

# 13

## Activity 13 The Benefits of Outsourcing

### Summary of Issues and Learning Outcomes

**Lesson Outcome** Students will be introduced to and asked to assess arguments in favour of outsourcing.

**Inquiry Questions** To what extent is outsourcing beneficial?

- Values and Attitudes Outcomes**
- 1.1 acknowledge and appreciate the existence of multiple perspectives in a globalizing world.
  - 2.2 exhibit a global consciousness with respect to the human condition.

- Knowledge and Understanding Outcomes**
- 3.6 analyze economic challenges and opportunities of globalization (outsourcing, knowledge economy).
  - 3.2 recognize and appreciate impacts of globalization on people and the economy.
  - 3.5 analyze factors contributing to the expansion of globalization since the end of World War 2 (transnational corporations, media and transportation technologies).
  - 4.1 recognize and appreciate the impact of globalization on the quality of life of individuals and communities.
  - 4.6 analyze impacts of globalization (gender issues, labour issues, opportunities for entrepreneurship).
  - 4.8 analyze how globalization affects individuals and communities (technology, contemporary issues).

- Key Skills**
- S.1.3 assess the validity of information based on context, bias, sources, objectivity, evidence or reliability.
  - S.1.5 evaluate personal assumptions and opinions to develop an expanded appreciation of a topic or an issue.
  - S.1.6 synthesize information from contemporary and historical issues to develop an informed position.
  - S.1.7 evaluate the logic of assumptions underlying a position.
  - S.5.5 respect the points of view and perspectives of others.
  - S.7.11 generate new understandings of issues by using some form of technology to facilitate the process.
  - S.8.2 use skills of formal and informal discussion and/or debate to persuasively express informed viewpoints on an issue.
  - S.8.3 ask respectful and relevant questions of others to clarify viewpoints.

## Activity Overview

### Time:

- 3 periods

### Preparation:

- Obtain/preview the documentary The Other Side of Outsourcing
- Photocopy **Activity Master 13.1: The Other Side of Outsourcing** and the articles by and about Thomas Friedman

This activity will continue the examination of outsourcing that began in Activity 5 and continued in Activity 12. A more positive opinion of outsourcing is presented—from the perspective of Thomas Friedman, a noted journalist. As a result, students will develop a greater appreciation of the complexity of the outsourcing issue. The lesson will also continue to analyze how personal factors may shape someone’s standpoint on an issue. Ensure your students do not mix up Milton Friedman with Thomas Friedman.

Activity 12 and 13 are optional activities. If you wish to use them, they should be placed after Activity 5. If you omit Activity 13, then you should also omit Activity 12.

### Key Concepts

- global labour pool; global economic competition
- free trade; employment issues of globalization
- globalization as a threat; job losses; loss of income
- corporate greed; profit motive;
- exploitation
- export processing zones; maquiladoras
- corporate social responsibility
- economic nationalism; protectionism
- outsourcing; overseas contractors; call centres; outsourcing of information technology (IT) jobs; knowledge economy
- opportunities of globalization for entrepreneurship
- emerging markets (developing nations); increased prosperity; expansion of the middle class; educational advances; improved living standards; reduced poverty
- Flat World thesis (from Thomas Friedman’s book The World is Flat); levelling of the economic playing field between “the West” and “the Rest”; intensification of global economic competition; increased economic insecurity; global competition for jobs and prosperity
- point of view; perspective; vantage point
- bias; prejudice; slanted opinion; propaganda; objectivity; subjectivity
- mixing of the global and the local (globalization)

### Objectives/Rationale

This activity provides the positive side of outsourcing, thus enabling the students to explore at greater depth the sides of this complex issue.

### Resources

- Dan Perkins (Tom Tomorrow), “Dial M for Moustache” July 24, 2007.  
<http://www.thismodernworld.com/arc/2007/TMW07-25-07colorlowrescopy.jpg>  
<http://www.thismodernworld.com/pages/arc1/2007arc.html>
- The DVD documentary The Other Side of Outsourcing (45 minutes) (a.k.a. “Thomas L. Friedman Reporting: The Other Side of Outsourcing”) is readily available on You Tube: or via the Discovery Channel Store at: <http://store.discoveryeducation.com/product/show/54284>

