

The Power of Place

Why the world is more
{ diverse and multifaceted
than mainstream media
would have us think

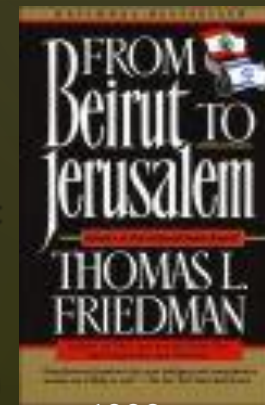
Thomas Friedman

Background

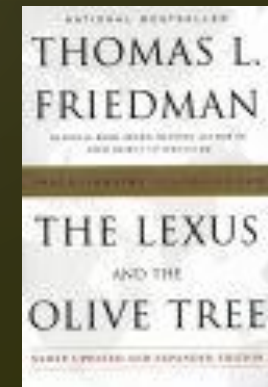
- ▶ **Born:** July 20, 1953 St. Louis Park, Minnesota
- ▶ **Residence:** Bethesda, Maryland
- ▶ **Occupation:** Popular Author/Columnist/Speaker for The New York Times
- ▶ **Education:** B.A. from Brandeis (1971)
 - ▶ M.A.: University of Oxford on a Marshall scholarship, M.Phil. (Ph.D.) in Middle Eastern Studies

Works/Career Trajectory:

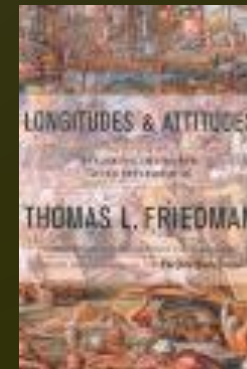
- ▶ **1981:** United Press International London; Beirut, Lebanon
- ▶ **1982:** The New York Times as a reporter, and was dispatched to Beirut at the start of the 1982 Israeli invasion of Lebanon.
- ▶ **1984 to 1988:** NYTimes Reporter in Jerusalem, and received a second Pulitzer Prize for his coverage of the First Palestinian *Intifada*.
- ▶ **1990:** First Book, From Beirut to Jerusalem, describing his experiences in the Middle East.
- ▶ **1992:** Friedman becomes the NYTimes White House correspondent
- ▶ **2000:** Book: Lexus and the Olive Tree
- ▶ **2005:** The World Is Flat: A Brief History of the Twenty-First Century
- ▶ **2008:** Hot, Flat, and Crowded
- ▶ **2016:** Thank you for Being Late: an Optimist's Guide to Thriving in the Age of Accelerations



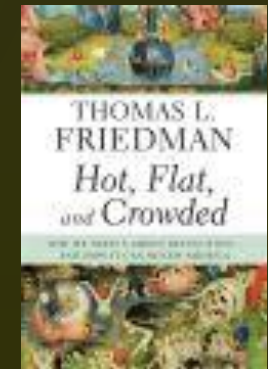
1990



2000



2002



2008

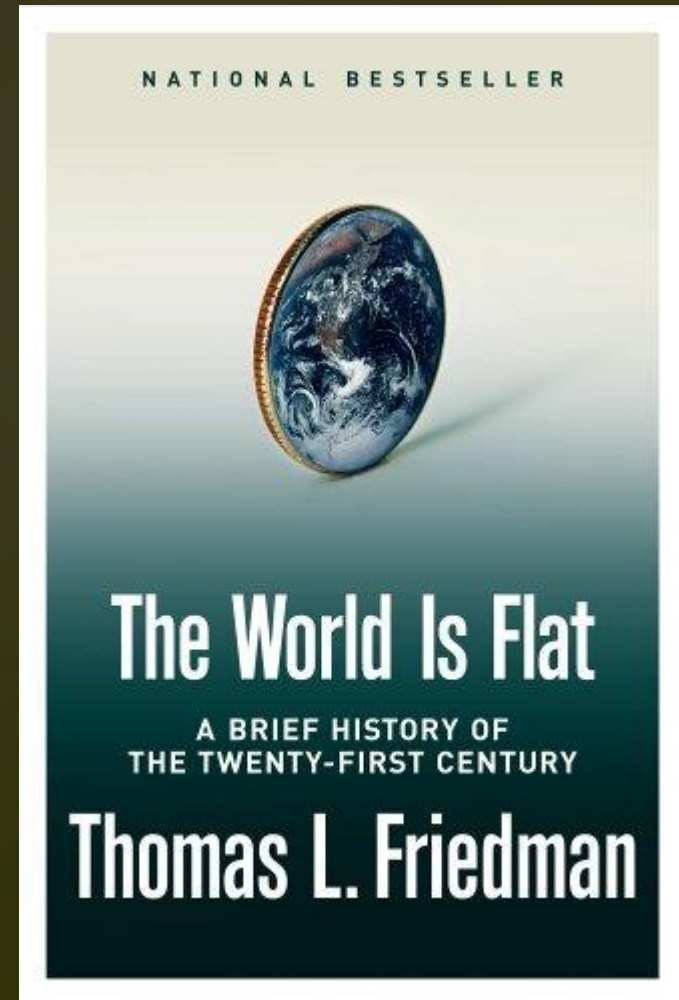
The World is Flat

Book: *The World Is Flat: A Brief History of the Twenty-First Century*

Friedman's Arguments:

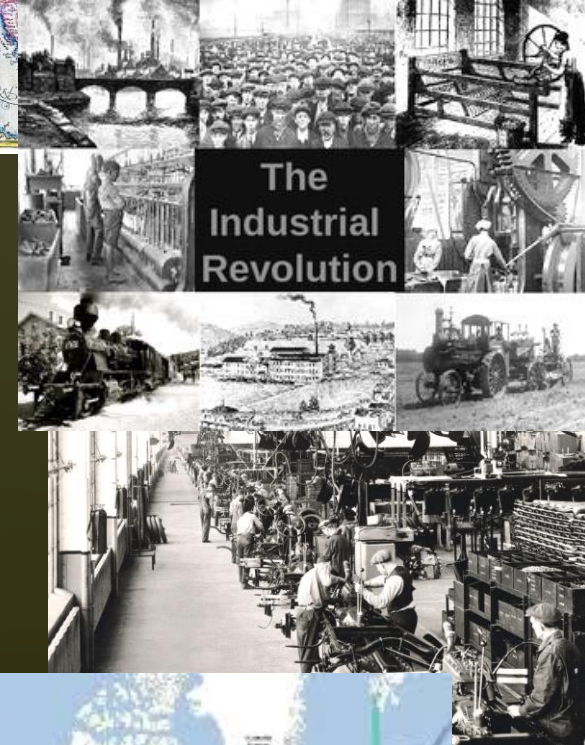
1. "World Flattening" = A **metaphor** for viewing the world as a **level playing field** in terms of commerce, where **all people** and economic competitors have an **equal opportunity**.
2. Flattening also represents a **perceptual shift** required for countries, companies and individuals to remain competitive in a global market.
3. Historical and geographical divisions are becoming increasingly irrelevant.

