ANALYTIC ESSAY 3

DUE	FIRST DRAFT, 1000 words	Wednesday, October 21st, 11:59 PM (via Canvas)
	SECOND DRAFT, 1300 words	Friday, October 30th, 11:59 PM (via Canvas)
	FINAL DRAFT, 1700 words	Friday, November 6st, 11:59 PM (via Canvas)

TEXTS

Your essay must cite and analyze passages from the following readings:

Foer, Franklin. "Mark Zuckerberg's war on free will." *World without mind*. Random House, 2017.
Watters, Ethan. "The Mega-Marketing of Depression in Japan." *Crazy Like Us: The Globalization of the American Psyche* (2010): 187-248.

PROMPT

American and Japanese societies may seem placed at the opposite extremes of the cultural spectrum. American culture is perceived as welcoming openness, candor, and straight answers. By contrast, Ethan Watters notes that "Japanese culture discouraged talking about emotionally loaded issues" (Watters, 547). Both countries now seem to point toward greater openness, at least in terms of corporation-led "transparency." While looking for a proper "corporate mission", Facebook came to tout "radical transparency" as beneficial to society. Franklin Foer quotes a press release from Facebook: "Even if we don't intend our secrets to become public knowledge, their exposure will improve society." (Foer, 106) Watters describes how Japanese people welcomed an open discussion of depression on the media, coming to see Americans' familiarity with such issues as positive. But there is the suspicion that such cultural developments are, at their base, beneficial primarily to the profits of corporations, whose needs for global expansion require sophisticated marketing tools, of which "openness" and "transparency" are just two new examples. In addition, Watters explores how global corporations seek to shape the direction different cultures are heading to, as uniformity simplifies corporations' expansion into new markets. The assumption is that there is only one way to be modern and that cultural (or personal) differences are expression of a more primitive mentality, that needs to lead to a more "evolved" state.
As you think through these issues, consider the following question: **How are global companies leading us, at a personal and social level, through the "different stages of a predetermined evolution" whose goal is a "ultimate transparency"?**

THOUGHT-PROVOKERS

Below are some further questions that may be useful to consider in generating your argument. *Remember that you only need to address the above prompt in bold:*

- ➢ Is the "engineering of behavior" sought by Facebook a more sophisticated form of marketing, or is it a different thing altogether?
- ➢ Are the GlaxoSmithKline researchers "hacking" a culture?
- ➢ The World Wide Web was created as a tool allowing a widespread exchange of information. Later on, social media were presented as ways to connect to each other. Have information and connection now become bait, so that we voluntarily place ourselves at the end of a sophisticated and profit-driven feedback loop?

FORMAT

You must proofread carefully.

Quotations should be carefully transcribed, punctuated, and attributed. For bibliographic conventions, you may use MLA (preferred), APA, or Chicago style. Please follow the conventions of standard edited American English. Use 1.0-inch margins on all sides, double-spacing, and twelve-point serif font (e.g. Times New Roman, Garamond, Palatino, or Baskerville). Number all pages. The paper should have your name, the

date, and course information on the first page (as outlined in the attached "Style Guide"). Title your paper. Submit your paper electronically via Sakai's "Assignments." Email submissions are not acceptable.