



CHAPTER 3

Virtual Morality: Globalization, ICTs, and Sustainable Consumption

Globalisation 1

“The concept of globalization implies ... a stretching of social, political and economic activities across frontiers such that events, decisions and activities in one region of the world can come to have significance for individuals and communities in distant regions of the globe” (Held, McGrew, Goldblatt, and Perraton, 2003, 67).

Globalisation 1

Geography has historically been an essential determinant of the differences between peoples.

Historically, people have had to adapt to their immediate environment in order to survive

Globalisation 1

Trough the application of ICTs, our sense of place now transgresses both space and time.

Globalisation 1

- “Globalization ... is the phenomenon where social conceptualizations of space and time transgress ... physical borders (deterritorialization)” (Scholte,2000).

Globalisation 2

As many goods and services become global (information, food, water, energy) the resilience of human systems seems to increase.

Globalisation 2

What happens when our challenges become global, and there is no longer any place or anyone to reach out to ?

ICT 1

From the bulky vacuum tube ENIAC, which filled a building floor, computer chips are now microscopic, soon expected to reach the physical limits of miniaturization.

ICT 1

ICTs are blessed with Moore's Law, and some major innovation like wireless technologies, satellites or optical fibers.

ICT 1

ICTs can allow the environment to be monitored and modeled.

ICT 1

“By linking far-flung people, the network helps researchers and activists work together to solve environmental problems” (O’Meara, 2000, 122).

ICT 1

However, where they can be used to inform consumers and benefit people and the environment, they may also be used for irresponsible and harmful purposes.

ICT 1

Privacy has become a significant concern in the digital age.

ICT 1

Ubiquitous or pervasive computing has the potential to overcome many of the barriers of current information systems : everything from data entry to data transfer to analysis and monitoring.

ICT 1

But these systems become more widespread in everyday life.

ICT 1

Any danger to generate behavior norms ?

Social Conformity ?

ICT 2

Leapfrogging, “a development path that theoretically proposes accelerated development by ‘leaping’ over the less efficient, more inferior, costly, and polluting intermediate stages of development.

ICT 2

Africa, China, and India have much larger populations from which to create a demand for ICTs than do the United States, or Europe.

ICT 2

Once these countries leapfrog and adopt ICTs, is there any place else that can reuse their obsolete technologies?

ICT 2

What happens to those phones and components when they reach the end of their useful lives?

ICT 2

Does this portend a looming waste crisis, assuming that manufacturing these huge number of product is even possible?

ICT 2

“... a ‘blind belief’ in the immediate benefits from applying ICTs must be subjected to a ‘reality check’ to distinguish appropriate applications to protect scarce resources.’ (Davison et al., 2000)

Sustainable Consumption 1

Some would argue that cellular telephones are only one form of leapfrog-enabling technology, and rightly so.

Sustainable Consumption 1

Let establish a digital divide between the “have” versus the “have not,” in particular with reference to information access.

Sustainable Consumption 1

Do the late adopters can become trapped in this consumer lock-in contest ?

Sustainable Consumption 2

The development and propagation of ICTs globally is likely to serve the interests of global capital and profit growth.

Sustainable Consumption 2

First, it must be working for corporations to invest so heavily in it.

Sustainable Consumption 2

Second, corporations with deep pockets are about the only participants in this unidirectional flow of information.

Sustainable Consumption 2

“Advertising over the Internet threatens to unleash more consumption of resource-intensive products ...” (O’Meara, 2000, 140)

Sustainable Consumption 2

Does the Today's consumer is ready to choose a product because it's produced in an environmentally friendly manner and designed for recycling?

That's all for CHAPTER 3

Thank You