- Resources cont.
- Thomas Friedman’s “30 Little Turtles” New York Times, 29 February 2004. <http://www.nytimes.com/2004/02/29/opinion/30-little-turtles.html>
  - “Thomas Friedman Answers Questions About Outsourcing” New York Times, 11 June 2004. <http://www.nytimes.com/2004/06/11/readersopinions/friedman-questions.html>
  - Biography of Thomas Friedman, Rotten Tomatoes Celebrity Website at: [http://www.rottentomatoes.com/celebrity/thomas\\_friedman/biography.php](http://www.rottentomatoes.com/celebrity/thomas_friedman/biography.php)
  - Jon Friedman’s editorial “What does Thomas Friedman Stand For?” Marketwatch, 3 April 2009 at: <http://www.marketwatch.com/story/can-you-tell-me-ny-times>
  - Norman Solomon’s editorial “Channeling Thomas Friedman” CommonDreams.org, 23 October 2006 at: <http://www.commondreams.org/views06/1023-22.htm>
  - Norman Solomon’s editorial “How I Was Wrong About Thomas Friedman” CommonDreams.org, 30 October 2006 at: <http://www.commondreams.org/views06/1030-25.htm>
  - An alternative documentary film which defends outsourcing and economic globalization is Johan Norberg’s Globalization is Good, Films for the Humanities & Sciences, 2003. In the documentary, Norberg, a Swedish writer and historian, examines the impacts of economic globalization on Taiwan, Vietnam, Kenya and Brussels. Like Friedman, Norberg is a well-known commentator on economic globalization. He is the author of the best-selling book In Defense of Global Capitalism (2001). This film can be viewed on the internet at: <http://video.google.com/videoplay?docid=5633239795464137680>.

### Instructional Strategies

- 1) Introduce Thomas Friedman (the prize-winning journalist and best-selling author of the two most influential books about globalization) and Thomas Friedman’s documentary The Other Side of Outsourcing
  - The close connection between this documentary film and Thomas Friedman’s bestselling book The World is Flat can be made here. Students should also be introduced to Friedman’s Flat World thesis which holds that outsourcing promotes greater economic equality among nations.
- 2) Distribute **Activity Master 13.1: The Other Side of Outsourcing** and introduce the assignment
  - Students should be encouraged to fill in as much of the assignment as possible during their viewing of the film.
- 3) View the documentary The Other Side of Outsourcing (45 minutes)



- Instructional Strategies cont.
- 4) Hold a classroom discussion of the film
    - This discussion could focus on the thesis and main messages of the film and on the perspective and biases of Thomas Friedman. It could also review the concepts of bias and point of view. How might personal factors influence Thomas Friedman’s opinion of economic globalization?
    - Comparisons between Thomas Friedman and Michael Moore could also be drawn here. How and why does Friedman perceive economic globalization differently than Michael Moore? Who has the more objective view of economic globalization? Who is better qualified to comment on economic globalization? Who is a more trustworthy source of information about economic globalization? Why?
  - 5) Have students complete the remainder of **Activity 13.1**—using the accompanying readings—as an in-class or homework assignment.

**Follow Up** Check if homework is done at the beginning of the next class period. Discuss student answers following the homework check. Collect for assessment if desired.

**Differentiated Learning** Thomas Friedman’s views on economic globalization have been highlighted by several editorial cartoonists. These cartoons generally focus on Friedman’s biases and point of view. An interpretation and analysis of the following cartoon - after students have completed **Activity 13.1** - would help to cultivate the critical thinking skills of students.

Dan Perkins (Tom Tomorrow), “Dial M for Moustache” July 24, 2007.

<http://www.thismodernworld.com/arc/2007/TMW07-25-07colorlowrescopy.jpg>

<http://www.thismodernworld.com/pages/arc1/2007arc.html>

**Metacognition** Having examined two prominent media figures, their strategies and their positions on this issue, are you able to begin to define your own position on the issue of outsourcing? Explain.

Has your awareness of media techniques used to convince an audience become greater? How?

**Assessment** Student learning can be assessed through a homework check of **Activity 13.1**, by grading of the worksheet, or by reviewing students’ worksheet answers in a whole-class discussion.

# 13

## ACTIVITY 13.1:

# The Other Side of Outsourcing

**Instructions:** Using the documentary film *The Other Side of Outsourcing* and the readings provided, complete the following exercises as thoroughly as possible in the space provided

1. Why is this documentary film entitled The Other Side of Outsourcing?

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2. Why does this film focus on India in order to gain insight into outsourcing?

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3. Complete the following chart as thoroughly as possible:

What positive impacts of outsourcing are identified in the film <u>The Other Side of Outsourcing</u> ?	What negative impacts of outsourcing are identified in <u>The Other Side of Outsourcing</u> ?





Examples of Personal Factors Which May Influence a Person's Standpoint on an Issue



Bias/Point-of-View Analysis of Michael Moore’s Anti-Outsourcing Perspective

8. After reading the articles about Thomas Friedman, identify four factors that may have significantly shaped Friedman’s standpoint on outsourcing. Explain how and why each factor might influence his position.

Personal Factor	Explanation of how and why this factor influences Friedman’s views on outsourcing
a)	
b)	
c)	
d)	