

The Global Public Domain and Offside In-Your-Face Publics**The Transformative Impacts of Social Media on Globalization and its Consequences****Daniel Drache drache@yorku.ca****Senior Research Fellow, Robarts Centre for Canadian Studies York and Full Professor,
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This presentation is going to look at the compulsion to share with others as a central imperative of modern life particularly the impact of the new social media in the globalization process. Today, new technologies can liberate us from the tribe, or create new digital ones. But the key question is, in the age of Web 2.0, where new technologies enable us to “tell all” and live our lives “without curtains”, what are the consequences for surveillance and privacy? How does, social media impact the dynamics of social inclusion/exclusion globally and locally?

The compulsion to share with others is a central imperative of modern life. Today, new technologies can liberate us from the tribe, or create new digital ones. But a respect for privacy is not automatic. And even when we're mindful of who's watching us, surveillance is ever-present. Often though, we forget to strike this balance because we are overcome with a craving for attention and friendship. Online, this is especially evident with social networks, which make us feel that we belong and are somebody. Ultimately, no matter what we do online, our mania to tell all can still leave us vulnerable to Foucaultian regimentation – to the State, to our tribe, to ourselves. But what enables this multi-directional flow of power in the online environment?

We are going to explore in the presentation both the 'how' and the 'why' more than ever, people are building online cultures of resistance. It's a tug of war between Habermas and Foucault. Social media has for the moment put Habermas on first in highly innovative ways. Individuals are becoming more engaged with the fabric of society, while offside publics are gaining a voice they never previously had. Web 2.0 responds to its own dynamic and through usage. It has two powerful qualities: dialogical and organizational and the two need to be in sync as in the Occupy Wall Street movement, the Arab awakening and other centers of popular resistance. Social media like Facebook, Twitter and YouTube have devolved power downwards supporting the innovative messy practices of citizen driven microactivism. But like all systems of communication they remain subject to control by the State and by special interest groups. Yet even if Web 2.0 technologies continue to evolve in both futile and emancipatory ways, transformative transnational change will continue to come about by the organizational and discursive practices of bottom up activism, slowly, unevenly but purposively.

Daniel Drache - Short Bio

Daniel Drache is Professor of Political Science and Associate Director of the Robarts Centre for Canadian Studies and Professor of Political Science at York University. As director of the Robarts Centre between 1994 and 2003, he established the Centre's reputation in the field of public policy. He has written widely on globalization and the limits of markets, trade blocs, the political economy of dissent and economic integration.

He has been a research associate at the European University Institute, Florence; a professor invité at CEPREMAP-CNRS, Paris; a visiting scholar at Macquarrie University, the University of Western Sydney and the AGSM, University of New South Wales and a guest lecturer at UNAM, Mexico. In June 2003 he was the Australia-Canada Millennium Lecturer given in Sydney Australia. In 2003-4 he was Senior Resident, Massey College, University of Toronto. In 2008 he was visiting research professor at North American Centre for Tranborder Studies, Arizona State University. In 2009 he is invited to India as the Shastri Indo-Canada Distinguished Visiting Professor and lectured at ten different Indian academic institutions. In June he was invited by five Argentinian Universities to lecture and give seminars on globalization after neo-liberalism. In 2010 he is the Ford Foundation Visiting Professor the Centre for the Study of Law and Governance, JNU, New Delhi August through December. He was also appointed Visiting Professor at Jamia Millia Islamia University.

Polity Press, London and New York, one of the top British Publishers, has just published his latest book, *Defiant Publics: The Unprecedented Reach of the Global Citizen* in September 2008. In November 2008 Wilfred Laurier UP published his edited volume, *Big Picture Realities: Canada and Mexico at the Crossroads*. He has published extensively on the iconography of dissent and modern counterpublics. For these digital reports and other writing check out his webpage, www.yorku.ca/drache

His other books include: *The Continental Illusion: Borders and the Search for North America* published in French by Athena Editions, Montreal and in Spanish by Siglo XXI, one of Mexico's leading publishing houses. Other publications include: *Borders Matter: Homeland Security and the Search for North America*, Fernwood, 2004; *The Market or the Public Domain: Global Governance and the Asymmetry of Power*, Routledge, 2001. Some of his other publications are *Health Reform: Public Success, Private Failure* (Routledge 1999, and Terry Sullivan); *States Against Markets: The Limits of Globalization* (Routledge 1996, and Robert Boyer); *Warm Heart, Cold Country: Fiscal and Social Policy Reform in Canada* (Caledon Institute 1995, and Andrew Ranachan); *The Changing Workplace: Reshaping Canada's Industrial Relations System* (Lorimer 1994, and Harry Glasbeek) and *The New Era of Global Competition: State Policy and Market Power* (McGill-Queen's University Press 1993, and Meric Gertler).

He teaches in the graduate programs in political science and culture and communication. His courses include Trade, Poverty Eradication and the Doha Development Round, and Markets, Citizenship and Identity: Emergent Themes in the Globalization Narrative. He has been awarded major SSHRCC funding to examine global cultural flows, new information technologies and micro-activism. Drache is a regular commentator on national news and events for CBC as well as other networks. To contact drache@yorku.ca.