



Simon Marginson, Peter Murphy, and Michael A. Peters

Global Creation

Space, Mobility, and
Synchrony in the Age of
the Knowledge Economy

ADVANCE PRAISE FOR

Global Creation

"*Global Creation* travels through history and place to explore the spread of knowledge and ideas. This innovative volume demonstrates the importance of new communications technology—and its limits. More students than ever travel to study, despite the online alternatives. Cities remain crucial sources of creativity, as they have for centuries. Global forces reshape the cultures and economies of campuses and cities rather than reduce their significance. *Global Creation's* distinguished authors bring research, experience and reflection to a timely and compelling set of contemporary questions."

Glyn Davis, Vice-Chancellor, University of Melbourne, Australia

"Marginson, Murphy and Peters have created a tour de force on globalization. They have broken away from analyses that are in the moment, as if globalization is a late-20th-century invention, and instead offer an erudite read on a complex topic. I know of no other studies of the topic that begin with a synopsis of Mozart's work and also take into account the terrifying firestorms in Australia in 2009. The authors move back and forth in history to fortify their analyses that globalization is both an extension and disruption of the past. The authors perform a narrative high wire act for the readers, and we come away thrilled, wanting more."

William G. Tierney, Professor, University of Southern California, Los Angeles

"This is a book of enormous significance: it highlights the importance of creativity in the new knowledge economy, and shows how cross-border flows of people, capital and knowledge are re-shaping the global architecture of science, research and education. It describes the communicative conditions that are entailed in 'making the global.' Rejecting the temptation to close borders, Marginson, Murphy and Peters argue convincingly that the current global financial crisis demands, more than ever, open collaborative spaces in which to realize the creative potential of the global age characterized by a diversity of cultural forms, as well as the processes of hybridization and critical reflexivity."

*Fazal Rizvi, Professor, Department of Educational Policy Studies,
University of Illinois at Urbana-Champaign*

"This second book in the trilogy on creativity in the age of the knowledge economy could not be more timely. At the point when the world is in the midst of the first truly global economic recession, the authors set out to document the history of the 'global dimension.' In *Global Creation*, Marginson, Murphy and Peters focus on how time and space are compressed by the global knowledge economy and identify the emergence of a 'universal mind.' In this most ambitious endeavor, the reader is taken on the historical journey of the global dimension of action, a dimension that each year is larger and more visible. Simultaneously our world becomes more complex and simpler. The authors invoke the Bourdieuan concept of 'field' to have us imagine a global territory in which the competition for dominance is housed in the potential for creativity. The circulation of knowledge is shaped by the dialectic between continuity and discontinuity, between homogeneity and heterogeneity. Yet within the struggle for power, the inequalities of access and the continuing maldistribution of resources, the authors conclude that we enjoy an enlarged freedom to create. The story they tell from the

earliest times to the present day documents how the invisible has become visible. They posit the idea that the visible global dimension of action provides us with an unprecedented opportunity in world history to use knowledge and creativity to construct a better, more open world.”

*Donald Fisher, Co-Director, Centre for Policy Studies in Higher Education and Training (CHET),
University of British Columbia, Canada*

“*Global Creation* is a path-breaking, magisterial treatment of the global knowledge economy in all of its detail and complexity. Thanks to Marginson, Murphy and Peters we discover what they call ‘the K-economy,’ a unique space for innovative public and private partnerships, constant networking as well as a global market for millions of students. Rich in ideas, they provide us with an unforgettable picture of the new dynamics of power, the fascinating world of state strategies and the cultural categories of creativity in the new global information economy. Critically, their research also establishes the structural limits of these markets. In a word, indispensable, provocative and challenging.”

*Daniel Drache, Professor of Political Science and Associate Director
of the Robarts Centre for Canadian Studies, York University, Toronto, Canada*

“This book opens fresh perspectives on the phenomena of globalization and knowledge economy. The authors not only broaden our historical understanding but also open new insights into creativity and its relationship with higher education institutions, the potential sources of innovation in global knowledge economies. The authors claim that we enjoy an enlarged freedom to create in a global knowledge economy. Our main challenge is, however, whether we use our growing freedoms for production of meaning, for originality in creativity and design, for ideas that open up our condition and our fate. This excellent and thought-provoking book may be recommended to everyone interested in understanding the nature of creativity and higher education in global knowledge societies.”

