

# Predictions for the 21st Century

From our 2015 vantage point, let's look back at predictions made in 1999 about trends which would shape this century. Although far from the end of this century, we can make a preliminary assessment of these predictions. Were they on the right track or are they already veering from current reality?

For this exercise, we drew on predictions made by seventeen scholars in 1999, published in *First Things: A Monthly Journal of Religion and Public Life*.[\[1\]](#) They discussed what they were expecting in this next century.



## Past vs. Future

Some of the scholars took the approach of looking at prior centuries to see what they could learn to help them predict future trends.

Writer Charlotte Allen[\[2\]](#) began by stating, "Palm-reading the lifestyles of the future usually sets you up to be proved wrong," and looked at the last two millennia to prove her point. First, someone predicting the future in the year 1 BC would probably talk about the Roman Empire and how it was entrenched and likely to remain the dominant power. But, of course the big event of the millennium was the beginning and growth of Christianity, still impacting our world today, while the Roman Empire is only a memory. Then she notes that the future of European civilization looked grim in the year 1000, but "it turned out to be the century of European expansion and great advances in science and economics."

Looking ahead, she had a fairly negative outlook for the West: “The combination of the new people and a fading sense of common values seems to spell disaster . . .” But on a worldwide scale, she saw us trending toward a great religious revival, the same trend that changed the outcomes of the previous two millennia.

*Assessing her forecast today, we continue to see a fading sense of common values in our society and can only hope that a great religious revival will occur.*

Another forecaster, political scientist Andrew Bacevich,[\[3\]](#) sees Americans becoming very self-centered in their view of the world. At the beginning of the last century, Woodrow Wilson brought in the idea of American global preeminence. At the end, Bill Clinton modified this sentiment to, “the allure of globalization lies in . . . the promise of gain without pain.” Bacevich believes this attitude of taking advantage of our position in the world order will continue to grow throughout this century.

*However, now President Obama has brought a new idea—denying that America should be globally preeminent but rather, just one of many nations, an idea offering the promise of pain without gain. We suffer the pain of conflict with no real expectation of gaining greater respect for democracy.*

## The Role of Religion

One area of interest in 1999 predictions is how the role of Christianity may change. Three of our forecasters touched on this subject.

Physicist Stephen Barr[\[4\]](#) believed little progress will be made in answering top questions of science. Questions such as “What is consciousness, and how does it fit into . . . the physical world?” However, he believed we will make strides reconciling science and religion. He stated, “For many, the

scientific spirit came to be defined in opposition to faith. This hostility . . . really involves an inner contradiction that is coming to the surface.” It would become clear to most scientists that there is more to this existence than physical science. “By proclaiming the truth about man, religion will be found to be not an enemy of reason, . . . but perhaps its last defender.”

Theologian Peter Leithart<sup>{5}</sup> believed this century will see the West becoming the primary mission field for Christians from places like South Korea. He wrote, “The same nations swearing fealty to Christ a millennium ago are now among the most secular on the earth.” Success in the West may only come after the current situation is reduced to rubble through removing the constraints once held in place by common Christian values. In which case, “the West will have to relearn the habits of Christian civilization from those once considered barbarians.”

Psychiatrist and author Jeffrey Satinover<sup>{6}</sup> believed the teachings of the Third Reich are prevailing over the teachings of Christ. “Mercy killing, abortion, infanticide, [all] once seen as repulsive has been transformed into . . . beauty.” He sees our best universities focused on teaching a perverted view of fairness. “The American mind isn’t just being closed, it’s being evacuated,” i.e., filled with inconsistent thinking. The system which should be promoting truth and protecting us from such politically correct drivel is religion. As he pointed out, “God Himself is doing just fine, but His earthly defenders are on the ropes . . . [after all] genuine religion claims for itself the ability to know what’s true,” and yet we are not proclaiming or defending truth. Without the broader truth of Christianity, we may lose our identities completely.

***Three very different pictures were forecast. One, optimistically, believes religion will be the last defender of reason, while another believes our hope lies in becoming a***

*mission field, and a third worries that Christianity may be discarded. Fifteen years into this millennium, it appears the latter two are closer to the trajectory of society, but the optimistic view is still a possibility when fueled by the prayers of believers.*

## Key Drivers in this Century

Some predictions made in 1999 about this century deal with the underlying forces shaping this century.

Philosopher and theologian William Dembski<sup>[7]</sup> predicted that “information is the primary stuff of the coming age.” In the last century, the computer helped introduce an age where the amount of information we were able to use increased dramatically. But information may be far more fundamental in this universe. Should information be regarded as “a basic property of the universe, alongside matter and energy”? In other words, rather than information being something created by man, it may be a primary contributor to the creation and being of the universe.

Information as a driving factor of the material universe helps us to understand how our conscious thoughts are a part of it as well. As Dembski quotes physicist Paul Davies, “If matter turns out to be a form of organized information, then consciousness may not be so mysterious after all.”

Why is this concept important to religion and faith? If information is not primary, the world is seriously hampered in what it can reveal. We’ve seen this with the rise of modern science revealing nothing about God except that God is a lawgiver. But if information is the primary stuff, then there are no limits whatsoever on what the world can in principle reveal.

However, another prognosticator, journalist Hilton Kramer,<sup>[8]</sup> warned that dealing with the deluge of information will be a

critical factor in maintaining a healthy life and society in this century. He stated, "All the portents point to an acceleration of the merry, mindless, technology-driven surrender to the complacent nihilism that has already overtaken so many of the institutions of cultural life. . . our democratic society has lost the power to protect . . . from the evil effect of this cultural imperative." The sea of information has the effect of removing the idea of a standard of truth for righteous living. With so many competing standards vying for their attention, many have given up on pursuing any concept of truth. This thinking has a devastating effect on life based upon Jesus, the one who said, "For this reason I was born . . . to testify to the TRUTH." (John 18:37) For the church, "everything will depend on its ability to marshal a principled resistance to the influence of popular culture" and the sea of inconsistent information.

