

Rising Tide

Rate of Globalization	U.S. Economy	Perception of Threat to Security and Quality of Life	U.S. Concept of Sovereignty
Increasing	Strong	Low	Expansive



This scenario is incomplete. What follows is the narrative introduction, sometimes called the future history, of one of the USCG Evergreen scenarios. Its purpose is to introduce the scenario to the reader, provide a story context linking that future to today, and provide background for the endstate. The endstate includes the rich, detailed assumptions about the future that are used for strategic planning.

Summary

The world has reaped all the benefits of globalism and in the process has become more interconnected than ever before. Over time, the intensity and extensity of globalization has pushed developed and developing countries alike toward greater collaboration and joint problem solving, with the realization that in such an interconnected world a “rising tide lifts all boats.” The business of this new vibrant world is business, fostering an unprecedented volume of international travel and trade. Far from becoming “homogenized,” major cities and entire regions have become a mix of cultures, religions, and politics requiring new forms of governance to ensure peaceful coexistence. This occurs at all levels, local, national, and international. The private sector and other stakeholders are now fully vested in “public” decision-making processes. Responsibility and accountability distinctions have begun to blur. Today the United

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Nations has a position of authority and respect throughout the world that dwarfs its stature of 25 years ago. The UN and other international organizations, with a strong U.S. influence, lead virtually all international efforts with the exception of minor bilateral trade and security agreements between neighboring countries.

There were challenges along with way to our truly international world, but politically the world is more stable than any period in modern history. Even the Middle East, a byword for political instability and violence in times past, has stabilized and is largely peaceful. Nation-building is no longer a pejorative in some political circles, and has become a powerful tool. Policymakers (as well as taxpayers) appreciate the value of investing in countries before they become problems. The U.S. is once again considered part of the leadership solution rather than a go-it-alone bully.

Our principal challenges today stem from our neglect of the environment, our neglect of the poor, and our procrastination in ensuring that world resources would remain plentiful for our descendants. Prolonged neglect of environmental issues has created broad impatience with the slow pace of remediation policies. The relatively benign world has shifted priorities such that people want action, now. Whereas the world had learned to be patient with slow positive outcomes from geo-political preventative measures, people are impatient with slowly evolving solutions of remediation policies. These environmental challenges sometimes lead to finger pointing, but often have created some unlikely alliances around the world depending upon the issue. The collective world has grasped the notion of interdependence, and the enlightened whole is taking action to pave the way for a sustainable global society while creating conditions to deter “free rider” nations.

September 2024

United Nations General Assembly Session - Plenary Meeting UN Headquarters, Geneva, Switzerland

Dr. Sana Jamjoum thinks things really might be different this time. This time when she speaks to a group of diplomatic leaders about a slate of environmental issues, they really might take to heart what she has to say. Sure, she has improved at addressing these kinds of groups, and that would have something to do with her lecture being well received – if it was well received. No longer is she the impatient, outwardly emotional activist she had been in her youth. She realizes that to be an agent of change for the environment, working with political leaders and within the processes they manage, is the way to accomplish her goals. But the real difference this time, she thought, is that world leaders don't seem to be distracted from environmental and related social issues by other events. And many of the environmental concerns are immediate problems, rather than concerns about potential problems. The world has changed a lot over the last two decades, and for the most part the changes have been good.

Sana was born in the West Bank, and her family emigrated to England and ultimately to Italy in 1989 during the First Intifada. Sana remained in Europe until 2012 when she moved back to Palestine, four years after the official designation of the Palestinian state in 2008. She was glad



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she and her family had removed themselves from the violence, especially the prolonged Second Intifada. But she is happy to be home again.

In the spring of 2007, Israel's tactics in the Israeli-Palestinian conflict had gone too far when it began imprisoning scores of Palestinians who were merely living in and around areas of suspected Palestinian militants. This event, combined with the Israeli Prime Minister's unwillingness to respond to U.S. diplomatic appeals proved to be the death knell for U.S. Israeli support. The U.S. made clear to the Israeli Prime Minister in closed-door sessions that unless hostile Israeli actions ceased and attempts to peaceful negotiations began within one month, all U.S. military and economic support would be terminated. The most effective Israeli and Palestinian negotiations to date resulted in a Palestinian state being carved out using boundaries of the 1967 Green Line of the West Bank and the Gaza Strip. Palestine was under self-rule by the Palestinian Authority by the end of 2008. Israel felt they had perhaps conceded too much, as the Golan Heights were also returned to Syria. However, the majority of Israelis recognized that the growing violence in every direction in Israel was becoming uncontrollable, and that the deteriorating perception of Israel around the world for their treatment of Palestinians required radical action.

