

The Power of Place

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

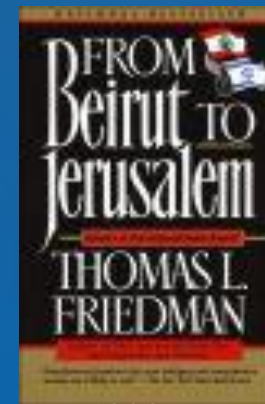
Thomas Friedman

Background

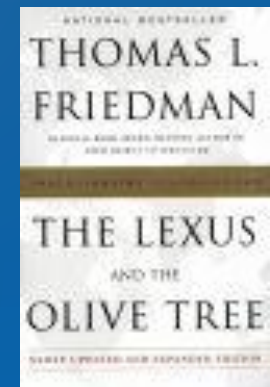
- ▶ **Born:** July 20, 1953 St. Louis Park, Minnesota
- ▶ **Residence:** Bethesda, Maryland
- ▶ **Occupation:** Popular Author/Columnist/Speaker for The New York Times
- ▶ **Education:** B.A. from Brandeis (1971)
 - ▶ M.A.: University of Oxford on a Marshall scholarship, M.Phil. (Ph.D.) in Middle Eastern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

Works:

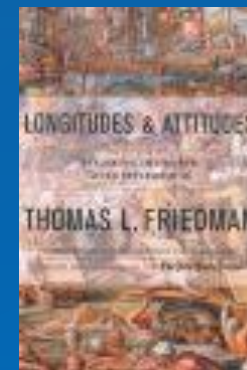
- ▶ **1981:** United Press International London; Beirut, Lebanon
- ▶ **1982:** The New York Times as a reporter, and was re-dispatched to Beirut at the start of the 1982 Israeli invasion of Lebanon.
- ▶ **1984 to 1988:** NYTimes Reporter in Jerusalem, and received a second Pulitzer Prize for his coverage 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



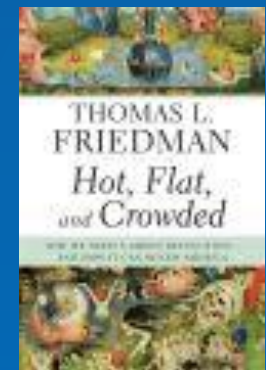
1990



2000



2002



2008

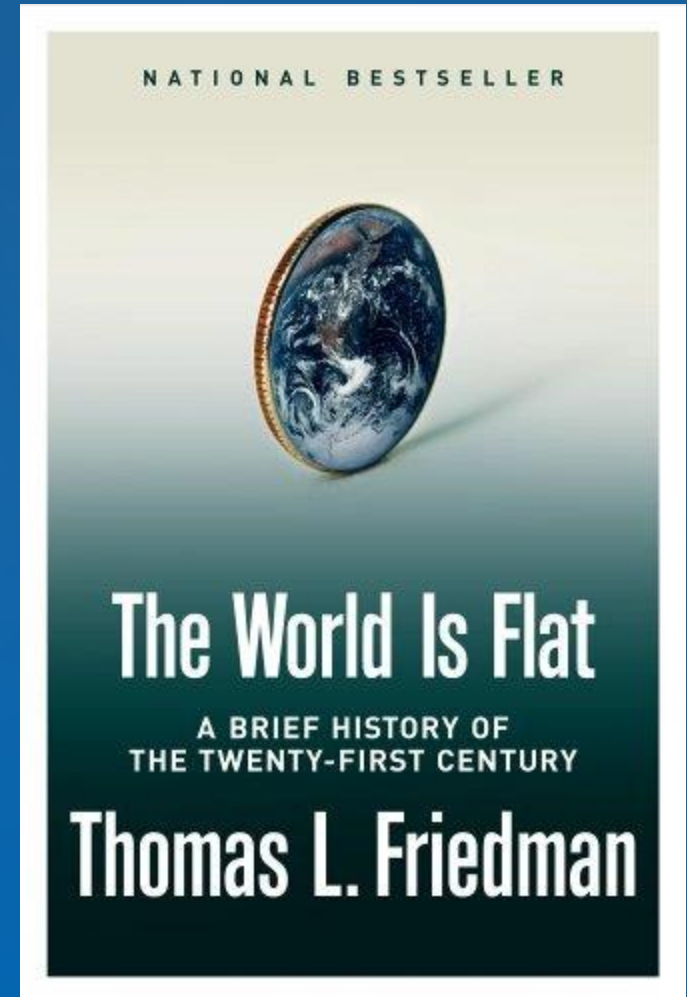
The World is Flat

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

Friedman's Arguments:

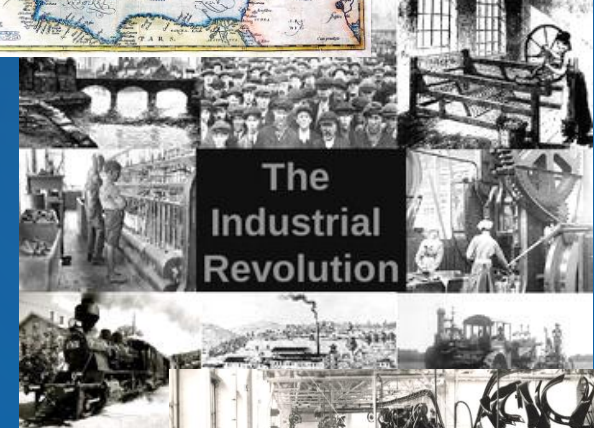
- ▶ “World Flattening” = A **metaphor** for viewing the world as a **level playing field** in terms of commerce, where **all people** and economic competitors have an **equal opportunity**.
- ▶ Flattening also represents a **perceptual shift** required for countries, companies and individuals to remain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

2005

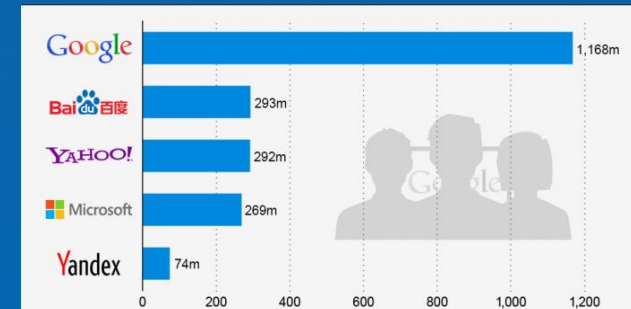
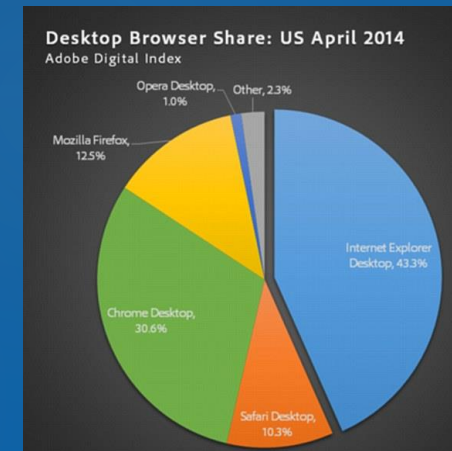