*One sixth of the way through this century, we see both the importance of information as a fundamental force and the difficulty we have dealing with the vast amount of information constantly vying for our attention. Both of these forecasts are continuing along a path to fruition in this century.*

## Relating to Religion

Let's consider next the perversion of tolerance and the future of ecumenism.

Author Glenn Tinder<sup>[9]</sup> posited that the meaning of tolerance had shifted from "a willingness to put up with the characteristics of others" to a distinctly different stand "that all beliefs should be considered equally true, except for any belief that states your beliefs are correct and another's are wrong." He wrote, "Tolerance easily becomes acquiescence in the submergence of truth into a shifting variety of opinions. . . [this view] cannot be acceptable to . . . Christians . . . challenged . . . to develop an attitude toward the religious and cultural confusions surrounding them

that is tolerant" in a way that is distinct from today's new tolerance.

Tinder suggested using the term "forbearance," reflecting a view imbued with brotherly love, a recognition of a diversity of views, and an understanding that one should speak out for the truth as one knows it. "In an era that says to us every day, 'there is no Truth,' the art of forbearance might at least help us resist the temptations of relativism."

***In 2015, the post-modern definition of tolerance continues to hold sway. But a discernible trend to use another term to describe the loving attitude Christians have toward others has not appeared. The fight against promoting any set of ideas as equally valuable is continuing but with no discernible progress.***

Princeton University law professor Robert George<sup>{10}</sup> looked back to the Second Vatican Council in 1965 when many mainline Protestants and Catholics were wondering if it were a precursor to ultimate reunification of the Christian Church. Surprisingly, by 1999 it was not the left talking of ecumenicalism, but rather the religious right. The consistency of moral positions in the Catholic Church and in evangelical circles had blossomed into a genuine spiritual engagement.

"How can there be genuine spiritual fellowship between people who sincerely consider each other to be in error on profoundly important religious questions?" George suggested it was genuine because it took religious faith and religious differences seriously.

Their common goal of combatting the increasing rise of non-Christian thought would cause them to work together. He stated, "I am even hopeful of its capacity to survive victories—though that of course is the far greater challenge."

***Today, in 2015, cooperation continues between conservative***

*Catholics and evangelicals on moral issues in our world. Some Catholic and evangelical leaders released the Manhattan Declaration calling for the sanctity of human life, the dignity of marriage, and freedom of religion. And, in 2011, the organization, Evangelicals and Catholics Together, released a statement supporting religious liberty.*

## What Rules Our World

We have been looking at predictions made for this century in 1999 about factors that would rule our world situation today and in the future.

Theologian Paul Griffiths<sup>{11}</sup> noted that at the end of the first millennium, the primary institutional form was the church. During the second millennium, it was joined by the nation-state and corporations. Entering the third millennium, “the forces . . . are now primarily economic and secondarily political” with the churches existing at the margin of society.

He predicted the significance of corporations will advance as nation-states decline, making us a world not defined by what we believe, but by what we consume. Hopefully “as the bankruptcy . . . of the corporate promise begins . . . to become evident, people turn . . . to the churches with renewed passion.” To become anything other than a religious preference box on a census form, churches must look to provide a message that offers a hope of resistance.

*Today, we are more driven by consumption. Time will tell if Griffiths is right and this trend will ultimately lead us back to the church with renewed passion.*

Legal scholar Robert Bork<sup>{12}</sup> predicted the “rule of law” will no longer have independent moral force of its own. Bureaucracies will lay down most of what governs with little accountability to the people. Elections and legislative

deliberation will be disconnected from the real governance, making politics simply entertainment. "Democracy will consist of the chaotic struggle to influence decision makers who are not responsive to elections."

*Today, we are seeing the President and bureaucracy taking away the legislative authority of the Congress. If anything, this process seems to be picking up steam in the first half of 2015. If this trend remains unchecked, Bork's prediction will come to fruition.*

Francis Cardinal George<sup>[13]</sup> foresaw a major shift in the forces of global conflict. Where most conflicts were between states, in this new century we will see the clash between modern Western states, Asian civilizations and Islamic civilization. Uncertainty about the intentions of other civilizations will produce fear between them. For example, the post-modernity of the West directly attacks the pre-modern, faith-based culture of the Islamic societies.

George felt Christians should be open to Muslim cooperation in "addressing the moral failures of modernity." The church could take the lead in creating a "globalization of solidarity."

*So far in this century, the clash between the West and Islamic civilizations is at the forefront of world relationships with no significant signs of a breakthrough in understanding or compromise.*

Looking back over the last fifteen years, many of these predictions from 1999 are roughly on track. These pundits did not paint an encouraging view of the future. It is incumbent on evangelicals to pray fervently and work diligently to change western society for Christ over the next 85 years.

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# Globalization and the Internet – A Christian Considers the Impact

*Kerby Anderson looks at the growth and role of the Internet through a Christian worldview perspective. It is important that we continue to understand its capabilities and its dangers.*

## Introduction

More than one billion people use the Internet and benefit from the vast amount of information that is available to anyone who connects. But any assessment of the Internet will show that it has provided both surprising virtues and unavoidable vices.

Contrary to the oft-repeated joke, Al Gore did not invent the Internet. It was the creation of the Department of Defense that built it in case of a nuclear attack, but its primary use has been during peace. The Defense Department's Advanced Research Projects Agency created a primitive version of the Internet known as ARPAnet. It allowed researchers at various

universities to collaborate on projects and conduct research without having to be in the same place.