2005



Globalization 1.0→3.0

- **Globalization 1.0 (1492-1800s):**
A period in which countries, kingdoms and governments were the main protagonists
- **Globalization 2.0 (1820-2000):**
A period in which multinational companies led the way in driving global integration
- **Globalization 3.0 (2000+→):**
Our current period in which international market flattening has occurred as a result of a convergence of personal computer penetration worldwide with fiber-optic micro cable with the rise of work flow software.

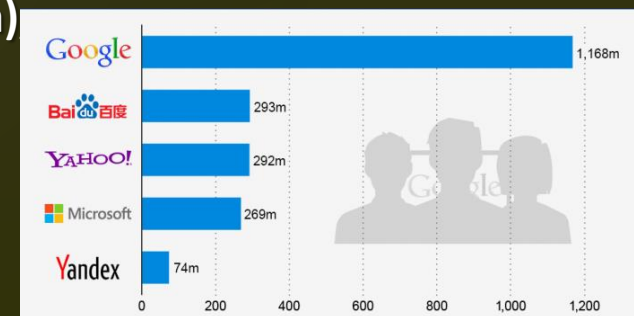
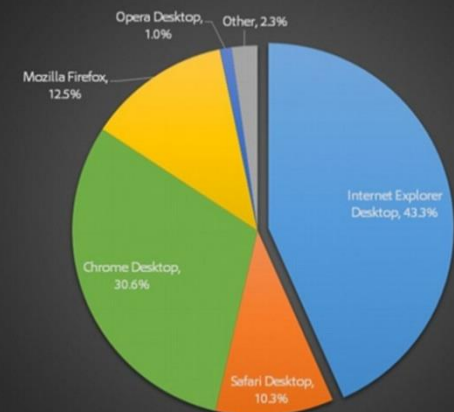


Friedman's Major "Flatteners"

1. **Collapse of Berlin Wall – November, 1989:** The event not only symbolized the **end of the Cold war**, it allowed people from other side of the wall to join the economic mainstream.
2. **1996: Rise of Global Web Browsers --Internet Explorer/Netscape/Safari** Browsers and the Web broadened the audience for the Internet **Open sourcing:** Communities **uploading and collaborating on online** projects. Examples include open source software, blogs, E-Bay, and Wikipedia. Friedman considers the phenomenon "the most disruptive force of all."
3. **1990s+ Outsourcing & Off-shoring :** Friedman argues that outsourcing has allowed companies to split service and manufacturing activities into components which can be **MOVED OFF-SHORE. CHEAP LABOR!** Now countries such as Malaysia, Mexico, Brazil must compete against China and each other to have businesses offshore to them
4. **The In-forming TECHNOLOGIES:** Google, Yahoo, Baidu (China) Yandex (Russia) and other search engines are the prime example. "Never before in the history of the planet have so many people-on their own-had the ability to find so much information about so many things and about so many other people."
5. **TECHNOLOGies on "Steroids" :** **Personal digital devices** like mobile phones, iPods, personal digital assistants, instant messaging, and voice over Internet Protocol (VoIP).



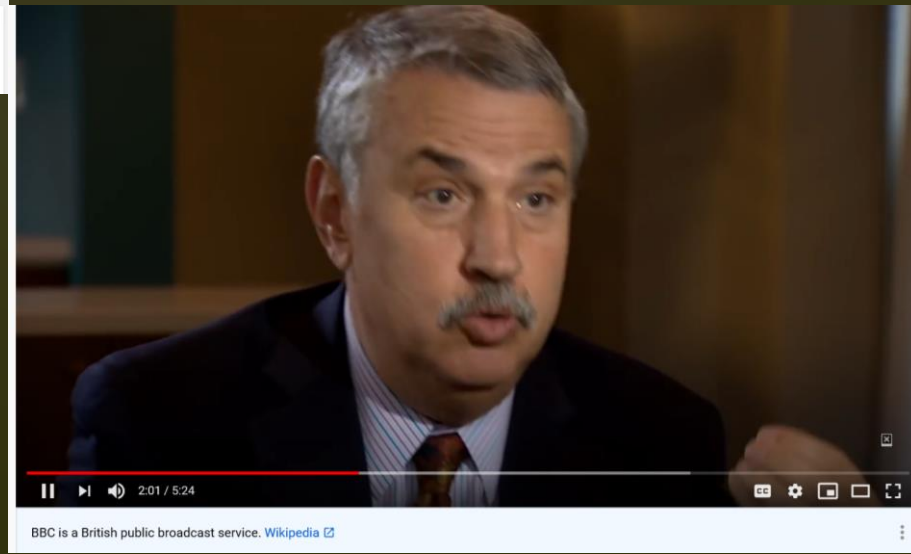
Desktop Browser Share: US April 2014
Adobe Digital Index



Friedman in action



What Thomas Friedman means when he says "The World is Flat"



General Critiques of Friedman and his Arguments

Free Trade Fundamentalism:

- “High Priest” of **free-trade fundamentalism**.
- "I was speaking out in Minnesota -- my hometown, in fact -- and guy stood up in the audience, said, 'Mr. Friedman, is there any free trade agreement you'd oppose?' I said, 'No, absolutely not.' I said, 'You know what, sir? I wrote a column supporting the CAFTA, the Caribbean Free Trade initiative. **I didn't even know what was in it. I just knew two key words: free trade.**" --Interview with Friedman:



Global Perspective Rooted in Economic Class: Elite of the Elite

- Friedman's individual Net worth: ~\$1 BILLION (?)
- Wife: Ann Bucksbaum heiress to General Growth Properties (shopping mall development) Forbes estimates Bucksbaum family's assets at **\$4.1 billion**, including about 18.6 million square meters of mall space.
- Friedman's home in Bethesda, Maryland. The July 2006 issue of Washingtonian reported that they own "a palatial 11,400-square-foot house, currently valued at \$9.3 million, on a 7½-acre parcel just blocks from Bethesda Country Club."



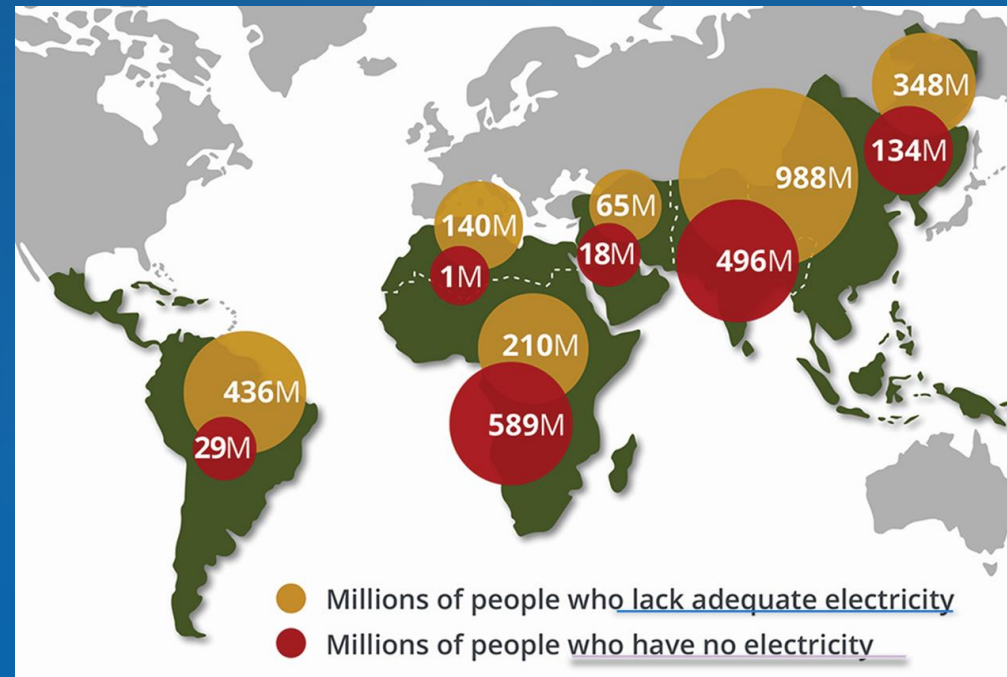
The Sheraton/Hilton/Celebrity Penthouse EFFECT:

Harm DeBlij—Arguments

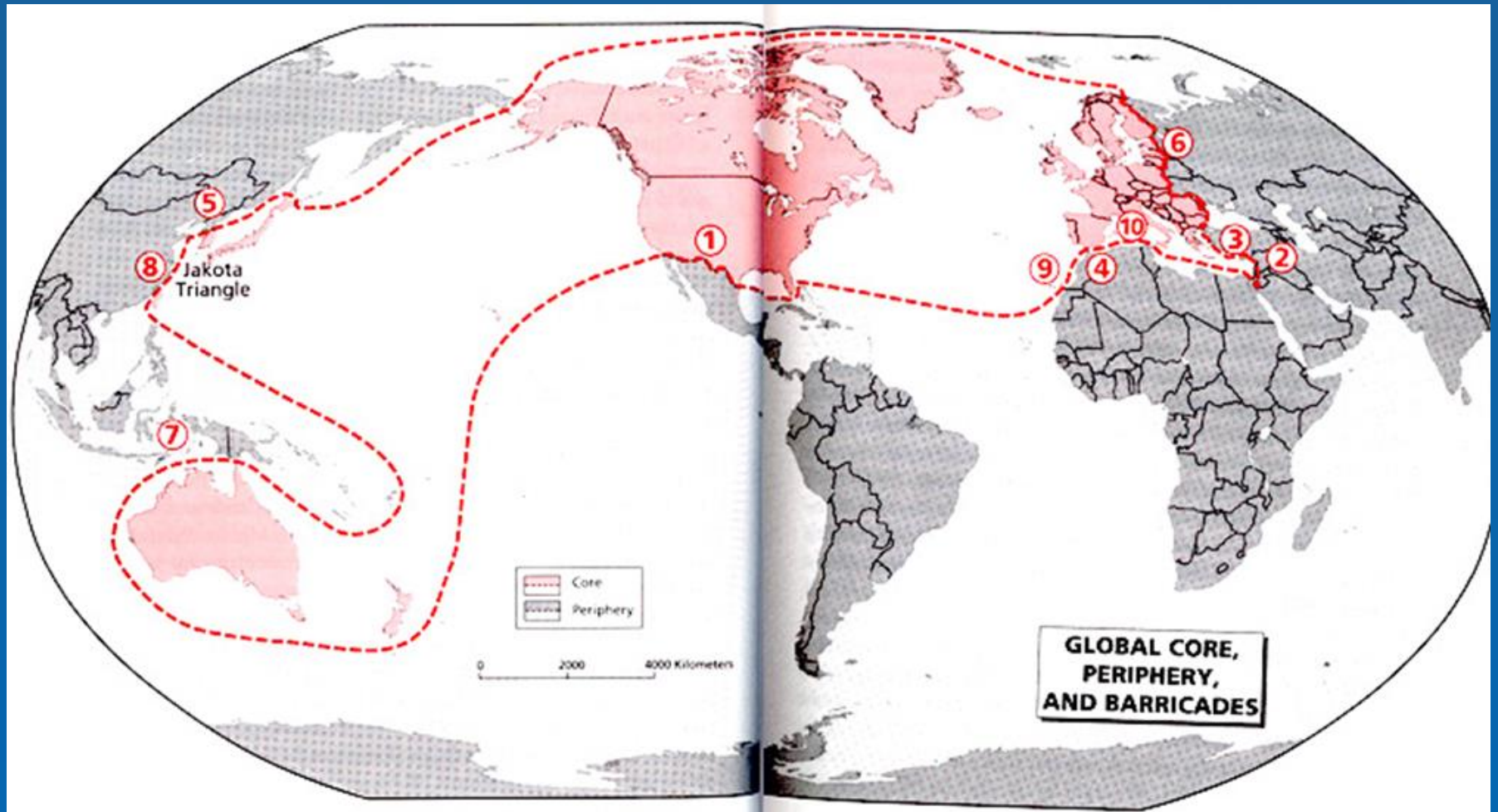
The Power of PLACE



1. Friedman's "Flat World" is **ABSURD!**
2. Instead, the world has a **Rough** → **REALLY ROUGH** Landscape.
3. Geographic **PLACE** **ALWAYS** plays a **HUGE** determining factor in your opportunities. Basic socio-cultural knowledge.
4. **LARGE** portions of the world's **population** (over 50%) are **NOT** part of the Global Village, **nor do they even know what it is.**
5. **One WORLD THEORY** (and **SMALL WORLD** theory) is (and may always be) **ridiculously simplistic and reductionist!** We are geographically and culturally extremely diverse—Economics, Health, Education, Linguistics, Daily life, etc.



