How Technology Influences Awareness

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Abstract

The United States has gone through many ages throughout its short life. In a matter of 100 years we have progressed through the previous progressive age and have entered the information age, which is what we live in now. With this new age we have experienced a boom in the technological field. Computers have been worked into nearly every corner of the average person’s life and have made our lives incredibly easier. However, this does allow for governments and even companies to keep data on its citizens and customers. Information from where you live to where you are at this very moment can be found in some file on some company’s servers. This, on top of the recent scares over terrorism and national security, has posed the question of how much privacy should we be willing to give up. Thanks to the very computers that threaten our privacy, though, citizens of the United States were shown the hidden program that has the specific purpose of collecting data secretly about 350 million people. This caused an outrage among the population and soon the man who leaked said information was praised for his actions and named a hero. My main points in this paper are the legality and nature of the NSA’s surveillance program, how this affects the American population as a whole, and how this connects to the title of the book.
Introduction

The National Security Agency, or NSA, is an organization of the United States government whose sole purpose is to collect information that could be used to prevent future attacks on the country. It was formed close to 60 years ago with the goal to process foreign intelligence and counterintelligence in the hopes of giving the United States advantageous opportunities in wartimes. With the events of 9/11, however, their aim shifted to prevent such things from happening and their scope of intelligence grew ever so larger. Nowadays, there is little trust placed in the NSA by the American people. With the Snowden leaks being plastered on news websites across the nation, the veil hiding the secrets of the government was lifted. The true question is now whether the population accepts this or wants to battle the legality of the NSA’s programs. In the internet of things is there room for privacy or not? If not, then the American people need to be aware of what is going on with their data and not kept in the dark. For trust to be built, the relationship between the population and the government must be rebuilt to be more open. There should be no wait for a whistleblower.

The PRISM Program

The main program that was leaked by Edward Snowden was the global surveillance plan coined as PRISM. Its main purpose is to collect a massive amount of data from a variety of sources including nine US internet companies. These companies include giants such as Microsoft, Google, Facebook, and even Apple (Munger, 2015). All gather information on their users and hand it off to the US government for use in analyzation. However, the data that this program brings in does not stop there. It is estimated that the NSA holds hundreds of billions of
telephone call information made through the U.S. telephone carriers (“PRISM”, 2015). On top of this, its sights reach farther than the U.S. borders alone, PRISM is also used for gathering information on the citizens of other countries, most of which had no clue this was taking place. Countries like Mexico, for example, was a part of this list. The NSA focused on gathering intelligence on the narcotics industry, energy industry, internal security, and the political affairs of the country (“NSA Prism. . .”). On top of this the program itself accounts for 91% of the NSA’s internet traffic (“PRISM”, 2015).
This infographic shows quick stats on the issues involving the prism program. The main players of the data sharing practice, Apple, Microsoft, and Google are shown as well as when these companies were added to the program with Microsoft being the first to participate. Perhaps the most important point of information on this info graph is the percentage of American who disagree with the NSA surveillance program. This shows how the government is betraying its people and going against their will.

**The Moral Dilemma**

This program has been coined as the first major step the U.S. has taken in which it has moved towards becoming a surveillance state. A state that spies on its very citizens due to mistrust. The information gathered by the NSA and by the companies that are a part of the PRISM program can be very sensitive and incredibly personal to an individual. The constant monitoring of cell phones is a blatant breach of privacy by both the government and the phone companies. The question is raised over this about whether or not this is necessary or even wanted. Even with the internet of things, however, individual privacy is a right as a citizen of any country (Weber, 2015). It is also safe to say that the majority of Americans disapprove of the actions taken by the NSA. Roughly 54% disapprove, 74% believe they should not give up privacy for a little bit more safety (Gao, 2015). The question then shifts to where can we find a middle ground, or if we even should. As a democratic country a middle ground is usual the best road to take. Finding a compromise between two sides is the very epitome of democracy in action. However, in this case a middle ground seems to be lacking from the equation. So in order to avoid becoming a reflecting of the novel 1984, the U.S. must find a way to promise security without compromising the citizens’ freedoms, which is no doubt a tall task. In Mr. Cole’s article he discusses the fine line that privacy stands on today. Everything is connected and thus
information is on every device you interact with. This information can either be kept secret or spread and so promising privacy is a difficult thing to do. "In short, privacy has never been more vulnerable than it is today. The digital era has brought us many delightful conveniences, but it has simultaneously created previously unthinkable perils” this quote exemplifies where we stand as a society and until it’s worked out actions such as surveillance may continue to persist.

