Abstract

As the internet as a space for social interaction grows and evolves, new applications for these technologies are created allowing individuals to act effectively on a global level. Microfinance has become an increasingly popular way for private individuals to show solidarity with developing nations. This popularity is being fueled by Kiva, an online micro-lending platform that connects user-lenders to entrepreneurs around the world. This paper examines the perceived contradictions between the relationship as represented by Kiva’s promotional material and the actual material relationship.