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## **Abstract:**

### VISUALIZING GLOBALIZATION

Despite overwhelming rhetorical attention to the topic of globalization, our understanding of the phenomenon remains limited. Debates about its recent emergence, whether globalization yields good or bad results for human welfare and society, and how it reshapes local, regional and global political, economic and social systems have not been systematically or comprehensively analyzed with empirical evidence. Today, social science research about globalization is positioned to enter a phase of empirically-grounded research to complement the theory-building that has characterized the field since its beginning. Scientists now have access to a vast, diverse and growing array of data sets on the phenomena of globalization. Public and private organizations, at the national and international levels, produce a steady flow of data on topics ranging from capital flows to popular music tours. Also, for the first time, social scientists can aggregate these large, disparate and heterogeneous pools of data into a common space, where they can be analyzed and visualized with an ever-growing set of tools, giving them the opportunity to test, modify and develop models of globalization in a thorough-going, empirically-driven manner.

The International Network Archives ("INA") at Princeton University is creating an extensive repository of these databases. There are many relational software programs designed to explore and illustrate relationships spanning numerous economic, social, and political realms of life. We begin with Netmap, a sophisticated software program that allows us to explore relations in a subset of trade, migration, and tourism data. The resulting images convey contemporary and historical perspectives on the patterns of ties linking nations, cities and people. Then we conduct additional analyses using a variety of social network measures and software programs that reveal emergent relationships, in some cases confirming expectations and in others revealing unexpected outcomes. The results provide empirical fodder for further insights on the patterns of political, social and economic explanations and outcomes resulting from globalization. The combination of analyses and imagery are meant to convey policy and science relevant data for contemporary social scientists, policy makers, public scholars, and the general public.