Globalization 1.0→3.0

- **Globalization 1.0:** A period in which countries, kingdoms and governments were the main protagonists (1492-1800s)
- **Globalization 2.0:** A period in which multinational companies led the way in driving global integration (1820-2000)
- **Globalization 3.0:** 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. (2000+→)



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. **Web Browsers --Internet Explorer/Netscape/Safari (1996):** Browsers and the Web broadened the audience for the Internet from its roots as a communications medium used primarily by 'early adopters and geeks' to something that made the Internet accessible to everyone from five-year-olds to ninety-five-year olds.
3. **Open sourcing:** Communities **uploading and collaborating on online** projects. Examples include open source software, blogs, and Wikipedia. Friedman considers the phenomenon "the most disruptive force of all."
4. **Outsourcing/ Off-shoring :** Friedman argues that outsourcing has allowed companies to split service and manufacturing activities into components which can be subcontracted and performed in the most efficient, cost-effective way. Now countries such as Malaysia, Mexico, Brazil must compete against China and each other to have businesses offshore to them
5. **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."
6. **The TECHNOLOGY "Steroids" :** **Personal digital devices** like mobile phones, iPods, personal digital assistants, instant messaging, and voice over Internet Protocol (VoIP).

General Critiques of Friedman and his Arguments

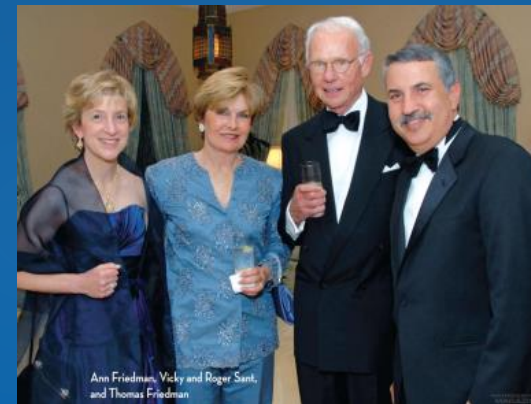
Free Trade Fundamentalism:

- "High Priest" of **free-trade fundamentalism**.
- Interview with Friedman: "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 words: free trade.'"



Economic Class: Elite of the Elite

- Friedman's individual Net worth: ~\$50 million **USD**
- 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:

Friedman in action



Harm DeBlij—Arguments

The Power of PLACE

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



Not-So Small World

Arguments AGAINST a Small World Theory

1. The IMPORTANCE OF PLACE in our lives!?!
2. GLOBALS, LOCALS, MOBALS
3. GLOBAL CORE, PERIPHERY, BARRICADES
4. Linguistic Diversity
5. Economic DIVIDE Living wage vs. Disposable Income
6. Urban vs. Rural DIVIDES
7. Limited Access to Electricity
8. Access to Clean Water
9. Cultural Diversity and Cultural Complexity
10. Limited Access to Education
11. Gender Equality

The IMPORTANCE OF PLACE?!!

WHAT IS IMPORTANT? WHY? Identity?



GLOBALS-MOBALS-LOCALS

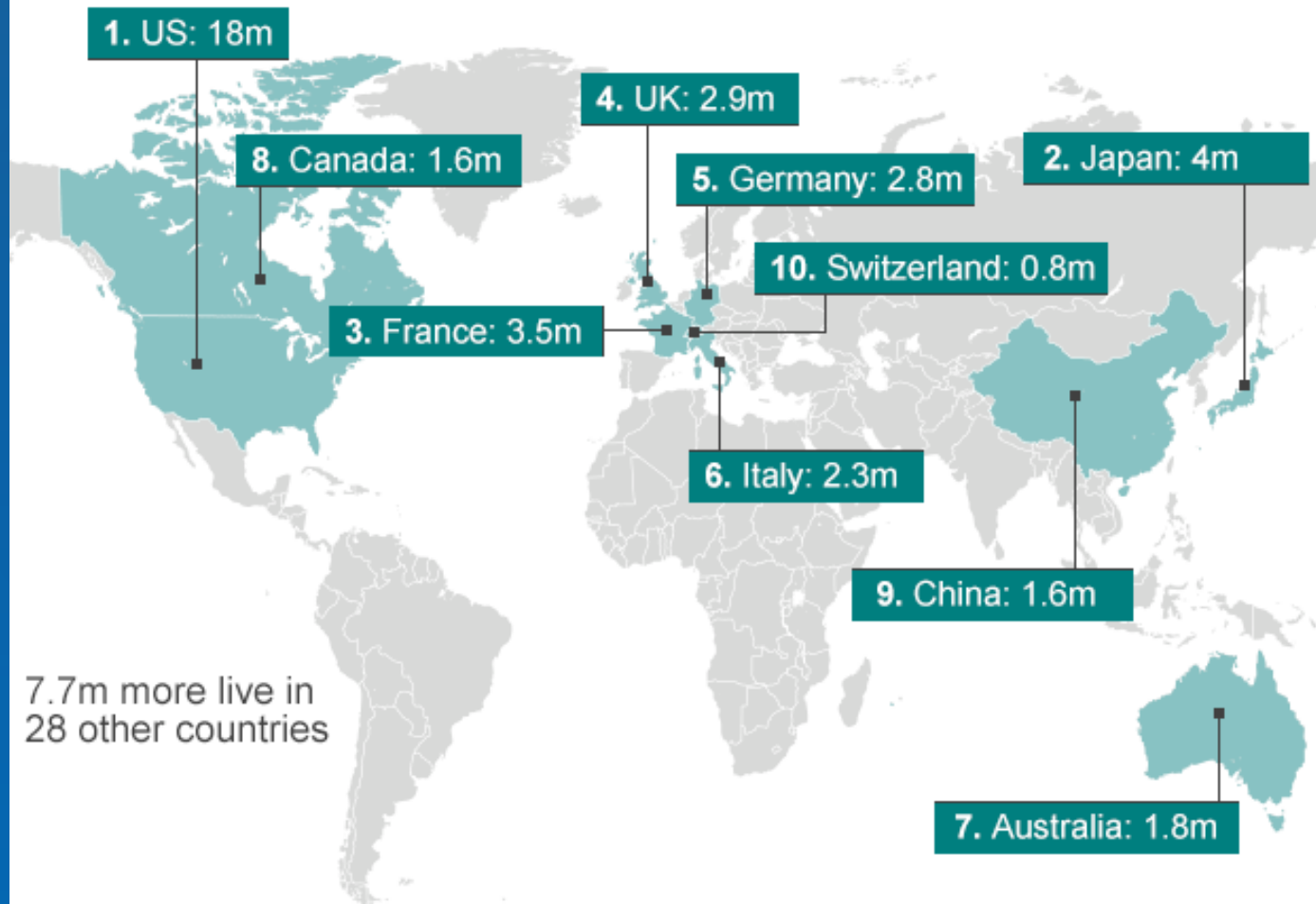
Which are you? What might be missing?

