

GCSE Geography

The Global Citizen

Mobile phones



Name:

Teacher:

The Global Citizen Checklist:

Key idea (from specification)	Revision notes completed
Economic activities of people and countries can be classified into two broad categories.	
There are different scales of production and consumption, which vary across the world.	
There are different types of products and services.	
Products are produced and services are provided in different places.	
There are different ways of measuring economic activity.	
Economic activities can be classified into different sectors, which can vary.	
Employment conditions can vary.	
Products and services are consumed by different groups of people and accessibility to products and services varies.	
Products are transported to markets for selling to consumers.	
Countries may try to influence trade.	
Economic activity requires energy, which can come from renewable and non-renewable sources.	
Consumer decisions can contribute towards a more sustainable future.	
Consumer decisions can have socio-economic and environmental consequences in different places.	
Localisation and globalisation of economic activities may have different impacts on different areas.	
Demand for products and services may vary in the future.	
Climate change may have an impact on demand for and availability of products and services in the future.	

The **named product** you have studied is the **mobile phone**.

The **named service** you have studied is the **package holiday**.

Enquiry Question: Who are producers and consumers?

Key ideas:

Economic activities of people and countries can be classified into two broad categories.

There are different scales of production and consumption, which vary across the world.

A producer is...

A consumer is...



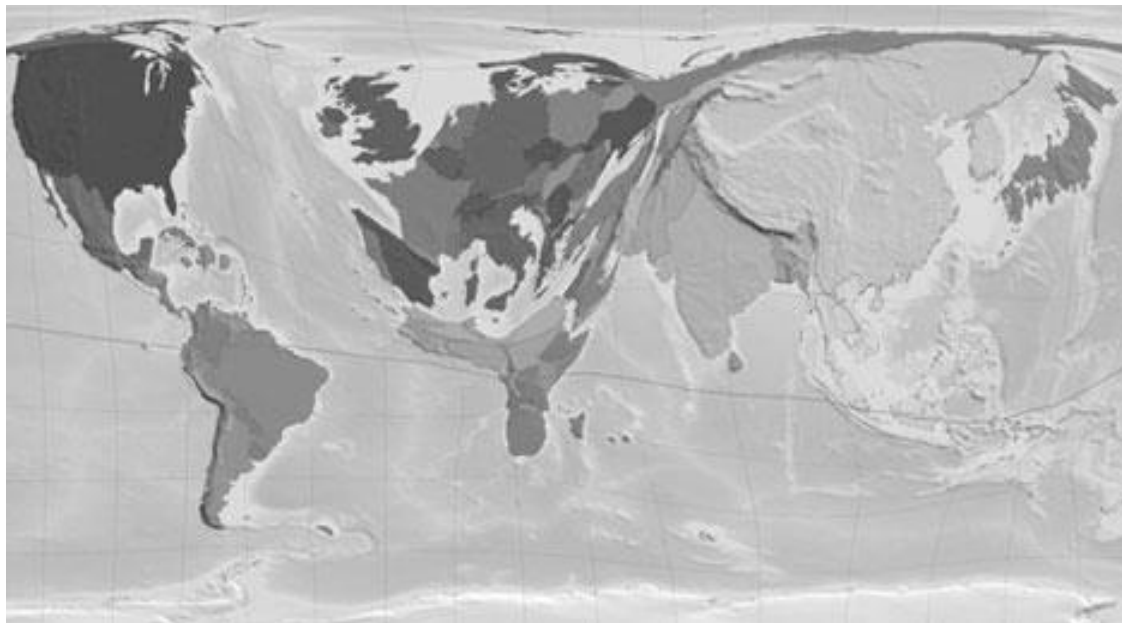
Consumption varies across the world.

What message is this cartoon trying to get across about global consumption patterns?

Match the terms below to the definitions:

Individual	A company with branches in different places in a country.
Small company	One person producing goods i.e. a woodworker.
National company	When a group of 2-50 people work together to produce goods
Multinational company	A company with branches in different countries around the world.

The map below is a cartogram which shows global consumption of meat – the size of countries is distorted to show how much meat the people there eat.



Compare this map to an atlas map. What does the cartogram tell us about the global pattern of meat consumption?

Enquiry Question: What types of products and services are there, how and where are they produced?

