THE INFORMATION AGE: Economy, Society, and Culture Volume II

THE POWER OF IDENTITY



WITH A NEW PREFACE

Manuel Castells



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The Power of Identity

Originally published in 1997, *The Power of Identity*, the second volume in *The Information Age* trilogy, saw the writing on the global wall – recognizing identity as a defining principle of social organization and analyzing the importance of cultural, religious, and national identities as sources of meaning for people, and the implications of these identities for social movements.

Now with an extensive new preface following the recent global economic crisis, this second edition analyzes the major social and political events directly derived from the diagnosis of the book: Al Qaeda and fundamentalist terror networks; the Iraq War; the geopolitics of fear under the Bush Administration; and the Internet-based networking of global social movements fighting for global justice.

Studying grassroots mobilizations against the unfettered globalization of wealth and power, and the formation of alternative projects of social organization, this book charts the transformation of the nation-state into a network state, and the submission of political representation to the dictates of media politics.

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The Power of Identity

Second edition With a new preface

Manuel Castells



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Para Irene Castells Oliván, historiadora de utopías

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Preface to the 2010 Edition of The Power of Identity

This volume explores the construction of collective identities as they relate to social movements and power struggles in the network society. It also deals with the transformation of the state, politics, and democracy under the conditions of globalization and new communication technologies. The understanding of these processes aims to provide new perspectives for the study of social change in the Information Age. In this preface I use the vantage point offered by a new publication of this book in 2010 to assess social and political developments in the early twenty-first century by using the analytical framework proposed in 1997 and updated in 2004 in the first and second editions of *The Power of Identity*.

The most dramatic social conflicts we have witnessed since the publication of the first edition of this volume have been induced by the confrontation between opposing identities. Having detected the construction and assertion of identity as being a fundamental lever of social change, regardless of the content of such change, the theoretical interpretation I proposed in my trilogy on The Information Age was anchored on the dynamic contradiction between the Net and the Self as an organizing principle of the new historical landscape. The rise of the network society and the growing power of identity are the intertwined social processes that jointly define globalization, geopolitics, and social transformation in the early twenty-first century. In fact, I updated the 1997 analysis of identity in the 2004 edition of this book to document the explosion fundamentalism and its impact on world affairs without modifying the original argument, as the observation of Al Qaeda and other expressions of religious fundamentalism came to confirm (unfortunately) the main hypotheses I had

formulated earlier while abstaining from any prediction, as is customary in my approach. Furthermore, the revolt of oppressed nations around the world, the conquest of governments by indigenous movements in Latin America, the growing importance of religious movements as sources of social challenge and social change, the grassrooting of democracy in territorial identity, the affirmation of the specificity of women's values, the critique of patriarchalism by the gay and lesbian movement, and the constitution of new forms of individual and collective identity, often using electronic communication networks. have shown the prevalence of cultural values over structurally determined economic interests in constructing the meaning of human action. After the relentless rationalist effort of the last two to proclaim the death of God disenchantment of the world, we are again in - if we ever left - an enchanted world, where the way we feel determines what we believe and how we act, in coherence with recent discoveries in neuroscience and behavioral psychology.

A summary overview of social trends in the last decade as they relate to the construction and expression of identity may provide a measure of the accuracy or inadequacy of the analysis presented in this volume, as the only criterion to judge the interest of any social theory is its capacity to make sense of the observed human experience. I will not restate my theory of identity and power in this Preface, instead inviting the interested reader to make the effort to turn a few pages to find the passages that are relevant to the issues discussed here.

