

Images removed due to copyright restrictions. Please see  
Munroe, Randall. "[IN UR REALITY](#)." *xkcd*, May 16, 2007.  
"[Welcome to the Internet; I'll be your guide](#)."

# GLOBALIZATION INCARNATE: THE INTERNET

STUDENT GROUP #10

*Key Point:* The Internet provides a unique realm of 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

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“[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

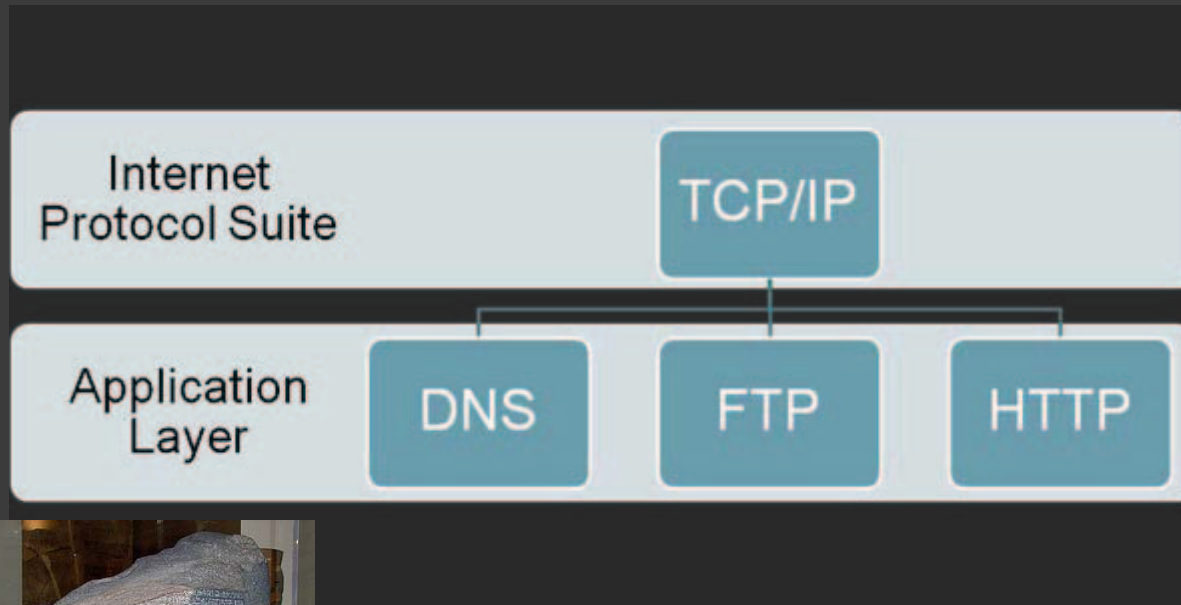
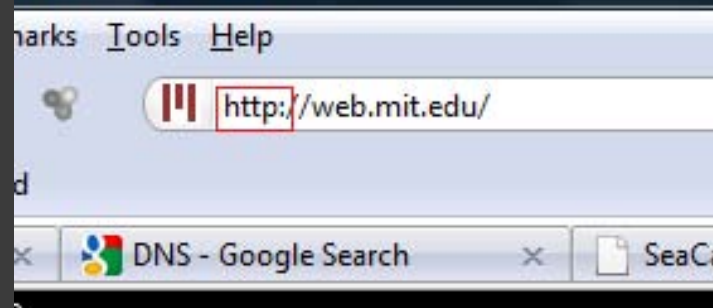


Photo by [Rob Meredith](#) on Flickr.



# 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

Photo of [ICANN headquarters](#) removed due to copyright restrictions.

# 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](https://www.flickr.com/photos/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 to 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

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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

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# 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://images.businessweek.com/ss/06/01/big_outsourcers/image/intro.gif)  
[http://www.gettyimages.com/detail/GBU\\_015](http://www.gettyimages.com/detail/GBU_015)

# GLOBALIZATION OF MEDIA THROUGH INTERNET

# Popular Uses

- ① News
- ① Entertainment
- ① Work
- ① 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](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

Photos of New York Red Bulls vs. D.C. United; U.S. soldiers in Iraq; and President Barack Obama removed due to copyright restrictions. Please also see: Arne Naevra, "[Polar Bear](#)," 2007.

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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