



MARKSCHEME

November 2012

GEOGRAPHY

Higher Level

Paper 3

*This markscheme is **confidential** and for the exclusive use of examiners in this examination session.*

*It is the property of the International Baccalaureate and must **not** be reproduced or distributed to any other person without the authorization of the IB Assessment Centre.*

1. (a) **Using examples, explain the strengths and weaknesses of the concept of food miles.**

[10 marks]

Food miles can be defined as a measure of the distance food travels from its source to the consumer. This can be given either in units of actual distance or of energy consumed during transport.

The strengths of the concept include: drawing awareness to the extreme distance travelled by some produce, thereby empowering consumers to make informed choices. This can be linked with broader concerns with carbon footprint size and ecological footprint size, especially in the context of air freight. Expected examples are food journeys that appear excessive, especially when produce that is also locally available is being shipped across continents (*e.g.* south American asparagus flown to the UK, or similar examples). Allow a broad interpretation of “food” *e.g.* credit discussion of bottled water from Fiji being shipped to Europe and USA.

A critical explanation of the concept of food miles ought to also recognize it is a crude concept with many weaknesses. Distance travelled is only one foot-printing measure. Locally-produced food can use excessive energy inputs too *e.g.* hot-houses. It is hard to quantify food miles for processed or prepared foods with multiple ingredients. Rejecting food from distant places impacts on farmers’ livelihoods (and many fair trade products have high food miles attached to them).

An account that addresses the costs and benefits of long-distance food sourcing, rather than the concept of food miles (*i.e.* the notion that distance is a reliable proxy for energy consumption/a benchmark for ethical consumerism), may reach the border of band C/D. Other misinterpretations may be marked in a similarly positive way, provided “food miles” is the clear focus of the answer, and examples are provided.

At band D, expect some strengths and weaknesses to have been identified and explained using examples, but do not expect balance. For band E there should be proper consideration of weaknesses as well as strengths, *i.e.* a critical explanation of the concept of food miles has been offered.

- (b) **“Global interactions are mainly driven by the actions of transnational corporations (TNCs).” Discuss this statement.**

[15 marks]

Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.

TNCs are key actors who spread consumerism [Guide 5.2] and also build global production networks through practices such as outsourcing [Guide 3.3 and 4.2]. Their primary motive is profit-making which provides a strong driving force, as the statement suggests. It is hard to imagine a form of globalization without global capitalism and TNCs are arguably globalization’s “architects”: the financial flows they generate are of primary importance [Guide 3.1]. They have built up economic activity in cores / global hubs [Guide 1.2], attracting migrants as part of local and global backwash processes. The global map of economic activity and wealth strongly mirrors the geography of TNCs. Some TNCs are arguably more powerful, and demonstrably more wealthy, than some nation states [Guide 6.1].

TNCs innovate glocally as part of their growth strategy [Guide 7.1 and 7.2] and this provides an extra dimension to global interactions (which include social, cultural and political interactions). TNCs can be seen to have a role too, as internet service providers [Guide 2.2] and major media and branded corporations (e.g. Disney) [Guide 5.2].

The alternate viewpoint is that TNCs are not acting alone and other actors have a role in shaping global interactions. These include:

- Multi-governmental organizations (MGOs) [Guide 6.1 and 3.1] who design the legal infrastructure for investment without which TNCs could not operate on a global scale as effectively – the provision of SEZs (special economic zones) is also very important e.g. for China to attract FDI.
- The Washington IMF-led neo-liberal project / global harmonization e.g. through SAPs (structural adjustment programmes) / guiding actions of WTO/World Bank are all an important part of the economic counter-argument [Guide 3.1].

More broadly, technology could be cast as an autonomous actor that has its own role to play [Guide 2.2 and 3.2] and helps drive cultural interactions [Guide 5.1] e.g. growth of Facebook.

High-scoring answers may show that the power of TNCs is exercised alongside/in tandem with political power (the idea that economic globalization has been led by the USA acting as a “superpower” in the best interests of its TNCs) or they may offer alternate evaluative summaries that show equal conceptual or critical awareness.

Answers that address both sides of the argument are likely to reach band D. To reach band E, there should also be balance and some sophisticated analysis.

2. (a) Using *one or more* examples, analyse the impact of diasporas on local cultures.

[10 marks]

“Diaspora” describes a scattered community of common ancestry. Diaspora can be a product of migration or of territorial disintegration leaving a cultural group straddling different national borders. Likely examples for analysis will include: Polish, Chinese, Jewish, Indian, Irish, Scottish, English, Caribbean, Nigerian diasporas – but there are of course many other possibilities. Credit should be given to answers that provide clear details of the global diaspora pattern(s).

The preservation of migrant culture is a common diaspora trait, albeit in hybridized or fossilized forms, both of which may be explored, depending on the view taken of what “local culture” means. The adoption of minority diaspora traits by a host country culture (*e.g.* US “melting pot” ideas) is another approach.

The answer could discuss how the local culture of the origin country (*e.g.* Ireland, Poland) may have been affected *e.g.* “fossilization” of the tourist industry. Another approach might be to address the great variability in local cultural forms for different parts of a diaspora (*e.g.* comparing Jewish culture in the UK with that of the USA).

The approach taken will depend on the example(s) used and each answer should be credited in terms of its merits and should not be negatively marked if many of the themes suggested by this markscheme are not present but other valid content is provided.