Global Core, Periphery, Barricades



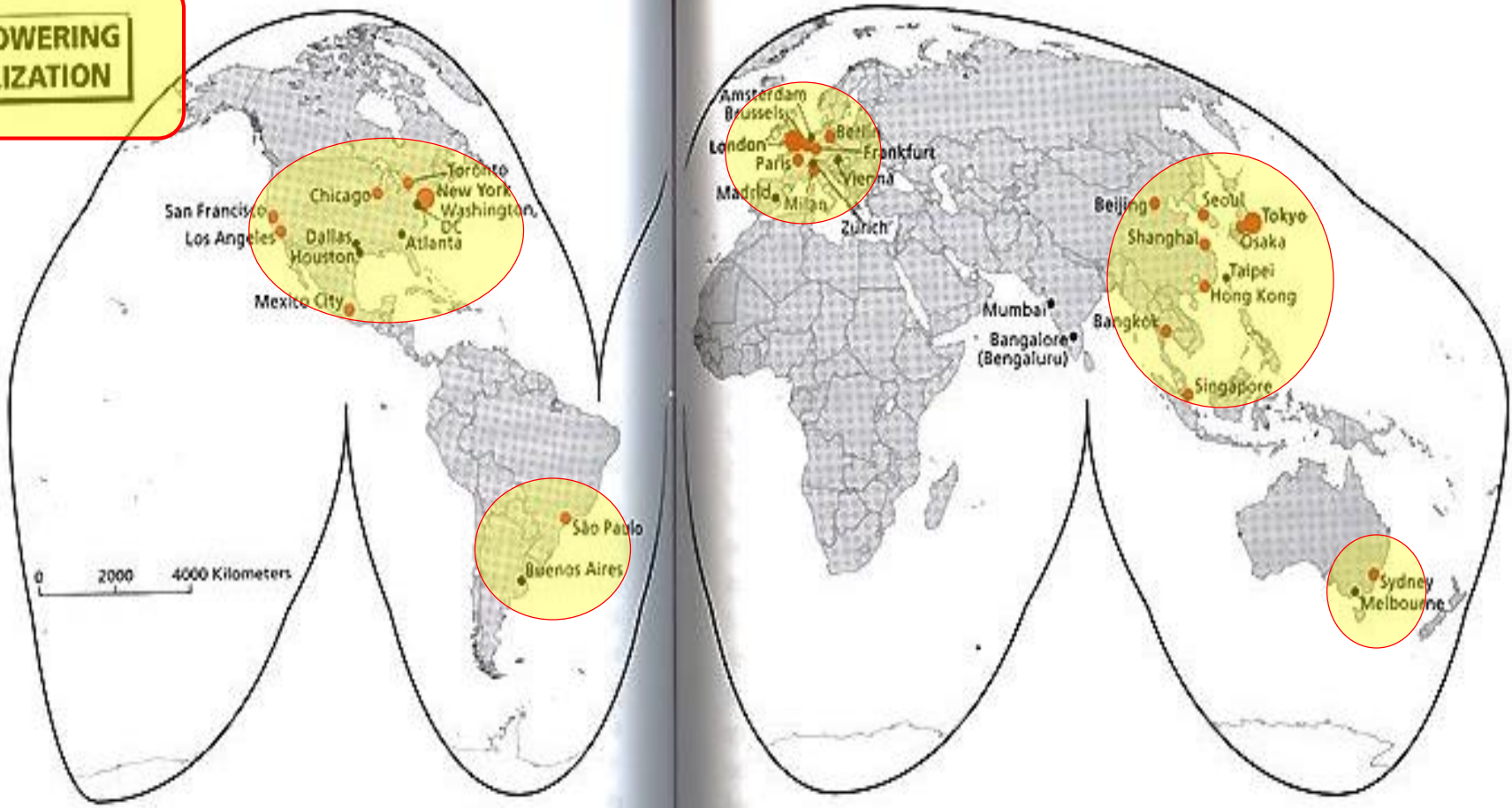
Urban (City) Rural (“Country”) Divides

Cities Powering Globalization

CITIES POWERING GLOBALIZATION

- World Cities
- Dominant
- Powerful
- Influential
- Others of Note