God's Planet

The news about God's death has been greatly exaggerated. She is alive and well, as she inhabits our hearts and thus

shapes our minds. She is not everywhere and is not for everybody, but she is present for most human beings, in growing numbers, and with greater intensity every day. Only about 15 percent of people on the planet are non-religious or atheists, while between 1990 and 2000 the number of Christians increased worldwide at an average annual rate of 1.36 percent, accounting in 2000 for about 33 percent of the world's total population. Muslims increased at an annual rate of 2.13 percent to reach 19.6 percent of the total population. Figures for Hindus are 1.69 percent annual growth rate and 13.4 percent of the population, and for Buddhists, 1.09 percent annual growth rate and 5.9 percent of the population (Barrett et al., 2001). This simple observation often surprises the intellectuals of a very small but still highly influential area of the world: Western Europe. With the exception of Ireland, in most Western European countries religious observance has dwindled and religious beliefs are lukewarm at best for the large majority of the usually Christianized population, in spite of the continuing influence of the Church as a political institution. Even in Italy, Spain, and Portugal, the mainstays of Catholicism throughout history, only a fraction of the population attends mass on Sundays and the vast majority of the youth feel disaffected from religion in general. It would be interesting to explore the causes of such historical reversal but it would distract us from the main thrust of my argument. Furthermore, even in these lands of religious indifference there is a revival of beliefs and practice among a small but very vocal segment of young people, although not enough to refill the overwhelmingly abandoned convents and seminaries or the empty coffers of what used to be the wealthiest institution in the world. Significantly enough, the active presence of God in Western Europe is mainly due to the growing Muslim community (4.3 percent of Europeans in 2000), whose submission to God in everyday life clashes

with the secular character of public institutions, including the school.

Eastern Europe is becoming increasingly religious as the remaining ashes from the historical communist drive to subdue alternative idols have been reignited while, of course, Poland has maintained its identity as a beacon of unreconstructed Catholicism. Turkey, one of the most populous European countries, has accentuated its Muslim identity, placing its democracy on a collision course with the intransigent secularism embodied in the armed forces modeled by Ataturk.

Beyond the European shores, East Asia was never committed to God, as Buddhism and its derivatives oscillated between a collection of spiritual practices (mainly Mahayana and Theravada Buddhism) and philosophical guidelines (Confucianism, Taoism) and a series of rituals legitimizing the power of the state (explicitly in the case of Shintoism). The most important act of worship for Chinese, lapanese, or Korean families concerns the cult of the ancestors, in the form of household gods for domestic consumption (the so-called ethno-religion and folk religion). Yet, this noncommittal form of religiosity does not preclude the appearance of religious fundamentalism in East Asia, as exemplified by Aum Shinrikyo, the Japanese Buddhist-based cult that I analyzed in this volume. This is an indication that fundamentalism is not necessarily an exacerbation of religiosity but an expression of radicalized resistance identity that nests in any cultural form that fits its development.

Elsewhere in Asia, there is strong religious influence in India, Pakistan and Bangladesh, among Muslims, Hindus, and Sikhs alike with growing fundamentalist tendencies in all religions. Christianity dominates in the Philippines (in spite of a strong Muslim minority in Mindanao), and is growing in South Korea and Vietnam. Of course, Indonesia

and Malaysia are largely devout Muslim countries, although Malaysia has considerably reduced the impact of fundamentalist Islam, another interesting lesson to follow. The Central Asian republics have very large Muslim populations, even if the state keeps religion in the service of its political interests.

Naturally, the endless crises of the Middle East are constructed on the basis of conflicting religious identities. Islamic fundamentalism in all its versions is the dominant cultural and political trend, as the project of a secular Arab nationalist state (Nasser, Sadat, Saddam Hussein, Assad, Khadafi) collapsed in all countries, and its successors (e.g. Mubarak, Khadafi in its new incarnation, Assad's son) had to repress God on behalf of God in order to survive. As for Israel, religious identity, ethnic identity (the Jewish people), and territorial identity in support of historical identity combine to make any negotiation based on a non-identity principle practically impossible to achieve success. The Jewish people were prosecuted throughout history because of who they were and so their survival, in their view, depends on the existence of a land-based state, constructed around their identity. This is why there is a strong current of Jewish fundamentalism (remember the assassination of Yizhak Rabin) that is symmetrically opposed to the Islamic fundamentalism of the most popular component of the Palestinian movement (Hamas). And this is why peaceful coexistence between Jews and Palestinians will have to deal not just with coexisting states but with coexisting identities, as exemplified by the thorny issue of sharing Jerusalem.

