

Correlation between process of globalization and information society

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ABSTRACT

One of the most important events in the modern world is a progressive globalization process [1]. It supports the rapid development of new technologies [2], bringing in changes in the economic and social planes. These changes are established in the so-called globalization of the great virtual discoveries (last quarter of a century). Globalization is a multifaceted and multidimensional process defined in many ways, which was developed with varying intensity until the late nineteenth century and in the last decades of the twentieth century acquired particular significance[3].

Each civilization is characterized by a different model of society and the economy functioning „The change of civilization model displaces existing models of not only the economy in general, but also the management, investment, trade, education, labor, employment, consumption, even the governments and family models that quickly become outdated. The majority of communication production and trade exchange methods transform.” Information society and interdependent technical progress are important, if not the most important, components of contemporary globalization.

The aim of this article is to find answers to the following questions :

- 1) Is there a correlation between globalization, information society and the global society?
- 2) What affects the process of globalization; can it be clearly defined?

Keywords: globalization, information society, knowledge-based economy, global society

At the beginning of the twenty-first century modification of the economy and communication, especially finance, banking, management and communication of information occurred. Today, the media shape the image of globalization in the minds of millions of people in a local and transnational communities. Through the satellite technology, the Internet and digital television, almost at the same time all

over the globe reports of scientific discoveries, political and economic events crop up..

The changes described above are colloquially referred to as globalization. This word, however, because of its frequent use in different contexts, loses uniqueness and becomes a term that is completely differently understood by various social groups. Multidimensionality of globalization makes extremely hard to understand this growing and omnipresent process. Most often globalization is analyzed in social and economic context. The concept of globalization occurred in our consciousness as a term defining economic processes. It is difficult to determine the precise time of the creation or development of the phenomena of economic globalization. Many researchers discern primary forms of globalization, its archetypes, in the Phoenicians, in ancient Rome, or the Middle Ages. However, there is no doubt that the economic order formed after World War II had all the hallmarks of the global order [4]. Firstly, on a regional scale: Western Europe, part of Asia, North America, and after the collapse of the ideological dichotomy of the world in the last decades of the twentieth century took on global features. On the eve of the twenty-first century it has evolved unrestricted by any geographical limits or ideological system of the economy functioning named by researchers and analysts of globalization as the economy of globalization era [5].

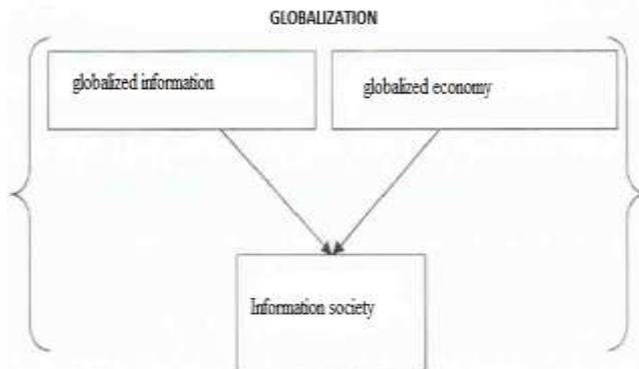
Globalization in general sense may be understood as a process that is formed by world-wide phenomena and activities. To present this problem in a more specific way, globalization is a historical process and spontaneous process of liberalization and progressive merging of goods, capital and labor markets, technology and information in one interdependent market. It is a phenomenon of bigger and bigger correlations and increasing interdependencies between countries, groups of countries, their economies and enterprises. Globalization is thus an increase in internationalization of national economies and a clear penetration and convergence of markets [6].

Globalization changes the nature of social relations by intensifying the disappearance of the "national society" model [7]. By contrast, the organization of global society is indispensable because such a society

must regulate deficiencies in the global system of capitalism [8].

Global society is undoubtedly the future. Today, the term information society is commonly used in which the main „capital is information“[9]. It should be, however, stressed that in such a society globalized information and globalized economy constitute its determinants [10]

Figure 1. Information society and globalization.



Source: own study on the basis of: A.S. Targowski, *The Taxonomy of Information Societies* [in:] *Global Information Society. Operating Information Systems in a Dynamic Global Business Environment*, edited by Y. Chen, Hershey, London 2005, p. 3.

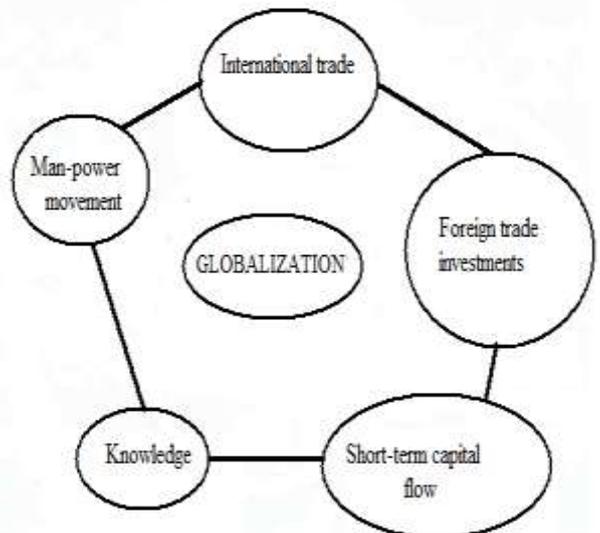
Globalization in the economic category - globalization of markets means that we make use of economic possibilities located in various parts of the world [11]. Globalization is often interpreted as a global source of development of communication technologies and movements of capital. However, in a most simplified way, it may be understood as the expansion of trade and investment abroad [12].