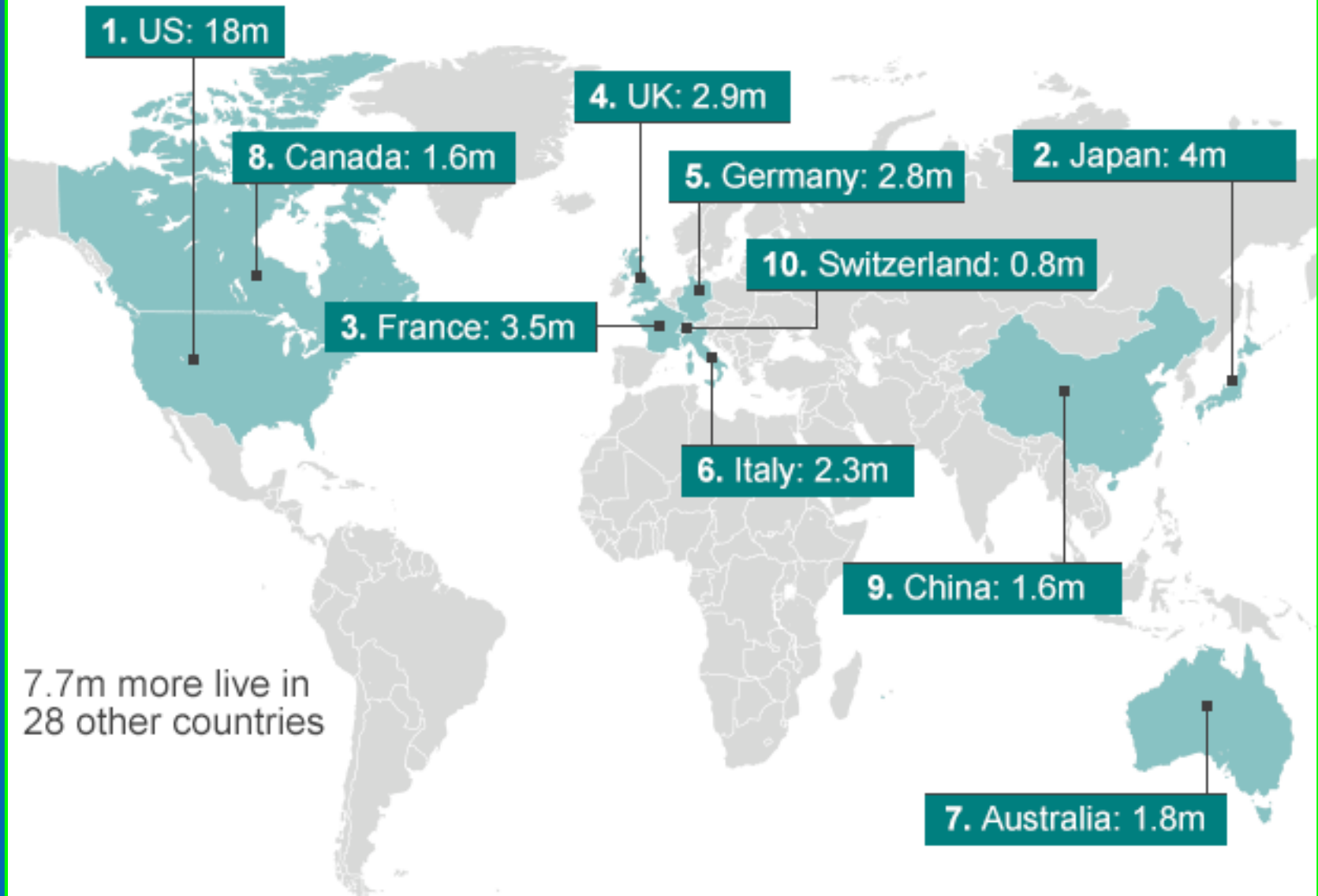
0 2000 4000 Kilometers



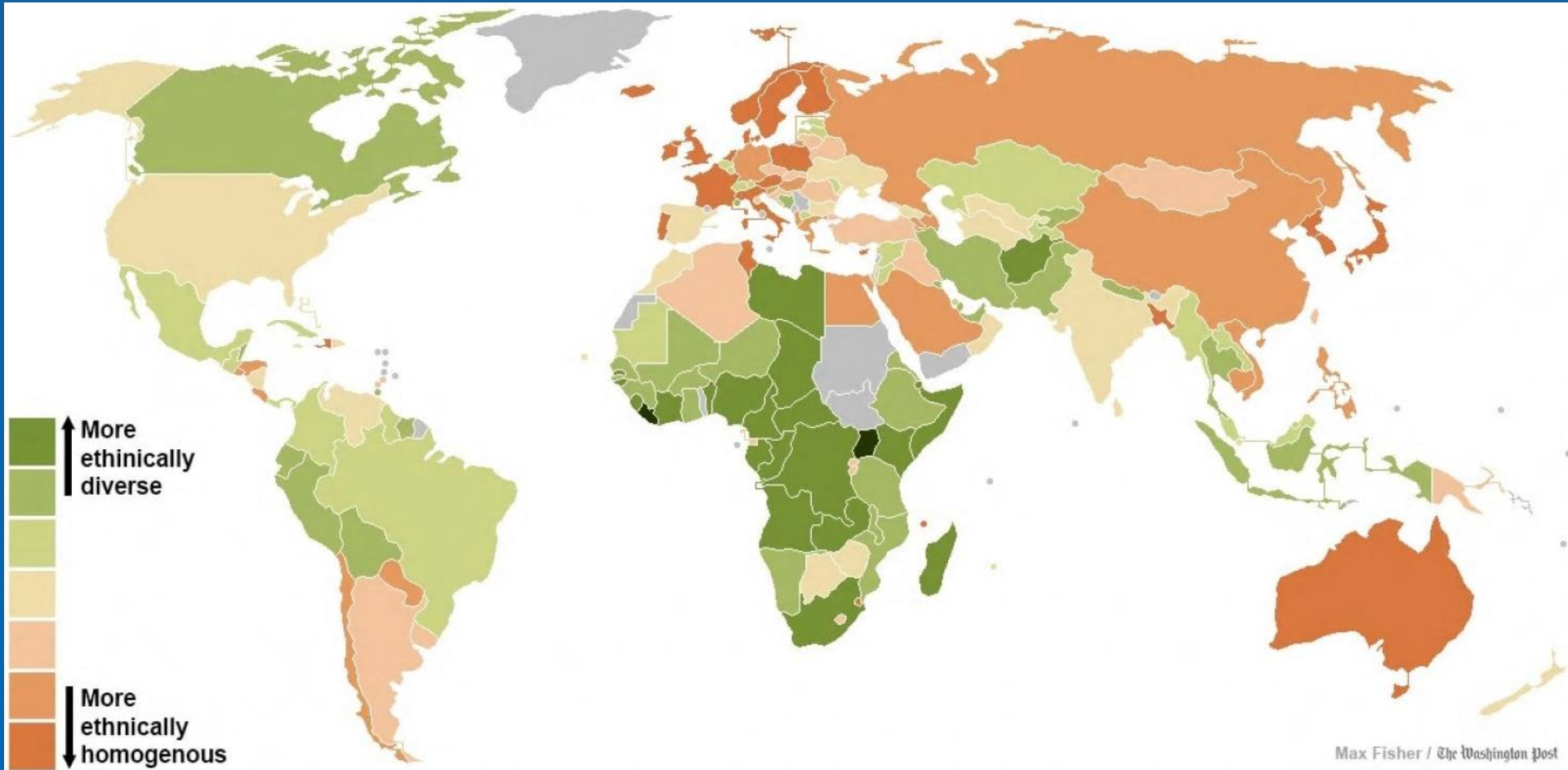
World's Wealthiest 1%

Where do the top 1% live?

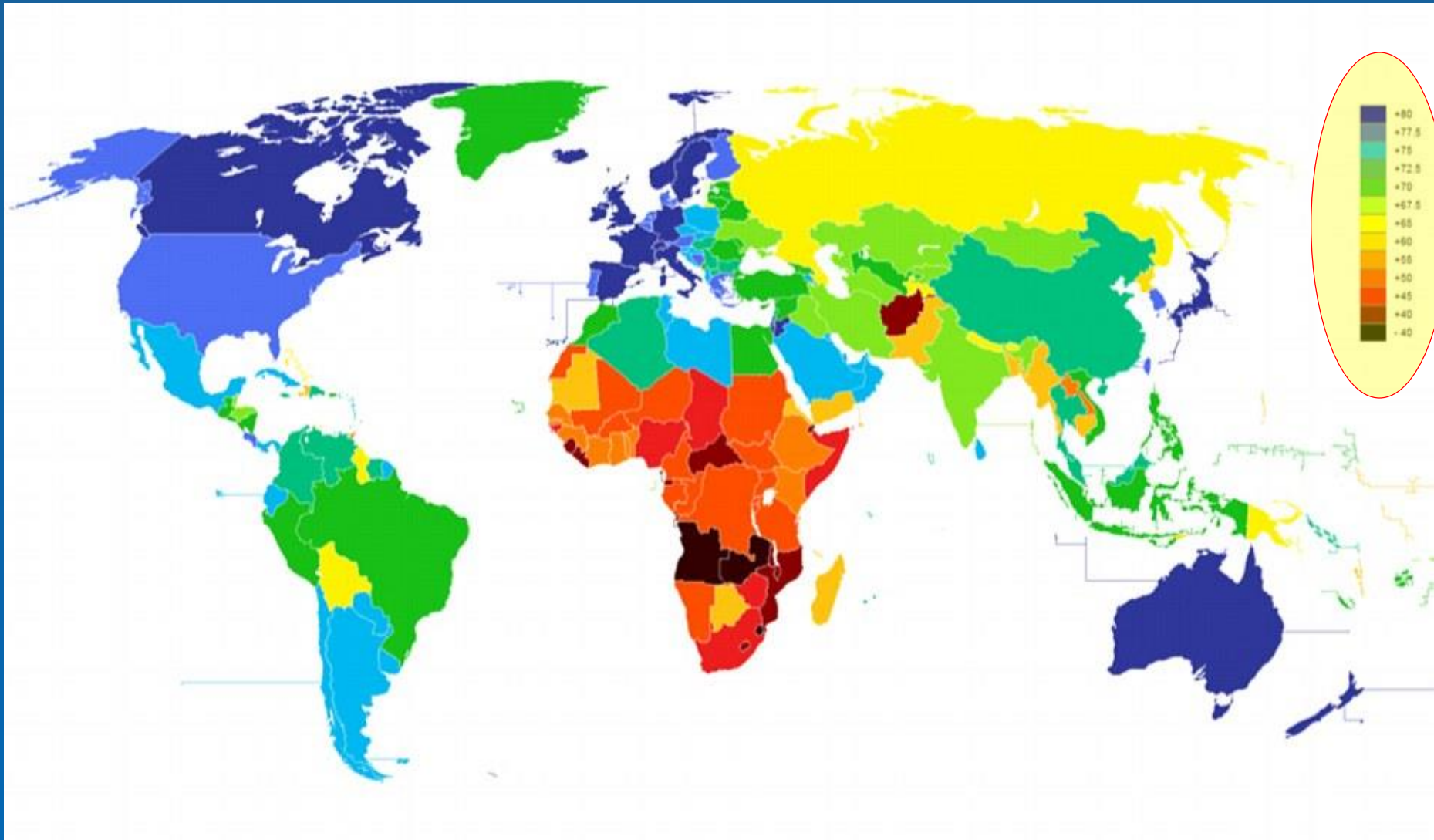
Countries with the largest share of the wealthiest 47 million people