1. GLOBALS
2. MOBALS
3. LOCALS

World's Wealthiest 1%

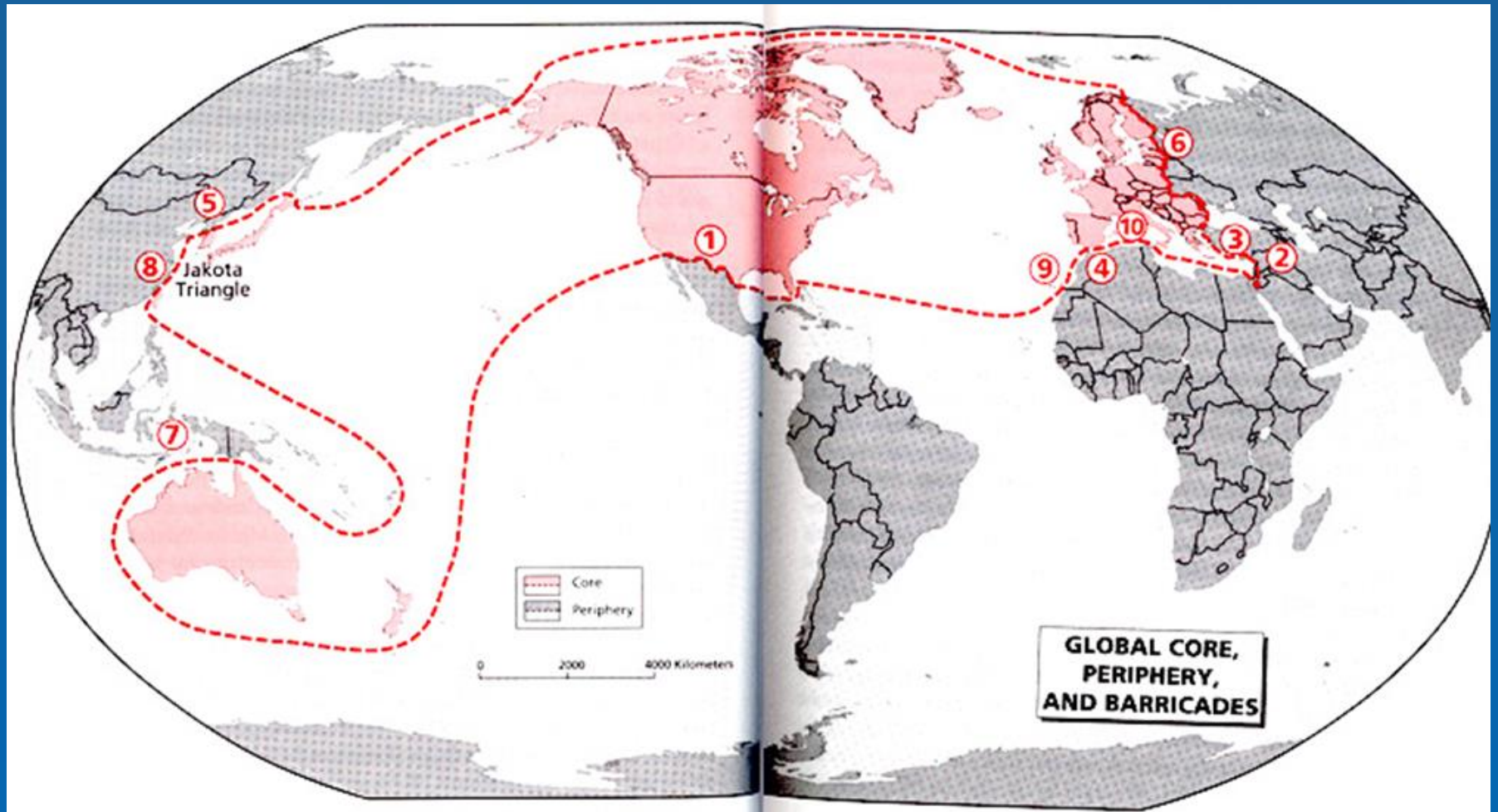
Where do the top 1% live?