**Conclusion**

With the age of the internet in full swing, society finds itself at a critical point in balancing the right to privacy and the security of the population. How we work out a solution to this problem is critical to maintaining the freedoms we have now. The mass surveillance programs have showed that the government does want us to feel secure, but they seem to be going about it in the wrong direction. Firstly, by hiding behind a thin veil and attempting to hide their actions from the very people who give them power. Secondly, by trying to justify more surveillance and less freedoms by the absence of crimes. In truth, there has not been a major terrorist attack in the United States since 9/11 and yet the paranoia still persists. The system that was in place prior to the programs enacted by the NSA were in fact working, for the most part at least. To try and enable more surveillance is simply unconstitutional. Now that the citizens are aware of the situation, the trust between the government and its population is lessened even more than it already was. “There can be no faith in government if our highest offices are excused from scrutiny—they should be setting the example of transparency.” Edward Snowden said it best in this quote. The government needs to come up with a democratic approach to the surveillance issue to satisfy the population since the highest form of security is knowing you have someone to trust.
Bibliography


Technological influences on the Arab Spring
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IMS – 2015

Abstract

The Arab Spring was a series of revolutions or uprisings in the Middle East and North Africa in 2010. These uprisings were greatly mediated by the use of social media. Social media did not necessarily make the revolutions occur, but they did make them occur quicker and did result in serious changes in the countries. Sites such as Twitter, Facebook, blogs, and Al-Jazeera had a large impact and contribution. Social media was the primary way that people in the Middle East and North Africa got their news during the Arab Spring. People being able to see what was going on in neighboring countries from social media, led to the organization of protests in their own country. Ultimately, the Arab Spring showed the capabilities of the Internet and social media to effect change.

Introduction

The Arab Spring is the prime example of how technology is influencing our present day and age. The Arab Spring was a series of rebellions against repressive governments in the Middle East and North Africa from December 2010 to October 2013. The country that started it all was Tunisia. A man who sold fruit from a cart set himself on fire, after public humiliation and his friends protested in outrage. From there, revolution spread to Egypt because people were able to see the success of the revolutions in Tunisia. Then, the revolutions spread to Libya, Yemen,
Bahrain, and Syria. The first protest took place in Tunisia in December 2010 and the first protest in Syria took place in March 2011. (Jamshidi, 2014) This means that it took less that four months for rebellions to rise up in six countries. The rebellions took advantage of the Internet in clever ways. For example, blogs were used throughout the nations in order to propagate events as well as opinions. In addition, social media sites were used to organize different protests. For example, Facebook was used to post maps of where protests and events would take place. (Soengas, 2013) People being clever with the Internet were able to bypass the governmental censorship of information. (Pollock, 2011) Since this information was on the internet, it was easy for people to know what was going on, as well as know that it was going on at all. Moreover, it allowed people to realize that they were not the only ones with feelings of mistrust. Finally, it allowed people to reflect on their own country and see success in other countries and believe that change was possible in their own country. Study of the Arab Spring is essential for thinking about the influence of digital media in the digital age because social media and the Internet were able to bring such quick change to oppressive countries. The quickness of the revolutions would not have happened without the technology that is currently available. It is important to know about the events of the Arab Spring when thinking about how a new technology or social site could potentially influence and change the world.

