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Teacher Overview: *Do the social and cultural benefits of globalization outweigh the costs?*

[Go directly to student-facing materials!](#)



Unit Essential Question(s): Do the benefits of globalization outweigh the costs? | [Link to Unit](#)

Supporting Question(s): Do the social and cultural benefits of globalization outweigh the costs?

Objective(s):

- Argue whether the economic benefits of globalization outweigh the costs.

Alignment to State Standards

[NYS Social Studies Framework:](#)

Key Idea	Conceptual Understandings	Content Specifications
10.9 GLOBALIZATION AND A CHANGING GLOBAL ENVIRONMENT (1990–PRESENT): Technological changes have resulted in a more interconnected world, affecting economic and political relations and in some cases leading to conflict and in others to efforts to cooperate. Globalization and population pressures have led to strains on the environment. (Standards: 2, 3, 4, 5; Themes: MOV, TCC, GEO, GOV, ECO, TECH, EXCH)	10.9b Globalization is contentious, supported by some and criticized by others.	Students will compare and contrast arguments supporting and criticizing globalization by examining concerns including... <ul style="list-style-type: none">• ethnic diversity vs. homogenization (e.g., shopping malls, fast food franchises, language, popular culture)

Social Studies Practices

NYS Social Studies Practices

Gathering, Using, and Interpreting Evidence (A1, A2, A5, A6, A7)
Chronological Reasoning and Causation (B3)

Common Core State Standards

Depending on how you structure your lesson, you may address different standards. Below, are the standards that we believe are most important for this lesson.

Reading	Writing	Speaking and Listening
<p>Key Ideas and Details: CCSS.ELA-LITERACY.RH.9-10.2: Determine the central ideas or information of a primary or secondary source; provide an accurate summary of how key events or ideas develop over the course of the text.</p> <p>Craft and Structure: CCSS.ELA-LITERACY.RH.9-10.4: Determine the meaning of words and phrases as they are used in a text, including vocabulary describing political, social, or economic aspects of history/social science.</p> <p>Integration of Knowledge and Ideas: CCSS.ELA-LITERACY.RH.9-10.7: Integrate quantitative or technical analysis (e.g., charts, research data) with qualitative analysis in print or digital text.</p> <p>CCSS.ELA-LITERACY.RH.9-10.9: Compare and contrast treatments of the same topic in several primary and secondary sources.</p>	<p>Text Types & Purposes: CCSS.ELA-LITERACY.WHST.9-10.1: Write arguments focused on <i>discipline-specific content</i>.</p>	<p>Comprehension and Collaboration: CCSS.ELA-LITERACY.SL.9-10.1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.</p>

Do the social and cultural benefits of globalization outweigh the costs?

Objective:

- **Argue** whether the social and cultural benefits of globalization outweigh the costs.

Introduction

➔ **Directions:** Examine the images, then respond the prompts.



McDonald's in Saint Petersburg, Russia.

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Kosher McDonald's in Ashqelon, Israel.

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McDonald's in Xi'an, China.

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See	Think	Wonder
Identify three things you notice about the images above.	Identify two things you think about the images above.	Write down one question you have about the images above.

Cultural Diffusion in a Globalized World

Cultural diffusion is the exchange and spread of culture (one's language, ideas, technology, art, and traditions) between different groups of people. The process of cultural diffusion has taken place throughout human history and shaped many of the turning points in global history. The more people from different cultures have contact with one another, the more cultural diffusion takes place.

As a result of innovations in communication technology and globalization, the rate of cultural diffusion in the 20th and 21st centuries has accelerated rapidly.

Do the social and cultural benefits of globalization outweigh the costs?

➡ **Directions:** As you examine the following documents and links, answer the accompanying questions and use the information to fill in your [Effects of Globalization Graphic Organizer](#).

1. Social Media

Social media are computer based tools used to create and share information. The number of social media platforms and the use of those platforms have increased rapidly in the 21st century, creating a whole new method of cultural diffusion in the world.