Countries with the largest share of the wealthiest 47 million people

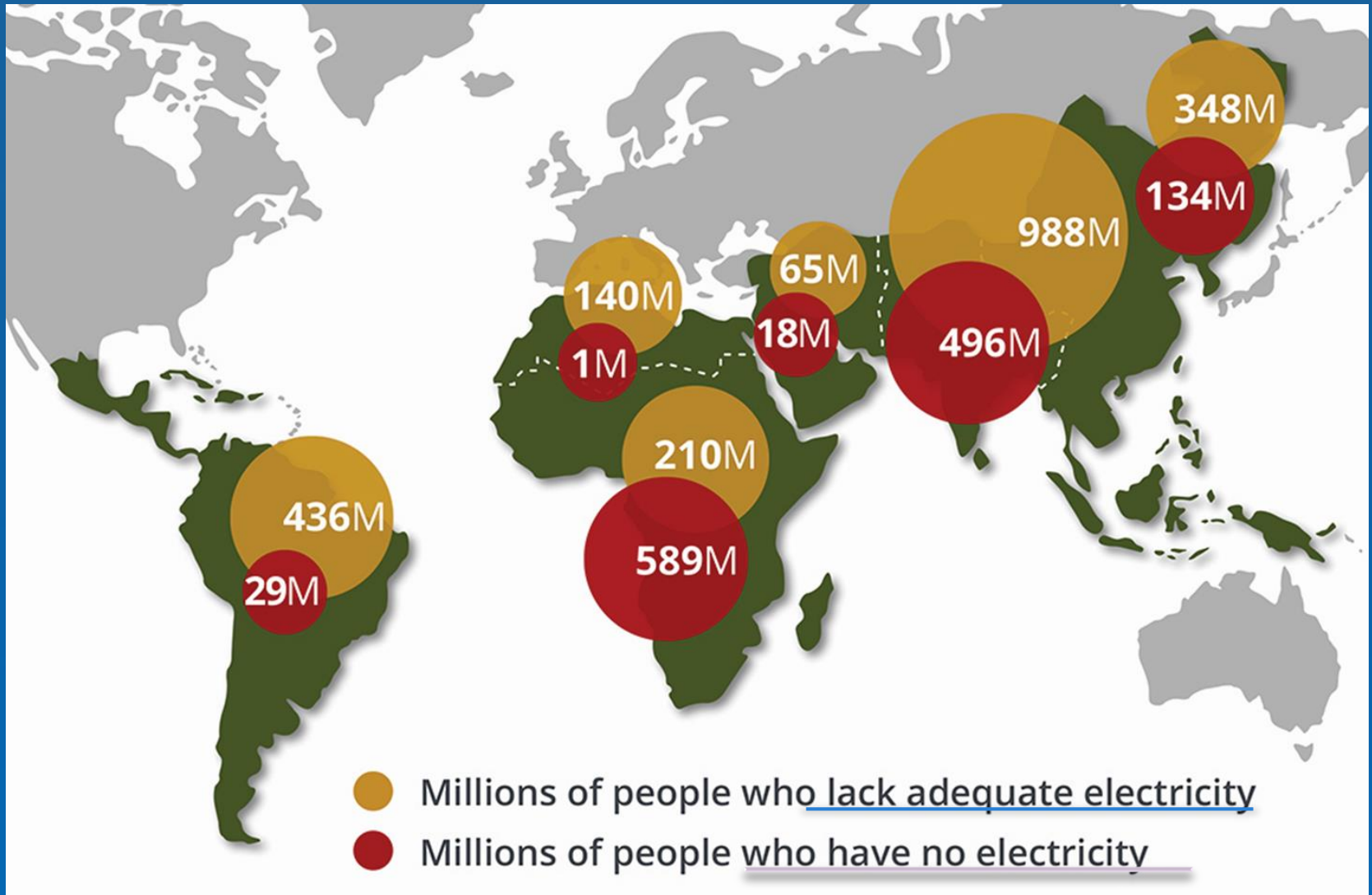


Source: Credit Suisse Global Wealth Databook 2014

Global Core, Periphery, Barricades

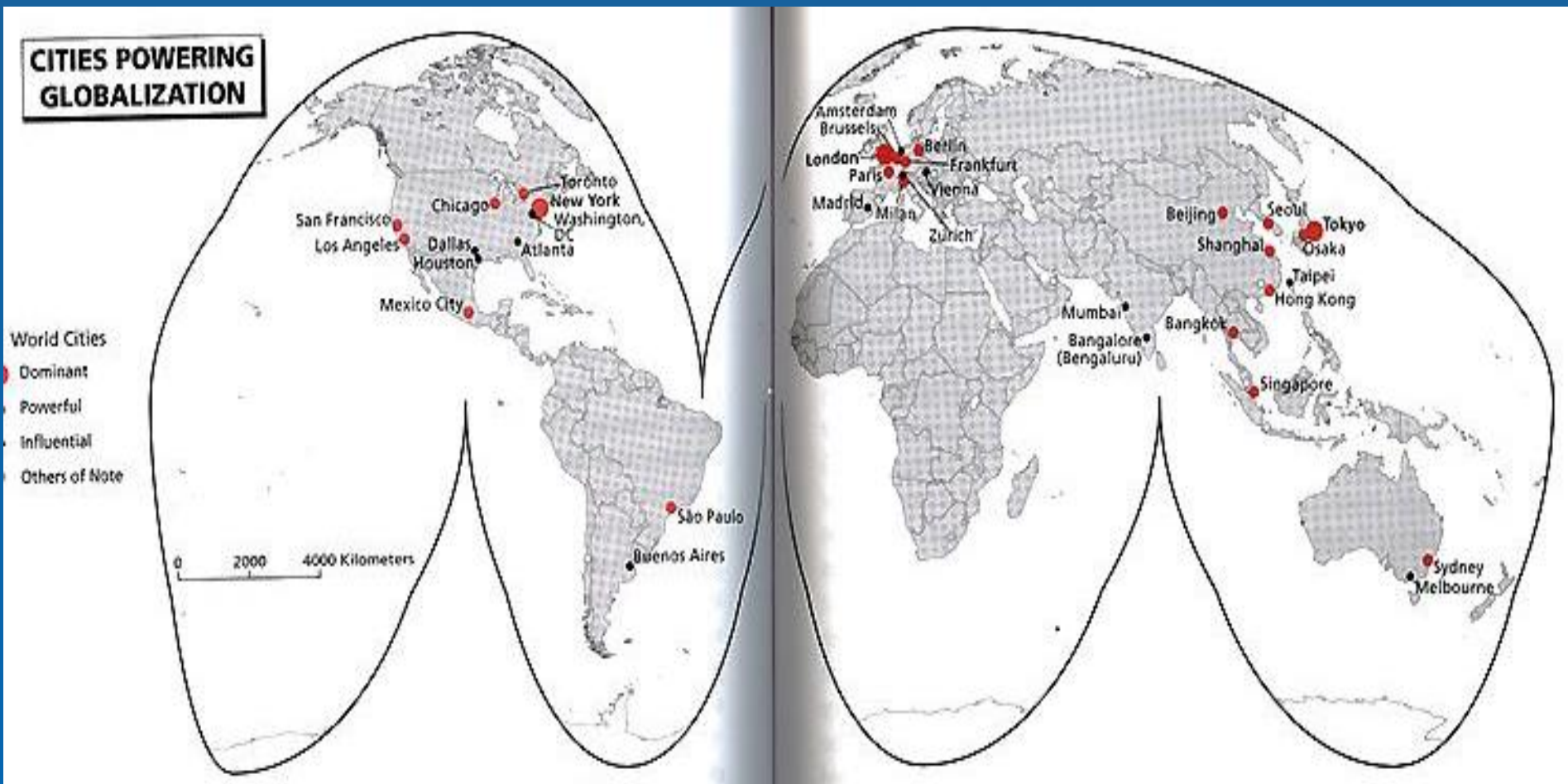


Global Access to Electricity



Urban (City) Rural ("Country") Divides

Cities Powering Globalization



Population Distribution

GLOBAL POPULATION DISTRIBUTION

