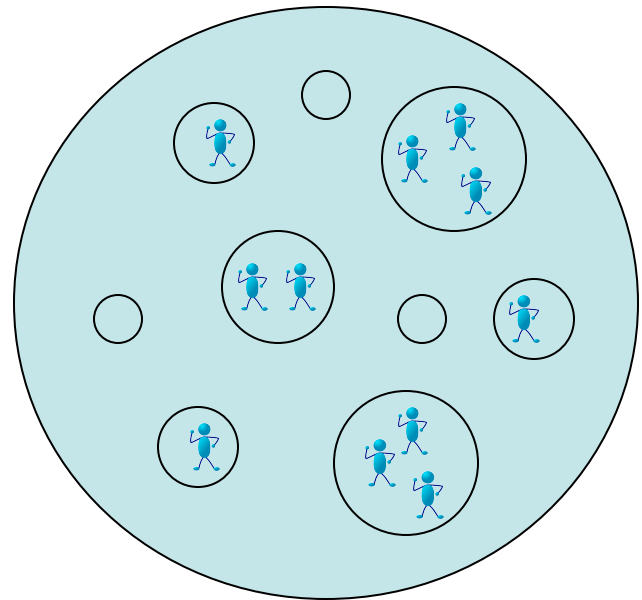
# The levels of analysis: explaining agency in human affairs



1. Individual



2. State or Group



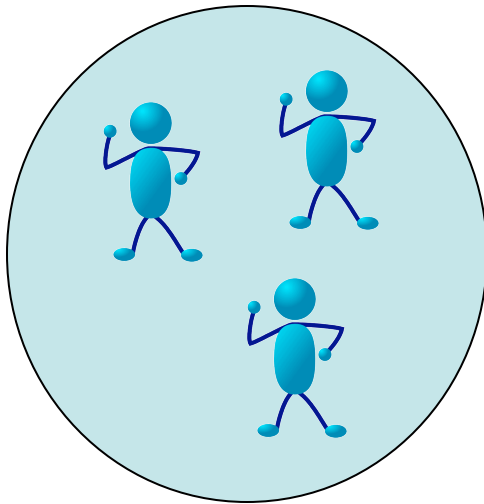
3. International System

# 1. The individual level of analysis



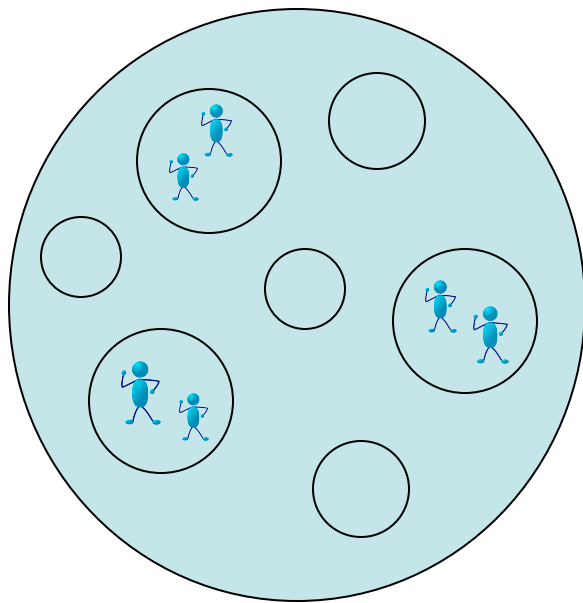
- Decision Making
- Motives
- Perception
- Cognition
- Learning
- Personality
- Ethics
- Lived Experience