Africa is also a continent of religion, based on the juxtaposition of Christianity, Islam and animism. Yet, identity politics in sub-Saharan Africa is mainly constructed around ethnicity and territoriality rather than religion, as I will review later. It is important to remember that this continent largely forgotten by the outside world has not forgotten

God, who is usually most welcome among the distressed people who seek refuge from despair.

Latin America continues to be God's territory, with the particularity that where the powerful Catholic Church became too obviously uninterested in the plight of its huddled masses in order to indulge in the favors of the rich and powerful, new cults arose, usually under the form of Pentecostalism often imported from the United States – perhaps the most successful American influence in a subcontinent obviously fatigued from Yankee imperialism. Indeed, Pentecostalism is the fastest growing religion worldwide, expanding from 155 million to 588.5 million global adherents between 2000 and 2005.

The United States, the harbinger of representative democracy and the leading scientific power in the world, is one of the most religious countries on Earth, with over 85 percent declaring themselves religious (76 percent of Americans are Christians) 50 percent of people believing that the Bible is the source of truth, and 70 percent believing in a personal god. In 2008, 34 percent of themselves "Born Americans considered Again Evangelical Christian" (ARIS, 2008). Thus, in spite of a recent growth of atheists and agnostics (from 8.2 percent in 1990 to 15 percent in 2008), churches, in their diversity, remain the main form of social organization for ethnic minorities; evangelicals play a decisive role in American politics; and Christian fundamentalism, as documented in this book, is a major force in shaping the values and social practices of American society. The strength of religion in shows that scientific and America technological development, supposedly the harvest of rationalism, can expand in a highly religious context. There are many ways to scientific discovery based on the deployment of reason, but more often than not they share the path with God's way, in spite of obvious contradictions, as exemplified by the

religious opposition to stem cell research. Why and how the United States is both the land of science and the kingdom of God is one the themes addressed in this volume.

However, the analysis presented here does not refer to the continuing presence of religion as a basic feature of societies around the world in the twenty-first century, but to its decisive role in nurturing the construction of resistance identities against the dominance of market values and the so-called Western culture in the process of globalization. Large segments of people that are economically, culturally, and politically disenfranchised around the world do not themselves the triumphant recoanize in values cosmopolitan conquerors (not even in the depressed lands of old industrial and rural America), and so they turn to their religion as a source of meaning and communal feeling in opposition to the new order. A new order that not only fails to benefit most of the poor on the planet but also deprives them of their own values, as they are invited to sing the glory of our globalized, technological condition without the possibility of relating to the new lyrics. What follows is not only marginalization but something deeper: humiliation. In this volume, I show how the terrorist leaders of the global Muslim *jihad* are often intellectuals, some of them members of wealthy families, whose revolt is not against economic oppression but against the disrespect of their culture and traditions, as symbolized in the Quran.

And so, since my early writing on religious fundamentalism in the mid-1990s, we have witnessed a global uprising, spearheaded by Al Qaeda, whose actions, together with our often misguided reactions, have transformed the political and geopolitical landscape as well as our everyday lives, marked by fear and the rituals of security measures. Al Qaeda is a loose global network of networks of activists who follow their own impulses and strategies while alluding to the mythical command of Osama bin Laden. It is an

extraordinary example of the effectiveness of networking as an organizing form, but it is also an expression of a relentless revolt among the Muslim youth of the world, with an increasing influence among the Muslim minorities of Western Europe, who are often submitted to discrimination and abuse. Significantly, fundamentalism can hardly be found among the relatively affluent communities of Arab Americans in the United States. The rare cases of Muslim militants suspected of terrorist inclinations in America are usually poor African-Americans or Muslim immigrants.