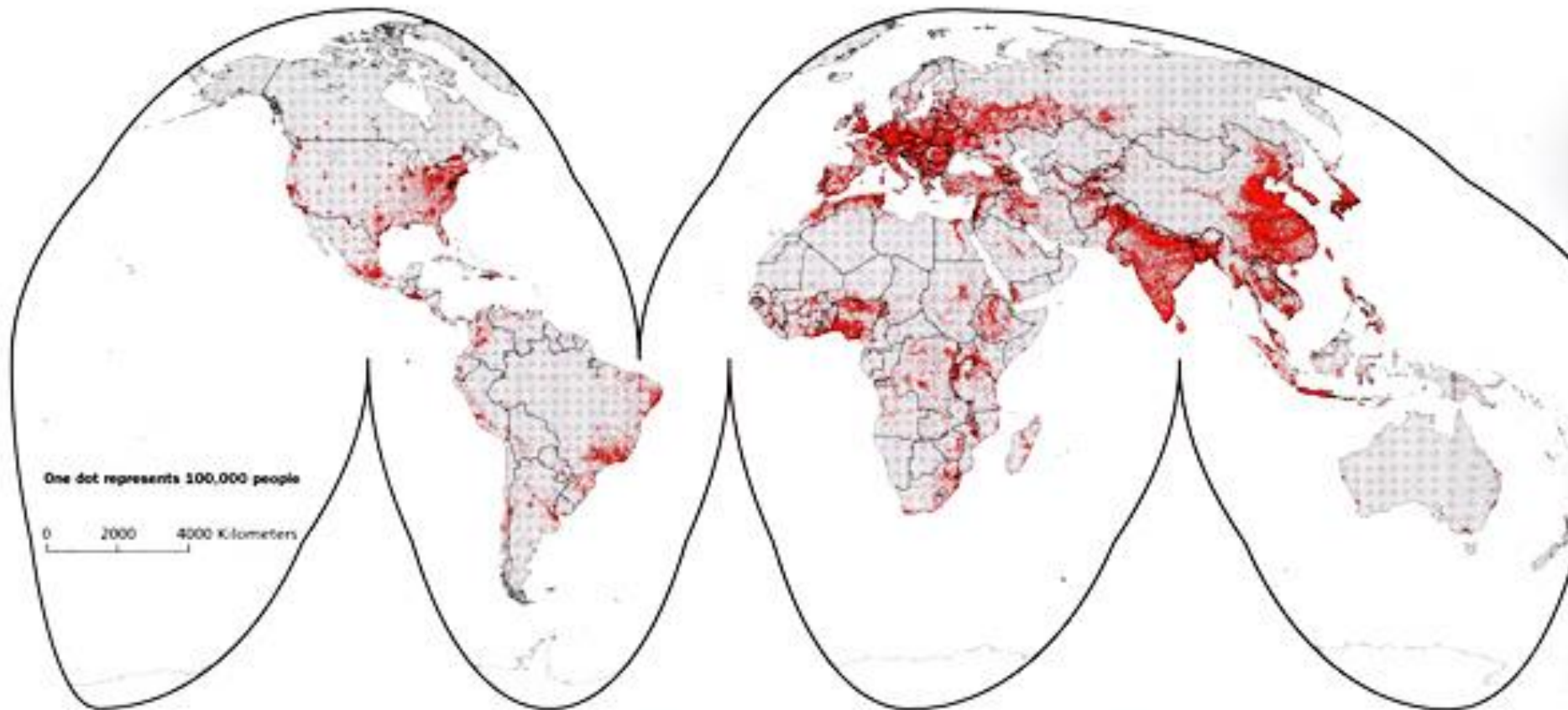


Figure 1.2. By this method of displaying the world's population distribution, one dot represents 100,000 people. The map emphasizes the persistence of ancient, agriculture-based patterns in the World Island (Eurasia and Africa); the two largest clusters of population lie in the global periphery.

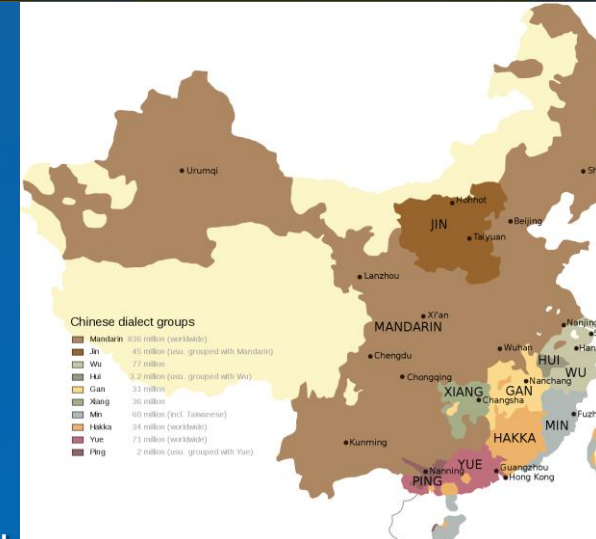
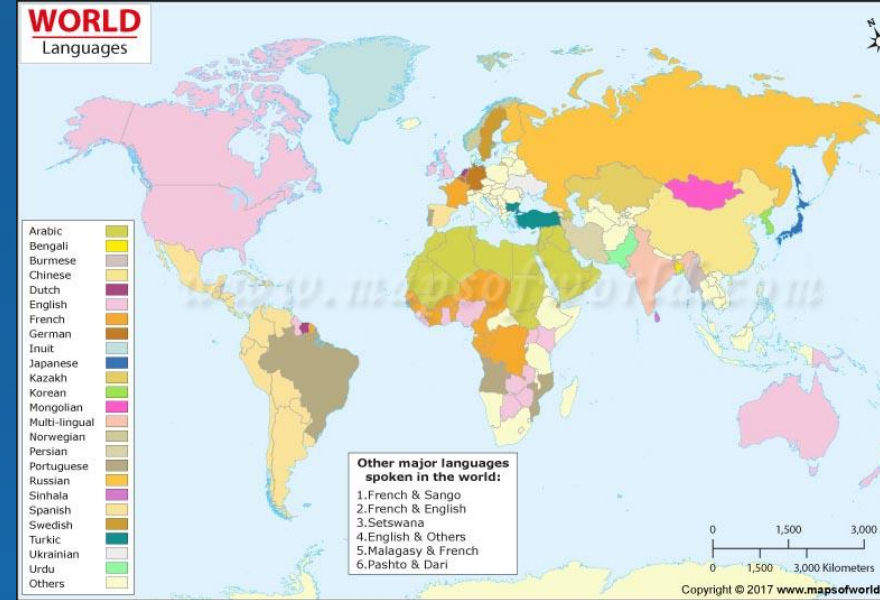
Linguistic Diversity