Jussi Välimaa, Professor of Higher Education, University of Jyväskylä, Finland

“Global creation—what does that mean? From one perspective globalization processes have shown us the inescapable and imminent creativity of humans in this world. It seems that the historical creativity—set on form in art by e.g. modern aesthetics, from Baumgarten to Adorno, art as such—however brilliant, almost succumbs to the quotidian creativity at large in globalization processes. From another perspective such a view is naive. Global creation is creation under certain terms and taking place in certain confines and contexts—it is under the constraint of form. This volume attempts to follow creation at large but under the constraint of form: to map globalization as if it was creation proper, yet under the constraint of a particular topic—reflection, knowledge, science. The book is mapping crucial and strategic relations between ‘the protean and the global’ in an intense set of texts focusing on the formation of knowledge as global creation proper. First, it maps the conditions for the emergence of organized knowledge within the pre-modern and modern network of portal urban linkages circumspanning the oceans of the world. Then, it deals with the formation of the ensuing and enduring institutional forms, the modern research universities, as a field where all the prospects and constraints of modern global creativity are playing out. Finally, in the third set of texts, it presents a breathtaking overture of open knowledge and creativity set loose as novel form—complicit with global networks and civil societies and possible new roles for the modern institution of the university. Here we see the agenda of this highly learned work: the fascination of knowledge as a system turning in upon itself and discovering what it

means to take command over its own form of creativity, e.g. in the self-reflective process now known as open source—that is, the importance of free, creative and self-reflective intellectual work. Few books have the persistent courage of the present volume: to argue that knowledge is neither primarily of something, nor a constructivist or merely political zero sum game, but in itself a world shaping creative magma and as such shaping a global world where there are fewer areas to discover outside our own enigmatic and human creativity.”

Anders Michelsen, Associate Professor and Director of Studies, Department of Arts and Cultural Studies, University of Copenhagen, Denmark

“This is the best attempt so far to interrogate the global dimension of higher education. The book deserves to be widely read by anyone involved and interested in the global context. It is thought-provoking and is directed to the key points, with an air of enchantment.”

Rui Yang, Director, Comparative Education Research Centre, University of Hong Kong

“This is a timely and welcome addition to understanding the effects of globalization on knowledge creation and change, and how the emergence of new and global forms and systems are reconstituting the conditions of creating and institutionalising the processes of knowledge production. More than anything else, this book gives us insight into how the rise of a new global dimension transforms not just culture and communication, but also science and intellectual production, work and the future, and how indeed our core identities as ‘learning’ and ‘knowing’ beings are being transformed as well. A rich book, pregnant with insight, and warmly welcomed.”

*Mark Olssen, Professor of Political Theory and Education, University of Surrey, United Kingdom;
Author of Toward A Global Thin Community: Nietzsche, Foucault,
and the Cosmopolitan Commitment*

“As policy makers turn increasingly to issues of creativity and innovation in seeking the sources of value in the global knowledge society, this superb book provides fertile ground for thinkers of all kinds. It excitingly discusses the various dilemmas, paradoxes, antinomies and enigmas that underlie the conditions for creativity and provide the liquid environments that so frequently source the new and durable patterns and abstractions of true innovation. Moreover, it does so within that wide appreciation of historical, cultural, aesthetic, economic and educational skeins that sustains integrated multi-disciplinary work at its very best. The specific of the global, its dialectics of openness and closure, the centrality of universities in global processes, the continuing relevance of older theories within the swirl of the new, and the relevance of loose ties for creativity are key themes that are handled in exhilarating yet meticulous style. This lucid book will be read and re-read for its agenda-setting and research-shaping importance.”

*Roger King, Visiting Research Professor, Centre for Higher Education Research and Information,
Open University, United Kingdom*

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Preface

In this the second of three books on creativity in the age of the knowledge economy, we focus on the global dimension. In Book 1, *Creativity and the Global Knowledge Economy*, released in early 2009, we interrogated the knowledge economy historically and conceptually. We traced the emerging society of ideas-driven production and of design that is reshaping the nature of creativity and the potentials of higher education, pushing against the more restricted neo-liberal mode of thinking and working that seeks to control knowledge production and dissemination as Intellectual Property. Book 3 on *Imagination* will bring readers closer to the new aesthetics of sciences and arts and of productive economy and nation in this period. This book *Global Creation: Space, Mobility and Synchrony in the Age of the Knowledge Economy* explores the two-sided transformation of global creativity.