Key ideas:

There are different types of products and services.

Products are produced and services are provided in different places.
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Product or service?

	Product or service?
A ready meal	
A pair of jeans	
A dental check up	
A bus journey	
A mobile phone	
A tank full of oil	
A package holiday	

What is globalisation?

Globalisation is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange.

Globalisation has increased the production of goods and services. The biggest companies are no longer national firms but **multinational corporations** with subsidiaries in many countries.

Globalisation has been taking place for hundreds of years, but has speeded up enormously over the last half-century.

Globalisation has resulted in:

- increased international trade
- a company operating in more than one country
- greater dependence on the global economy
- freer movement of capital, goods, and services

- global recognition of companies such as McDonalds

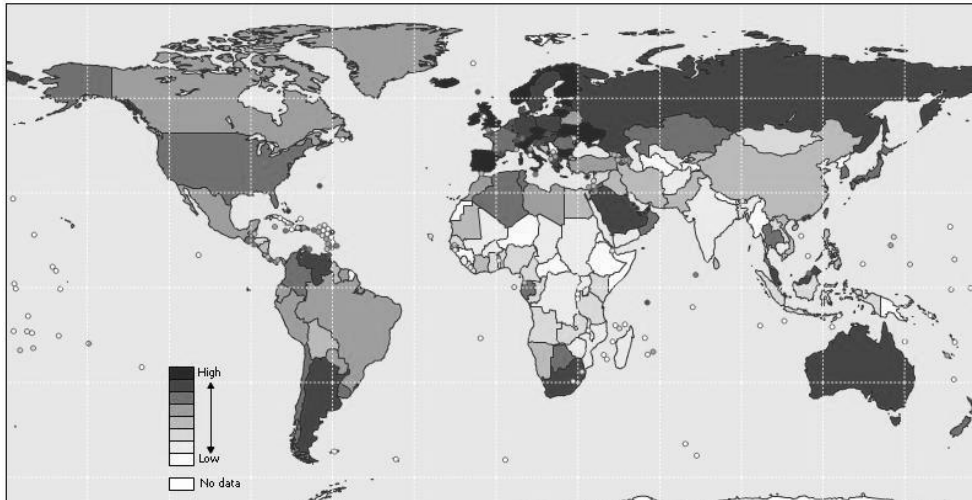
Some people think that Globalisation is a good thing, others think it is a bad thing.

Do these cartoons show globalisation in a positive or negative way? Give reasons for your answers.



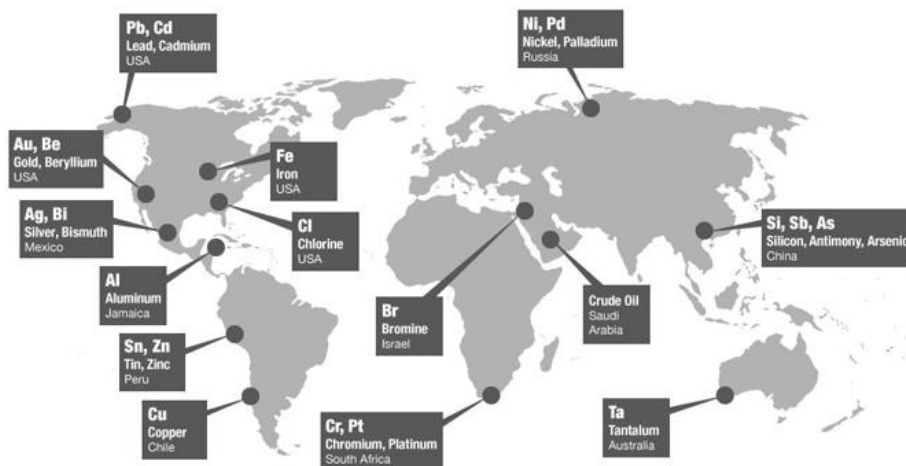
The global mobile phone industry:

This map shows the number of people who use mobile phones per 1000 population.



What patterns of mobile phone usage does this map show?

This map shows the different raw materials used to make a Nokia 3210 mobile phone.



Do these maps suggest that the mobile phone industry is a global industry? Justify your answer.

Enquiry Question: How do we measure and classify economic activity?