[Image.js](#) courtesy of wikimedia commons licensed under the Creative Commons Attribution-Share Alike 4.0 International

This is a list of the leading social networks in the world based on number of active user accounts as of September 2016.

1. Facebook: 1,712,000,000 users
2. WhatsApp 1,000,000,000 users
3. Facebook Messenger: 1,000,000,000 users
4. QQ: 899,000,000 users
5. WeChat: 806,000,000 users
6. QZone: 652,000,000 users
7. Tumblr: 555,000,000 users
8. Instagram: 500,000,000 users
9. Twitter: 313,000,000 users
10. Baidu Tieba: 300,000,000 users
11. Skype: 300,000,000 users
12. Sina Weibo: 282,000,000 users
13. Viber: 249,000,000 users
14. Line: 218,000,000 users
15. Snapchat: 200,000,000 users

Source: https://en.wikipedia.org/wiki/Social_media

World map with countries colored according to the most popular social networking site. For almost all countries, this is Facebook, with the exemptions of China (QZone), Japan (Twitter), Russia, Ukraine, Belarus, Kazakhstan (all VKontakte), Kyrgyzstan (Odnoklassniki) and Iran (Facenama). The data source is Alexa's Top 500 sites in each country as of 2015-11-08, which provides data for 118 countries/territories.

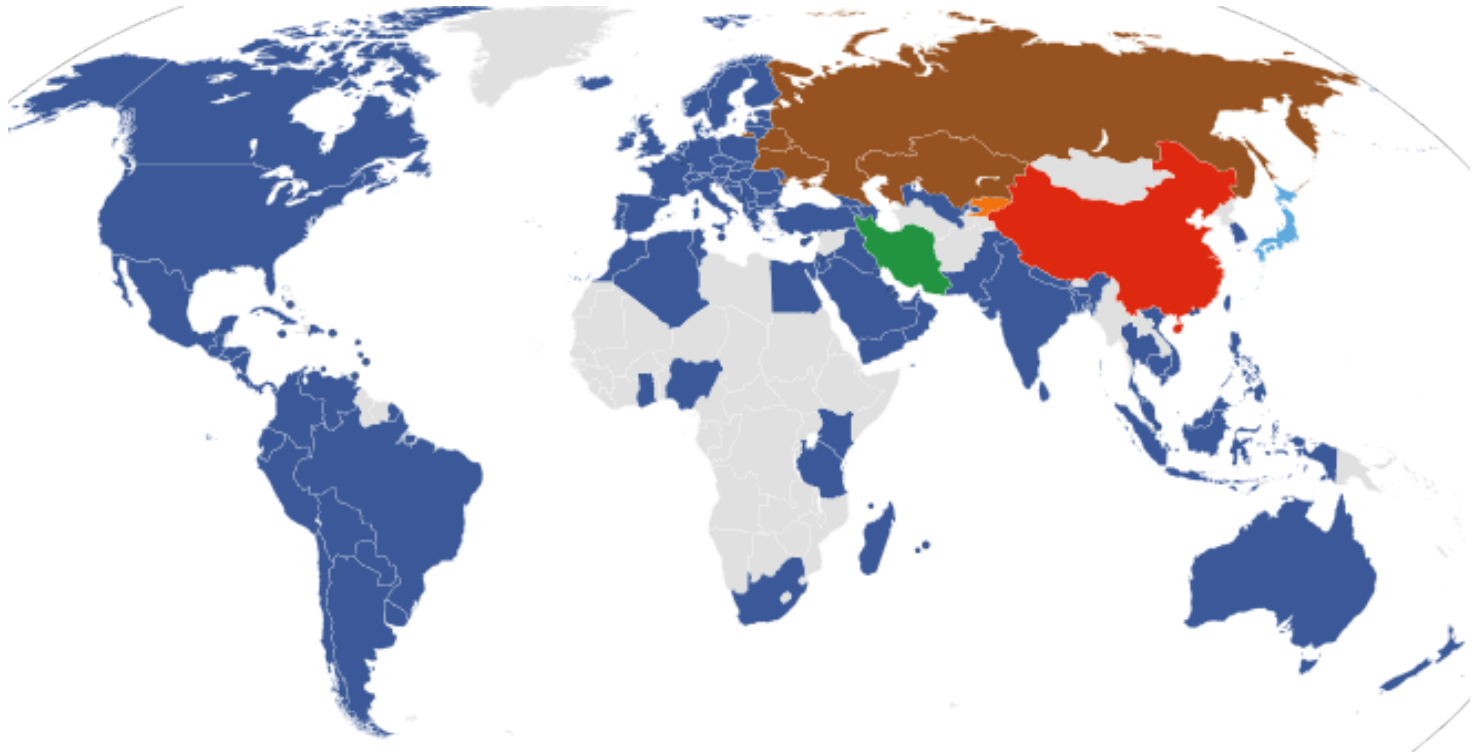
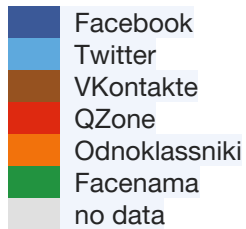