**Revolutions**

In order to understand the impact of technology on the Arab Spring, it is first important to have a basic understanding how revolutions occur and how they are usually propagated. This will allow proper credit to be given to the technology and make sure that it is not given credit for things that it did not do. Revolutions occur when people are angry, have shared interests and they believe that they can make a difference. Revolutions usually take some time to develop because
opposition to regimes is usually small and fragmented and in order to create a full scale revolution, a large unified group is needed. Generally, repression is able to make this time take longer because it gives people a wrong sense of what opinions are and how widespread they are. The way this is overcome is through opinion groups that believe that if their beliefs were held, then good would come to more people. (McGarthy, Thomas, Lala, Smith, Bliuc, 2014) These are characteristic of all revolutions, so any appearance of these elements should not be credited to the available technology.

**Outline of Technological Impact**

Technology played a key role during the Arab Spring in helping foster the components that create a revolution. One thing that technology was able to do was facilitate the creation of the opinion groups. The groups already existed, but their propagation was increased by the technology. In addition, it made this occurrence happen more rapidly than it would have otherwise. Moreover, it allowed for an easier way to overcome the oppression that was being faced. (McGarthy et al., 2014) Another role technology played was making the conflicts more visible for everyone to see what was going on. If the information was not able to be viewed on the internet, people would not have had access to it and they would not have known that it was occurring. One of the most significant influences of technology on the revolutions was that it enabled mimicking and cross cultural communication. This is not something that is common in the Middle East. People in various countries were able to read about or see videos of what was going on in neighboring countries and then start to think about their own country and elements that might need changed. (Soengas, 2014) The technology created a way for the average citizen to make an impact on the governmental policies of the nation. (O’Donnell, 2011) It was also able to increase the pressure that protestors put on the governments. (“World Development”) The
technology allowed the perpetrators to remain anonymous, which made it safer to post information as well as harder for the government to quell the situation. (Pollock, 2011) Overall, the technology took the key components of a revolution and made them easier to do and safer. Individuals did not have to risk their lives in the normal way because the Internet was able to provide a barrier of protection. In addition, it made the belief that success was possible because people were able to success happen in real time in neighboring countries.

**Specific uses of Technology and Social Media**

Social media played an integral role in mediating the Arab Spring revolutions. Social media was used to share the message of freedom throughout the nations of the Middle East and North Africa and organize political action. Twitter was used to share opinions on the government and share videos. Facebook and political blogs were used to share information about happenings. Readership of blogs increased during this time as well as the number of blogs posting about revolution. In Tunisia, people were blogging about revolution until there was a rally that had around 100,000 people. (O’Donnell, 2011) Facebook and Twitter were used to give practical tips to protestors. For example, maps were uploaded to show where protests would take place and helpful hints were given on how to be safe when the government opposition came in. For example, what to do when tear gas is used. (Soengas, 2013) Youtube was used to post videos of protests and repressive actions. One media outlet that might not be thought of much in the United States that was important was Al Jazeera. It was key during the Arab Spring in several ways. First, Al Jazeera showed stories that the national media was not willing to show and would not show. In addition, it was able to maintain a live status because it is an independent organization that could not be closed by the national government. Also, Al Jazeera was able to incorporate information from citizens and make sure that information was relevant to people. It was likely to
have been the most widely read online news source in the Middle East during that time. (Howard & Hussain, 2013) The graphic below shows how pertinent social media was to users in the Middle East during the Arab Spring.

As can be seen, social media was the primary place for people to get information and share their opinion about happenings in their country.
Conclusion

From the research, it has been shown how revolutions generally occur, how the technology available helped the Arab Spring, and how the technology was specifically used. Revolutions ultimately happen because a large group of people have a common interest and believe that they can make a difference. Technology was used in the Arab Spring to promote more people to join these groups as well as make it easier for these people to stay safe while sharing necessary information. In essence, it made government oppression more difficult and less effective. Social media was specifically used to communicate information and share opinion. Al Jazeera was a major tool in the media realm. This is significant because it shows that the Internet and social media can be key tools for individuals to use in creating governmental change, as well as starting and propagating a revolution. For future research, it would be important to determine if it is possible for the technology to actually create a problem that was not there before, as well as create groups. In essence, it is worth discovering if technology is capable of creating a revolution, as opposed to increasing its speed. This would give a real scope to the roles and importance of technology. It would also be informative for web developers as well as governmental agencies.
Bibliography