The first area network was operational in the 1980s, and the Internet gained great popularity in the 1990s because of the availability of web browsers. Today, due to web browsers and search engines, Internet users in every country in the world have access to vast amounts of online information.

The Internet has certainly changed our lives. Thomas Friedman, in his book *The World is Flat*, talks about some of these changes.[\[1\]](#) For example, we used to go to the post office to send mail; now most of us also send digitized mail over the Internet known as e-mail. We used to go to bookstores to browse and buy books; now we also browse digitally. We used to buy a CD to listen to music; now many of us obtain our digitized music off the Internet and download it to an MP3 player.

Friedman also talks about how the Internet has been the great equalizer. A good example of that is Google. Whether you are a university professor with a high speed Internet connection or a poor kid in Asia with access to an Internet café, you have the same basic access to research information. The Internet puts an enormous amount of information at our fingertips. Essentially, all of the information on the Internet is available to anyone, anywhere, at anytime.

The Internet (and the accompanying digital tools developed to use it) has even changed our language. In the past, if you left a message asking when your friend was going to arrive at the airport, usually you would receive a complete sentence. Today the message would be something like: AA 635 @ 7:42 PM DFW. Tell a joke in a chat room, and you will receive responses like LOL (“laughing out loud”) or ROFL (“rolling on the floor laughing”). As people leave the chat room, they may type BBL (“be back later”). Such abbreviations and computer language are a relatively new phenomenon and were spawned by

the growth of the Internet.

I want to take a look at some of the challenges of the Internet as well as the attempt by government to control aspects of it. While the Internet has certainly provided information to anyone, anywhere, at any time, there are still limits to what the Internet can do in the global world.

## **The Challenge of the Internet**

The Internet has provided an opportunity to build a global information infrastructure that would link together the world's telecommunications and computer networks. But futurists and governmental leaders also believed that this interconnectedness would also bring friendship and cooperation, and that goal seems elusive.

In a speech given over a decade ago, Vice-President Al Gore said, "Let us build a global community in which the people of neighboring countries view each other not as potential enemies, but as potential partners, as members of the same family in the vast, increasingly interconnected human family."[\[2\]](#)

Maybe peace and harmony are just over the horizon because of the Internet, but I have my doubts. The information superhighway certainly has connected the world together into one large global network, but highways don't bring peace. Highways connected the various countries in Europe for centuries, yet war was common and peace was not. An information superhighway connects us with countries all over the world, but global cooperation hasn't been the result, at least not yet.

The information superhighway also has some dark back alleys. At the top of the list is pornography. The Internet has made the distribution of pornography much easier. It used to be that someone wanting to view this material had to leave their

home and go to the other side of town. The Internet has become the ultimate brown wrapper. Hard core images that used to be difficult to obtain are now only a mouse click away.

Children see pornography at a much younger age than just a decade ago. The average age of first Internet exposure to pornography is eleven years old.<sup>{3}</sup> Sometimes this exposure is intentional, usually it is accidental. Schools, libraries, and homes using filters often are one step behind those trying to expose more and more people to pornography.

But the influence of the Internet on pornography is only one part of a larger story. In my writing on personal and social ethics, I have found that the Internet has made existing social problems worse. When I wrote my book *Moral Dilemmas* back in 1998, I dealt with such problems as drugs, gambling, and pornography. Seven years later when I was writing my new book, *Christian Ethics in Plain Language*, I noticed that every moral issue I discussed was made worse by the Internet. Now my chapter on pornography had a section on cyberporn. My chapter on gambling had a section dealing with online gambling. My chapter on adultery also dealt with online affairs.

## Internet Regulation

All of these concerns lead to the obvious question: Who will regulate the Internet? In the early day of the Internet, proponents saw it as the cyber-frontier that would be self-regulating. The Internet was to liberate us forever from government, borders, and even our physical selves. One writer said we should “look without illusion upon the present possibilities for building, in the on-line spaces of this world, societies more decent and free than those mapped onto dirt and concrete and capital.”<sup>{4}</sup>

And for a time, the self-government of the Internet worked fairly well. Internet pioneers were even successful in

fighting off the Communications Decency Act which punished the transmission of “indecent” sexual communications or images on the Internet.[{5}](#) But soon national governments began to exercise their authority.

Jack Goldsmith and Tim Wu, in their book, *Who Controls the Internet?*, describe the various ways foreign governments have exercised their authority.[{6}](#)

- France requires Yahoo to block Internet surfers from France so they cannot purchase Nazi memorabilia.[{7}](#)
- The People’s Republic of China requires Yahoo to filter materials that might be harmful or threatening to Party rule. Yahoo is essentially an Internet censor for the Communist party.[{8}](#)
- The Chinese version of Google is much slower than the American version because the company cooperates with the Chinese government by blocking search words the Party finds offensive (words like Tibet or democracy).

Even more disturbing is the revelation that Yahoo provided information to the Chinese government that led to the imprisonment of Chinese journalists and pro-democracy leaders. Reporters Without Borders found that Yahoo has been implicated in the cases of most of the people they were defending.[{9}](#)

Columnist Clarence Page points out that “Microsoft cooperates in censoring or deleting blogs that offend the Chinese government’s sensibilities. Cisco provides the hardware that gives China the best Internet-blocking and user-tracking technology on the planet.”[{10}](#)

All of this censorship and cooperation with foreign governments is disturbing, but it also underscores an important point. For years, proponents of the Internet have argued that we can’t (or shouldn’t) block Internet pornography or that we can’t regulate what pedophiles do on the Internet.

These recent revelations about Yahoo, Google, and Microsoft show that they can and do block information.