The Gaza Strip represented important access to the Mediterranean Sea for the otherwise dry and landlocked West Bank portion of Palestine. Additionally, with International assistance, a railway was developed linking the Israeli port of Ashdod with the International City of Jerusalem and the new official Palestinian capital of Ramallah. This allowed for the free flow of goods and tourists to Palestine. Jerusalem, with its importance to the Jewish, Muslims, and Christians alike, was designated an International City under a UN charter, governed by a city council made up of representatives from the Jewish, Muslim, and Christian communities. Tel Aviv was now the official capital of Israel. Low interest loans from the U.S. and Europe flowed into both Palestine and Israel for infrastructure improvements, so that the market would attract foreign direct investment.

Based in no small part on the successful outcome of the redevelopment of Iraq, multilateral approaches to addressing geo-political hot spots has become the norm. After a rough start in the wake of military action in Iraq led by the U.S. and U.K. to oust Saddam Hussein, a stable but only notionally "democratic" Iraq emerged. Yet, the cost in lives, disruption, and wasted resources and opportunities seemed to galvanize the world community into action around the spirit and intent of UN Security Resolution 1373 (passed in the weeks following the September 11, 2001, attacks on America). "Deeply concerned by the increase, in various regions of the world, of acts of terrorism motivated by intolerance or extremism," the world community began an earnest and sustained effort to deny safe haven to terrorists and begin to eradicate the breeding grounds and conditions for transnational terrorism. Under the UN banner, OECD nations led the effort to assist those nations experiencing economic and resource hardships with substantial infrastructure investment (e.g., trade and transportation terminals). Nations either unable (or unwilling) to assert sovereignty within their own borders were graced with the presence of UN troops, representative of the organization's membership. Although such an arrangement was not entirely satisfactory to the U.S., the political repercussions of acting unilaterally absent the gravest of threats was even less desirable.



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Sana lives in the Palestinian capital city of Ramallah, but works in Jerusalem. Quality of life is quickly improving for most Palestinians now that the economy has taken root. Tourists flock to the capital city and Palestine's coastline along the Dead Sea. Small businesses, started 15 years ago with the assistance of international organizations and the private sector, are now established and to a great extent are complementary and interdependent with much of Israel's commerce. While in her line of work Sana is not really motivated by money, it is nice to be out of Italy and EU where it seemed like once the government was done collecting what it wanted from her paycheck to cover the hemorrhaging state pension system, she had little left to live on. Most of Sana's immediate family has also returned to Palestine. To flee the European tax burden her brother moved to the U.S., where he works as a doctor in cardio-thoracic medicine. There is a shortage of those in the U.S. these days, and working in the U.S. also gives him the chance to work with the vanguard of artificial heart transplant procedures and technology. He told Sana that the new technologies and materials are so effective that it is now more common to have artificial hearts implanted in patients than to transplant human hearts.

Sana, a doctor in molecular biology, is the Director of the United Nations Division for Sustainable Development, and is based in Jerusalem. Her specialty is sustainable fresh water sources, but as Director she is well versed on all of the organization's missions. She is in Switzerland to address the UN General Assembly on global environment and sustainable development issues. The world has come a long way toward living within its means, but there is still much work to be done. Sana believes that Mother Nature will demand that environmental transgressions be atoned for before the planet returns to the way it once was.

On the trip from Palestine, Sana took the Mediterranean Jet Ferry, a hydrogen powered high-speed hovercraft, into Venice, Italy. Sure, it takes longer than a plane, but given her concern for hydrocarbon emissions she tries to utilize modes of transportation which were considered environmentally friendly, certainly when traveling regionally for the UN. Besides, the water was beautiful and at 100 knots it was not too long a ride. It still amazes Sana that supposedly the ferry is navigated solely by an automatic navigation system outside of the ports, and navigated by Port officials via remote controls once in the ports. The trip also allowed her to see some old friends, who met her in Venice before she took the train to Geneva.

