

Q:

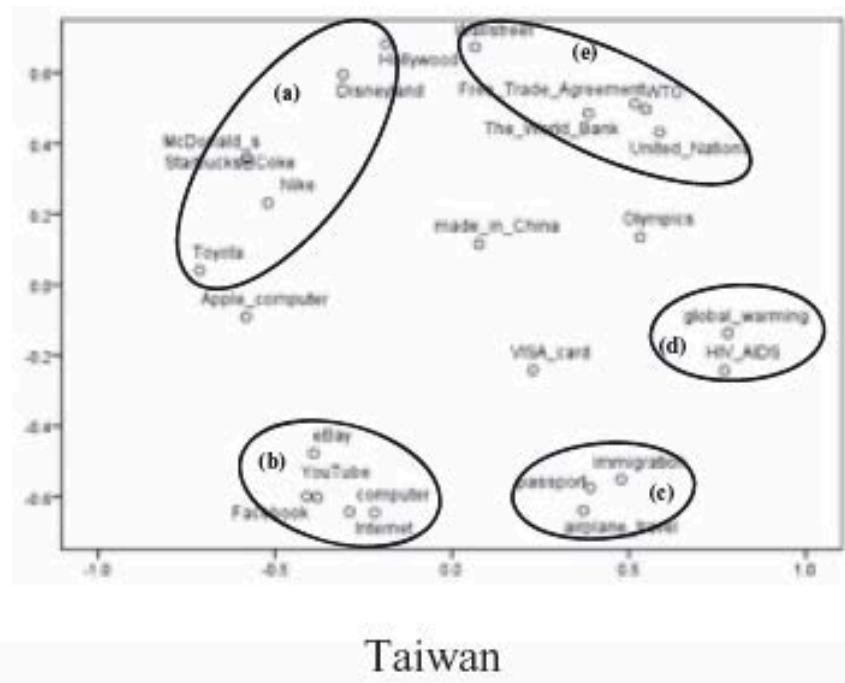
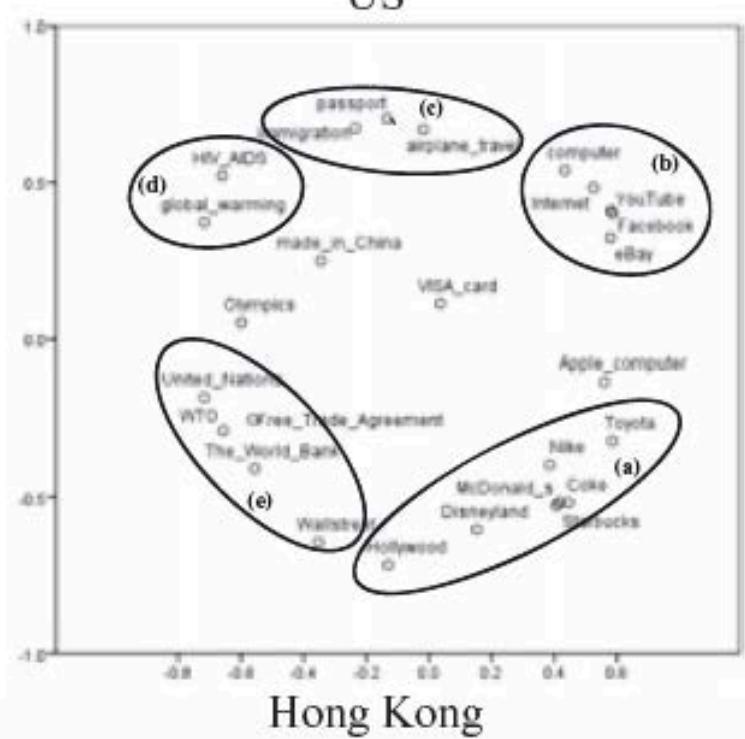