- 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
5. Arabic 242 million speakers**
6. Portuguese 203 million speakers
7. Bengali 189 million speakers
8. Russian 170 million speakers
9. Japanese 125 million speakers
10. German 98 million speakers
11. Lahnda/Punjabi 88.7 million speakers
12. Javanese 84.3 million speakers
13. Wu (Chinese language) 77 million speakers

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



Literacy and Illiteracy

UNESCO eAtlas of Literacy

Version française | Versión española

Other eAtlases 

Section 1

Section 2

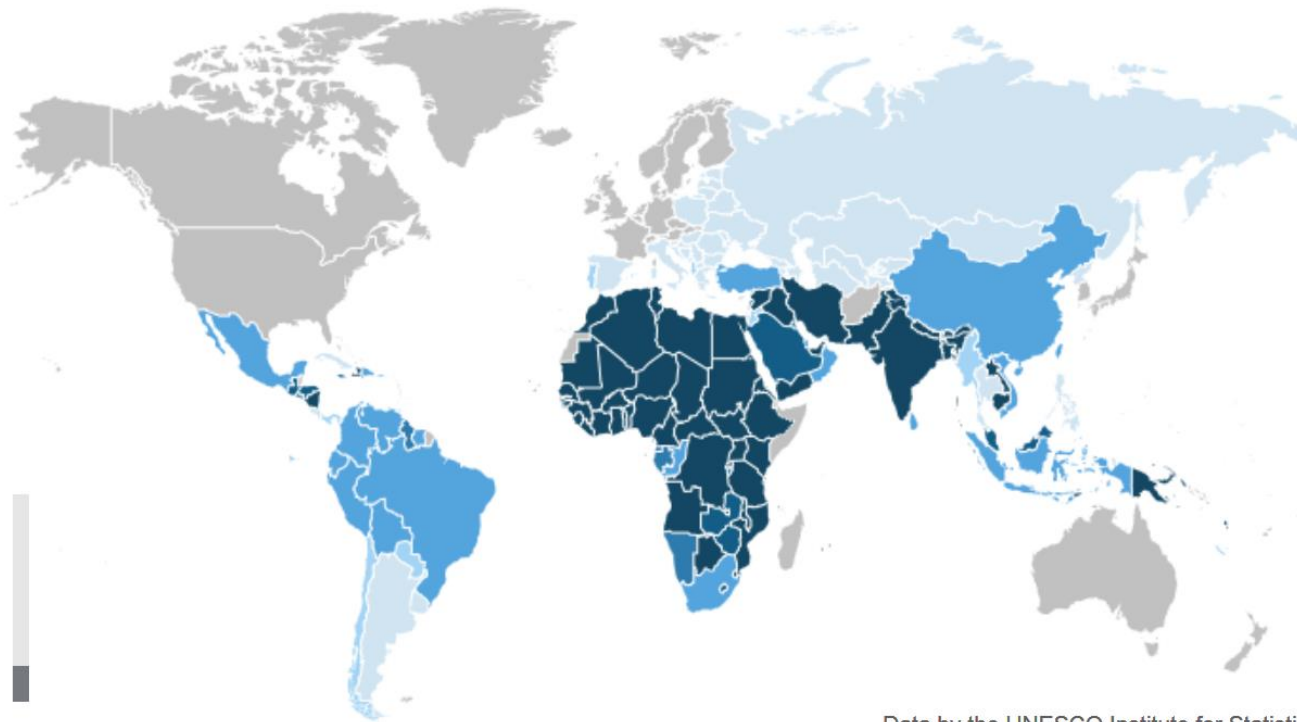
Section 3

Section 4

Section 5

Country profiles

Literacy among elderly populations

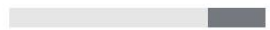


Data by the UNESCO Institute for Statistics

Indicators

- ☒ Literacy rate for the elderly population ⓘ
 - 90%-100%
 - 80%-89%
 - 70%-79%
 - 60%-69%
 - 50%-59%
 - Less than 50%
 - No data
- ☐ 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