## 2. The state/group level of analysis



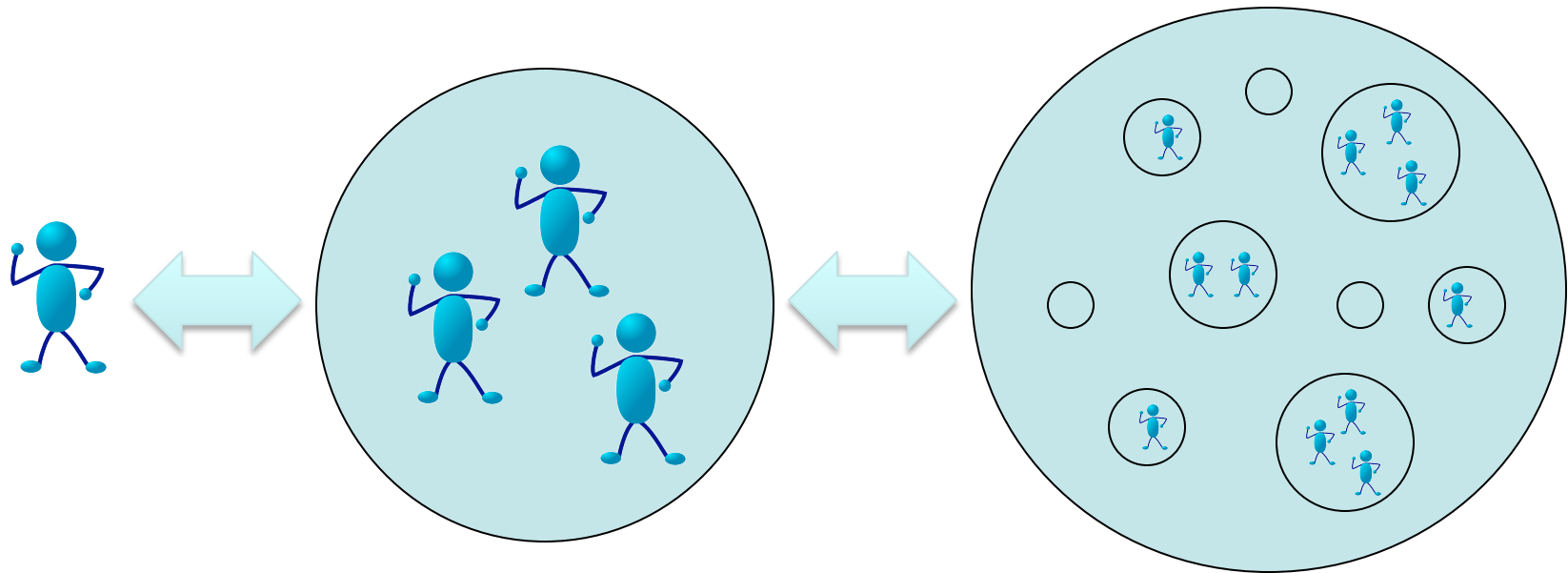
- Conflict
- Cohesion
- Governance
- Culture
- Belief systems
- Rules
- Identity
- Leadership

### 3. The system level of analysis



- Actors (states, etc.)
- Power Distribution
- Conflict
- Cooperation
- Order (Global Governance)
- Integration
- Fragmentation