World's most and least ethnically diverse countries



Global Life Expectancy



Literacy and Illiteracy

UNESCO eAtlas of Literacy

Version française | Versión española

Other eAtlases 

Section 1

Section 2

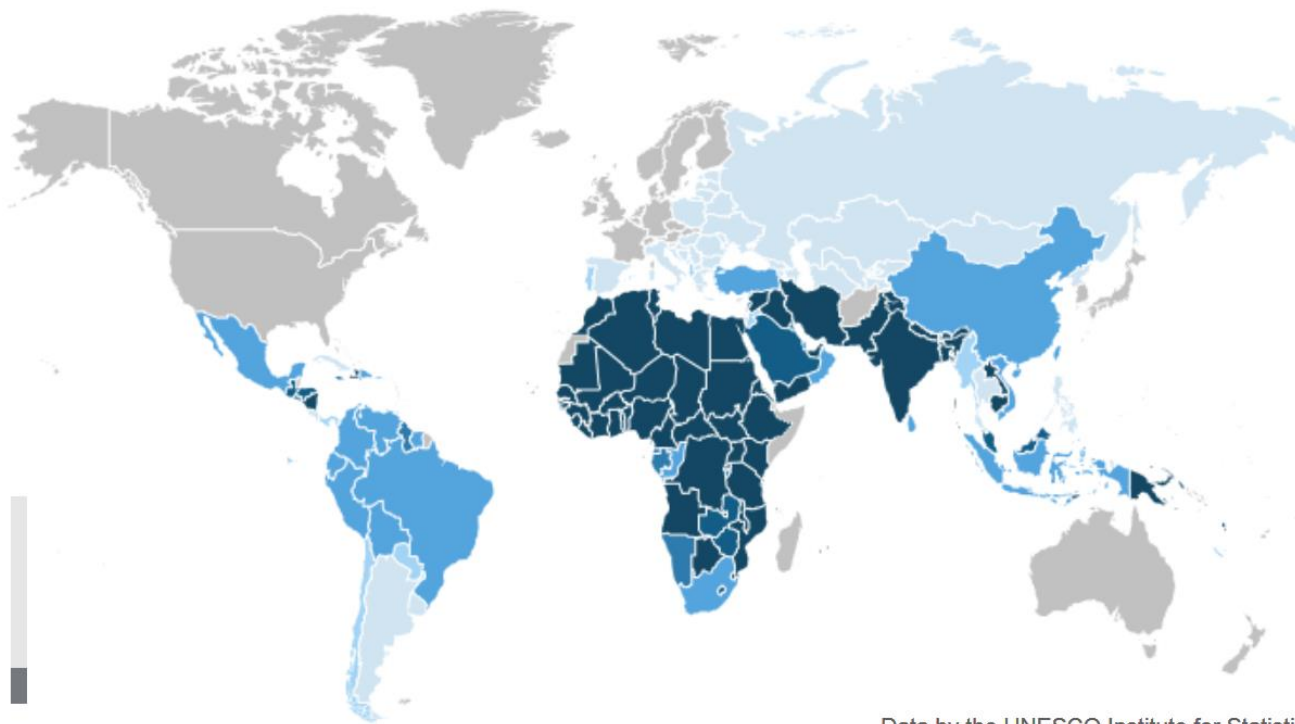
Section 3

Section 4

Section 5

Country profiles

Literacy among elderly populations



Data by the UNESCO Institute for Statistics

Indicators

- Literacy rate for the elderly population ⓘ
- Literacy rate for the female elderly population ⓘ
- Literacy rate for the male elderly population ⓘ
- Gender parity index for the elderly population ⓘ

Year 2014 (or latest available)

1975  2014

Facts

Figures

Rank Abc

Countries Regions

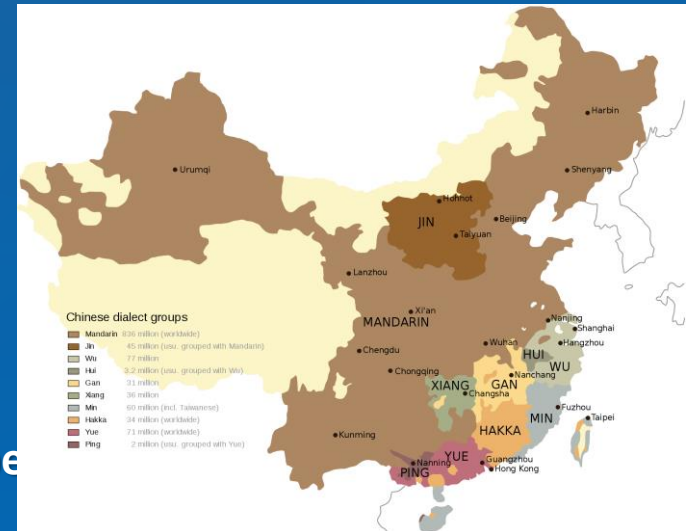
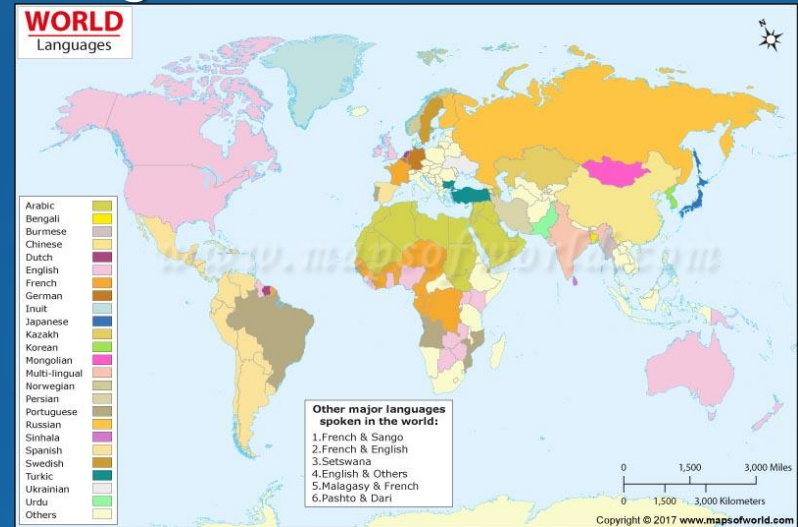
1 Korea, DPR

Linguistic Diversity

- There are approximately **6,900 living languages** generally recognized today. Of these, 6,000 have registered population figures.

List of the WORLD'S top 10 languages (by # of speakers):

1. Mandarin Chinese 885 million speakers
2. Spanish 399 million speakers
3. English 335 million speakers
4. Hindi 260 million speakers (India)
5. Arabic 242 million speakers**
6. Portuguese 203 million speakers
7. Bengali 189 million speakers (Bangladesh)
8. Russian 170 million speakers
9. Japanese 125 million speakers
10. German 98 million speakers
11. Lahnda/Punjabi 88.7 million speakers (Pakistan)
12. Javanese 84.3 million speakers (Indonesia)
13. Wu (Chinese language-Shanghai, Hangzhou) 77 million speakers



**There are many different types of Arabic. Egyptian Arabic is the most widely spoken with approximately 42 million speakers.