Key ideas:

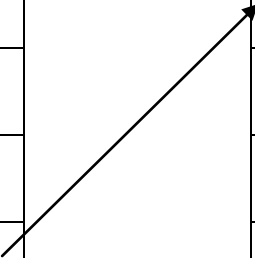
There are different ways of measuring economic activity.
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Economic activities can be classified into different sectors, which can vary.

Employment conditions can vary

Match the key terms and definitions below:

Producer		Gross Domestic Product – the money earned by a country.
Consumer		Money made from exports minus money spent on imports.
GDP		The % of people working in different types of jobs.
GNP		Someone who buys and uses a product.
Trade balance		Someone who makes a product to sell.
Employment structure		Gross National Product – money earned by people from a country.



Look at the table on the next page. Which countries have the highest GNP?

Why is it sometimes more useful to look at GNP *per capita*?

	A <i>Population x10⁶ people</i>	B <i>Territorial area x 10⁶ km²</i>	C <i>GNP x US\$ 10⁹ (PPP)^a</i>
World	6,446.131	148.940	59,380
United States	295.734	9.631	12,370
China	1,306.314	9.597	8,158
Japan	127.417	0.378	3,867
India	1,080.264	3.288	3,678
Germany	82.431	0.357	2,446
United Kingdom	60.441	0.245	1,867
France	60.656	0.547	1,816
Italy	58.103	0.301	1,645
Russia	143.420	17.075	1,535
Canada	32.805	9.985	1,077

Source: CIA World Fact Book 2006

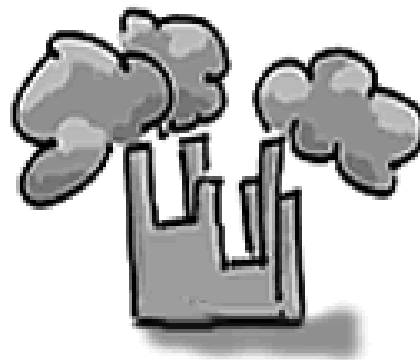
Primary, secondary or tertiary?

Match the terms, definitions and images by joining them with a line.



SECONDARY SECTOR

Providing a service



TERTIARY SECTOR

Gathering raw materials

Making things



PRIMARY SECTOR

Formal or informal?

Formal employment is when someone is legally employed to do a job and has certain rights.

Informal employment is when someone is doing a job unofficially. Informal workers don't have the same rights as formal workers.

Read the article below, highlighting the problems faced by informal workers (HIC = High income countries, LIC = Low income countries):

The official definition: **The informal sector** is largely made up of jobs over which there is little or no official control. It includes jobs such as child minding, domestic cleaning and bar tending. In HICs, this is the main area for the informal economy. Previously, in the UK for example, this also included something called the 'Black economy' or the 'Lump'. A lot of building workers were paid by the day in cash and did not pay tax nor did they show up as being employed – in fact many claimed unemployment pay and worked illegally. Because of its illegal nature, pay rates were much lower than regular workers and so building contractors were only too happy to use them. But the minimum wage and the demand that building contractors withheld money, even from self employed people, to off-set tax has resolved many of these issues.

Another group are illegal immigrants who worked in sweat shops for long hours, poor and often unsafe conditions and very low pay. A new group giving rise to some concern are domestic workers brought in by Foreign Nationals, especially those affiliated to embassies. It has been found that often they are not paid, have their passports retained by their employers, are on call 24 hours a day with no days off and can often be beaten or sexually abused. As the Embassy staff have diplomatic immunity, often they cannot be charged for what amounts to kidnap, but there are moves in government to tackle this anomaly and to give these workers asylum status. Keep an eye on the press.

Officially, someone cleaning houses for a few hours a week or doing a bit of baby sitting should be registered as an employee but small infrequent jobs of work are largely disregarded by officialdom. However, they do form part of the informal economy.

In MICs and LICs the informal sector is far less controlled and involves a much greater variety of people and jobs. Most street workers in these countries do not appear on any statistics - these include street vendors, shoe-shine boys, car washers, litter pickers, as well as employees of back street workshops who work long hours in dangerous conditions. In some countries, children are sold by their parents to become 'apprentices' and so are virtual slaves until they reach adulthood and as it is for most part illegal to employ young children, they do not appear in any statistics either.