The book *Who Controls the Internet?* argues that the last decade has led to the quiet rediscovery of the functions and justification for territorial government. The Internet has not replaced the legitimate structure of government with a self-regulated cyber-frontier. The Internet may change the way some of these territorial states govern, but it will not diminish their important role in regulating free societies.

## Government and Intermediaries

Governments have been able to exercise control over the Internet in various ways. This should not be too surprising. The book *Who Controls the Internet?* points out that while some stores in New York's Chinatown sell counterfeit Gucci bags and Rolex watches, you don't find these same products in local stores. That is because the "most important targets of the laws against counterfeits—trademark laws—are local retailers."[\[11\]](#)

The U.S. government might not be able to go after manufacturers in China or Thailand that produce these counterfeits, but they certainly can go after retail stores. That's why you won't find these counterfeit goods in a Wal-Mart store. And while it is true that by controlling Wal-Mart or Sears doesn't eliminate counterfeit goods, government still can adequately control the flow of these goods by focusing on these intermediaries.

Governments often control behavior through intermediaries. "Pharmacists and doctors are made into gatekeepers charged with preventing certain forms of drug abuse. Bartenders are responsible for preventing their customers from driving drunk."[\[12\]](#)

As the Internet has grown, there has also been an increase in

new intermediaries. These would include Internet Service Providers (ISPs), search engines, browsers, etc. In a sense, the Internet has made the network itself the intermediary. And this has made it possible for governments to exert their control over the Internet. "Sometimes the government-controlled intermediary is Wal-Mart preventing consumer access to counterfeit products, sometimes it is the bartender enforcing drinking age laws, and sometimes it is an ISP blocking access to illegal information."[\[13\]](#)

More than a decade ago, the German government raided the Bavarian offices of Compuserve because they failed to prevent the distribution of child pornography even though it originated outside of Germany.[\[14\]](#) In 2001, the British government threatened certain sites with criminal prosecution for distributing illegal adoption sites. The British ISPs agreed to block the sites so that British citizens could not access them.[\[15\]](#)

Internet Service Providers, therefore, are the obvious target for governmental control. In a sense, they are the most important gatekeepers to the Internet.[\[16\]](#)

Governmental control over the Internet is not perfect nor is it complete. But the control over intermediaries has allowed territorial governments to exercise much greater control and regulation of the Internet than many of the pioneers of cyberspace would have imagined.

## **Globalization and Government**

In [previous articles](#) we have addressed the issue of globalization and have recognized that technology (including the Internet) has made it much easier to move information around the world. There is no doubt that the Internet has accelerated the speed of transmission and thus made the world smaller. It is much easier for people around the world to



access information and share it with others in this global information infrastructure.

Those who address the issue of globalization also believe that it diminishes the relevance of borders, territorial governments, and geography. Thomas Friedman believes that the Internet and other technologies are [flattening the world](#) “without regard to geography, distance, or, in the near future, even language.”[{17}](#)

In one sense, this is true. The lower costs of moving information and the sheer amount of information exchanged on the Internet have made it more difficult for governments to suppress information they do not like. The explosive growth of blogs and web pages have provided a necessary outlet for opinion and information.

It is also true that there has been some self-governing behavior on the Internet. Friedman, for example, describes eBay as a “self-governing nation-state—the V.R.e., the Virtual Republic of eBay.” The CEO of eBay even says, “People will say that eBay restored my faith in humanity—contrary to a world where people are cheating and don’t give people the benefit of the doubt.”[{18}](#)

But it also true that territorial governments work with eBay to arrest and prosecute those who are cheaters or who use the website in illegal ways. And it also relies on a banking system and the potential of governmental prosecution of fraud.

We have also seen in this article that governments have also been able to exert their influence and authority over the Internet. They have been able to use the political process to alter or block information coming into their country and have been able to shape the Internet in ways that the early pioneers of the Internet did not foresee.

Goldsmith and Wu believe that those talking about the force of globalization often naively believe that countries will be

powerless in the face of globalization and the Internet. "When globalization enthusiasts miss these points, it is usually because they are in the grips of a strange technological determinism that views the Internet as an unstoppable juggernaut that will overrun the old and outdated determinants of human organization."[\[19\]](#)

There is still a legitimate function for government (Romans 13:1-7) even in this new world of cyberspace. Contrary to the perceived assumption that the Internet will shape governments and move us quickly toward globalization, there is good evidence to suggest that governments will in many ways shape the Internet.

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## **Globalization and the Wal-Mart Effect – How Wal-Mart Changes the Way Products are Sourced and Sold**

*Kerby Anderson helps us understand the foundational principles and some the current factors which make Wal-Mart the dominant force in consumer sales in the world. Wal-Mart has fundamentally changed the way products are sourced and sold as shown in the examples presented in this article. Kerby does*

*not take a position for or against those changes but encourages us to consume in ways that consider the impact of our consumption.*

## Introduction

In this article, we revisit the issue of global trade and the process of globalization. In [an earlier article](#) I asked, Is the world flat?[{1}](#) I talked about the various things that have made our world flat and used Wal-Mart as one of the examples.

I would like to further develop our discussion by using Wal-Mart as an example of what is happening in our world. Thomas Friedman, in his book *The World is Flat*, says that if Wal-Mart were an individual economy, it would rank as China's eighth-biggest trading partner, ahead of Russia, Australia, and Canada.[{2}](#)

Often I will be referring to many of the facts and figures from Charles Fishman's book *The Wal-Mart Effect*.[{3}](#) For example, he points out that more than half of all Americans live within five miles of a Wal-Mart store. For most people, that's about a ten- to fifteen-minute drive. Ninety percent of Americans live within fifteen miles of a Wal-Mart. In fact, when you drive down the interstate, it is rare for you to go more than a few minutes without seeing a Wal-Mart truck.

