

possibly less distorted communications among members and between the leadership and staff, and lower costs.

Fifth, in an environment full of NITs the governance of interest groups is characterized by: distrust of most public institutions; widespread expectation of direct participation in important public policy decisions; demand for transparency in decision making in public institutions; and growing populist ethos [See Alboim and Rosell discussions]. The NITs permit a closer monitoring of issues, rapid feedback, and a web-like communications path that is quite different from the traditional tree-shaped one.

Sixth, the mobilization of interest group have changed as NITs have reduced the time and cost of mobilization. At the same time, the techniques used by interest groups have changed as a result of IT, so that today a greater emotional impact can be made on targets through the use of electronic submissions (e.g., CD-ROM, interacting videos, electronic press releases for the news media put on-line).

Prof. Stanbury's analysis then moves on to an examination of the increased internationalization of interest groups. He describes the process in the following manner: interest groups in national jurisdiction X seek to influence their private sectors or governments (federal and sub-federal) by pressuring governments and private sectors in jurisdiction Y who, it is hoped by the interest groups in X, will then put pressure on the governments and private sector of X. Prof. Stanbury explains that there are various permutations of this indirect approach such as "affiliates" of multinational interest groups or temporary alliances among transnational interest groups, all having the central aim of changing public policy in one or more jurisdictions. Professor Stanbury notes that the internationalization of interest group activity is critically dependent on: shared interests of different groups or different arms of the same one; capacity to gain coverage in the mass media (critical in raising funds); easy and inexpensive long distance communication; English as a common language.

He states that most transnational interest group activity is driven by concerns in industrialized/developed countries; consequently, their financing is also centred in these countries - even if the focus is a developing country (e.g., Brazil's rainforests). Along with production and trade, many issues are becoming global (e.g., global warming, whaling, dumping of toxic wastes, immigration), and thus it is necessary for groups to internationalize and follow issues and targets wherever they go. Groups internationalize as they try to "match" the activities of multinational corporations, or to match multilateral efforts of governments.

This process of internationalization, says Prof. Stanbury, may create problems in Canada's international relations because: domestic conflicts spill over into the international arena; it may complicate existing international agreements or relations among various countries; and it may generate concerns about sovereignty. Stanbury points out that cultural differences play a variable role in internationalization of interest groups because of different