For example in India it has been estimated that the informal economy was responsible for 60% of net domestic product, 68% of income, 60 % of savings, 31% of agricultural exports and even 41% of manufactured exports! Some estimates say that as many as 80% of the population earn most of their money through informal means. In another example, Nigeria, it is thought that 40-45% of the GDP comes from the informal economy, even though Nigeria is a resource-rich country.

Primary sector – Mobile phone industry:

One of the materials needed to make mobile phones is Coltan. One of the places this is mined is the Democratic Republic of Congo (DRC).

Complete the diagram below to summarise your knowledge of the Coltan industry in the DRC.



Working conditions:

Pay:



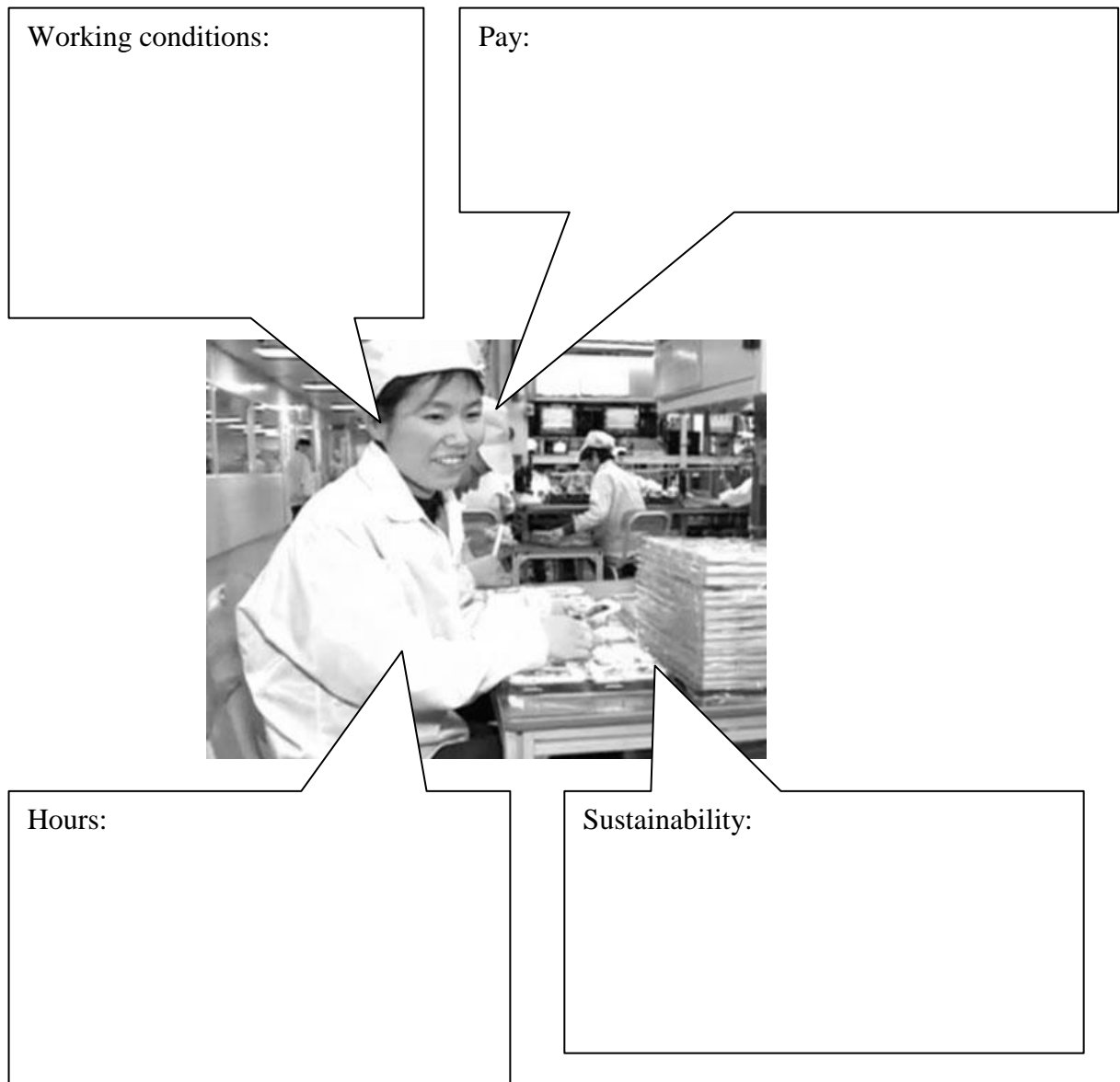
Hours:

Sustainability:

Secondary sector – Mobile phone industry:

Many mobile phones are made in China. They are made in huge factories which often provide their workers with accommodation and meals as well as jobs. Many people have moved from the Chinese countryside to work in these factories. As a result the Chinese GDP has gone up and many people have a better quality of life. However, working conditions in some factories have been criticised.

Complete the diagram below:




Tertiary sector – Mobile phone industry:

Mobile phones are sold in shops and at markets all over the world.

Complete the diagram below:

Working conditions:

Pay:



Hours:

Sustainability:

How do the primary, secondary and tertiary sectors compare?

What is your opinion of workers' experiences in the different sectors of the mobile phone industry?

Enquiry Question: Who are the different consumer groups for products and services and who can access them?

Key ideas:

Products and services are consumed by different groups of people and accessibility to products and services varies.

Products are transported to markets for selling to consumers.

Countries may try to influence trade.

Who uses mobile phones?

How do you use your mobile phone?

How do Indian farmers use mobile phones?

Read the following article, highlighting how farmers are benefitting from the use of mobile phones:

While farming in the developing world has become more sophisticated through developments in chemicals, crop management and machinery, the mobile phone is at the forefront in bringing the latest 21st-century improvements to the poorest rural communities. Growing numbers of Indian farmers are now seen studying their mobile phone screens for information on subjects such as market prices, crop volumes and weather forecasts. And this data is bringing about vast improvements to the farmers' income and livelihoods.

For example, using the Reuters Mobile Light (RML) mobile phone service, one grape grower in Maharashtra state, India, began sending his product to Russia for a higher price after subscribing, while a maize grower received an SMS message about bird flu in West Bengal which would cut his sale price, so he decided to store his produce, selling it for an increased profit when the market improved a few weeks later.

RML has been available to farmers in India since October 2007 and today counts 75,000 subscribers, with an average user spending about \$5 a month. However, the information from the service is usually shared within the 20,000 villages being targeted, so as many as 1.5 million Indian farmers are benefiting from the service. RML also affects the local economy in another way - it employs 300 local people to produce, distribute and market the service so that people know about it and how to use it.

Farmers in India need some convincing to use the service, says RML managing director Amit Mehra. "We have used a lot of market research to get the product right. Only 6% of our original sample said they wanted RML when we asked them but, when we showed them a prototype, that figure went up to 85%.

In addition, some farmers were uncomfortable using SMS messaging at first; they just wanted to make phone calls," says Mehra, who with a team of 200+ has had to educate the farmers that the information and forecasts on the service are not cast-iron instructions.

Local and national governments are supporting the project because it can help combat large-scale agricultural problems. In particular, they hope better information provided to farmers will significantly reduce the 590bn rupees (£8.4bn) in food wasted each year in India.

"Our customers are putting their faith in us and we know that we have a moral responsibility as well as a commercial one.," says Mehra. "We want to be best in class with our intelligence to the rural markets, so we give them fast, factual information that is individual to them, in their own language and that is sourced without bias.

"We do add value to the farmers, but no one can be 100% accurate, especially with a service that is still relatively new. So, if a weather forecast is for rain and none falls, we do have to remind our subscribers that the information was a forecast. We have learned from the consumers as well as them learning from us."

Mehra says RML is committed to profitability, but although that is not in sight at the moment, expansion of the service is a certainty. "We want to extend within the existing 12 states first and consolidate and then extend [further] in the next 12 to 18 months. Plus other countries, particularly in Africa, want us to come there."

What factors affect whether people have mobile phones and how they use them?

Complete the following table;

	How does this affect peoples' access to and use of mobile phones?
Time	
Cost	
Available technology	
Distance	

How are mobile phones transported to market?



What are the advantages of containerisation?

-
-
-

Why are Lorries used to transport mobile phones around the UK?



What are the alternatives?