Wal-Mart has over 3800 stores in the United States. That is more than one Wal-Mart store for every single county in the country.[{4}](#) And they don't exactly fade into the landscape. They sit on vast aprons of asphalt parking and stand out because of their sheer size.

Wal-Mart has also become the national commons. Every seven days more than one hundred million Americans shop at Wal-Mart (that's one third of the country). Each year, ninety-three percent of American households shop at least once at Wal-Mart.

Wal-Mart's sales in the United States are a bit more than

\$2000 per household. And Wal-Mart's profit on that amount was just \$75.00.[{5}](#)

The size of this company is hard to grasp. Wal-Mart isn't just the largest retailer in the nation and the world. For most of this decade, it has been both the largest company in the world as well as the largest company in the history of the world.

In 2006, Wal-Mart will be bumped from the number-one spot on the Fortune 500 list of the largest companies by ExxonMobil, whose sales will surge past Wal-Mart's because the world price of oil rose so much in the last year.

But if you consider payrolls, there is no comparison. ExxonMobil employs about 90,000 people worldwide. Wal-Mart employs 1.6 million.[{6}](#) And there's another difference. ExxonMobil is growing by raising prices. Wal-Mart is growing despite lowering prices.

Put another way, Wal-Mart is as big as Home Depot, Kroger, Target, Costco, Sears, and Kmart combined. Target might be considered Wal-Mart's biggest rival and closest competitor, but it is small in comparison. Wal-Mart sells more by St. Patrick's Day (March 17) than Target sells all year.[{7}](#)

## The Wal-Mart Effect

Ask people to give you their opinion about Wal-Mart and you are likely to get lots of different responses. They may talk with enthusiasm about the "always low prices." Or they might talk about the impact Wal-Mart had on small businesses in their community when the first store arrived. They may even talk about the loss of American jobs overseas. Believe me, most will have an opinion about Wal-Mart.

Wal-Mart had its creation in the mind of Sam Walton who promoted a single idea: sell merchandise at the lowest price possible. It began with Wal-Mart working hard to keep the

costs of their company as low as possible. This idea moved from their company to their suppliers as they asked them to be as frugal as possible. As the company grew in size, they began looking for every way to wring out the last penny of savings from materials, packaging, labor, transportation, and display. The result was "the Wal-Mart effect."

Consumers have embraced "the Wal-Mart effect." As a store moves into a community bringing lower prices, it drives down prices in other stores. And either they compete or close their doors. And it also reshapes the shopping habits of those in the community.

But with "the Wal-Mart effect" comes fears of "the Wal-Mart economy." This is the nagging feeling that there are social and economic costs to be paid for "always low prices." Critics talk about low wages, minimal benefits, and little chance for career advancement.

The company has found itself under attack from many quarters. There is a lawsuit on behalf of 1.6 million women who have worked at Wal-Mart that alleges systematic sex discrimination. Add to this the allegations that managers have required employees to work off the clock and even have locked employees in stores overnight.

There is also the constant complaint that Wal-Mart does not provide adequate health care benefits. Last year, for example, the Maryland legislature passed a bill that forces companies with more than 10,000 employees to spend at least eight percent of their payroll on health care or pay the state the difference. Since Wal-Mart is the only employer with over 10,000 employees in the state, it is easy to see that the legislation was only targeting Wal-Mart.

Wal-Mart recently settled a federal investigation of its use of illegal aliens to clean its stores. The company made a record-setting payment to the federal government.

Sam Walton's goal from the beginning was an unrelenting focus on controlling costs in order to provide "always low prices." He instilled in his employees core values like hard work, frugality, discipline, and loyalty.{8}

In his book *The Wal-Mart Effect*, Charles Fishman says these values have become inverted. He points out how the company has changed. When Sam Walton died in 1992, Wal-Mart was a \$44 billion-a-year company with 370,000 employees. The number of employees has now grown by 1.2 million, and sales have grown by \$240 billion. "Wal-Mart is not only not the company Sam Walton founded, it is no longer the company he left behind." {9}

## Out of the Box

You probably never thought about the packaging around deodorant, but Wal-Mart did. Until the early 1990s, nearly every brand of deodorant came in a paperboard box. Most consumers opened the box, pulled out the deodorant container, and tossed the box into the garbage. Some of us recycled them, but we were a very small minority.

In the early 1990s, Wal-Mart (along with a few other retailers) decided the paperboard box was a waste. The product came in a can or plastic container. These were at least as tough as the box. The box took up wasted space, and it wasted cardboard. Shipping the weight of the cardboard added weight to trucks and wasted fuel. And the box itself cost money to design and produce. It even cost money to put the deodorant into the box.

Wal-Mart began to apply pressure on the suppliers to eliminate the box. Deodorant manufacturers calculated that the box cost about a nickel for every consumer. Wal-Mart split the savings. Deodorant makers keep a few pennies, and Wal-Mart passed a couple of pennies savings on to the consumers.

Walk into Wal-Mart today and look at the deodorant aisle. You will probably find eight shelves of deodorant, sixty containers across. In this sea of nearly five hundred containers of deodorant, not one box.

Consider the impact of this one decision. First, there is the environmental impact. Whole forests were not cut down to provide a box that consumers did not use. A few recycled them, but the vast majority threw them away seconds after they removed their deodorant. Was Wal-Mart's pressure to unbox deodorant a good thing? It certainly was, if you are concerned about environmental issues. And Christians should be concerned about our stewardship of the environment.

The economic impact was also considerable. A savings of one nickel might seem trivial until you multiply it by the two hundred million adults in the United States. If you just account for the container of deodorant in every American bathroom, you have a savings of \$10 million, of which consumers got to keep half. But don't forget that the savings is recurrent. Americans are saving \$5 million in nickels about five to six times a year.