Everyday something in the world happens whether it is good or bad. For a long time there were only a handful of ways to disseminate information across the globe. Newspapers were the most common way that people got their news in America until new technologies were invented to provide people with information. More and more people have access home computers and smart devices that can access information with the touch of a button. Now, at any time of the day a person can check for news stories, news story updates or just more information on something they saw on Facebook or Twitter. A few years ago during the Boston Marathon Bombings new technologies such as social media, digital news outlets and surveillance technology helped raise awareness of the event and help raise awareness of authorities as to what was occurring. The Boston Marathon Bombings and the way information was spread is part of a new heightened awareness era.

Introduction

News spread quickly about the Boston Marathon Bombings. TV news outlets, social media, and digital news outlets were blown up with the news of what had happened during the
marathon. Pictures and videos of the scene poured in to news outlets and authorities. People were updating their Twitters and Facebook pages telling people they were alright if they were at the scene or just sharing the story of what had just occurred. Technology played a huge part in spreading the news about what had happened and also finding the people responsible for this tragedy. Police were able to get people off of the street until it was considered safe to continue everyday lives. Witnesses were able to help authorities by turning over photos and videos of the scene. Google was able to create a person finding site to search if somebody you knew was in Boston at the time was okay. Surveillance footage was able to pin point the men were who were responsible. All of this was possible because of these technological advances. These new technologies have raised awareness around the world of the Boston Marathon Bombings and many other happenings around the world.

Social Media’s Impact on Awareness

Social media has helped raise awareness of events worldwide. The Boston Marathon Bombing is another example of when social media came into play. Newspapers are printed once a day so before television and Internet media outlets the only way to get news around was the radio and newspapers. Unless you owned a radio, which many did but also many did not, the newspaper was your source of information. On social media, most of the time, you do not have to go looking for your news it just pops up. If your friend shares an article, posts a status or posts a photo on Facebook or Twitter is will just pop up on your news feed. More and more people have access to social media so in return all this information is more accessible. During the Boston Marathon Bombings there were status and articles shared but also there were photos and videos of the attackers that were being shared. So many more people were aware of who to look for and what was going on. The police were able to use social media to spread the word about the
men responsible to public drastically faster than before we had social media. Figure 1 shows a range of statistics on how Facebook and Twitter are being used to follow and share news stories.
While social media has aided in spreading awareness there are precautions that need to be taken. According to an article called *Police, citizens and technology factor into Boston bombing probe* social media is very helpful in raising awareness but it can also spread a lot of false information (Kelly). With this new access that people had during the Boston Marathon Bombings police had to be careful to not accuse the wrong person or spread false information.

According to the article *Boston Marathon Calamity Shows Value of Social Media* Google created a people check in page were people could go on and check if their loved ones were hurt or if they were affected by what had happened. They did not have to call or text they could simply just search they name of the person they were looking for to see if they had claimed that they were alright. This helped raise the awareness of people outside of Boston. It gave them more information on the situation (Fischetti). Overall social media is an effective tool to raise awareness of news stories.

**Surveillance Technology**

Surveillance technology is another piece of the heightened awareness era during the Boston Bombings. It gave police access to more information and with that information they were able to keep people safe and find the people responsible. According to an article on CNN called *After Boston: The pros and cons of surveillance cameras* more security means that it is possible to track people anywhere they go, which is why the police were able to find these men. In the same
article it says, “When it comes to people, it can detect their gender, approximate age, mood and other demographic information. Using multiple cameras, it can track their patterns and some behaviors. It automatically zooms in on any person's face and identifies them based on things like the distance between their eyes or the shape of their nose” (Kelly). During the Boston Marathon Bombings these technologies were used to give authorities and eventually citizens more information, which in turn raises their awareness of the situation.

