

## **When the Globe Competes over the Internet: A Maslow-based Scenario Analysis**

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### **Abstract**

*People and governments were forced to turn digital during times like recent pandemic, a situation which was premeditated through the appearance of Wi-Fi and battery at the bottom of basic human needs hierarchy. Failure to follow these trends will impact not only individuals, but more on the economy, and geopolitics. Many do not realize that this arises by the dawn of the 4<sup>th</sup> Industrial Revolution. In the past, industrial revolutions have paved the way towards World Wars. Now, cyber-attacks are multiplying along with rapid growth of transnational problems, and major powers are embarking again on new weapons development. When it is the case, will we then head for prosperity or devastation? Answering this requires extreme stretch from individual humanistic up to global geopolitical perspectives, and interdisciplinary synthesis of common denominators between them that will act as a common ground to catalyze consensus for peace instead of battle.*

**Keywords:** Common Denominator, Geopolitics, Maslow, Internet

### **A. Introduction**

The appearance of Wi-Fi and battery under “Maslow’s New Hierarchy of Needs” has premeditated how human will satisfy their basic needs in the internet era, moreover when normal interaction is forcibly digitalized as in recent pandemic. During the lockdowns, the largest and most tech-focused companies gained nearly half a trillion US Dollars. On the other side, the US economy struggles with the worst crisis in recent history. If such condition globally sustains, the geopolitical implications would be as fearful as the Great Depression.

Maslow's New Hierarchy of Needs thus could also be regarded as premeditation of the geopolitical mode concerning basic needs fulfilment in the internet era. This paper will analyze what possibly take place when countries are plotted into Maslow's new pyramid as they seek to fulfill their basic needs at the global level.

## **B. Theoretical Review**

Starting from the survival layer, when these needs are deprived, anyone are less likely to consider security matters even for themselves. When people are hungry and insecure, all others are perceived as adversaries. Only when hunger and security problems are solved, we may see the demand for love/belongings or socialization. Through fulfillment of socialization needs, demand for self-esteem emerges which translates into competing over high self-evaluation from others.

Once a person has won this recognition for self-actualization, the whole cycle already described will repeat itself. He/she will dive down again to elevate the qualities of all the need levels fulfilment, over and over the pyramid.

## **C. Methodology**

Scenario analysis employed will analyze future events by considering alternative possible outcomes without trying to show one exact picture of the future. In contrast to prognoses, it is not based on extrapolation of past trends. Maslow's new pyramid will be used as the base of the scenario analysis.

## **D. Result and Analysis**

Massive physiological and energy needs at the survival layer will make countries appear more in the form of resource and political-economic system map. Moving up to safety needs, we recall that earlier industrial revolutions churned out standardized weapons and uniforms, which paved the way towards World Wars. How many of us realized that Wi-Fi and Battery appeared under Maslow's pyramid by the dawn of the "4th industrial revolution? Nowadays, threats in many forms have moved security affairs to multi-sectoral cross-border complexities for governments.

National leaders then regularly meet, partly for socialization/diplomacy. Yet self-esteem nuance is also prevalent, as how China joined the race of moon expedition with only Russia and the US. In the meantime, various global disputes

upsurge and drive major powers to embark on a cold-war-like arms development. Eventually, on top of all contests, there left the most defining one, the game of least Foreign Reserve. The question hence, “to what direction are countries going to elevate the whole cycle already described?” Will we head for a prospering business space instead of devastating battle space?

### **Basic Human Needs and Geopolitical Interplay**

From the battle space perspective, the rapid pace of development in communications technologies is outpacing much in the defense and security field, while from the business space perspective, there are opportunities for digital transformation which necessitate people as main consideration. In addition, geopolitics will decide the winner of the 4th industrial revolution wherein those who make best use of technology shall win.

The appearance of Wi-Fi and battery on the bottom of the pyramid, has shown that at the individual end, a sound comprehension of people is necessary for digital transformation. While at the global end, geopolitics will decide the winner of the 4th industrial revolution.

### **Stretching over the Extremes to Find Global Public Value**

Earlier discussions hint a clear call to spread our span of attention from individual humanistic up to global geopolitical perspectives. From international relations point of view, this span stretches over the extremes of the levels of analysis.

Conceptually, any interest equal to or larger than individual up to smaller than or equal to global will fall between this individual and geopolitical continuum, and the equilibrium of values between the two may hence act as a common ground for states.

Emerging networks of individual, civil society, private sector, up to government are molding new forms of collaboration, social change, and even heading towards production of global public value which will fundamentally change the way global problems are solved.

### **The Switch to Common Denominators**

The problem with the “global public value” idea is however pointed to “value”, as hardly having widespread consensus. Opportunely, there does exist the concept of “common denominator”, which is defined as where interests

between nations directly converge. It may take as many forms beyond values which may consist of shared identity, interactions, norms, discourse, practice, moral conviction, or some combination thereof.

## **E. Conclusion and Recommendations**

Plotting countries over Maslow's new pyramid will lead the question; "Will we head for a prospering business space instead of devastating battle space? This question calls to spread our attention from individual humanistic up to global geopolitical perspectives. The equilibrium of values between the two may act as a common ground for states, or termed as the "global public value". The research, however, switches to approach the equilibrium through the "common denominator" which may take many possible forms beyond values. Further developments of Maslow's Hierarchy of Needs can be applied to approach the individual humanistic end. While for the geopolitical end, international conventions or law can be used along with theories on geopolitics.