Sana is pleased to be presenting in person. Now that the UN General Assemblies are in-person affairs rather than virtual sessions, hopefully it will be easier to get delegates' buy-in to the concepts she will discuss. There was something lost in those virtual sessions. It seemed like society as a whole is recognizing the merits of technological advances in communication, but also the limitations, especially as these advances begin to significantly hinder the interpersonal and oral communication skills of the younger set. As has been the case for some time at UN meetings, depending upon who is speaking, you might need to listen to an interpreter, and as a result miss out on the verbal nuances of the speaker's communication. But with the virtual setting some of the non-verbal communication was lost, and the brashness of some delegates and apathy of others increased as a result of being remote. It is much more effective to have delegates travel in person, and it is also a symbol of solidarity.



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UN President Jose Secada: *I give the floor to Dr. Sana Jamjoum, Director of the UN Division for Sustainable Development. Dr. Jamjoum will brief us on the state of the environment and sustainable development – “Truly Living and Working within Our Environmental Means.”*

“Thank you your Excellencies and President Secada. It is an honor to be here to speak with you today. In the spirit of sustainability, I will do my part to keep the agenda sustainable by getting right to the meat of what we face with respect to the environment today. We have made some significant strides to reduce the rate of damage our society inflicts on the environment, but it is not sufficient. In spite of our improvements, in many ways we are still not a sustainable global society. Population growth, depletion of some renewable natural resources, limited natural resources, and pollution of air, land, and water continue to haunt us. Major efforts must be made in these areas to restrain the behaviors and demands of our society to environmentally sustainable levels, and to clean up after the indulgences of our past. I will outline some of the most critical threats we face, and provide some potential solutions that are either currently being implemented or under investigation.

“At this moment each of us has access to clean, cold drinking water in the pitchers placed around the room. This is something most of us have come to expect in life, but for millions of individuals in the world regular access to fresh water is a luxury they have not experienced, ever. In spite of some successful efforts to deliver fresh water to the poorest and driest parts of the earth, there are still some 700 million people without daily access to at least 40 liters of fresh water. Some of the worst hit countries, such as Ethiopia, Eritrea, Djibouti, Gambia, Somalia, Mali, Mozambique, Tanzania, and Uganda, have been facing this dilemma for many decades. Yes, we have made inroads to improve the situation. Way back in 2002 at the Johannesburg Earth Summit, a goal was set to reduce the number of people around the globe without access to clean water from 1 billion to 500 million by 2015. Yet, today more than 700 million still do not have sufficient access to water. The number is decreasing, but with millions still in need of water clearly much is left to be done to fulfill this critical and basic need of the poor. The membrane desalination plants that have been established in coastal regions of lesser developed countries (LDCs) are helping, but delivering water to inland areas is woefully insufficient. The development of a more extensive and efficient pipeline system and water recycling plants in Sub-Saharan areas of Africa has to be a priority of the UN in support of the efforts of the UNESCO Water Cooperation and the World Water Council.

“If the environment issues in isolation are not enough to capture your attention, also consider the social and geo-political ramifications of access to fresh water sources. We’ve already seen significant migration trends from Africa into Europe, a trend that European Union member countries have clearly articulated is straining their already-taxed national social programs. Diplomatic conflicts over shared water sources have become increasingly common over the last two decades, including conflicts between Pakistan and India involving the Indus River system; between Iran, Iraq, and Turkey involving the Tigris and Euphrates Rivers; and in North America involving the Great Lakes to the north and the Colorado and Rio Grande Rivers to the south, just to name a few. The Universities Partnership for Transboundary Waters has stepped into several of these conflicts and worked out at least temporary diplomatic solutions, but in many cases we have not been solving the root problem. You can see that the nature of this challenge is not isolated to the Sub-Saharan portion of Africa. And the irony of living on a planet largely covered in water, yet struggling for enough access to fresh water, has never been lost on us. Improving



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the safe and ready access to fresh water must become the number one priority on the international social agenda.”

Recycled water as a primary water source has become more accepted than it was at the turn of the century. Faith in recycling technology’s ability to render wastewater drinkable has increased. Some wastewater planned for irrigation is only partially treated.

“Let us now shift from a discussion of too little fresh water, to too much salt water. Sea levels are slowly rising. Extreme weather patterns are increasing – sure we’ve seen storms, droughts, and floods like the ones we’ve experienced the last ten years, but never with this frequency. Global temperatures are on the rise, and they’ve been steadily increasing for the past two centuries. Tree lines are spreading further into polar regions, and animals are migrating to areas once thought too cold for their species. Skeptics attempt to refute these individual points, but when you consider these phenomena as a set, you can’t get away from the fact that the globe is warming. Coincidentally there has been a continued migration towards coastal areas over the past two decades.