**Digital News Outlets**

Digital news outlets were another way that awareness of this event was heightened during this time. On sites like CNN.com, Washingtonpost.com, Foxnews.com there were updates every few hours on the events. Journalists were able to go in an edit and post new articles online anytime they were able to get more information on the happenings in Boston. Digital news outlets are a very easy and effective way to raise awareness. Journalists have more opportunities to post about what has been happening in the world. Another way digital news outlets raised awareness during the Boston Marathon Bombings is that online there is no space restrictions. Journalists can pack in as many details as they want and be worried if they are running out of space. This provides the public with more information raising the awareness of the situation significantly. Before these digital technologies existed journalists could only print stories as frequently as once a day in newspapers. Now with digital news outlets one can just get on a computer and go to a news outlet website and find updates made throughout the day on the event. One can also get daily e-mails with daily news or install an app on their phone that notifies them when there is a new news story running. During the Boston Marathon Bombings articles were updated hourly on hour many were injured and what had happened. When authorities were on a manhunt to try and find the men responsible they would update people
regularly online through digital news outlets about things like the last time they had been seen at a gas station or the progress of the hunt to find these men. Recently, during the trial for one of the men responsible there were articles being updated online with the verdict of the trial.

**Conclusion**

During the Boston Marathon Bombing social media, new surveillance technologies and digital news outlets all helped in raising awareness of this event around the world. They gave authorities and citizens more information about what was happening in Boston and how they could aid in helping the situation. With more insight came more answers to who was responsible for this act of violence and how to catch them. These technologies also aided in spreading the word around that The Boston Marathon had been bombed and that many people were injured and killed. With Google’s people finder that was set up one could go online and search the name of someone that was in Boston to see if they were harmed. Awareness has raised a lot due to these types of technologies. The dissemination of information has become a lot easier for citizens, journalists, and authorities. In return the public is more aware of the happenings all over the globe.
Bibliography


Mass Shooting and Crisis Informatics
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IMS 201 – 2015

Abstract

With the increasing use of social media and awareness of what is happening in our life and in others, we do not always stop to look at what is going on in society today. Social media however, has brought a lot more awareness to these kinds of situations. My research paper deals more closely with the crisis of mass shootings, be they national or international, in large cities or public schools. Using data from published professionals, I will expound on current data for awareness of present events and predictions of future crises and the implications of these. The sections of this paper will include an introduction, presence of crisis situations, prevalence of social media, results of social media in crisis, predictions of awareness in crisis situations with social media and a conclusion. From examining these aspects, I hope to gain knowledge of how effectively social media spreads awareness in these situations and how to improve on these communications for future events.

Introduction

We live in an increasingly connected, yet troubling world. Our connections with others have never been more prevalent as today with social media and the Internet. These communications are obviously not necessarily face-to-face and thus, the nature of how we share
and react to information has drastically changed. Another part of our society that has erupted is crisis situations, mass terrorism and more hurt in our families and on our newsfeeds on a daily basis than ever before, with events like Virginia Tech Massacre, the Dark Knight premiere shootings, and the Sandy Hook Massacre. I will merge these two topics in the following paper and expound upon the current state of crisis in our world, the presence of social media during these crises, what this awareness has done and what it will continue to do for our society.

**Mass Shooting Crisis Situations in the Modern World**

Whether we are turning on the TV, checking Twitter or reading the newspaper, everywhere we look there seems to be a shooting crisis happening. From the Virginia Tech massacre, to the Dark Knight Premiere Shootings, Sandy Hook massacre, and the very recent Charleston Church and Portland shootings, it seems they are happening all the time: “From 2010-2013, there were an average of 33 deaths in mass shootings each year, with 28 additional people injured,” (Hoyer) was information provided from USA Today as well as the Congressional Research Service providing numbers form the years 1999-2013, totaling “317 mass shootings with 1,554 victims” as well as USA Today counting “29 [shootings] since then, with an additional 143 victims” (Hoyer).

