# Paper 3 Section A: Globalisation and the digital social world

*Page numbers refer to the Year 2 textbook. You may also refer to the Globalisation booklet (see QR code below).*



| Topics | Requirements broken down | RAG | Notes on this | Exam Q answered |
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| **Relationship between globalisation and digital forms of communication** | What is globalisation? | | | |
| | Why are sociologists interested in globalisation? | | | |
| | Definitions of globalisation including: | | | |
| | Cochrane and Pain (2000) (pg 3) | | | |
| | Cohen and Kennedy (2000) (pg 3) | | | |
| | Giddens (1990) (pg 3) | | | |
| | Problems with definition globalisation | | | |
| **Developments in digital forms of communication in global society.** | What is the digital revolution? | | | |
| | What is the global village? | | | |
| | What are virtual communities? | | | |
| | How do social networks shape communication? | | | |
| | How does digital communication affect the way that people create and maintain social networks in employment? | | | |
| | What is media convergence? | | | |
| | What is Big Data? | | | |
| | How does social media relate to globalisation? | | | |
| | Carter (2005) Virtual communities: Cybercity (pg 5) | | | |
| | Boellstorff (2008) Second Life (pg 6) | | | |
| | Castells (2000) Network Society (pg 7) | | | |
| | MARXISM: Digital communication reinforces and maintains inequalities | | | |
| | MARXISM: Deregulation and lack of social control | | | |
| | MARXISM: Digital communication is a new form of surveillance | | | |

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| **Sociological perspectives on digital forms of communication** | Cornford & Robins (1999) The continuation of power being concentrated in the hands of a few (pg 9) | | | |
| | FEMINISM: Women are excluded from technology | | | |
| | FEMINISM: Women are exploited by the internet | | | |
| | FEMINISM: Children are exploited by the internet | | | |

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| | FEMINISM: Fourth wave feminist responses | | | |
| | Haraway (1985) Cyborg Manifesto (pg 12) | | | |
| | POSTMODERNISM: Fragmentation of identity on the internet | | | |
| | POSTMODERNISM: Facebook as a new form of autobiography | | | |
| | POSTMODERNISM: Digital media as a form of surveillance | | | |
| | Miller (2016) The Global Media Impact Study (pg 17) | | | |
| **Impact of digital forms of communication in a global context** | Identity as chosen and not given | | | |
| | Differences between on and off line identities | | | |
| | Age inequalities in digital communication (including digital generational divide) | | | |
| | Social class inequalities in digital communication (including digital underclass) | | | |
| | Location and inequalities in digital communication | | | |
| | Case (2007) We are all cyborgs now (pg 20) | | | |
| | Berry (2011) Older users of the internet (pg 23) | | | |
| | Mertens and D'Haenens (2010) The digital divide (pg 24) | | | |
| | Li and Kirkup (2007) Attitudes towards the internet and computers (pg 25) | | | |
| **Relationships and digital forms of communication** | How has digital communication affected people's relationships? | | | |
| | What kinds of relationships are created through digital forms of communication? | | | |
| | What effect does digital communication have on relationships? | | | |
| | Granovetter (1973) Measures of a relationship (pg 27) | | | |
| | Miller (2011) Tales from Facebook (pg 28) | | | |
| | Shaw and Gant (2002) The positive effects of the internet (pg 28) | | | |
| | How does religious fundamentalism use digital forms of communication? | | | |

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| | How is social media used by social movements? | | | |
| | Conflict and change in the Middle East (specifically Egypt) | | | |
| | What evidence is there that digital communication leads of cultural homogenisation? | | | |
| **Conflict and change** | What evidence is there that digital communication leads to cultural defence? | | | |
| | Howard (2011) The role of digital communication in fundamentalist religious groups (pg 29) | | | |
| | Kirkpatrick (2010) The Facebook Effect (pg 30) | | | |
| | Sutton, Palen and Shklovski (2007) Southern Californian Wildfires (pg 30) | | | |

**Question Bank:**

- 'Digital social communication has reduced social inequalities.' Discuss (16 marks)

- Evaluate the postmodern view that global advances in digital communication have both positive and negative effects on members of society. (16 marks)

- Evaluate the Marxist view that global advances in digital forms of communication maintain inequalities in society. (40 marks)

- To what extent has digital social communication weakened social relationships? (10 marks)

- To what extent have developments in digital social communication had a positive effect on women's identity? (10 marks)

- To what extent have developments in social digital communication had a negative impact on young people? (10 marks)