“Here is the bad news first. Hydrocarbon and nitrogen oxide emissions, the largest contributor to the greenhouse effect that causes global warming, are still on the rise. As global warming continues, we face the dilemma of an increasing population with a shrinking land mass. This is a real threat that is already with us today. We will continue to experience increasingly erratic and extreme weather events like the string of massive hurricanes that pounded southeast North America the past few years. Over time we risk losing species of wildlife and varieties of vegetation. The increase in hydrocarbons and nitrogen oxide are coming largely from the consumption of fossil fuels. Fossil fuel consumption in industrial manufacturing, shipping, and electricity generation are the sources for two-thirds of these pollutants. Developed and developing countries alike are to blame. China, the world’s largest manufacturer of goods, is also by far the world’s largest manufacturer of pollution. Not nearly enough has been done in China to transition to alternative fuel sources to reduce the emissions of these pollutants. A slow transition to clean coal technology is being pursued, but the rate of that effort and the absence of pursuing a long-term sustainable energy source is troubling. It is no longer acceptable for developing countries to complain about the economic challenges of complying with global pollution standards. The finite characteristics of nature don’t provide us the luxury of being flexible.”

**International Herald Tribune
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***Environmentalists and Big
Business Spar Over Polar
Shipping Routes***

Environmentalists and private sector leaders continue to debate the issue of maritime vessels’ passages through the Arctic. Two routes, one through Canadian waters and the other which follows the Russian coastline, have opened up during six months of the year due to the melting of the polar ice caps.

The argument offered by environmentalists is that access would disrupt the natural habitat, and that potential economic gain might detract from efforts to reduce hydrocarbon emissions which contribute to global warming and in turn, the opening of the passages. Business leaders maintain that reduction in shipping costs provided by access to the passage is vital to economic growth.

China responds to some international political pressure to reduce pollution with a sense of resentment for being seen as the lightning rod of blame. It maintains that other earlier industrialized countries also have historically contributed significant amounts of pollution.



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“But here is some good news, and some things we can do about this vexing challenge. In 2012, following auto manufacturers’ continued attempts to improve the environmental friendliness of gasoline combustion engines and the retirement of older, emission-polluting vehicles, car emissions levels dropped to a 40-year low, and have been managed at or below that level ever since. The cost-effective and proven hydrogen-based electricity source unveiled in 2021, predominantly in the United States through the U.S. Hydrogen Energy Program, could be a windfall of sustainable energy leading to the reduction of hydrocarbon and nitrogen oxide emissions. Hydrogen-based energy is already beginning to have a measurable positive impact on air quality in parts of the U.S. This technology must be rapidly shared and deployed throughout the world, not only in personal vehicles, but in industrial shipping, manufacturing, and electricity production. Again, if the environment alone does not move you to action, consider the geo-political and social ramifications of inactivity in addressing this issue. We really are finally recognizing that the end of the world’s oil and natural gas reserves is not all that far off. Clearly, sustainable energy sources must be explored in earnest to help us solve the pollution and resource issues associated with energy.”

“Furthermore, continued pollution of our lands undermines our ability to become a sustainable society. Most troubling are pollutants that will not subside for hundreds and even thousands of years, such as nuclear waste. Over the years the United States has been a large producer of nuclear waste, and three years ago the U.S. finally began to address the devastating effects that this waste was having on their lands. The 2022 Nuclear Waste Control Act, which among other things prohibits the development of any new nuclear power plants and restricted the expansion of the U.S. Yucca Mountain Nuclear Waste facility only to waste produced by grandfathered plants, is an example of pragmatic steps that must be taken by nuclear countries worldwide.”

The number of new cars manufactured and marketed in China rivals quantities in North America. Chinese-manufactured automobiles are not yet outfitted with fuel cells.