But there is also a third impact. The impact this decision had on jobs. So far the decision looks like a win-win. But you might not feel so excited about the decision if you work in the forestry industry or are in the paperboard box business.

This story illustrates only so well the problem with providing a clear, unambiguous analysis of consumer behavior in American markets and, even more so, the ethics of corporations in a global market. And this story is probably easier to analyze if your first priority is the environment. But the ethics of other situations that arise from globalization aren't quite so easy to evaluate.

Wal-Mart illustrates the world in which corporate entities significantly influence our decisions and even transform an



economy. While we might like the outcome of saving paperboard boxes, we certainly don't like other aspects of "the Wal-Mart effect." The company has grown so large and evolved in unexpected ways that it is difficult to predict what the future holds. And when we begin to ask moral questions, it isn't so easy to always determine whether the outcomes are good for us or the country.

## Salmon

Americans love to eat salmon. In fact, we eat more than 1.75 million pounds of salmon a day.[{10}](#) We eat it at home and when we go out to a restaurant.

And Americans buy lots of cheap salmon from Wal-Mart. But they are probably unaware of the impact their purchase has on the environment. Most of the salmon served in the United States is Atlantic salmon (which is a species that is not only found wild but is also the species of choice for salmon farmers).

The salmon that you buy in Wal-Mart is "a factory product." In other words, they are hatched from eggs, raised in freshwater hatcheries, and then grown to maturity in open-topped ocean cages in cold coastal waters.[{11}](#)

Wal-Mart sells more salmon than any other store in the country. Wal-Mart also buys all its salmon from Chile. In fact, they purchase about one-third of the annual harvest of salmon that Chile sells. Wal-Mart sells the salmon for \$4.84 a pound. It seems incredible that they can sell it for so little, but there are hidden costs.

Atlantic salmon are not native to Chile (its coastline runs along the Pacific). It's an exotic species that is literally farmed and processed by thousands of Chileans. The labor conditions are certainly a concern (long hours, low pay, processing of salmon with razor-sharp filleting instruments).

Another concern is the environment. Salmon farming is already transforming the ecology of southern Chile “with tens of millions of salmon living in vast ocean corrals, their excess food and feces settling to the ocean floor beneath the pens, and dozens of salmon processing plants dumping untreated salmon entrails directly into the ocean.”[\[12\]](#)

When we buy salmon from Chile are we contributing to this environmental damage? Charles Fishman asks, “Does it matter that salmon for \$4.84 a pound leaves a layer of toxic sludge on the ocean bottoms of the Pacific fjords of southern Chile?”[\[13\]](#) After all, these salmon are raised in pens (with as many as one million per farm). They are fed antibiotics to prevent disease. As a result, you have quite a mess. One million salmon produce about the same amount of waste as 65,000 people. And add to that additional waste from unconsumed food and antibiotic residue. In essence, the current method of salmon farming creates a toxic seabed.

So how do we change this? The answer is simple: by changing consumer behavior. If shoppers won’t buy salmon until Wal-Mart insists on higher standards, Wal-Mart will insist on them. The same company that created this huge market for salmon can also change it. But this will only happen if consumers voice their concerns and back it up with their behavior.

## **Consumer Behavior**

As I said earlier, mention the name Wal-Mart and you are likely to get lots of varied reactions. While shoppers love the “always low prices,” critics point to the impact that the company has had on the economy and the environment.

In fact, it is a bit misleading to think of Wal-Mart as merely a company. In reality it’s a global market force. Without a doubt it is one of the most efficient entities at improving its supply chain not only in this country but around the

world. Most of us just shop at the store and don't think of the implications of what we buy and where we buy it.

The size of Wal-Mart gives it the power to do many positive things. It recently announced fuel-savings plans for its stores and trucks. This could provide a model for the nation.

Wal-Mart also provided a model of how to deal with a disaster like Hurricane Katrina. Even though they had 171 facilities in the path of the storm, they were able to recover and reopen eighty-three percent of their facilities in the Gulf area within six days.[{14}](#)

One key to Wal-Mart's success was associates who were dedicated to their communities. The local connection helped it deliver goods when the government failed. Wal-Mart sprang into action even before the hurricane hit. Whenever there is a possibility of a hurricane, its supply chain automatically adjusts and sends in plenty of non-perishable food and generators.

What is Wal-Mart's effect on the local economy? One famous study found that the arrival of a Wal-Mart store had a dramatic impact. "Grocery stores lost 5 percent of their business, specialty stores lost 14 percent of their business, and clothing stores lost 18 percent of their business—all while total sales were rising 6 percent, mostly due to Wal-Mart."[{15}](#)

Critics of Wal-Mart say that it forces small businesses into bankruptcy. But if you think about it, it is the consumers who put people out of business. We vote with our wallets. Shoppers are the ones who have made it possible for Wal-Mart's phenomenal growth. And we are the ones who need to pay attention to what we buy and where we buy it.

In this article, we have identified a few economic and environmental issues that result from "the Wal-Mart effect." Previously, we have produced articles discussing the

Christian's responsibility towards [economics{16}](#) and [the environment.{17}](#)

Our consumer behavior can have a positive impact on our world. As individuals, we have a minimal impact, but collectively we have an impact on our lives and our economy every day when we spend money. For too long, Christians have been willing to separate ethics from economics. Yet in earlier centuries theologians asked important questions about the relationship of morality to money.

It is time to return to that moral reflection, especially in this age of globalization. Christians should be alert consumers in this global economy.