Image is courtesy of wikimedia commons and is licensed under the [Creative Commons Attribution-Share Alike 4.0 International license](https://creativecommons.org/licenses/by-sa/4.0/).

1a. What is the purpose of this communication innovation?

1b. What positive social and cultural effects might it have?

1c. What negative social and cultural effects might it have?

1d. Do the social and cultural benefits of this innovation outweigh the costs?

2. YouTube

YouTube, the world's most popular video sharing website, was launched in 2005. In 2015, [The Telegraph, a British newspaper and website, looked back at the effects of YouTube in a project called “How YouTube changed the world.”](#) Explore the text and videos from *The Telegraph's* project and think about what your experience has been with YouTube, to respond to the questions below.

Statistics on Global Usage from Youtube.com (Feb. 21, 2017):

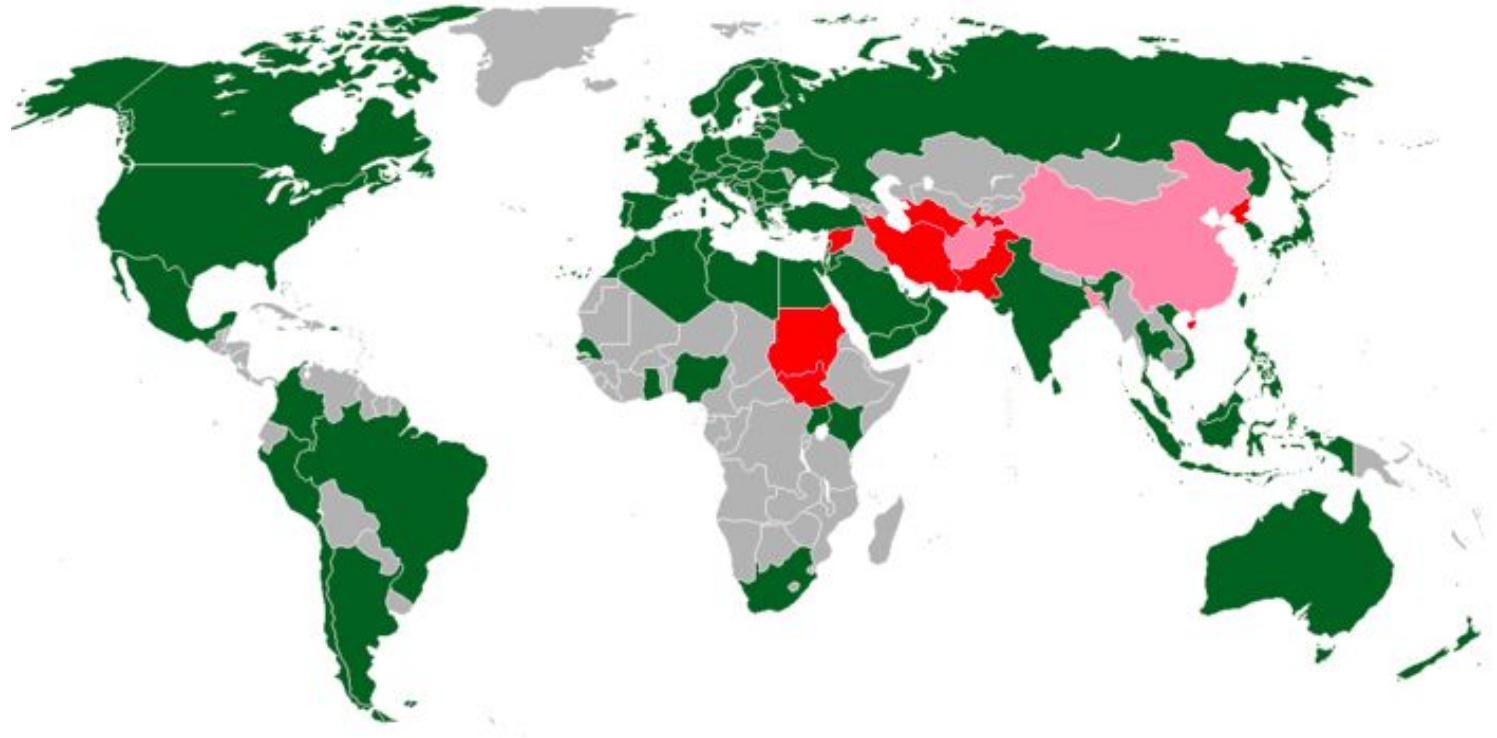
- YouTube has over a billion users — almost one-third of all people on the Internet — and every day people watch hundreds of millions of hours on YouTube and generate billions of views.
- YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year-olds than any cable network in the U.S.
- More than half of YouTube views come from mobile devices.
- YouTube has launched local versions in more than 88 countries.
- You can navigate YouTube in a total of 76 different languages (covering 95% of the Internet population)