# The levels of analysis: explaining agency in human affairs

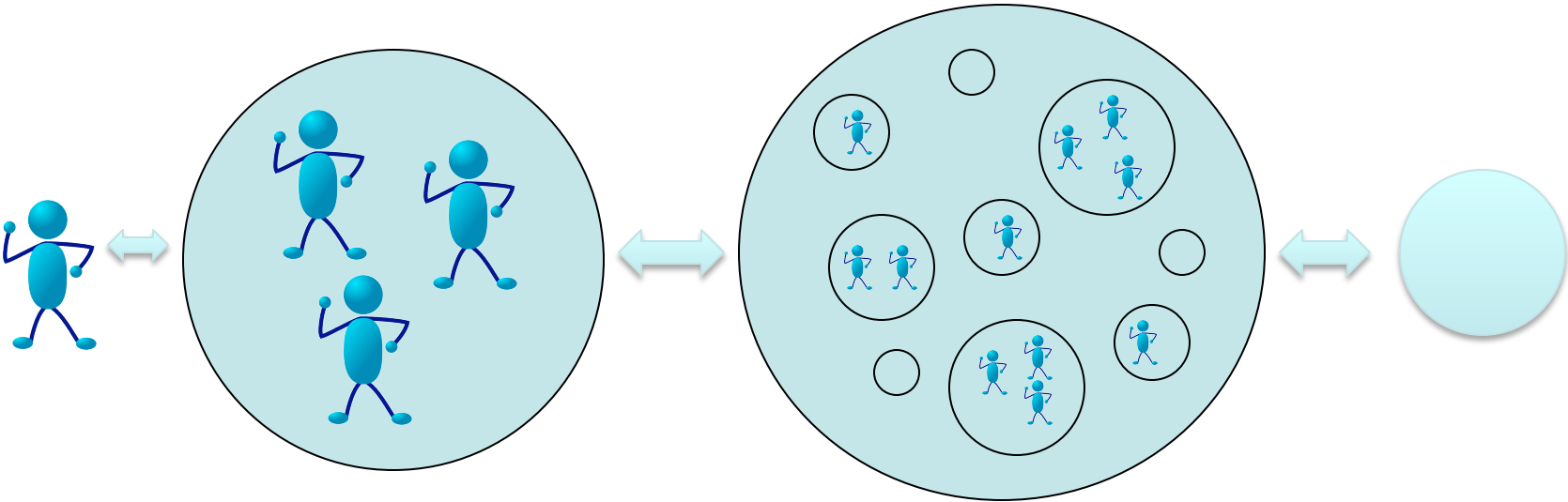


1. Individual

2. State or Group

3. International System

# Adding a global level of analysis



## 4. A global level of analysis

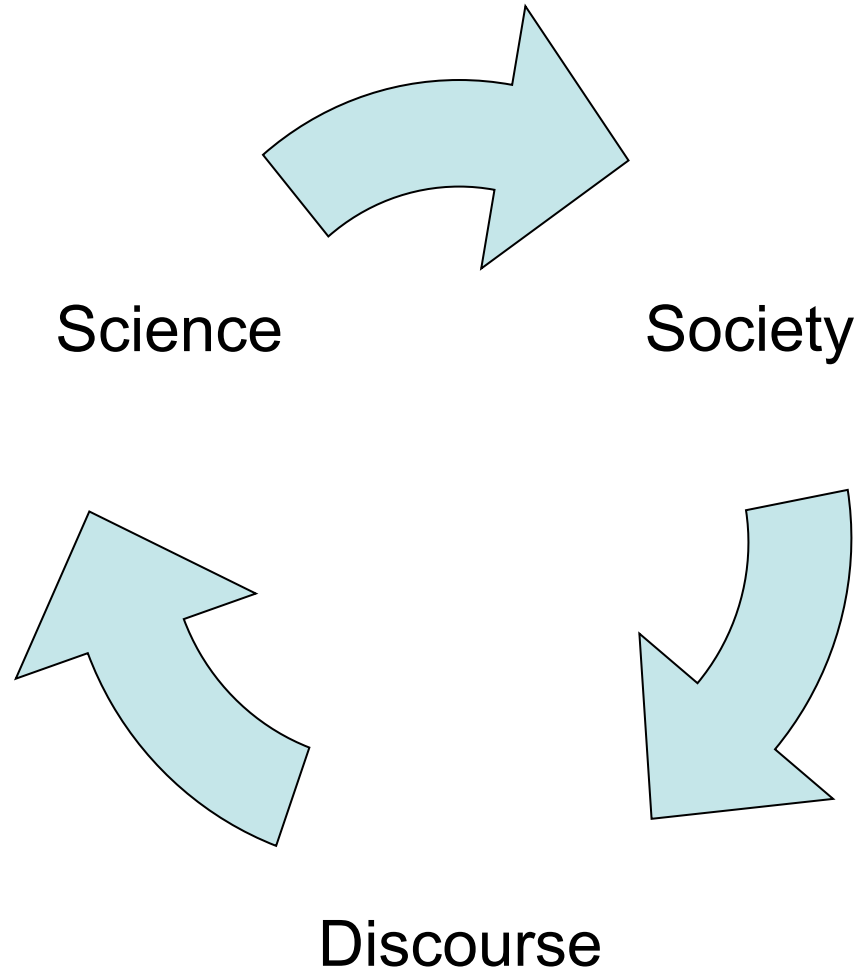
- Human Society
- Non Human Life
- Eco/Bio sphere
- Genes
- Physical World
- Solar System

What is the future of the “Global”?

