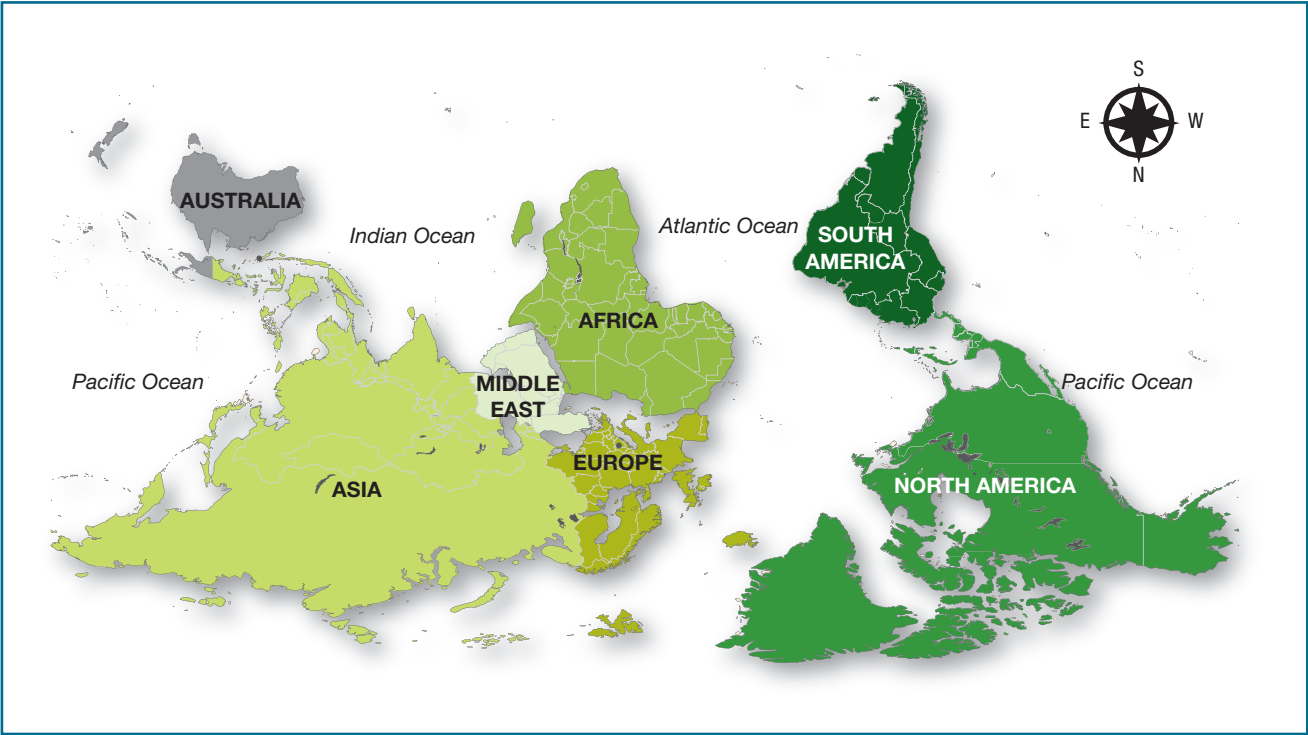


FIGURE 3.2 “Southside Up” Global Map



Source: Map by Anna Versluis.

Note: This map illustrates geographic ethnocentrism. U.S. citizens tend to assume it is natural that north should always be “on top.” The fact that this map of the world is upside down, where south is “up,” seems incorrect or disturbing to some people. Most people think of their countries or regions as occupying a central and larger part of the world.