**Activity Instructions**

Points: 50

Due: Wed (Last day of classes)

**Step 1:** Write a short essay response to the following questions:

* How might future consumers benefit from a total globalization of the world economy?

*They will be able to get goods from any part of the world quickly and easily. For example, I have purchased computer parts from China because they were cheaper than American parts. The parts arrived in about a week and I was able to get exactly what I wanted. Globalization is an interesting concept because of how connected the world really is. If another country produces a product that we all want, it is easy to distribute and obtain that product.*

* What costs might they pay?

*I think the main cost is pretty apparent considering what I wrote above. If another country is making a good cheaper, what incentive do I have to purchase it from my own? This eventually can cause a huge problem because everyone will be concerned with producing things the cheapest, not in the best quality. A good example of this is the car industry. The market is flooded with many different types of foreign cars, many of which are quite good. This makes it difficult to want to choose an American car because of the amount of options. However, there is another side to this coin as well. If American companies are losing business to foreign companies, there is a large incentive for the Americans to up their game.*

**Step 2:** Search the Internet, using words such as consumer climate or effect of globalization, to locate information that can add to your knowledge of developments that are likely to change consumers’ lives in the near future.

**Step 3:** Answer the following questions in a short essay response:

* What specific information did you find of a development that will change consumers’ lives from each site?

*All of the sites mentioned that globalization provides greater choice to consumers. Some of the choices may be of a lesser quality, but there is a higher amount of choices. Also, more competition generally leads to higher quality products.*

* Why do you believe this development will create change?

*This is an interesting question because the change that I chose was choice. I’m not sure if that is necessarily a good thing or a bad thing. Choice generally does make change come to pass. If we only had one choice in car brands, there would only be one car brand. Choice brings change and consumers benefit because of it.*

* How will the development change consumers’ lives?

*People say that variety is the spice of life and I believe that as well. By me having a larger amount of choices, I am able to weigh the different options and make the best decision for me.*

* What single new technology do you believe has changed the lives of U.S. consumers the most in the past year? Explain your choice.

*The new technology I chose is personal cloud drives. This has changed consumer’s lives because they don’t worry about the storage on their devices like they used to. With cloud storage, consumers can store all of their information locally and access it from anywhere. I personally have all of my movies in digital format on my drive. I am able to access them anywhere and anytime; as long as I have internet access. This brings up another point for another day. Have we become too reliant on the internet? I believe the answer is yes and we need to keep improving it so it is less likely to go down.*

**Step 4:** Submit your response using the activity submission link.