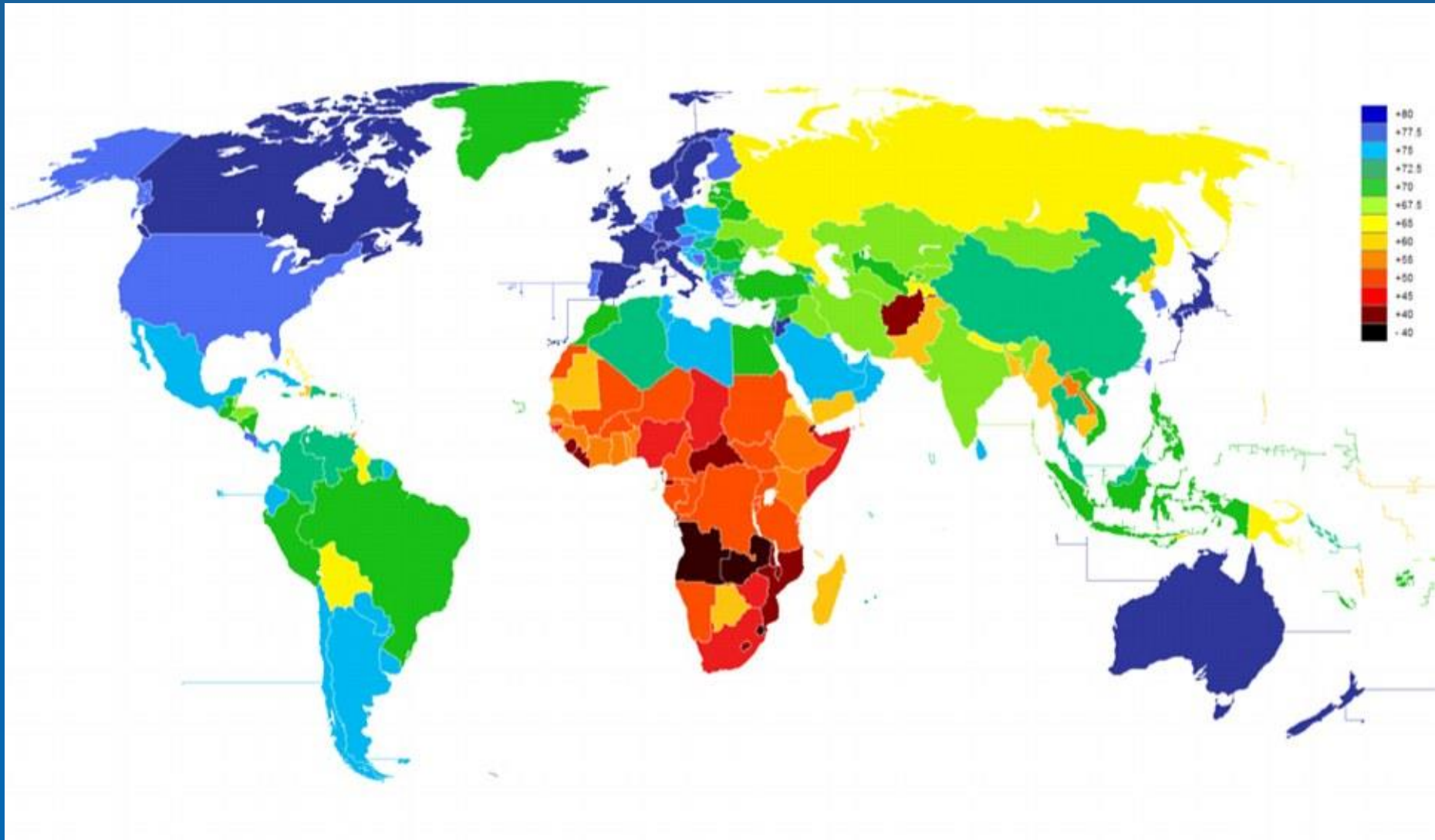
Figures

Rank Abc

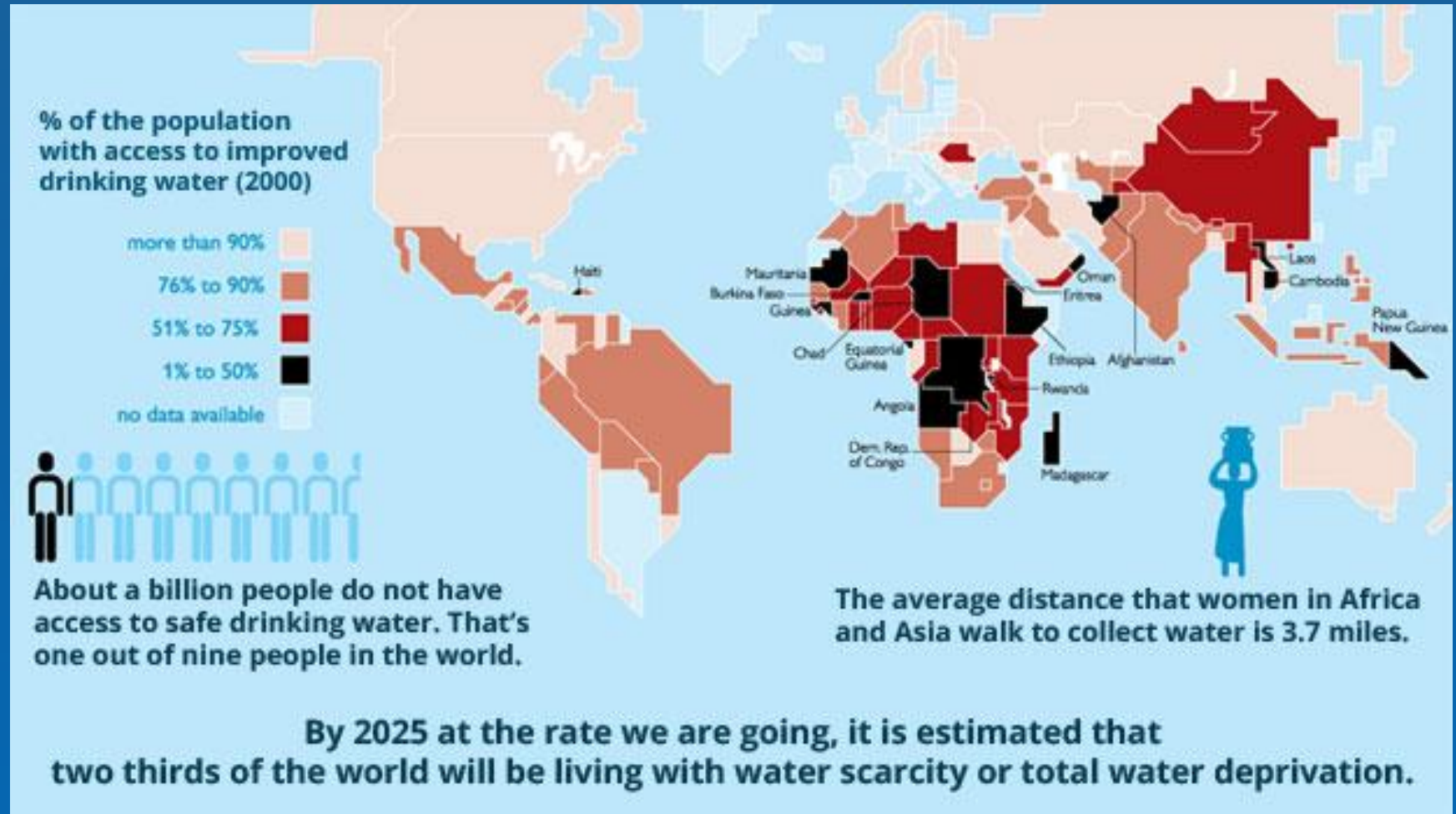
Countries Regions

1 Korea, DPR

Global Life Expectancy



Global Access to Clean Water



World Religions

Four largest
religions

Adherents

% of world
population

Christianity

2,331,509,000

34%

Islam

1,619,314,000

23%