“Finally, sufficient sources of fresh water and the elimination of air and land pollutants have a direct effect on our sources of quality food. But we also must take other steps to ensure we are providing ourselves with high-quality sources of nourishment. Bio-engineered agriculture, over-fishing, and careless bio-genetic advancement of aquaculture are all a detriment to the development and maintenance of sound sources of food for mankind. The use of pesticides throughout the world still contributes to harmful byproducts in our crops. Our fish stocks, a vital source of protein, continue to be over-fished in many regions of the world. Meanwhile, aquaculture has helped reduce the dependence on natural fisheries, but we must take great care with how we proceed with genetically altered marine species. The maritime bio-genetic incident in the East China Sea could have had disastrous consequences had any genetically altered feed organisms been transplanted around the globe via ships’ ballast tanks. That sort of carelessness could bring an end to a regional fishery.

“In many ways the world has grown more complex, and there is much for an organization like the United Nations to address. But what is more precious and important than safeguarding the earth on which we live, and the resources that sustain our survival? If we don’t address these issues in a time of relative peace, then when will we? It is my sincere hope that you will take the environmental challenges I have outlined under careful consideration throughout your session and

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into the future. I submit that the environmental motions that will be presented to the General Assembly during this session not only are for the protection of the environment, but have direct geo-political and social consequences. Thank you very much for your attention this afternoon.”

Sana peers out of the window of the ferry on her trip back to Ramallah. *I wonder if during my lifetime all these environmental issues will be completely addressed, and if the poorest of the world's poor will ever really be elevated to the living standards of developed countries. It almost seems too much to overcome in such a period of time.* But, she knows environmental challenges are taking a higher priority on the international political agenda. She also believes conditions in poverty-stricken countries like those of the Sub-Saharan portions of Africa are finally beginning to change for the better, which provides her some solace.



Africa's problems of population growth, AIDS, illiteracy, desertification, social strife, and inept political systems and leaders are indeed finally being addressed. Multi-lateral efforts have proven very effective in geo-political matters like the stabilization of Iraq and the establishment of a Palestinian homeland. UN organizations like WHO, UNICEF, and others are finally elevating the conditions of lesser developed countries. For many, Africa has become the barometer of multi-lateral success. Population growth is still an issue in Africa, but not the runaway train it had appeared to be by turn-of-the-century projections. AIDS is still a dark cloud over the continent, but infection rates are no higher than 20% in any country. There was a concerted effort to make generic drugs widely available throughout the continent. WTO agreements, similar to the tenets of the Doha Round of WTO's 4th Ministerial Conference in 2001 but refined in a later WTO conference, are taking hold to assist African agricultural exports by reducing and eliminating developed countries' protectionist measures. Africa still has pockets of hunger, but collectively Africa has made strides towards agricultural self-sufficiency. Socially there is some civil strife and conflict between South Africa and bordering nations, but these are manageable. Development work throughout Africa has taken on sort of a “tough love” quality. In many cases international organizations have provided development work and subsidies only on a conditional basis. Conditions include countries installing sufficient governing controls, rooting out corruption, and developing capable “performance-based” leadership.

Global Economic Situation

The success of international organizations has been made possible by political collaboration and acquiescence, but funding also has been important. The global economy is as strong as it has been since 2000. Trade flows are strong, driven by robust economic growth among both mature and emerging economies. Not all countries are sharing equally in the economic success, but more are improving than declining. The U.S. has maintained its leadership position in the global economy, with the highest per capita GDP, the international reserve currency, relatively low and stable real interest rates, and low inflation and unemployment. But in many ways China is catching up. While still a very long way off in terms of per capita GDP, China's overall GDP is now close to that of the U.S.



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The EU is still a strong trading union, but acceptance of Russia and Turkey into the union, member countries' burdensome pension plans, and declining population are weighing it down. Member countries in the EU since 2003 collectively are 2% less populated now than they were in 2003. The EU still faces the effects of the EU Central Bank and its member countries' tendency toward overly tight fiscal policy, in spite of the lessons they learned 20 years ago.

China, while economically strong today, has taken its lumps during its development. With China's economic growth came worldwide expectations for greater international economic and trade cooperation. China's track record for artificially undervaluing the yuan was finally met head-on by the IMF (whose charter prohibits a country from manipulating its currency to "gain an unfair competitive advantage" over its trading partners) and WTO. The stands taken by these organizations were critical to fending off significant trade-inhibiting moves by other countries, and created increased global credibility for the IMF and WTO. As it was, strained trade relations between the U.S. and China some 20 years ago contributed to global recessionary ripple-effects. At the prompting of the IMF, China moved to fix the yuan to a basket of currencies that included the U.S. dollar, which has contributed to global economic stabilization.

