

## YOUTUBE AND THE NOTION OF THE GLOBAL SOUTH

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While the contributions to this issue of *Voices from around the World* feature a variety of perspectives on the term Global South, a wide range of (public, academic and other) opinions is also available on the internet. A quick search on the popular video platform YouTube yields numerous video contributions by different individuals and institutions that reflect varieties of, and controversies about, the term Global South. We have collected links to some exemplary videos to broaden the scope of our discussion. While some discussions in these videos tie in with topics raised in the written contributions to this issue, others point at diverging perceptions of the concept, and at stereotypes and clichés dominant in the public usage of the term Global South. In the following we would like to introduce the video snippets with a little context and critical reflection.

The London School of Economics (see as well the written contribution by Alvaro Mendez) has produced a range of videos which feature conference presentations and discussions. The following contributions focus basically on economic and development issues concerning the Global South and its rise:

[The Rise of the Global South](#)

[The Challenges of the Global South: Defining a Strategic Agenda toward 2050](#)

The focus of these videos corresponds with two documentaries from the TV channel Aljazeera that also deal with economic aspects of the Global South. They critically discuss the notion of the Global South and address questions of economic transformations and global market integration. Moreover, they also raise the question of whether the Global North can actually learn from the Global South:

[Rise of the Global South](#)

[Inside Story Americas - The rise of the global South](#)

Another video that concerns economics and global trade features voices from the Global South which criticize the EU trading policies and present alternative options:

[Trade Justice: Alternative Visions from the Global South](#)

The content of these videos does not necessarily reflect the opinions of the editorial board. Rather, we decided to include them to emphasize their variety, specific political agendas, and to raise the awareness to the impact of the internet on global knowledge transfer. What happens if a Google search leads to biased results and delivers only specific viewpoints? How can we avoid undifferentiated or stereotypic usages of concepts such as the Global South? The confusion of the Global South concept with Third World or Developing World, for example, remains a critical issue, in particular for academic institutions like ours who dedicate themselves to identifying and analyzing questions relevant to the people in the Global South. As already discussed in our general introduction, the project constitutes a platform that aims to connect different means of knowledge transfer and debate; and internet sources – given their wide distribution, whatever their quality and heuristic value might be – should be reckoned with.