No religion

1,100,000,000

16%

Hinduism

1,083,800,358

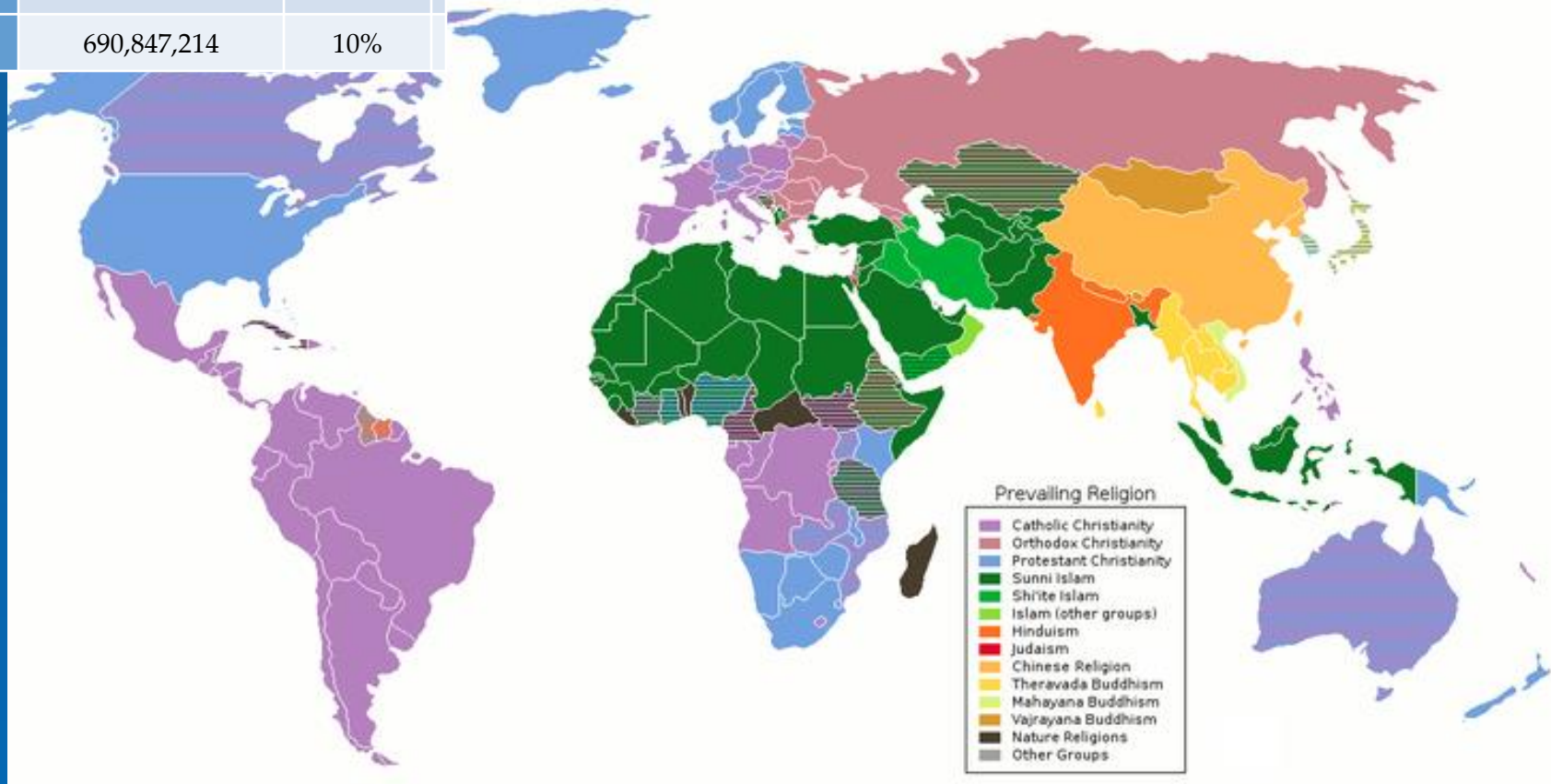
15%

Buddhism

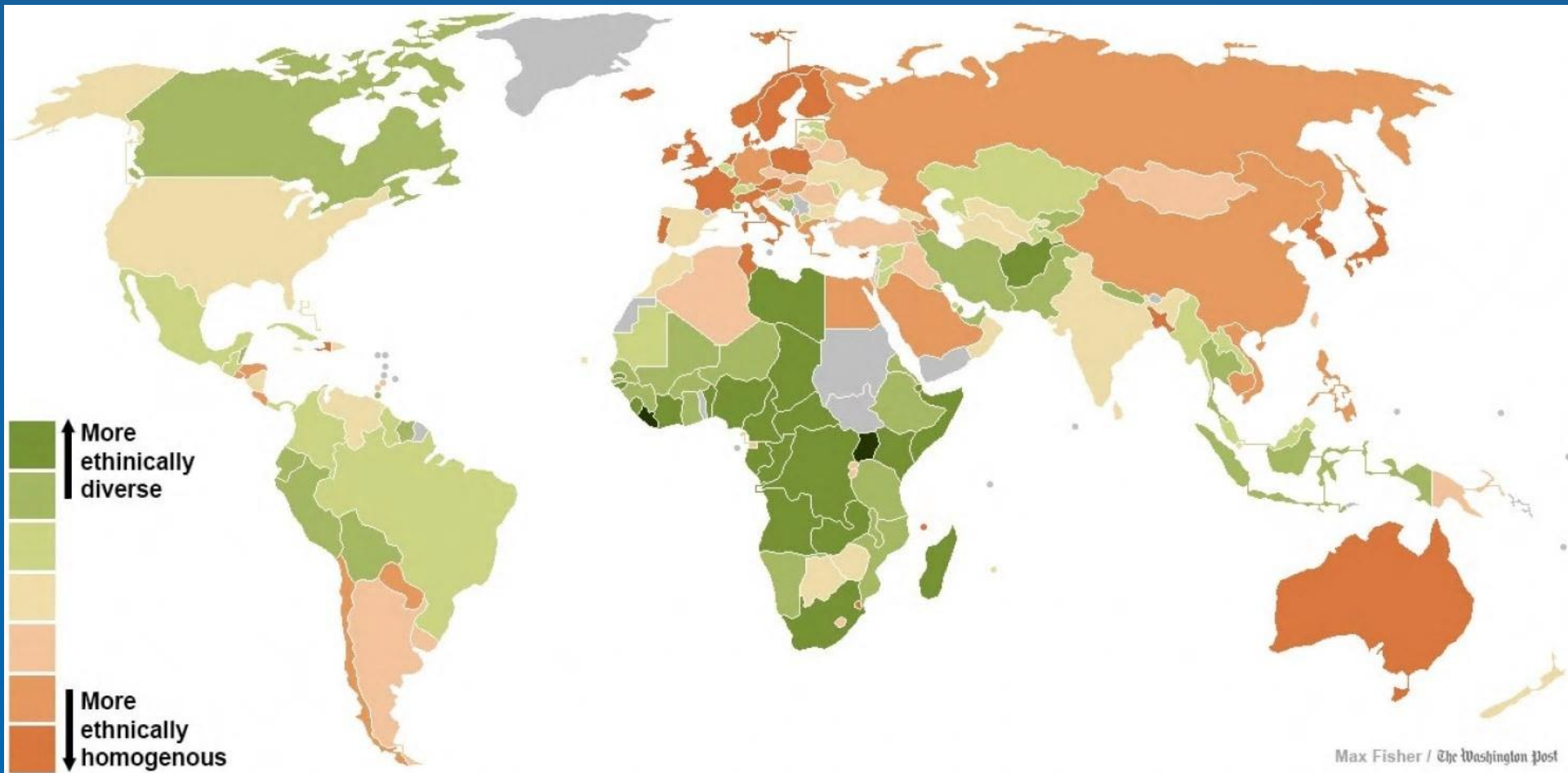
690,847,214

10%

Different Belief Systems



World's most and least ethnically diverse countries



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



Women in Political Power