First, the book describes how openness and networking, place-shifting, cross-border people movements and flows of capital and knowledge, portal cities and littoral zones, and new and audacious systems with worldwide reach, are changing the conditions of imagining and producing and sharing of creative work in different spheres. And how this is reaching back into the remaking of the core structures of our social world. Second, the book talks about the creation of the global dimension of action itself, in terms of its communications and culture, its fecund knowledge and science, its bounding, lurching economy and its under-developed government; and above all the acts of imagining, initiative-taking and strategy-making that are entailed in making the global.

In the middle of the worldwide recession and the attempts to solve it, not to mention the larger ecological crisis that is coming on with a rush from behind the recession, it is not hard to demonstrate global interdependence and convergence. Still, the forms of planetary integration, always incomplete but ever more potent, outstripping every intention of nation states, keep on spreading and mutating and surprising us.

We are staggered by the pace of change. Every time we look the global knowledge economy is bigger. Consider: the number of Internet users rose from zero to 1.5 billion between December 1988 and December 2008.¹ In 2006 broadband access was at 25 per cent in the OECD countries and broadband and blogs were growing exponentially.² Consider: from 1990 to 2005 the participation rate of school leavers in tertiary education in China, a nation of 1.3 billion people, rose from 4 to 23 per cent.

Not only is the global dimension the zone where the future is disseminated, increasingly the future is also being incubated there. *Global Creation* traces the implications of globalization for science and knowledge systems, for power and hierarchy, for American hegemony and for the rise of Asia, and for the institutions of education and research that seem ever more central to human endeavour (and seem also to be always problematic!). Despite reflex moves to national protection, the recession has accelerated remaking projects in which ecological and social interdependence are at the front. Global governance, which has lagged behind cultural and linguistic integration and the roll-out of world markets, is moving into the spotlight. Something more fundamental than a new political economy is involved in these transformations. The open collaborative systems of the Internet age, voluntary and loosely coupled, are opening a vast new space for creative potentials. This is filling a void that was long identified by fiction and mysticism, that of the universal mind; though it is a mind that seems also postmodern, fragmented and incomplete, and exhibits a diversity of cultural forms. The changes of the next two decades will be more extraordinary than those of the last.

Each of us is acting as lead author for one of the books of the trilogy. It has been a delight to share *Global Creation* with Michael and Peter, to be stimulated by their many ideas and instructed by their marvellous scholarship. Production of the trilogy has created fecund interfusions (joint and several) between philosophy, cultural studies, social science, and educational studies. It seems that we often do our best work in collaborations of this kind, in teams of the differently like-minded, in which older projects are reworked and transformed and turned into something new, and with ongoing effects in other work. I would also like to thank Glyn Davis, Johannah Fahey, and Brian Pusser, who provided helpful suggestions in relation to the Introduction and Chapter 5.

The deep and grateful thanks of all three of us go to Chris Myers, Bernadette Shade, Sophie Boorsch Appel who prepared the cover designs, and the rest of the team at Peter Lang, for all their work on the trilogy. It is a pleasure to share the project with such a fine publisher. We also thank our colleagues who generously read Books 1 or 2 in advance and provided commentary: Bill Cope, Peter Roberts, Eduardo de la Fuente, Edward A. Kolodziej, Nicholas C. Burbules, Bob Lingard, Glyn Davis, Bill Tierney, Fazal Rizvi, Don Fisher, Daniel Drache, Jussi Valimaa, Anders Michelsen, Rui Yang, Mark Olssen and Roger King.

Simon Marginson
Melbourne, May 2009

Endnotes

1. Internetworldstats, 2009.
2. OECD, 2008, 55–62.

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Acknowledgments

Parts of Chapter 7, 'Higher Education as a Global Field,' were originally published in Simon Marginson, 'Global Field and Global Imagining: Bourdieu and Relations of Power in Worldwide Higher Education,' *British Journal of Sociology of Education*, 29 (3), 2008, pp. 303–316.

'The Rise of Global Science and the Emerging Political Economy of International Research Collaborations' by Michael A. Peters was originally published in *The European Journal of Education*, 'Special Issue: 'The European University: Between Governance, Discipline and Network,' (Eds.), Martin Lawn & Edwin Keiner, 41 (2), 2006: 225–244. Reprinted with permission.

Part of Chapter 10, 'Hospitality, the Gift and the Politics of Friendship,' draws on material taken from Michael A. Peters & Gert Biesta, *Derrida, Politics and Pedagogy: Deconstructing the Humanities*. New York, Peter Lang, 2009.