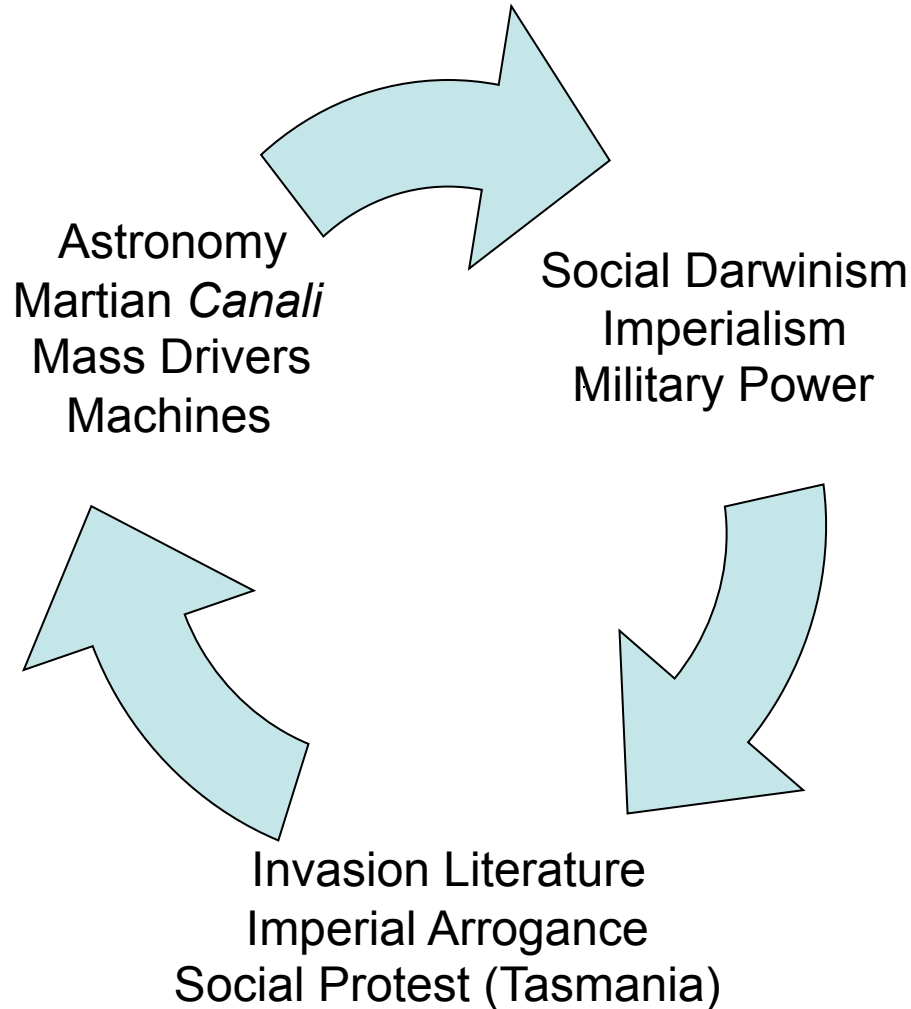
# Doomsday Zeitgeist

(or The End of the World as We Know It)