## Notes

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# Is the World Flat? How Should Christians Respond in Today's Global World

*Drawing from Thomas Friedman's book, The World is Flat, Kerby Anderson looks at some of the major new factors in our world which cause not only countries and companies, but also individuals to think and act globally. Most of the factors discussed are givens against which Kerby helps us to consider their impact on Christianity and the spread of the gospel on a global basis.*

## Introduction

Is the world flat? The question is not as crazy as it might sound in light of the book by Thomas Friedman entitled *The World is Flat: A Brief History of the Twenty-First Century*. His contention is that the global playing field has been

leveled or flattened by new technologies.

In fourteen hundred and ninety-two when Columbus sailed the ocean blue, he used rudimentary navigational equipment to prove that the earth was *round*. More than 500 years later, Friedman discovered in a conversation with one of the smartest engineers in India that essentially the world was *flat*. Friedman argues that we have entered into a third era of globalization, which he calls Globalization 3.0 that has flattened the world.

The first era of globalization (he calls Globalization 1.0) lasted from when Columbus set sail until around 1800. "It shrank the world from a size large to a size medium. Globalization 1.0 was about countries and muscles."[\[1\]](#) The key change agent in this era was how much muscle your country had (horsepower, wind power, etc.). Driven by such factors as imperialism and even religion, countries broke down walls and began the process of global integration.

The second era (he calls Globalization 2.0) lasted from 1800 to 2000 with interruptions during the Great Depression and World Wars I and II. "This era shrank the world from size medium to a size small. In Globalization 2.0, the key agent of change, the dynamic force driving global integration, was multinational companies."[\[2\]](#) At first these were Dutch and English joint-stock companies, and later was the growth of a global economy due to computers, satellites, and even the Internet.

The dynamic force in Globalization 1.0 was *countries* globalizing, while the dynamic force in Globalization 2.0 was *companies* globalizing. Friedman contends that Globalization 3.0 will be different because it provides "the newfound power for *individuals* to collaborate and compete globally."[\[3\]](#)

The players in this new world of commerce will also be different. "Globalization 1.0 and 2.0 were driven primarily by

European and American individuals and businesses. . . . Because it is flattening and shrinking the world, Globalization 3.0 is going to be more and more driven not only by individuals but also by a much more diverse–non-Western, non-white–group of individuals. Individuals from every corner of the flat world are being empowered.”[\[4\]](#)

## The Flatteners

Friedman argues in his book that the global playing field has been flattened by new technologies.

The first flattener occurred on November 9, 1989. “The fall of the Berlin Wall on 11/9/89 unleashed forces that ultimately liberated all the captive peoples of the Soviet Empire. But it actually did so much more. It tipped the balance of power across the world toward those advocating democratic, consensual, free-market-oriented governance, and away from those advocating authoritarian rule with centrally planned economies.”[\[5\]](#)

The economic change was even more important. The fall of the Berlin Wall encouraged the free movement of ideas, goods, and services. “When an economic or technological standard emerged and proved itself on the world stage, it was much more quickly adopted after the wall was out of the way.”[\[6\]](#)

Thomas Friedman also makes a connection between the two dates 11/9 and 9/11. He noted that in “a world away, in Muslim lands, many thought [Osama] bin Laden and his comrades brought down the Soviet Empire and the wall with religious zeal, and millions of them were inspired to upload the past. In short, while we were celebrating 11/9, the seeds of another memorable date–9/11–were being sown.”[\[7\]](#)

A second flattener was Netscape. This new software played a huge role in flattening the world by making the Internet truly interoperable. Until then, there were disconnected islands of

information.

We used to go to the post office to send mail; now most of us send digitized mail over the Internet known as *e-mail*. We used to go to bookstores to browse and buy books, now we browse digitally. We used to buy a CD to listen to music, now many of us obtain our digitized music off the Internet and download it to a MP3 player.

A third flattener was work flow software. As the Internet developed, people wanted to do more than browse books and send e-mail. "They wanted to shape things, design things, create things, sell things, buy things, keep track of inventories, do somebody else's taxes, and read somebody else's X-rays from half a world away. And they wanted to be able to do any of these things from anywhere to anywhere and from any computer to any computer—seamlessly."[\[8\]](#)

All the computers needed to be interoperable not only between departments within a company but between the systems of any other company. Work flow software made this possible.

Where will this lead? Consider this likely scenario. When you want to make a dentist appointment, your computer translates your voice into a digital instruction. Then it will check your calendar against the available dates on the dentist's calendar. It will offer you three choices, and you will click on the preferred date and hour. Then a week before your appointment, the dentist's calendar will send you an e-mail reminding you of the appointment. The night before your appointment, a computer-generated voice message will remind you.

The fourth flattener is open-sourcing. Open-source comes from the idea that groups would make available online the source code for software and then let anyone who has something to contribute improve it and let millions of others download it for free.



One example of open-source software is Apache which currently powers about two-thirds of the websites in the world. Another example of open-sourcing is blogging. Bloggers are often one-person online commentators linked to others by their common commitments. They have created essentially an open-source newsroom.

News bloggers were responsible for exposing the bogus documents use by CBS and Dan Rather in a report about President Bush's Air National Guard service. Howard Kurtz of *The Washington Post* wrote (Sept 20, 2004): "It was like throwing a match on kerosene-soaked wood. The ensuing blaze ripped through the media establishment as previously obscure bloggers managed to put the network of Murrow and Cronkite on the defensive."

Another example of open-sourcing is the Wikipedia project which has become perhaps the most popular online encyclopedia in the world. Linux is another example. It offers a family of operating systems that can be adapted to small desktop computers or laptops all the way up to large supercomputers.

A fifth flattener is outsourcing. In many ways, this was made possible when American companies laid fiber-optic cable to India. Ultimately, India became the beneficiary.