Chinese prosperity has been somewhat bi-directional. As Chinese purchasing power has risen, industries that produce goods that the Chinese don't produce themselves benefited. Over the short term U.S. auto manufacturers benefited somewhat from the Chinese buying more cars, even though most of the cars Chinese purchase that are "foreign" cars like Germany's BMW or the U.S.'s GM were built in China factories. However, as the Chinese manufacturing and management knowledge and practices improved, the bulk of what Chinese consumers purchased was produced or at least assembled domestically.

Japan has remained a relevant economic player, and grew in strength following almost two decades of economic malaise between the mid-1990s and 2010. It leads global markets in areas of high technology such as robotics and nanotechnology. Like Europe it faced a significant labor shortage, but has successfully addressed that challenge through selective loosening of its immigration laws.

Large corporate coalitions are demanding a separate voice for their concerns in global forums, especially economic ones like the IMO, etc. The feeling from the private sector is that they are far more responsible for the current prosperity than are the national policy makers. Global corporate and national interests are diverging in many pointed ways, not the least of which is the government's attention to environmental protection.

U.S. Domestic Circumstances

Prosperous now, the U.S. experienced challenging economic times at various points of the 2003-2025 period. Approximately 15 years ago enough political clout and popular support was generated to make reducing the national debt a political imperative. This was considered particularly critical with the retirement bubble about to occur, the war on

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U.S. Federal Budget Cut 4%

AP (Washington)

In a move that further demonstrates the growing concern over the national debt, the 2011 U.S. federal budget will be 4% less than for fiscal year 2010. This marks the second consecutive year of shrinkage in the federal budget. Significant cuts will again come from defense spending, where the U.S. cites the growing role played by U.N. peacekeeping forces in international conflicts. The budget was passed by Congress will also have cuts in farm subsidies, which complies with the UN crafted Free Agricultural Access

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terror “won,” Middle East peace achieved, and international organizations taking a greater responsibility for global issues, poverty and instability in LDCs. While economically challenged at this time, America’s international political fortunes were rising. The international community began once again to look upon America favorably. It was generally understood by the U.S. electorate that a favorable international image often resulted in positive economic consequences. This fostered greater acceptance of international engagement and nation-building.

The U.S. current economic strength is challenged in some ways by the increasingly powerful push for environmentally sustainable business. Some business leaders are resentful of the vocal call for environmental controls heard from the retired population. Generational tensions are also felt in the U.S. as some of the younger set feel retirees have the “luxury” of requesting such measures since they have effectively “cashed out” their portfolios and are no longer in need of the high returns they once demanded in their prime savings years. This seems like a double standard in the minds of the young, that business practices accepted years ago are now not tolerated. The old feel there is no time to waste, and want their legacy to be associated with saving the planet.

The UN is fairly dominant in international organizations, with the U.S. often getting their way but not seen by other countries as strong-arming the international agenda. There is some resentment of the UN by U.S. politicians. The U.S. had grown comfortable with its agenda being furthered through international organizations, but was still grappling with the UN receiving all the recognition for policies and policy implementation that are largely U.S. conceived and supported.

The Social Picture of 2025

In many ways life feels less restrictive overall throughout the world, and in other ways more so. Flexible work arrangements with wide use of independent contractors and telecommuting are pervasive in the U.S., and are also common in many places throughout the world. Distance learning is continuing to grow, and is employed by an increasing number of primary and secondary schools in the U.S. But at the same time private sector privacy infringement concerns exist related to cyber-crime and business monitoring of consumer buying patterns. Tensions and conflicts have arisen regarding intellectual property. This has generated a latent demand for personal information privacy consulting services. In some ways privacy feels extremely elusive, almost a commodity, and civil liberties have a definite market price.

Technology also seems to be affecting individuals’ social interaction skills and general dispositions. Consumer-oriented societies, bombarded by non-stop multi-sensory advertising and coupled with the integrated delivery of consumer services, are presenting challenges as instant gratification is demanded more than ever. Communication technologies and infrastructure leading to 24 x 7 online engagement reduces in-person social interaction. This lack of social interaction has had demonstrable effects on the younger generation’s social development. Very few business relationships are solely based on implicit trust, since often you don’t know the person you’re conducting business with when conducting all transactions electronically. The use of aliases are more than a trend, they have become a social alter ego.