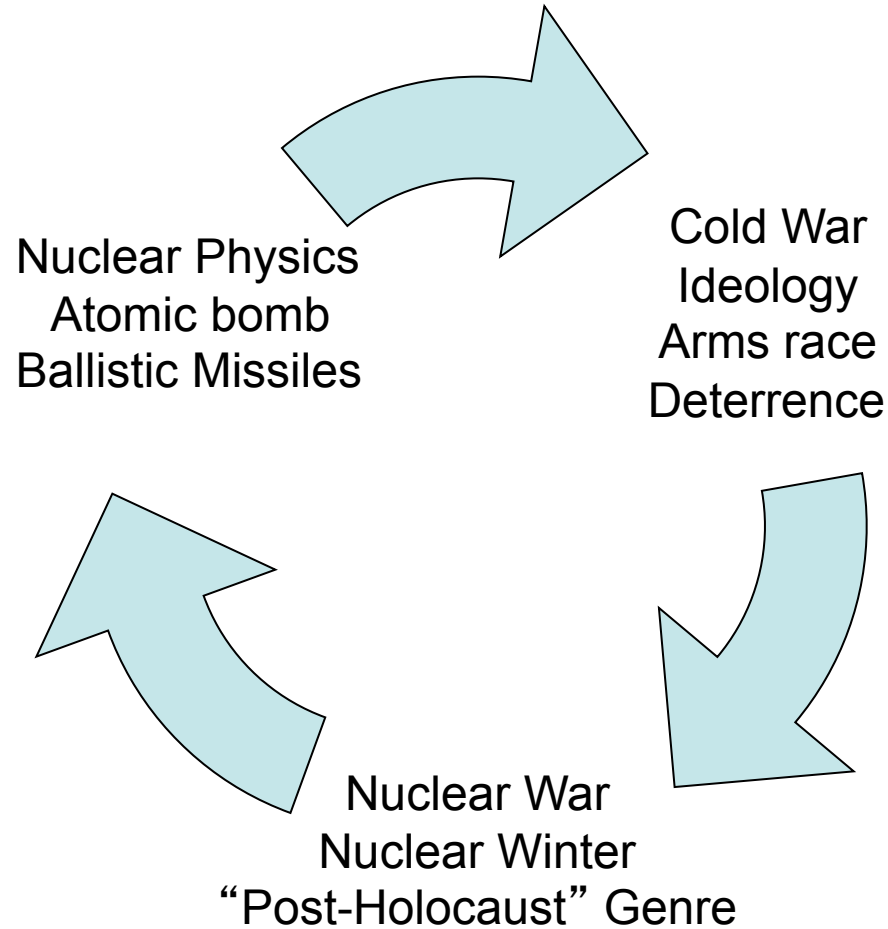
# Society and Prediction: *Zeitgeist*



# Society and Prediction: *Zeitgeist* and H.G. Well's *War of the Worlds* (1898)



# Society and Prediction: *Zeitgeist* and Nuclear War during the Cold War



# Top Five Doomsday Scenarios of Our Time according to ASIC 200 (2011)

# Society and Prediction: *Zeitgeist* and Doomsday Today

- Social collapse due to unsustainable practices and failure to adapt to environmental pressures (*Collapse* by Jared Diamond)
- Infectious Disease (movies like *Outbreak*)
- Sub-atomic particle experiment Chain Reaction (particle accelerators create unnatural particles that would collapse matter, or create black holes (*Our Final Hour* by Martin Rees)
- Nano-robots (Michael Crichton thriller *Prey*)
- Rogue planets (“Planet X” or “Nibiru”) or black holes
- Shifting magnetic poles (The movie *The Core*)
- Super volcanoes: huge long term volcanic eruptions that coincide with large extinctions (*Volcano*)
- Climate Change (the movie *The Day After Tomorrow*)
- Climate Flip: sudden, rapid change (a flip every two millennia)
- Killer Asteroids (*Deep Impact and Armageddon*)
- Mayan Doomsday calendar
- Galactic Alignment

# Society and Prediction: *Zeitgeist* and Doomsday Today

- “I do not think the human race will survive the next thousand years”

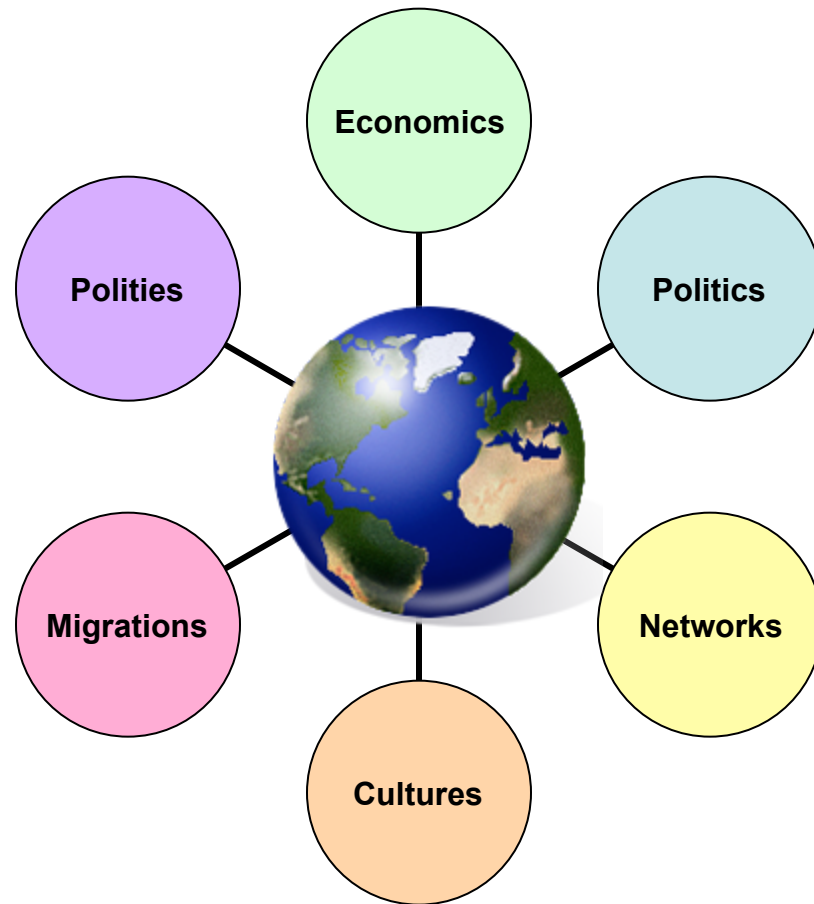
Stephen Hawking

# From the “Global” to Globalization

# The “Global” or “Globalization” Phenomenon

- “[Globalization is] the process of increasing interconnectedness between societies such that events in one part of the world more and more have effects on peoples and societies far away.”
  - (John Baylis and Steve Smith, political scientists)
- “Globalization refers to all those processes by which the peoples of the world are incorporated into a single world society, global society.”
  - (Martin Albrow, sociologist)
- “The world is becoming a global shopping mall in which ideas and products are available everywhere at the same time.”
  - (Rosabeth Moss Kanter, Harvard Business School)