Therefore, it may be said that we live in a world of globalized markets. Yet, it should be noted, that globalization is no longer solely seen in the category of world trade in goods and the ability to communicate across the globe. Production, trade and communication are factors that in the modern world are more often vulnerable to unstable actions [13].

One reason for this instability is too high concentration of capital in one sector, which makes the rest of the system exposed to slump [14]. The growing digitization of economic activity and electronic flow of capital contributes to it [15].

At the top of the "list" is globalization of knowledge which is the result of lower costs of communication and information exchange. Transfer of knowledge which "reinforced" globalization, is, in turn, one of the major factors contributing to growth in emerging markets. Globalization of knowledge includes not only technical knowledge, but also the ideas that transform both communities and markets [16].

Figure 2. Elements of globalization



Source: J.E. Stiglitz, *Globalization and growth in emerging markets*, "Journal of Policy Modeling" 2004, No. 26, p. 470.

Ability to manage the current phase of globalization is getting out of control. Globalization involves a closer integration of countries in the world and this causes a greater interdependence. Socio-economic success in particular regions of the world depends on how it is possible to manage globalization in most efficient way [17].

Globalization has therefore become a phenomenon with which one can demonstrate clear differences between industrialism and age of networking [18].

We live, therefore, in a new economy, which consists of three pivotal features:

- 1) it is informational, that is, capable of generating processing and information management determines the productivity and competitiveness of all economic units,
- 2) new economy is global - financial markets, science and technology, international trade in goods and services,
- 3) the new economy is networked [19].

Today, the term technocapitalism begins to dominate, which was defined by S. Best, and D. Kellner, which is understood as a decline in the role of the state and increase in the role of the market, connected with the strengthening of transnational corporations. In other words, Best and Kellner specified the approach to globalization as a synthesis of economic and technological development [20].

R. Kuźniar writes [21]: „The processes of globalization are the source of the polarization of the international community. The dividing line created by globalization differs from those that have until recently

determined the structure of international reality (ideology, imperial spheres of influence). It is the dividing line between the rich and the growing number of poor people. This line runs across countries and regions, and also inside societies in different countries. (...) Strobe Talbott wrote about new bipolarism, which is no longer the Iron Curtain between East and West. This is a line between stability and instability, integration and disintegration, welfare and poverty”.

There is also a division between what is 'local' and 'global'. The differences between this "localism" and "globality", and even more particularly between local man and global man, are enormous. According to Z. Bauman: "In a globalized world, locality is perceived as a sign of social discrimination and degradation. The disadvantages of existence in local conditions result from the fact that public space, in which the meaning is created and negotiated, is beyond the reach of local existence, and therefore, locality more and more relies on sense creating and interpretive activities over which there is no control [23].

Also, the technology has contributed to the polarization of the global society, "progress measured by the number of mobile phones, fax machines, computers, internet connections per 1000 population is very large" but the author immediately adds that "the distance that divides the group of developed countries from developing ones and the third world countries is visible" [24]. Furthermore, "eliminating the time and spatial distances owing to technology not only unified human condition but polarized it. It liberates some individuals from the territorial bonds, and gives some of the factors that constitute the community an extraterritorial meaning, at the same time, however, the territory deprived of meaning, in the borders of which the others still live, becomes deprived of the potential to determine human identity "[25].

Along with the formation of new economy the information society is created. In recent years, in publications describing the issue of globalization, more and more often the concept of the information society appears, which function in an international scale [26]. Development and progressive standardization of processing, collecting and transmitting data have become the main reasons for the describing the modern civilization as a "global village" in which the information is transmitted quickly between continents via telecommunications connections.

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The information society is a society in which the information is treated as a commodity perceived as a particular kind of non-material good, equal or even more valuable than material goods. In this society the development of "3P" services occurs (storage, transmission and processing of information). The term information society refers to the technical tools of communication, storage and conversion of information [27].

In the information society, more and more spheres are subject to regulation via the market which becomes a universal *locus* of individual and collective life, and less and less is governed by public sphere. The structures of values are based in a lesser extent on the structure of thinking of business people and people from the field of technology [28]. The state loses its strength, the information society is even more market-based than the industrial society was.

In conclusion, I believe that the concept of the information society gives the basis to think about the existing paradigms relating to the knowledge-based economy once again. This results from the fact that from the point of view of an individual who is a member of this society, on the one hand, the man becomes more than ever a member of the global society, and on the other, the society allows the man to express individuality more fully. An important element between the knowledge-based economy and information society is electronic currency. In relation to the process of globalization, we must take into account the dynamic growth of the knowledge-based economy, e-business and e-money. All of these factors may allow us to create a synthetic vision of globalization.

To sum up, I would like to associate this definition with the view of A. Müller who wrote that [29], If we assume as an axiom that globalization is a function of technical progress, we should recognize the statement expressed as Fukuyama that the process of globalization is unstoppable and that it is impossible to inhibit the development of technical progress as true [30]. That means, in my opinion, that **globalization is unstoppable**.

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