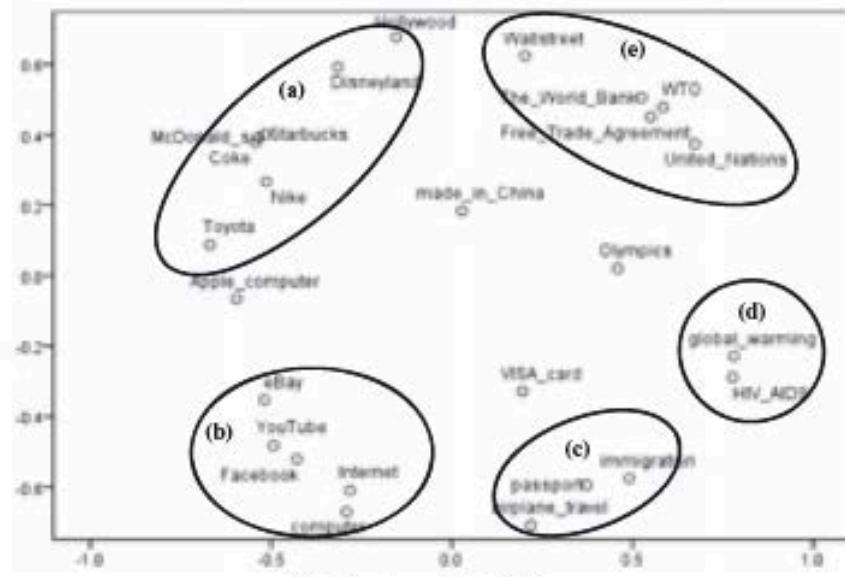
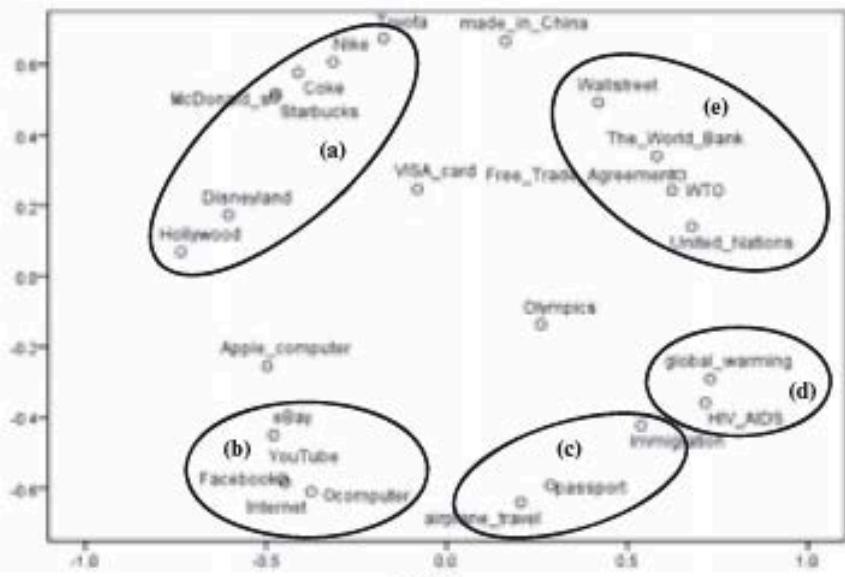
A:Social Science/CUHK