At the border of band C/D, the focus on diaspora may still be insecure (*e.g.* concept of scattered population is not fully understood, or the answer is more concerned with the impacts of a simple migration flow), but the focus on cultural impacts should be secure (alternatively, the response may have a good grasp of what diaspora is but fails to focus on culture).

At the border of band D/E, expect some range of impacts to be addressed for a named and understood diaspora. At band E, the diaspora concept ought to be handled well (may consider cultural impacts for source and various hosts, or compares the cultural traits of different regional communities within the global diaspora).

(b) “Globalization is unstoppable.” Discuss this statement.**[15 marks]**

Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.

Globalization can be analysed as a purely economic set of processes or as a broader concept that embraces ideas of cultural and political change also. Either approach is acceptable. Globalization has accelerated over time as different indexes of globalization (Kearney, Kof) show [Guide 1.1] although the credit crunch / global slowdown may have shaken the faith of hyper-globalizers since 2008. Technology continues to develop, furthering possibilities for economic and social integration at different scales [Guide 2.1 and 2.2]. Companies are quick to exploit technical innovations and network growth seems certain to continue [Guide 3.3].

There are many other themes that can be explored which can be linked with the idea of globalization as a continuing trend *e.g.* lax labour/safety/environmental laws will continue to attract TNC operations to some places, further globalizing economic activity [Guide 4.2]. The economic clout of TNCs also means further growth of successful firms through mergers and acquisitions. The trend for MGOs is also likely for a variety of reasons [Guide 6.1].

The other side of the debate looks at possible reasons why globalization might be challenged / slow down (albeit temporarily) – and there are internal and external pressures that could possibly be considered. The former includes the global credit crunch / sub-prime crisis and consequent collapse of key financial TNCs, a problem which subsequently escalated into a threat to sovereign states within the global core (Iceland, Ireland, Greece, and Spain). External threats include resistance movements (anti-globalization movements) as well as the fact that the strong Indo-Chinese dimensions to 21st century global economic growth could be seen as a threat to globalization as a project that is synonymous with Americanization.

Resistance could also be mounted against further losses to sovereignty and independence posed by the growth of MGOs [Guide 6.2, 7.3 and 7.4].

Responses must address both sides of the argument at band D. For band E expect balance and a proper, critical and/or evidence-based evaluation of the statement.

3. (a) Explain what is meant by time–space convergence.

[10 marks]

The key idea is that of a “shrinking world” thanks to technological innovation over time. Expect some explanation of the technologies that enable this change and empirical evidence to support (*e.g.* time taken to circumnavigate the world, *etc.*). This may be shown in diagrammatic form and should be credited.

Other approaches to explanation might include an analysis of the range of flows / global interactions that are enabled by different technologies (and the specific impacts they bring as aspects of the convergence *e.g.* cultural dilution, McDonaldization or growth of “global village”).

Good answers may recognize the uneven nature of time–space compression (not all people and places experience it to the same extent; some places have “opted-out” of globalization, *etc.*).

At band C, answers may be descriptive of reduced times for travel (provide facts about reducing sailing times, *etc.*) without addressing the concept of time–space convergence very explicitly; or may provide a superficial account of the concept but without much real evidence to ground the explanation.

For bands D and E, answers will be focused on both dimensions of space and time (global technologies bring places/people nearer together by reducing the time taken for instantaneous interactions/flows to occur) and the explanation well supported with examples. Band E answers may additionally show especially adroit handling of the concept / employ very good terminology.

- (b) **“Global interactions result in some form of environmental damage being experienced everywhere.” Discuss this statement.**

[15 marks]

Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.

Global interactions can include FDI by TNCs, information flows, migrants, and trade and commodity flows [Guide 3.1, 3.2, 3.3]. Specific activities, *e.g.* agro-industrialization of peripheral regions or raw material extraction (including energy sources) or TNC operations in different territories are relevant activities that may have a global dimension and constitute interactions [Guide 4.1, 4.2].

In discussing “everywhere”, good answers may consider whether a geographic pattern of damage can be identified (*i.e.* linked to trade routes, coastlines; or a developmental pattern *e.g.* idea of excessive impacts for LEDCs rather than MEDCs); or whether some areas manage to escape certain kinds of damage (related perhaps to the “wilderness” concept).

Themes may include:

- the pattern for individual transboundary pollution events [Guide 4.3]
- excessively damaging impacts for poorly regulated LEDCs [Guide 4.2]
- major shipping routes and pollution *e.g.* oil spills and other pollution linked with global interactions, *e.g.* Niger delta oil fields in Nigeria [Guide 4.3]
- e-waste in poor countries [Guide 4.2]
- “non-globalised”, “untouched” or wilderness regions [Guide 7.4]
- increased protection thanks to NGOs/civil society organizations *e.g.* Greenpeace [Guide 4.3]
- possible impacts of global tourist flows on environments [Guide 5.1].

Given that all flows have a carbon footprint – even internet use and Google searches – links may be made with climate change science and perhaps the extent of its impacts *e.g.* greater warming for Arctic regions.

There may be alternate approaches and these should be credited. For bands D and E, some range of interactions must be addressed. There should be some explicit evaluation, especially at band E, of what is meant by “everywhere” (*i.e.* arguing some places are worse-affected than others, or some places have escaped from, or are protected from, the environmental harm global interactions may bring).