But the growing influence of Muslim fundamentalism, whose roots and characteristics are studied in this volume. goes beyond al-Qaeda and terrorist networks. It is also behind the process of destabilization in Pakistan, a nuclear power, as an influential group of its armed forces and intelligence services supports the Taliban and similar groups in Afghanistan, in Kashmir, and in Pakistan itself, where the armed revolt of fundamentalists has been growing over the last decade. Indonesia, Thailand, and the Philippines are submitted to pressures from radical Islamic groups with a growing presence in the mosques, the universities, and impoverished public bureaucracy. the connection between radical Islam and warlords is feeding war and banditism in Africa.

Even more significant is the emergence of fundamentalist Iran as a dominant power in the Middle East, playing the nuclear card as a bargaining chip to obtain an international guarantee of its safety. Furthermore, because of the extraordinary blunder of the Bush-Cheney administration, which is also analyzed in this volume, the US has established a Shiite-dominated regime in Iraq, paving the way for a future strategic alliance between the two mainstays of the Shiite minority in the world: Iran and Iraq. Such an alliance is conducive to confrontation not only with Israel, but also the opposing Sunni fundamentalism

represented by the House of Saud. The economic and political interests of different actors in the Middle East are at play in this chain of potential conflicts. But religious fundamentalism is more than a pretext; it is the value system that binds together different social groups and political actors: the Iranian Ayatollahs, the sectarian Shiite leaders of Iraq, Hezbollah in Lebanon, Hamas in Palestine, and, on the opposite side, the network of Sunni fundamentalist groups throughout the Middle East, from the Muslim Brothers in Egypt to the radical religious opposition in the Arabian Peninsula, Syria, and beyond.

Religious militancy, in its different forms, is playing a growing role in the political and cultural dynamics of a variety of countries. One-third of American voters are Christian fundamentalists, ready to mobilize on behalf of their cause, with no particular allegiance to any leader or party other than their God. Falun Gong (a spiritualist cult rather than a religion) has been the most feared source of political opposition in China in the last decade, prompting the Communist party to unleash all its repressive power to prevent a sort of modern Taiping rebellion against the process of globalization in China. In sum, the crisis of political legitimacy analyzed in this volume has created a vacuum in the mechanisms of political representation and social mobilization that is being filled with identity-based movements, the most important of which are the religious movements. What appeared as embryos of an emerging social dynamics a decade ago are now at the forefront of the social struggles and political dramas of our world. The analysis contained in this volume explains why and how.

My People, My Home, My Nation

Data show time and again that the more the world becomes global, the more people feel local. The proportion of

"cosmopolitans," people who feel they are "citizens of the world," remains at barely 13 percent of people surveyed worldwide, as documented in this volume. More recent surveys show a continuation of this trend. People identify themselves primarily with their locality. Territorial identity is a fundamental anchor of belonging that is not even lost in the rapid process of generalized urbanization we are now experiencing. The village is not left behind; it is transported with its communal ties. And new urban villages are constructed, shrinking the size of the human experience to a dimension that can be managed and defended by people feeling lost in the whirlwind of a destructured world. When people need to expand their community, they refer to their nations, their islands in the global ocean of flows of capital, technology, and communication. Sometimes these nations coincide with the historically constructed nation-state, but not always; and then we abet the process of affirming nations without states, as well as opposing the nation to the state.

In the first case, nations as cultural communities have become trenches of mobilization and resistance against secular repression of their rights and identities. A nationstate as historical as Spain continues to be shaken by the unresolved conflict of the integration of Catalunya, Euskadi, and Galicia into the democratic Spanish state, in spite of the administrative considerable effort of decentralization conducted by Madrid in the last 30 years. Belgium is on the edge of disintegration at the time of this writing, as Wallonie and Flanders, two national communities, cannot resolve the differences resulting from their historical marriage of convenience. The guiet Scots, the fiery Irish, and the nostalgic Welsh are in the gradual but relentless process of reminding England that they are not the same nation; not only for historical reasons or economic grievances, but because many of them feel this way, as the national

community is constructed primarily in the minds of its members. In less institutionalized contexts, nationalist struggles have been a fundamental component of social dynamics and political confrontation in the decade since I called attention to the preeminence of modern nationalism in the first edition of this volume. Serbian, Croatian, Eslovenian, Bosnian and Albanian nationalism have made the Balkans explode in a process that is far from resolution. Chechnya, Abkhazia, and Osetia continue to be the key sources of conflict for Russia, and the brief war provoked by Georgia almost induced a new cold war, which was ultimately deactivated by the pacifist standing of President Obama. Furthermore, the reconstruction of state power in Russia under Putin has operated on the basis of the pride, recovery of Russian national includina strengthening of military power as the ultimate attribute of the state.