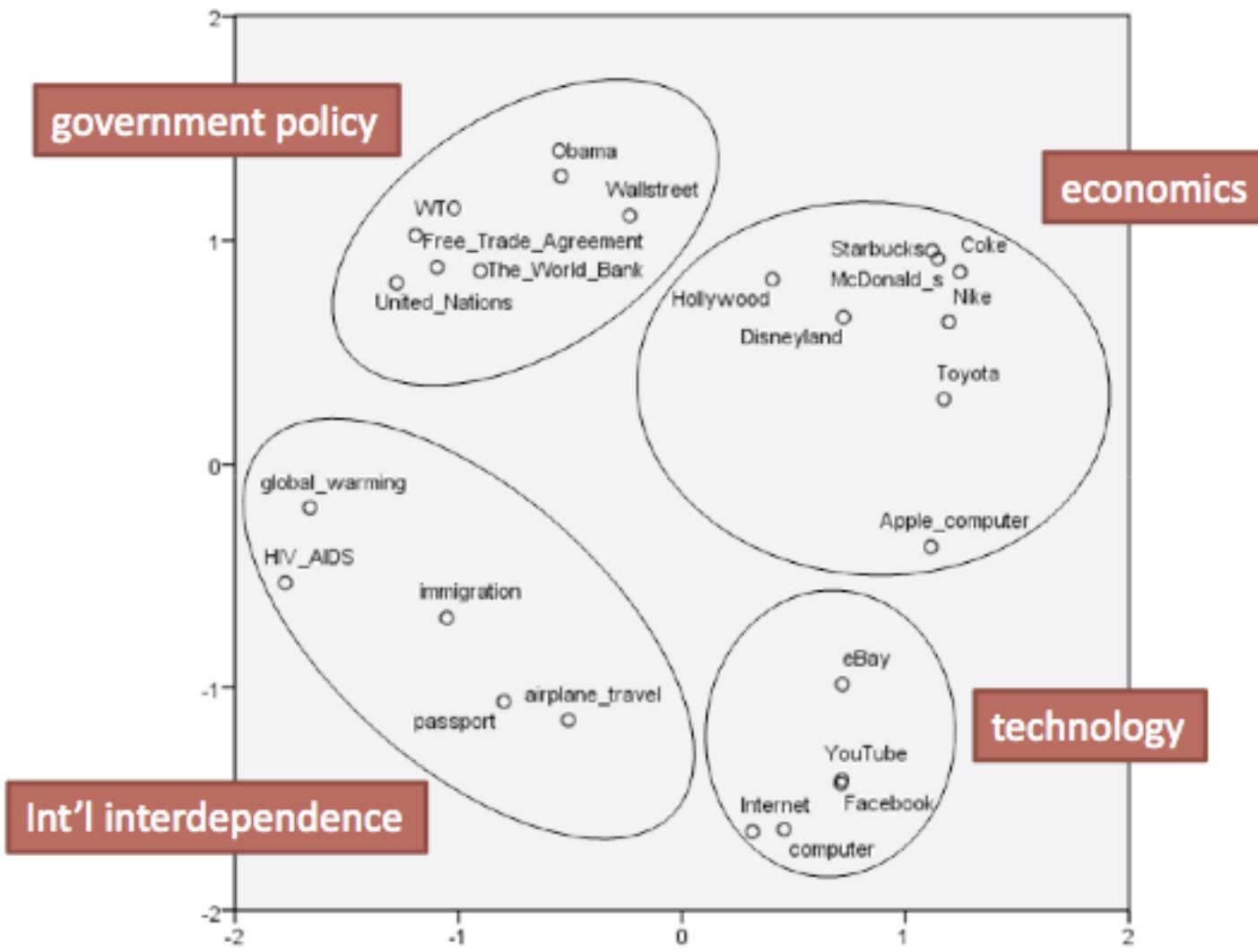
Globalization and Culture

Chi-Yue Chiu

Globalization

Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.

