Name: Date Section

Globalization Webquest

**STEP ONE:  What is Globalization?**

**Click this link -**[**http://www.globalization101.org/what-is-globalization**](http://www.globalization101.org/what-is-globalization)

**Read the entire article and answer the following questions.**

**1.  Sum up globalization in eight (8) words or less.**

**2.  Give an example of "historic" globalization.**

**3.  Since 1950 the volume in world trade has increased by \_\_\_\_\_\_\_\_\_\_%.  Why would this matter to a human geographer?**

**4.  List one argument that a proponant (supporter) of globalization might give.**

**5.  List one argument that an opponant of globalization might give.**

**STEP TWO: THE GLOBALIZATION OF SESAME STREET**

**Click this link:**[**www.sesameworkshop.org/where-we-work**](http://www.sesameworkshop.org/where-we-work)

**The website show 13 countries in the blue bar where Sesame Street is shown. Click on at least 5 of them and read about the different programs.  Listen to a theme song or two and answer the question below.**

**6.  How do the producers of Sesame Street adapt to the cultures of the world, while "going global"?  Give specific examples.**

**STEP THREE: THE GLOBALIZATION OF COKE**

**Click this link:**[**www.thecoca-colacompany.com/ourcompany/index.html**](http://www.thecoca-colacompany.com/ourcompany/index.html)

**Explore the website to answer the questions that follow.**

**7.  Coke by the numbers.**

**a.  In how many countries are coke beverages sold?**

**b.  How many employees does the company have worldwide?**

**c.  How many different beverages does Coke have worldwide?**

**d.  How many servings of Coke are there per day?**

**8.  Click on the "Coca-Cola System"**

**a.  What is the "Coca-Cola System" in terms of globalization?**

**b.  What is Coke's vision for globalization?**

**9.  Click on "Brands" at the top and look at 5 products that are unfamiliar to you.  When you are finished answer following the questions.**

**a.  How does Coke appreciate local diversity in its products? (In other world, how do they respect the cultures of the various countries.)**

**b.  In your opinion, is Coca-Cola a "responsible global corporation"?  Explain your point of view.**

**STEP FOUR: VANISHING CULTURES**

**Next, visit the Vanishing Cultures Photo Gallery by click this link:  <http://stevemccurry.wordpress.com/2010/02/22/cultures-on-the-edge/>**

**10.  Choose any three (3) culture groups to investigate in the gallery.  Use a mind map to summarize the unique aspects of each group.  Be sure to include WHO    they are, WHERE they are located, and HOW globalization has affected them.**