India has become very good at producing brain power, especially in the sciences, engineering, and medicine. There are a limited number of Indian Institutes within a population of one billion people. The resulting competition produces a phenomenal knowledge meritocracy. Until India was connected, many of the graduates would come to America. "It was as if someone installed a brain drain that filled up in New Delhi and emptied in Palo Alto." [\[9\]](#)

Fiber-optic cable became the ocean crosser. You no longer need to leave India to be a professional because you can plug into the world from India.

A sixth flattener was offshoring. Offshoring is when a company takes one of its factories that is operating in Canton, Ohio and moves the whole factory to Canton, China.

When China joined the World Trade Organization, it took Beijing and the rest of the world to a new level of offshoring. Companies began to shift production offshore and integrate their products and services into their global supply chains.

The more attractive China makes itself offshoring, the more attractive other developed and developing countries have to make themselves. This created a process of competitive flattening and a scramble to give companies the best tax breaks and subsidies.

How does this affect the United States? "According to the U.S. Department of Commerce, nearly 90 percent of the output from U.S.-owned offshore factories is sold to foreign consumers. But this actually stimulates American exports. There is a variety of studies indicating that every dollar a company invests overseas in an offshore factory yields additional exports for its home country, because roughly one-third of global trade today is within multi-national companies."[\[10\]](#)

The seventh flattener is supply chaining. "No company has been more efficient at improving its supply chain (and thereby flattening the world) than Wal-Mart; and no company epitomizes the tension the supply chains evoke between the consumer in us and the worker in us than Wal-Mart."[\[11\]](#)

Thomas Friedman calls Wal-Mart "the China of companies" because it can use its leverage to grind down any supplier to the last halfpenny. And speaking of China, if Wal-Mart were an individual economy, it would rank as China's eighth-biggest trading partner, ahead of Russia, Australia and Canada.

An eighth flattener is what Friedman calls *insourcing*. A good

example of this is UPS. UPS is not just delivering packages, the company is doing logistics. Their slogan is Your World Synchronized. The company is synchronizing global supply chains.

For example, if you own a Toshiba laptop computer under warranty that you need fixed, you call Toshiba. What you probably don't know is that UPS will pick up your laptop and repair it at their own UPS-run workshop dedicated to computer and printer repair. They fix it and return it in much less time than it would take to send it all the way to Toshiba.

A ninth flattener is in-forming. A good example of that is Google. Google has been the ultimate equalizer. Whether you are a university professor with a high speed Internet connection or a poor kid in Asia with access to an Internet café, you have the same basic access to research information.

Google puts an enormous amount of information at our fingertips. Essentially, all of the information on the Internet is available to anyone, anywhere, at anytime.

Friedman says that, "In-forming is the ability to build and deploy your own personal supply chain—a supply chain of information, knowledge, and entertainment. In-forming is about self-collaboration—becoming your own self-directed and self-empowered researcher, editor, and selector of entertainment, without having to go to the library or movie theater or through network television."[\[12\]](#)

A tenth flattener is what he calls "the steroids." These are all the things that speed the process (computer speed, wireless).

For example, the increased speed of computers is dazzling. The Intel 4004 microprocessor (in 1971) produced 60,000 instructions per second. Today's Intel Pentium 4 Extreme has a maximum of 10.8 billion instructions per second.

The wireless revolution allows anyone portable access to everything that has been digitized anywhere in the world. When I was at graduate school at Yale University, all of us were tied to a single mainframe computer. In order to use the computer, I had to hand computer cards to someone in the computer lab in order to input data or extract information. Now thanks to digitization, miniaturization, and wireless I can do all of that and much more from my home, office, coffee shop, airport—you name it.

## Biblical Perspective

Although futurists have long talked about globalization and a global village, many of these forces have made that a reality. At this point it might be valuable to distinguish between *globalization* and *globalism*. Although these terms are sometimes used interchangeably, I want to draw some important distinctions. Globalization is used to describe the changes taking place in society and the world due to economic and technological forces. Essentially, we have a global economy and live in the global village.

Globalism is the attempt to draw us together into a new world order with a one world government and one world economy. Sometimes this even involves a desire to develop a one world religion. In a previous article ([“Globalism and Foreign Policy”](#)), I addressed many of the legitimate concerns about this push towards global government. We should be concerned about political attempts to form a new world order.

On the other hand, we should also recognize that globalization is already taking place. *The World is Flat* focuses on many of the positive aspects of this phenomenon, even though there are many critics would believe it may be harmful.

Some believe that it will benefit the rich at the expense of the poor. Some believe it will diminish the role of nations in

deference to world government. These are important issues that we will attempt to address in future articles.

For now, let's look at some important implications of a flat world. First, we should prepare our children and grandchild for global competition. Thomas Friedman says that when he was growing up his parents would tell him "Finish your dinner. People in China and India are starving." Today he tells his daughters, "Girls, finish your homework—people in China and India are starving for your jobs."[{13}](#)

Another implication is the growing influence of the two countries with the largest populations: China and India. Major companies are looking to these countries for research and development. The twentieth century was called "the American Century." It is likely that the twenty-first century will be "the Asian Century."

These two countries represent one-third of the world's population. They will no doubt transform the entire global economy and political landscape.

Students of biblical prophecy wonder if these two countries represent the "Kings of the East" (Rev. 16:12). In the past, most of the focus was only on China. Perhaps the Kings (plural) represent both China and India.

A final implication is that this flattened world has opened up ministry through the Internet and subsequent travel to these countries. Probe Ministries, for example, now has a global ministry. In the past, it was the occasional letter we received from a foreign country. We now interact daily with people from countries around the world.

Last month the Probe website had nearly a quarter of a million visitors from over 140 countries. These online contacts open up additional opportunities for speaking and ministry overseas.

The flattening of the world may have its downsides, but it has also opened up ministry in ways that were unimaginable just a few years ago. Welcome to the flat world.

## Notes

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