Population Distribution

GLOBAL POPULATION DISTRIBUTION

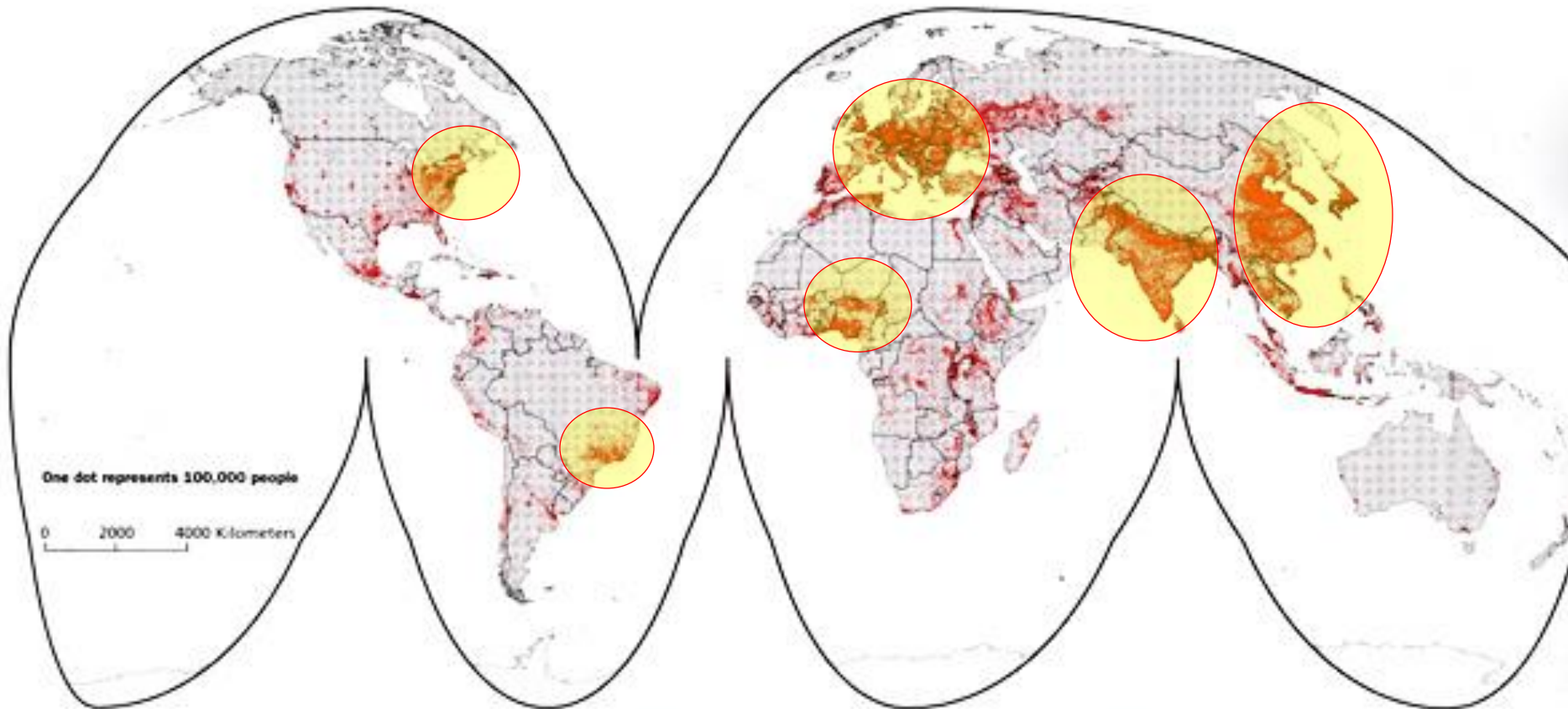
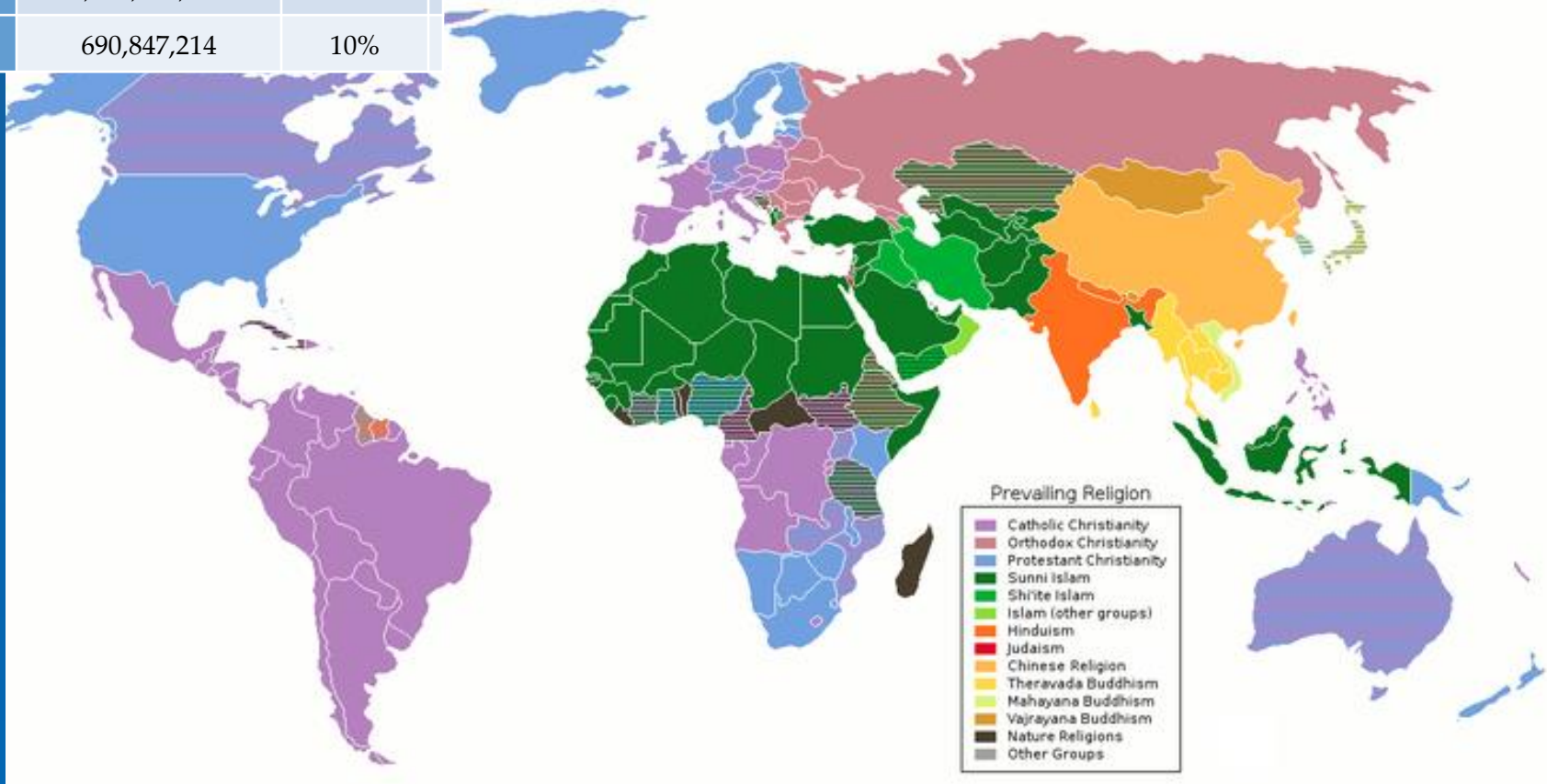


Figure 1.2. By this method of displaying the world's population distribution, one dot represents 100,000 people. The map emphasizes the persistence of ancient, agriculture-based patterns in the World Island (Eurasia and Africa); the two largest clusters of population lie in the global periphery.