Source: <https://www.youtube.com/yt/press/statistics.html>

World map that shows the status of [YouTube](#) in countries as of 2008.

Key

■	Has local YouTube version
■	Blocked
■	Previously blocked
■	Accessible



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2a. What is the purpose of this communication innovation?	2b. What positive social and cultural effects might it have?	2c. What negative social and cultural effects might it have?	2d. Do the social and cultural benefits of this innovation outweigh the costs?

3. Text and Video Chat Services and Applications

High speed internet and wireless connectivity have made it possible for people to communicate in real time around the world through text and video. Platforms like WhatsApp, Facebook Messenger, Skype, and Google Hangout bring people into close contact faster than ever before.



Messaging with WhatsApp, the world's most popular messaging app that enables people all over the world to communicate for free using wireless internet.

Image is courtesy of wikimedia commons and is licensed under the [Creative Commons Attribution-Share Alike 4.0 International license](#)



People using Google Hangouts to communicate with a member of their team who is far away.

[Image.js](#) courtesy of Flickr and is in the public domain

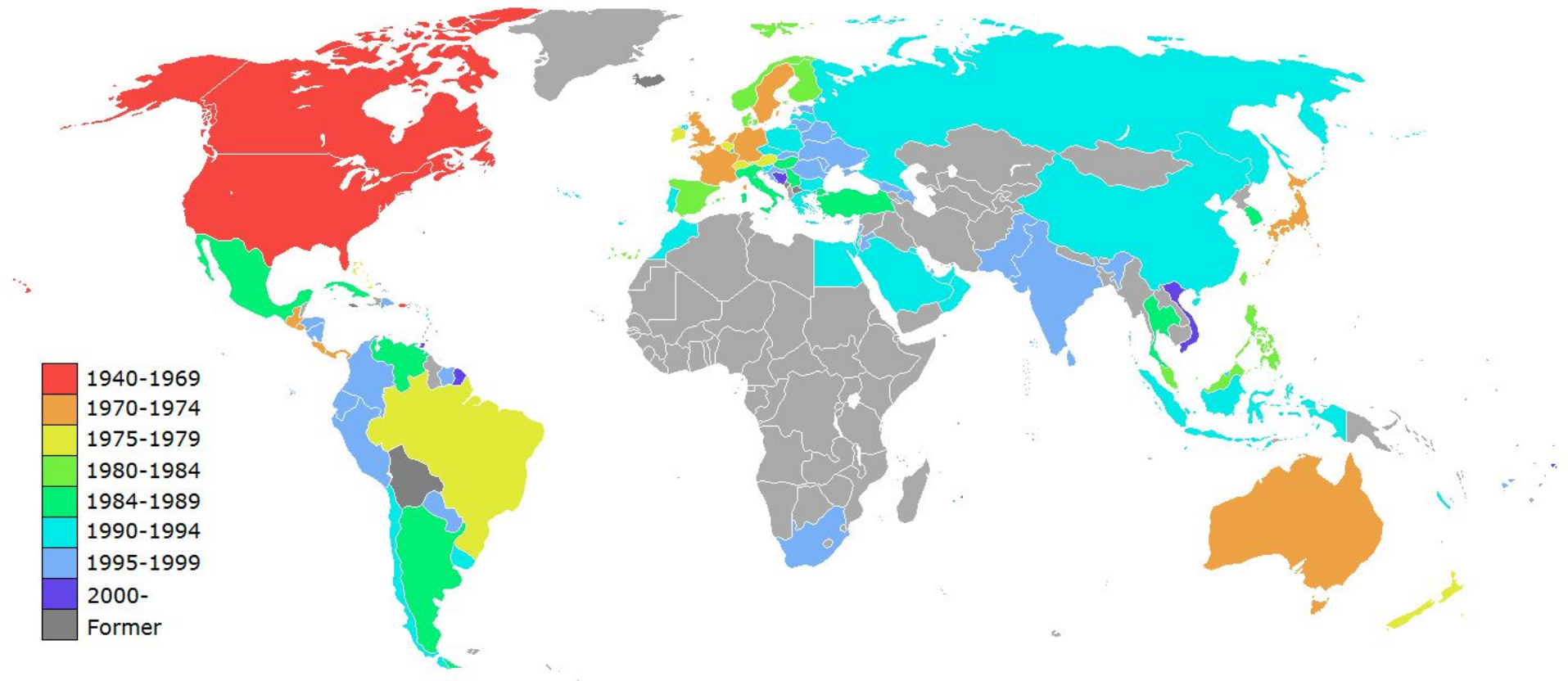
3a. What is the purpose of this communication innovation?	3b. What positive social and cultural effects might it have?	3c. What negative social and cultural effects might it have?	3d. Do the social and cultural benefits of this innovation outweigh the costs?

4. Americanization

