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The Impact of Volume and Language on Globalization

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The Impact of Volume and Language on Globalization

By Andrea Bunting, Lauren Groeper, and Emilie Lee

Intro:

On November 23, 2010 North Korea attacked South Korea, and this attack became a global issue. As news spread about the attack, more people voiced their opinion over Twitter and other communication media such as facebook and MySpace about the event itself and how and if the US should respond. From our results, we compare how the increase in volumes of messages and the number of languages for a recent event (Korean attacks) relates to an ongoing topic (Afghanistan). As our main focus is global communication, the reaction to the recent Korean attacks via Twitter demonstrates how quickly an event can become a global issue of importance around the world.

Question:

As a topic increases in volumes of messages and the number of languages, does this mean it is becoming more globalized?

Procedure:

1. Search Engine

First, we searched <http://archivist.visitmix.com/> to find information about the North Korea attack and the reaction of South Korea. We specifically searched the term "Korea attacks." The language used during our search was English.

2. Timing of search

We started to search on November 28th 2010 at 11 am and began to look at the reactions that people had regarding the attack on South Korea. We recorded the languages used and the flow of the tweets. We ended our search on December 1st 2010 at 11 am.

Answer:

While researching "Korea attacks" via archivist, we focused on the flow and language of the Twitter responses. We began our search on November 28th 2010 at 11 am. At this point, the search "Korea attacks" generated 500 tweets in 6 different languages. While the actual attack took place on November 24th 2010, our search showed that people were not tweeting in reference to "Korea attacks" until November 27th 2010. The 500 twitter messages were tweeted in less than 24 hours at a very steady rate. Additionally, it was surprising to us that there were not a great multitude of languages. The languages included in the messages were

English, German, Indonesian, Korean, Norwegian, and Chinese. The majority of messages were in English. The breakdown of the number of messages per language is as follows:

English – 477

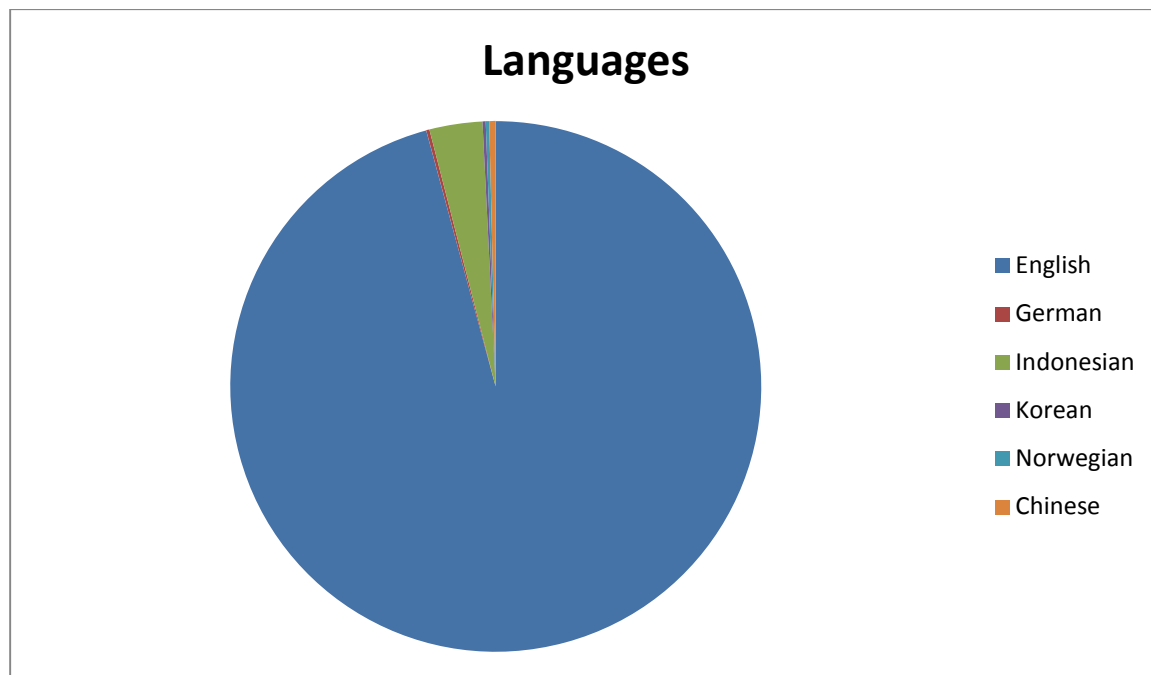
German – 1

Indonesian – 16

Korean – 1

Norwegian – 1

Chinese – 2



We completed our search on December 1st 2010 at 11 am. At this point, the search “Korea attacks” generated 1,193 tweets in 8 different languages. The flow of the twitter messages from November 28th to December 1st was also very steady with no sudden increases in the number of tweets. Only two new languages appeared in the tweets on December 1st and those were French and Dutch. Again, the majority of languages were in English. The breakdown of the number of messages per language is as follows:

English – 1,154

German – 1

French – 1

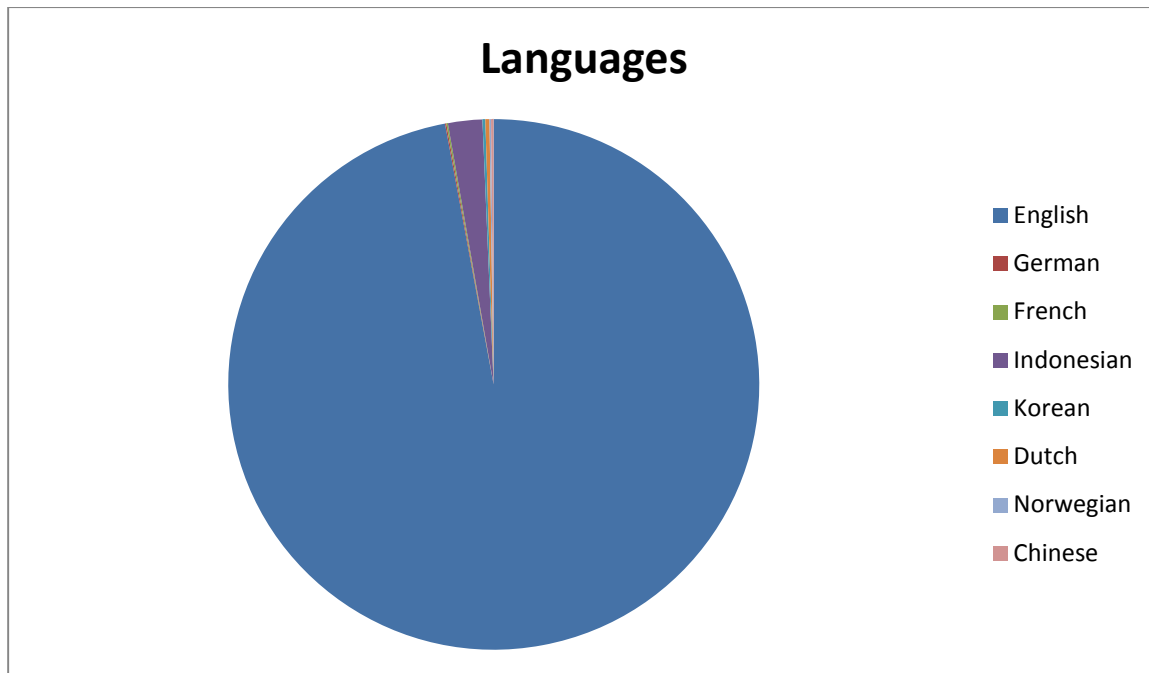
Indonesian – 25

Korean – 2

Dutch – 3

Norwegian – 1

Chinese – 2



Conclusion:

From our results from the search “Korea attacks,” we can infer that the number of tweets regarding Korea and the two flaps will continue to increase steadily over time as long as the conflict between North and South Korea continues to be an issue of global importance. Additionally, we predict that the number of languages and people from different countries tweeting about the issue will increase as well because of the relationships North and South Korea have with nations across the globe. In the case of the Korean attacks, the increase in the number of tweets and languages over a period of time did show a small increase in globalization because there were two more languages used. However, an increase in tweets and languages does not always prove that a topic has become more globalized. Globalization depends on not only the number of people tweeting, but also the number of different countries they are tweeting from.

The results from the Korean attacks show the difference between a recent event and an ongoing topic like the war and conflict in Afghanistan. The conflict in Afghanistan has occurred over a number of years and there are still regular updates about the state of the war. On the other hand, the Korean attacks occurred on November 24th 2010 so this topic is steadily becoming more globalized. It does not

have the history that Afghanistan does, so the number of languages and flow will be vastly different. Overall, the conflict between Korea became global news when North Korea attacked South Korea, but it has not yet become a global war like the war in Afghanistan.