In Latin America, after the collapse of the neoliberal discourse, nationalism has recovered its dominant role as the ideological rallying banner for countries around the continent, with Hugo Chavez engaging in latter-day socialism on behalf of the Venezuelan nation, in spite of his claims to the pan-continental Bolivarian revolution. In Asia, nationalism has replaced communism as the most effective ideology of the Chinese regime, as it has the support of the majority of the population, who cheer for the rise of Chinese power in the context of the historical humiliation they have suffered from the West. Both Japan and South Korea have accentuated their nationalist stand, often in opposition to each other, so that Japan remains the object of nationalist ire for both China and South Korea while the Japanese elites affirm themselves against the world in spite of the massive Americanization of their powerless youth.

This is a world of nations increasingly at odds with the nation-states that have engaged in networks of global

governance to manage the global dimension of everything, at the expense of representing the nations' interests. This is a process that I identified in the first edition of this volume and it is now in full swing around the world, with social movements and political actors challenging the globalizing state on behalf of the national interests betrayed by the nation-state. This has been the case in most Latin American. countries, with the exception of Chile and Colombia, leading to a reversal of the globalization process in Latin America, while the Washington consensus has become a bad memory and a political liability. But this is also the case in the United States, as shown by the depth of the opposition to the NAFTA treaty among large segments of the working class, to the point that political candidates must be careful with their support of free trade, as the winds of protectionism are fueled by the crisis of the global economy.

Ethnicity has always been a basic attribute of selfidentification. Not only because of shared historical practice, but because "the others" remind people everyday that they are "others" themselves. This generalized "otherness," be it defined by skin color, language, or any other external attribute, characterizes the reality of our multicultural world. It is precisely because people from different cultures live side by side that they differentiate themselves in terms of ethnicity in order to find solidarity in the in-group as a refuge and a defense against uncontrollable market forces and the prejudice of the dominant ethnic groups in each context. When oppression and repression induce revolts, ethnicity often provides the material basis that constructs the commune of resistance. Thus, the crises resulting in Latin America from the failed process of integration of local and national societies into the global economy have intensified the strength and reach of indigenous social movements, spearheaded some time ago by the Mexican Zapatistas, a group that I analyzed in this volume. In Bolivia,

in one of the most fascinating, albeit dramatic, laboratories of social transformation in the world, the indigenous people, led by Evo Morales, have not only secured access to the parliament and the government, but have also restructured the country under a new constitution that enshrines the principle of a plurality of ethnic nations as a foundational component of the nation-state. Throughout the Andean region, with the exception of Chile, indigenous movements have become a defining social actor, either in government or in opposition, so that the voices of the original inhabitants can no longer be ignored. Elsewhere on the planet, ethnicity has become a major source of selforganization, confrontation and, often, hatred and violence. Ethnicity continues to be the dominant factor in the politics of sub-Saharan Africa, as the nation-states constructed on the boundaries of colonialism have never coincided with the cultural roots of their people. Furthermore, ethnicity has been used by most African political elites as a key mechanism to build their networks of patron-age, and to make sure that their constituents hate each other, thus weakening their autonomy as political subjects.

And while the United States has learned throughout its history as an immigrant nation to cope with ethnicity (to the point that ethnic politics is fully acknowledged in political practices), Europe is painfully discovering that the abstract principle of individual citizenship is directly challenged by increasingly the multiculturalism of an multiethnic continent. The more Europe integrates new nations and the more it globalizes its labor force, the more ethnicity becomes a major component of social dynamics and power struggles. Paradoxically, for most people in this global Information Age, who they are matters more than what they do.