After World War II and even more so after the fall of the Soviet Union in 1991, the United States has been the leading political and cultural power in the world. American culture, in the form of movies, television, food, music, and technology have spread throughout the world and influenced many other cultures. The process of cultural diffusion from the United States to other parts of the world in the 20th and 21st century is often called **Americanization**. This term is often used by people in other countries who are critical of the influence that American culture has in their country.

Americanization is similar to the process of westernization that took place in the 18th and 19th centuries when European countries influenced the cultures of those regions that they colonized. As imperialized groups reacted against European colonization through events like the Sepoy Rebellion in India, Boxer Rebellion in China, and Bambatha Rebellion in South Africa in the 19th and early 20th centuries, there have been reactions against Americanization in the late 20th and 21st centuries.

McDonald's Restaurants Around the World



A map showing every country with at least one McDonald's restaurant (updated in 2014).
[Image](#) is courtesy of wikimedia commons and is public domain

4a. What positive social and cultural effects might Americanization have?

4b. What negative social and cultural effects might Americanization have?

4c. Do the social and cultural benefits of Americanization outweigh the costs?

FA

SQ 4: Do the social and cultural benefits of globalization outweigh the costs?

➔ **Directions:** Using evidence from the documents above, respond to the task below in the space provided.

- **Argue** whether the social and cultural benefits of globalization outweigh the costs.