

Impact of Information Technology on Cultural Diffusion

Module 11

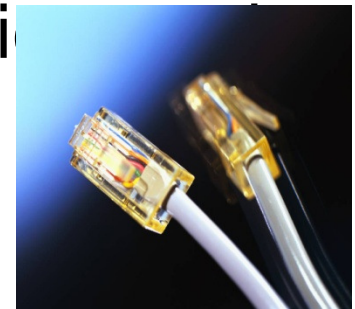
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Role of Information on Educating Societies about One Another

- “The global spread of modern technology, including information and communication technology, is commonly regarded both as an indicator of the postmodern era of globalization and as the very precondition for that era of intensive worldwide interactions of people and exchanges of goods, services, information capital.”

<http://jcmc.indiana.edu/vol11/issue1/hermeking.html>



Role of Information on Educating Societies about One Another

- Library of Congress
 - Worlds' Countries Culture Study Series
- Internet integrates world societies
 - Ex. Rwanda International Connectivity Technology (ICT) Policy



<http://lcweb2.loc.gov/frd/cs/about.html>

<http://www.newtimes.co.rw>

Convergence of Product Preferences & Style Across Borders

- Varying marketing schemes and differentiating products
 - Ex. McDonald's
 - Ex. HP
 - Ex. P&G
 - Ex. Subway



Convergence of Product Preferences & Style Across Borders

- The robust IT environment that we all live in today has drastically changed the way that we live.
- Internet makes products and services popular worldwide. (sometimes ...)
 - Ex. Wal-Mart
 - Ex. Apple
 - Ex. Microsoft



<http://www.ecomercetimes.com/story/52074.html>

<http://www.themacobserver.com/columns/thebackpage/99/august/990806.html>

<http://www.theage.com.au/news/business/apple-tunes-in-to-world-domination/2006/03/31/1143441337885.html>

Increase or Decrease in Appreciation for Cultural Diversity?

- Modernization
- Westernization
- Europeanization
- Americanization

- Decrease in Appreciation for Cultural Diversity

<http://en.wikipedia.org/wiki/Modernization>

<http://en.wikipedia.org/wiki/Westernization>

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