World Religions

Different Belief Systems

Four largest religions	Adherents	% of world population
<u>Christianity</u>	2,331,509,000	34%
<u>Islam</u>	1,619,314,000	23%
<u>No religion</u>	1,100,000,000	16%
<u>Hinduism</u>	1,083,800,358	15%
<u>Buddhism</u>	690,847,214	10%



GLOBALS-MOBALS-LOCALS

Which are you? What might be missing?

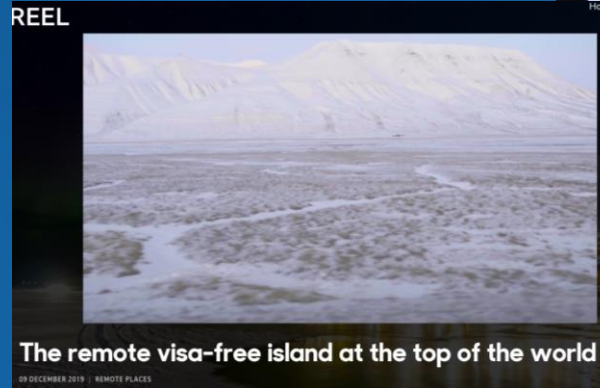
1. GLOBALS

2. MOBALS

3. LOCALS

4. _____ ?

5. _____ ?



Scenes from schools around the world



The Nigerian blind mechanic using touch to make repairs

Emeka Abugu is a 37-year-old mechanic who became blind due to untreated measles as a child.

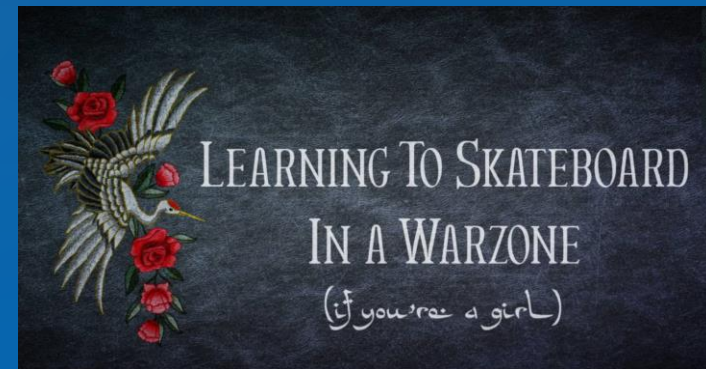
He says he's the most reliable mechanic in his community in Enugu Ezike, south-eastern Nigeria.

Emeka Abugu told the BBC how he learnt the trade despite losing his sight.

Video journalist: Nnamdi Agbanelo for **BBC Igbo**

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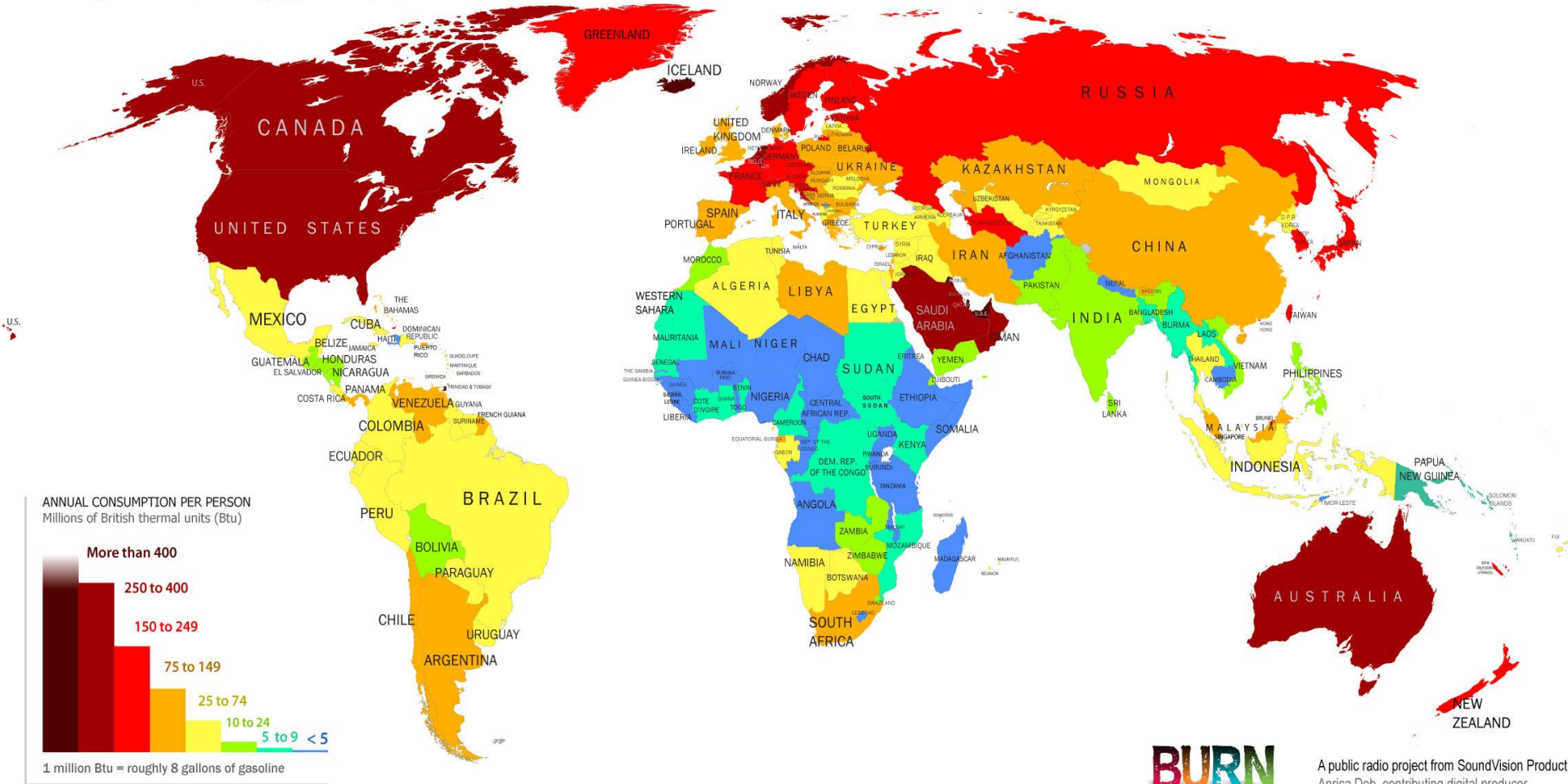
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Energy Consumption Per/person

Energy Consumption Per Person, by country, 2010.

SOURCES: U.S. Energy Information Administration, International Energy Agency, CIA World Factbook, U.N. Dep't of Economics and Social Affairs



BURN
an energy journal

A public radio project from SoundVision Productions
Anrica Deb, contributing digital producer

Global Access to Clean Water