This violent presence only continues to get worse. As an FBI reports, “the findings establish an increasing frequency of incidents annually” (schoolshooters.info). All of this information has been for the United States up to this point, but only a few days ago, terrorist attacks started happening in Paris with at least 120 casualties (ABC News). With frightening events like these happening all over the country and the world, we must stay connected and aware now more than ever, and the easiest way people can do this is through social media.
Social Media Presence in the Modern World

Social Media has pervaded our world wherever we go. Daily, there are 665 million Facebook users, forty-five million photos uploaded to Instagram, every second two new people join LinkedIn and one hundred hours of video are uploaded to YouTube (Bennett). Almost everyone we know has a smart phone and at least one social media account, if not more. It is how we communicate, how official and unofficial news are shared and how we connect with the rest of the world.

9/11 was the first event that sparked the public turning to the Internet for information in a crisis. Since then, in 2007 with the Virginia Tech shootings, people used social media to communicate their safety to others, with checking their IM “buddy” function to see who was online and thus not injured, and the there was a similar feature used by the university for Facebook (Palen). Also in 2008 after the Sichuan earthquake in China, an online forum was the means used to organize public action and provide grief and support for others (Palen, Starbird).

Twitter is now a primary platform for communicating information about a crisis situation. Twitter has created things such as the “hashtag” and the “retweet” that have popularized the spread of information via their own platform. By clicking on a hashtag, you can find all the information associated with it right away. Only 10% of people who retweet are geographically local to the event and if there are original tweets, these people are more likely to be locally close to the event. Research findings concluded, “Twitterers whose tweets were retweeted the most almost always belong to mainstream media, (especially local media), service organizations, or accounts whose explicit purpose was to cover the emergency event” (Palen,
Starbird). Social Media definitely has a strong presence during emergency situations and as technology progresses further, we can only expect to depend on it more.

**Residual Effects and Implications of Social Media During Crises**

Due to this heightened awareness of emergency events through unofficial news on our social media feeds, we experience a more intimate, emotional attachment with certain crises around the world. With the combination of unofficial news from Twitter, Facebook, Instagram, etc. profiles, and the “hashtag”, there has been a popularization of social media campaigns. There are several very recent ones, with #umpquacommunitycollege for the shooting in Oregon, #charlestonstrong for the shooting at a Charleston church this past summer and the most relevant right now is #prayforparis for the recent terrorist attacks in Paris. These are just a few examples amid thousands. These hashtags that are created also do not go away after the event, but for anniversaries of events, etc. people use the hashtags when wanting to commemorate the event. There are several hashtags for 9/11 like #neverforget #911 etc. even though 9/11 happened before hashtags existed.

These hashtags and social media campaigns are really great communication tools because they allow people from all over the country or the world to connect with one another through the horrific realities of these events and they result in a deeper emotional connection to the event and inspire people to speak out or act out in support of these events more. Even though the speaking out tends to be in the online social media community, there is still more involvement. During the Virginia Tech shootings, people used a Facebook group as the primary means to let everyone know they were alright by posting “I’m OK at VT” (Hughes). The #prayforparis campaign has moved a great deal of my personal newsfeeds, be they Facebook or Instagram, to changes profile
pictures to the French flag or works of art being created and shared online in spite of the recent events. Whatever it may be it is support for the victims of those terrible acts in France.

**Conclusion**

Tragic mass shootings have been happening more and more these days and we as a society need to find a way to end this violence and find happiness and peace with each other.
However, until we do, we need to utilize our resources to prevent further harm. Social media is a
resource we use every day to stay connected and more and more people have started using it as a
tool during crisis situations to communicate with others, publicize one’s safety or danger and
stay informed during these events. It is very important to stay informed about what is happening
in the world, like with these crisis situations and their recent trends. The more informed we are,
the more we can think about what we can do to prevent more of these from happening and
improve upon the solutions we already have. Maybe one day there will be even better systems
for handling crisis events with technology or social media and we will stay more connected with
each other and perhaps even prevent these kinds of events from happening. Crisis informatics,
the study of information shared during crisis events, is a very important field of research and will
only be improved upon if we stop being concerned with only our personal networks, but
remember that our networked world includes all of us and we are all in this together.
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