# “Global” / “Globalization” Forces



# Global Economics

- Trade
- Finance
- MNCs

# Global Politics

- Diplomacy
- Conflict and Security
- Institutions
- Treaties and Law

# Global Institutions (examples)

- United Nations
- World Trade Organization
- World Health Organization
- International Labour Organization
- International Monetary Fund
- Universal Postal Union
- International Bureau of Weights and Measures

# Treaties (examples)

- Geneva Conventions (1949)
- Convention on the Political Rights of Women (1953)
- Treaty on the Non-Proliferation of Nuclear Weapons (1968)
- Agreement Governing the Activities of States on the Moon and other Celestial Bodies (1979)
- United Nations Convention on the Law of the Sea (1982)
- Convention on the Rights of the Child (1989)
- United Nations Framework Convention on Climate Change (1992)
- Convention on Cluster Munitions (2008)

# Global Networks

- Transportation
- Telecommunications

# Global Cultures

- Cosmopolitanism
- Homogeneity
- Global Iconography
- Language
- Arts
- Cuisine
- Cultural Extinction  
and Appropriation

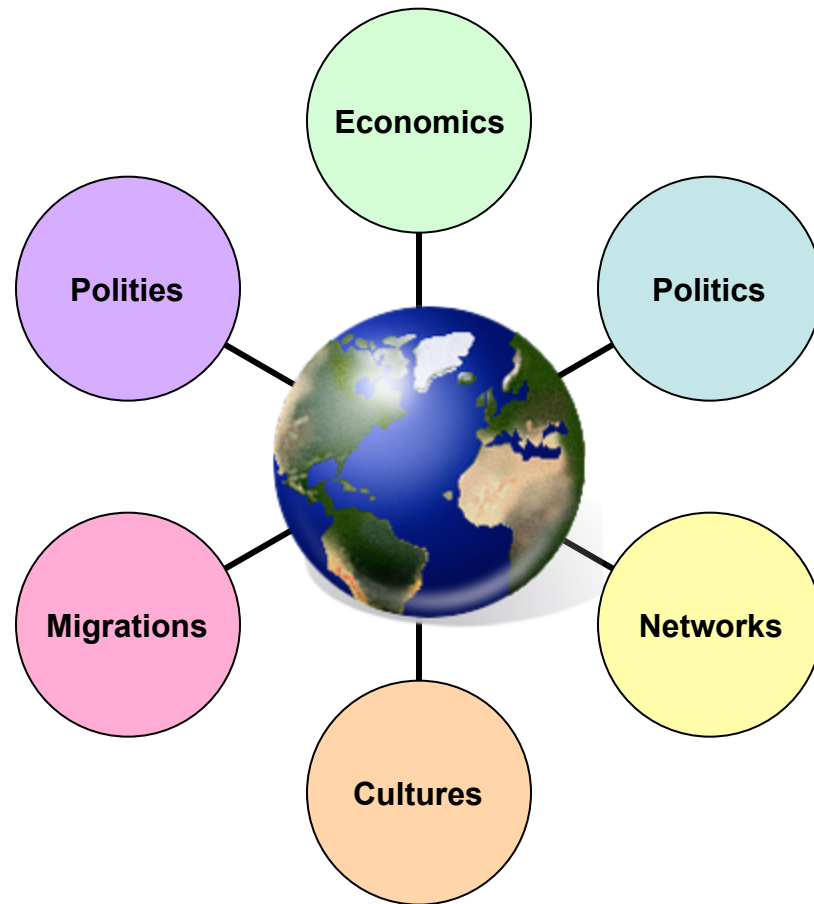
# Global Migrations

- Immigration
- “Illegal” immigration
- Refugees (Economics, War, Environment)
- Internally Displaced
- Migratory Labour
- Urbanization

# Global Politics

- Non-Governmental Organizations
- Ethnic groups
- Religious groups/organizations

# “Global” / “Globalization” Forces



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**The End (of this class!)**