Trade agreements and barriers, tariffs, quotas, subsidies and interdependence.

- Countries make **agreements** with other countries about trade.
- Sometimes these agreements help trade, such as the EU agreement to let goods move freely between member countries.
- Sometimes agreements can put up **barriers** to trade, for example the EU has agreed to charge companies outside the EU to bring their goods into the EU. These charges are called **tariffs**.

Match the key terms to the definitions:

Subsidy		When people can only produce a set amount of a product.
Tariff		When people work together to help each other.
Quota		When the government pays money to support an industry.
Interdependence		A tax that has to be paid to import a product into a country.

How do trade barriers and incentives affect the mobile phone industry?

Enquiry Question: To what extent can consumers influence sustainability?

Key ideas:

Economic activity requires energy, which can come from renewable and non-renewable sources.

Consumer decisions can contribute towards a more sustainable future.

Consumer decisions can have socio-economic and environmental consequences in different places.

Renewable or non-renewable?

Energy source	Renewable or non-renewable?
Solar	
Wind	
Wave	
Hydro	
Biomass	
Biofuel	
Geothermal	
Nuclear	
Coal	
Oil	
Natural gas	

What is ethical consumerism?

Ethical consumers think about what they buy; they make judgements about how sustainable an item is and choose the options they think are best.

Ethical or not?

Complete this table to show an ethical choice and a less ethical choice for each option.

Consumer decision	Ethical choice	Less ethical choice
Buying a piece of meat		
Travelling to Taunton		Travelling on your own by car along the M5 at 70mph.
Choosing an energy supplier	A 'green tariff' which means that the provider commits to generating the same amount of energy that you use from renewable sources.	

Consequences of buying a mobile phone

When you buy a new phone, what are the consequences for...

... the coltan miners in the DRC?

... the environment in the DRC?

... the factory workers in China?

...the environment in China?

...the people who work for the company you bought it from?

When you buy a new phone, do you recycle the old one, pass it on to someone else, keep it in a drawer or throw it away?

How sustainable is your decision? Could you do more to make your decision more ethical?

Enquiry Question: What are the alternative futures for products and services?

Key ideas:

Localisation and globalisation of economic activities may have different impacts on different areas.

Demand for products and services may vary in the future.

Climate change may have an impact on demand for and availability of products and services in the future.

What is localisation?

Localisation is when a product is made in the local area – for example Truckles Farm Shop in Burnham on Sea sells meat from farms in the local area.

Published: February 14, 2013
Burnham-On-Sea butcher's trade boosted by horsemeat scandal



An independent butcher in Burnham-On-Sea says he has seen a jump in trade as the horsemeat labelling scandal sees shoppers seeking locally-produced food.

What are the benefits for the consumer of 'buying local'?

- How are the owners of Truckles Farm Shop benefiting from more people 'buying local'?

- How could Burnham on Sea town centre benefit if more people 'buy local'?
- What are the environmental benefits of 'buying local'?

What is globalisation?

Globalisation is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange. This means that products we buy may have passed through several different countries before we receive them.

- How do consumers benefit from products being made in different countries?
- How do multinational companies benefit from products being made in different countries?
- What impact does the globalisation of production have on people in less developed countries?
- What impact does the globalisation of production have on the environment?

How will demand for mobile phones change in the future?

Tick the statements you agree with:

Mobile phones will become more expensive as non-renewable materials like coltan run out.

Mobile phones will become cheaper as more companies compete to attract new customers.

People will keep their mobile phones for longer as prices go up and they become more aware of environmental issues.

More people will recycle their mobile phones, with the phones being reconditioned and resold in less developed countries.

Can you make any other predictions about demand for mobile phone in the future?

How might climate change affect the availability of mobile phones and the demand for these products?

Key words:

Consumer –

Employment structure –

Ethical consumerism –

Formal sector –

Globalisation –

Gross Domestic Product –

Gross National Product –

Informal sector –

Interdependence –

Localisation –

Mobile phone industry –

Multinational company –

Non-renewable energy –

Primary sector –

Producer –

Product –

Renewable energy –

Quotas –

Secondary sector –

Service –

Subsidies –

Tariffs –

Tertiary sector –

Trade agreements –

Trade balance –

Trade barriers –