

11.5: Study Questions

? Study Question 11.5.1

What does the term globalization mean?

Answer

Globalization refers to the integration of goods, services, and culture among the people and nations of the world.

? Study Question 11.5.2

What are the three areas of globalization?

Answer

The three eras of globalization according to Friedman are:

- Globalization 1.0 from 1492-1800 centered around countries
- Globalization 2.0 from 1800-2000 driven by multinational companies
- Globalization 3.0 our current era enabled by information technology

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Which technologies have had the biggest effect on globalization?

Answer

Key technologies that have driven globalization include the graphical user interface for personal computers, the build-out of the Internet infrastructure, and workflow software for automation and integration.

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What are some of the advantages brought about by globalization?

Answer

Advantages of globalization include access to more labor pools, the ability to operate 24/7 across time zones, expanded markets for products worldwide, diversity in markets, and exposure to more investment opportunities.

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What are the disadvantages of globalization?

Answer

Disadvantages include having to deal with varying infrastructure, regulations, languages, customs, shipping challenges, and currency volatility between different countries.

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What does the term digital divide mean?

Answer

The digital divide refers to the gap between those who have access and ability to use modern information and communication technologies and those who do not.

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What are Jakob Nielsen's three stages of the digital divide?

Answer

Nielsen's three stages are:

- Economic divide: Access to technology based on affordability
- Usability divide: Ability to use technology even with access
- Empowerment divide: Understanding how to fully leverage technology.

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Which country has the highest number of Internet Users

Answer

As of April 2023, China has the highest Internet users

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What are the effects of the global pandemic on the digital divide?

Answer

The pandemic made digital access an essential service, highlighting gaps for remote work, education, healthcare, etc. It prompted increased investment and global cooperation to bridge the digital divide.

? Study Question 11.5.10

How can information systems help a business expand its operations globally? Provide at least 2 examples of how technology can assist global growth.

Answer

Collaboration software such as Zoom, cloud-based systems, websites, e-commerce

? Study Question 11.5.11

What is an example of a product that failed to expand globally? Explain some of the potential reasons it was not successful internationally.

Answer

Name a few after doing a quick Internet search.

? Exercise 11.5.12

Two ways tech companies can help empower more global users

Answer

Discuss your ideas.

Exercises

1. Compare the concept of Friedman's "Globalization 3.0" with Nielsen's empowerment stage of the digital divide.
2. Do some original research to determine some of the US company's regulations before doing business in one of the following countries: China, Mexico, Iran, and India.
3. Go to speedtest.net to determine your Internet speed. Compare your speed at home to the Internet speed at two other locations, such as your local coffee shop, school, place of employment. Write up a one-page summary that compares these locations.
4. Write a report to assess Nielson's three stages based on your today's experience.
5. Go to this website <https://www.ntia.doc.gov/data/digital-nation-data-explorer#sel=internetUser&disp=map> or search for "Digital Nation Data Explorer" to locate it. Report the internet usage in your state and compare it with your own experience
6. Give one example of the digital divide and describe what you would do to address it.
7. How the research conducted by Manuel Castells influences globalization.
8. Find a news article about a company expanding or withdrawing business operations in another country. What challenges did they face?
9. Interview 2 people from different generations about their comfort with technology. How could the empowerment divide apply?
10. Compare internet access between two neighborhoods, one lower-income and one higher-income. What factors contribute to any divides?
11. Find an example of a global nonprofit using technology to address social issues. How are they leveraging IT?
12. Interview someone who immigrated to your country about how technology helps them connect with their home country. What platforms and tools do they use?

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