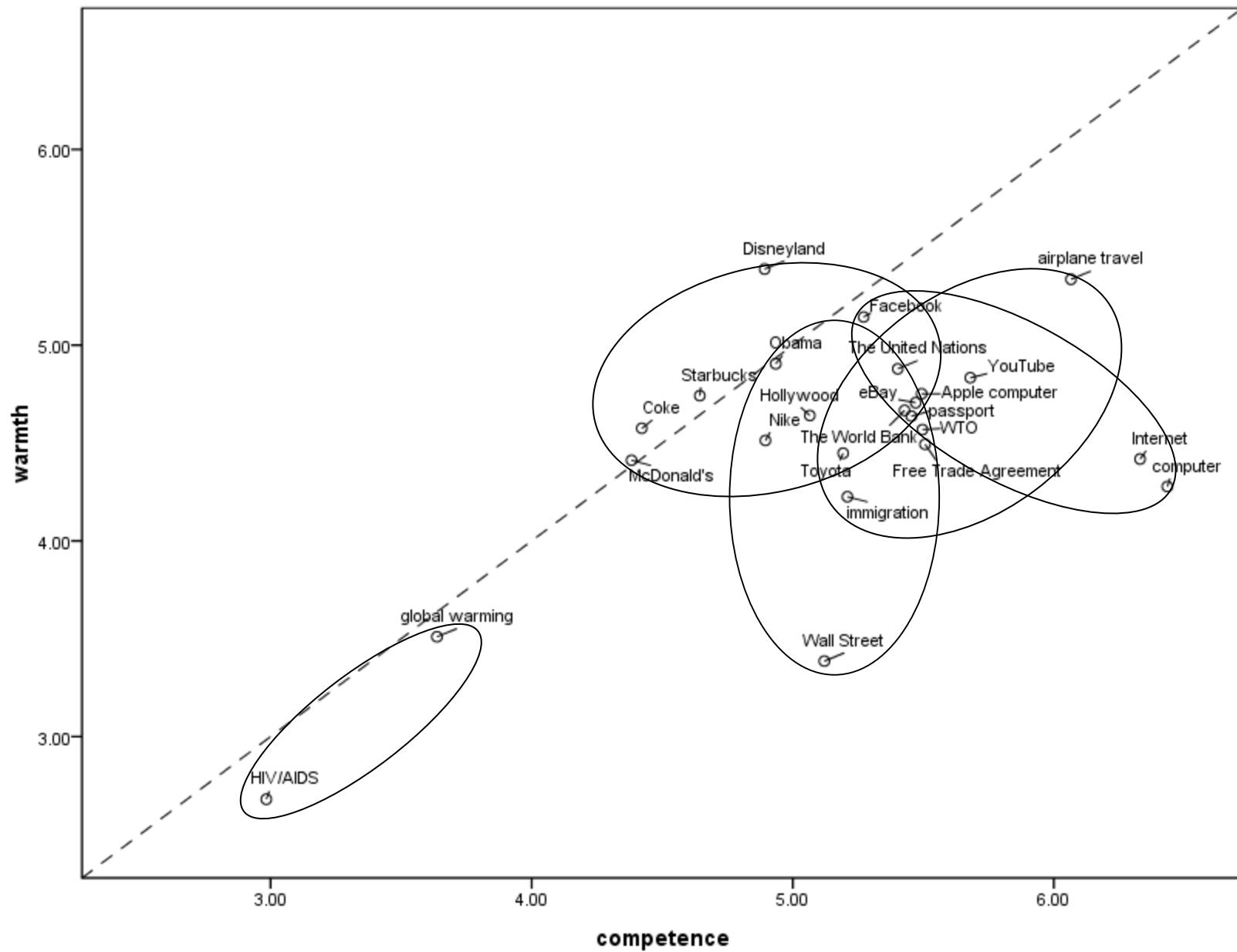




Number of items = 24

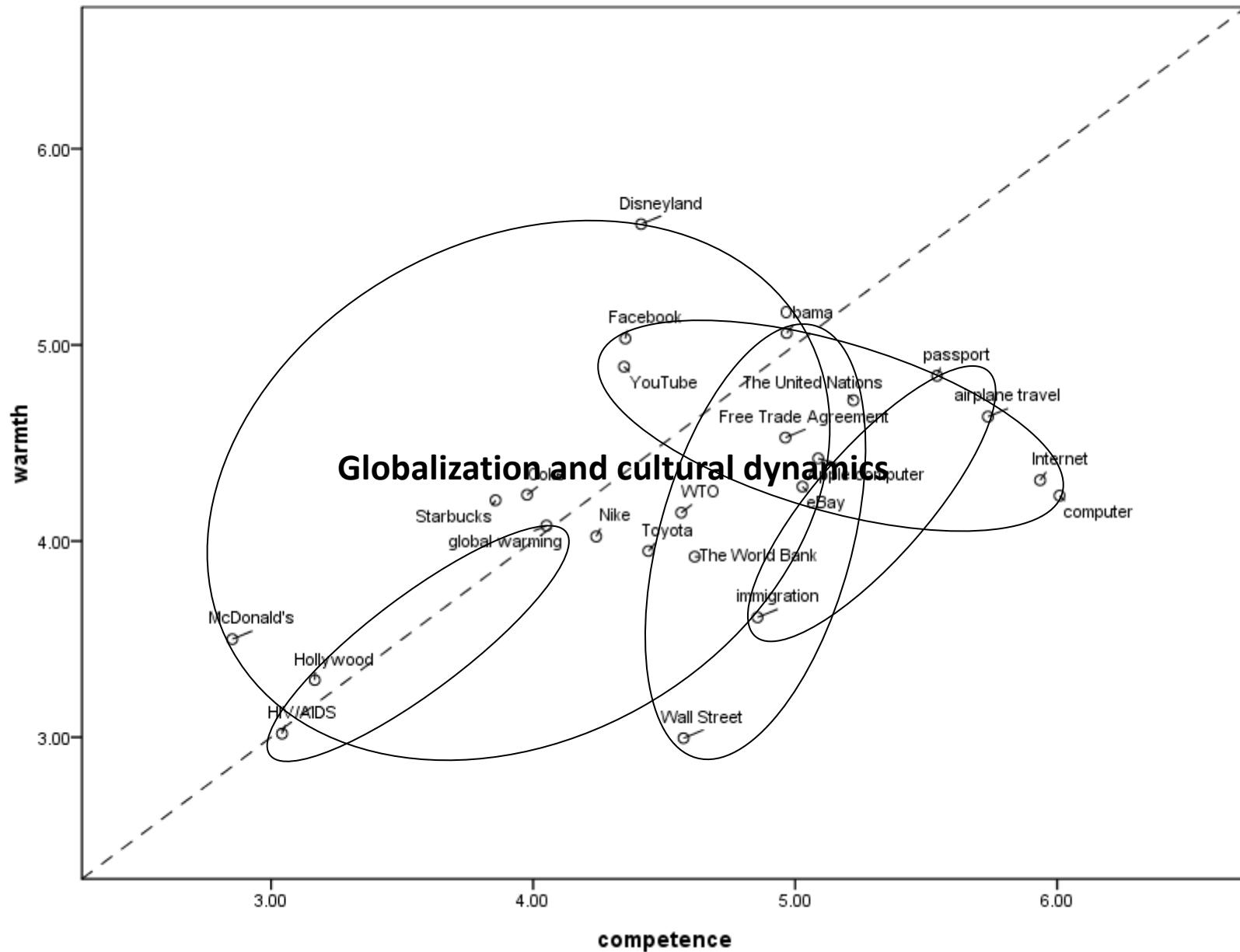
rating

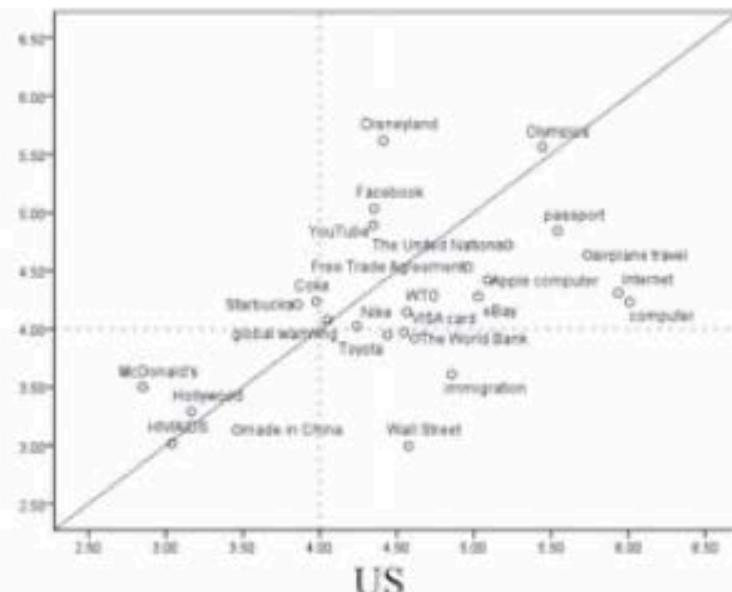
area: Greater China



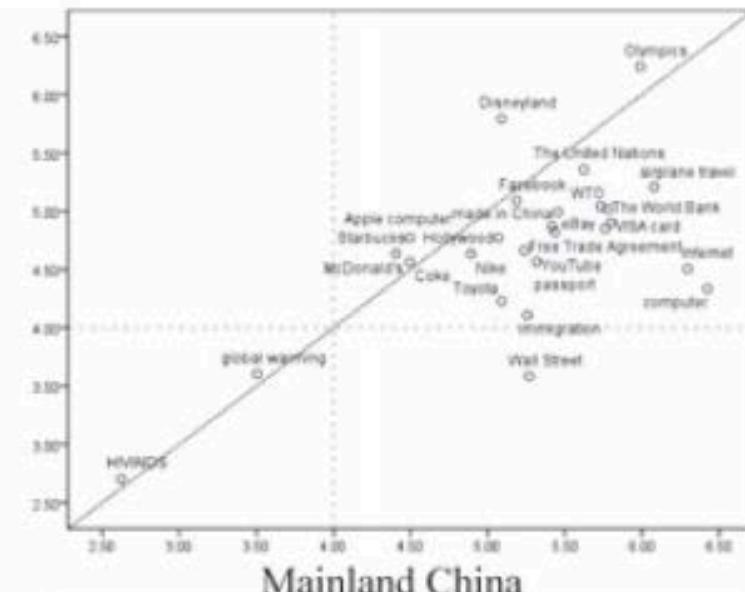
rating

area: United States

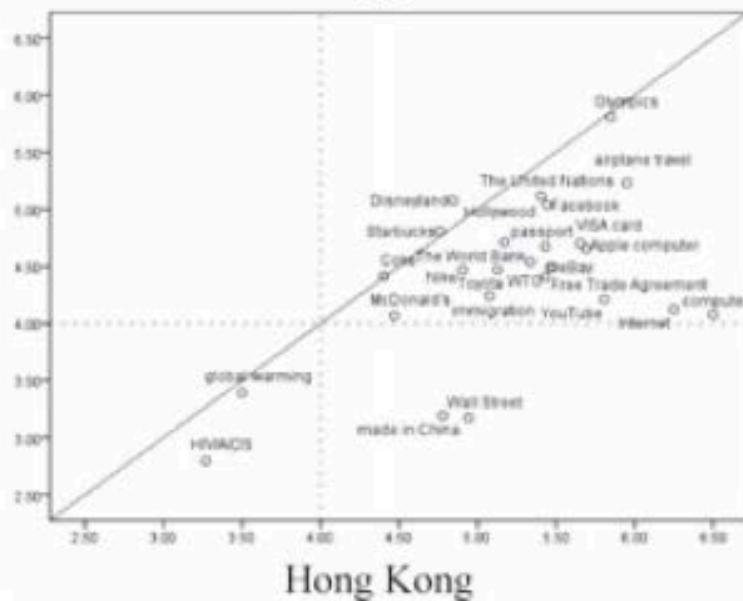




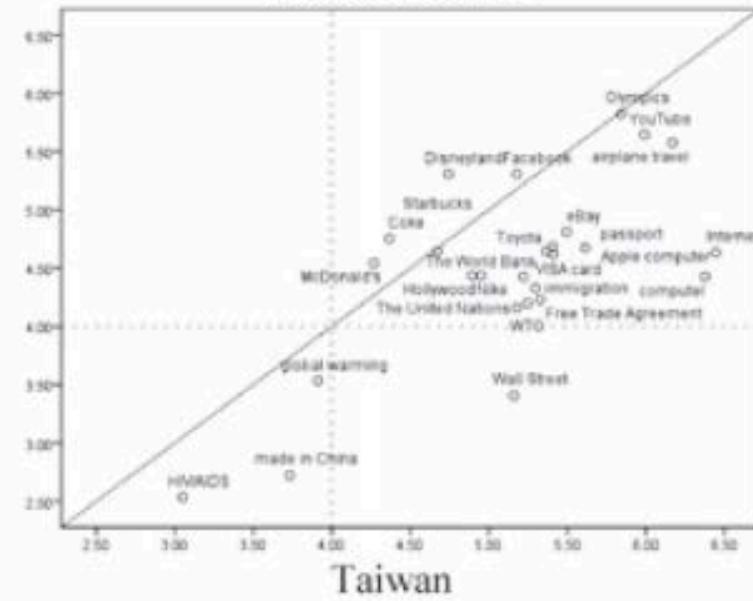
US



Mainland China



Hong Kong



Taiwan

Fig. 2. Perceived psychological impact of globalization of the 26 globalization-related objects. The x-axis refers to the object's impact on people's competence and the y-axis the object's impact on people's warmth. Objects falling below (above) the main diagonal are perceived to have greater (smaller) impact on people's competence than on their warmth.

Two questions

- Does globalization render culture irrelevant?
 - More efficient spread of “global” culture to local culture
 - Cultural hegemony
- Is psychology relevant to the study of globalization?

Question 1

- Does globalization render culture irrelevant?
 - More efficient spread of “global” culture to local culture
 - Cultural hegemony
- Three case studies

The First Law of Geography

"Everything is related to everything else, but near things are more related than distant things."

(Tobler, 1970, *Economic Geography*)

Q:

A : Social Science / CUHK

Q:

A:Social Science/CUHK

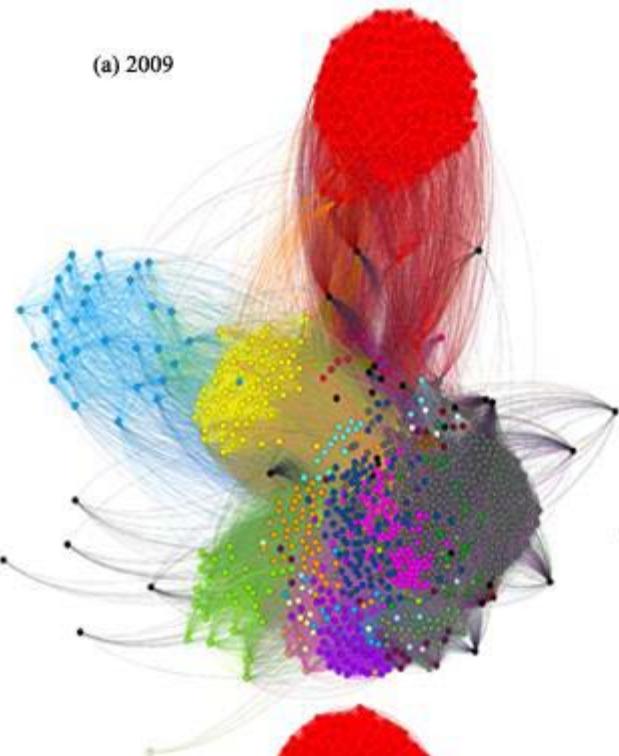
Case 1: Web Traffics

Ethnological Mapping of Web Use

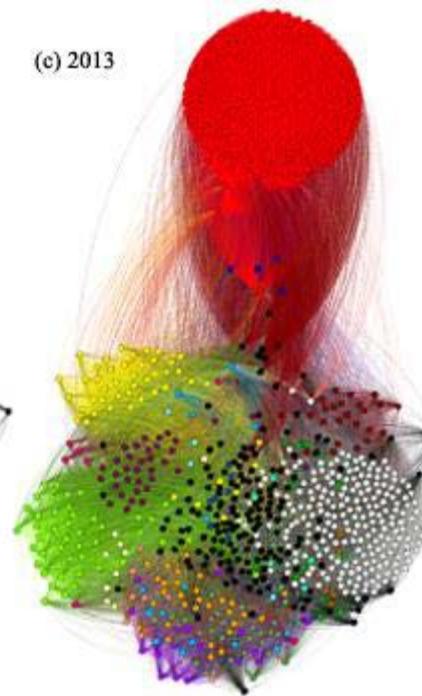
Angela Xiao Wu & Harsh Taneja (2015)

- Analyzed shared user traffic between the world's top 1000 web domains at three time points (September of 2009, 2011 and 2013).
- Tracked web usage (traffic) data once a month from 2 million users worldwide in 170 countries.

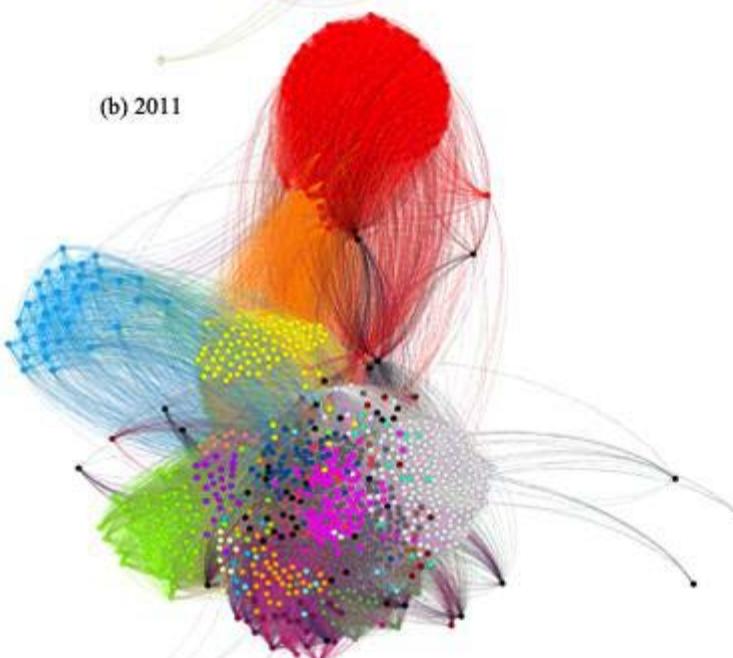
(a) 2009



(c) 2013



(b) 2011



- China
- Taiwan/Chinese
- Wiki
- Global/US
- US/English
- Russia
- Japan
- Porn
- Vietnam
- Italy
- Germany
- France
- Brazil
- Spanish
- Video/File Sharing
- Video sharing
- Korea
- UK
- Arabic
- Turkey
- India
- Polish
- Dutch
- Canada
- Philippines

Ethnological Mapping of Global Web Use

Q:

A:Social Science/CUHK

Case 2: Scientific Collaborations

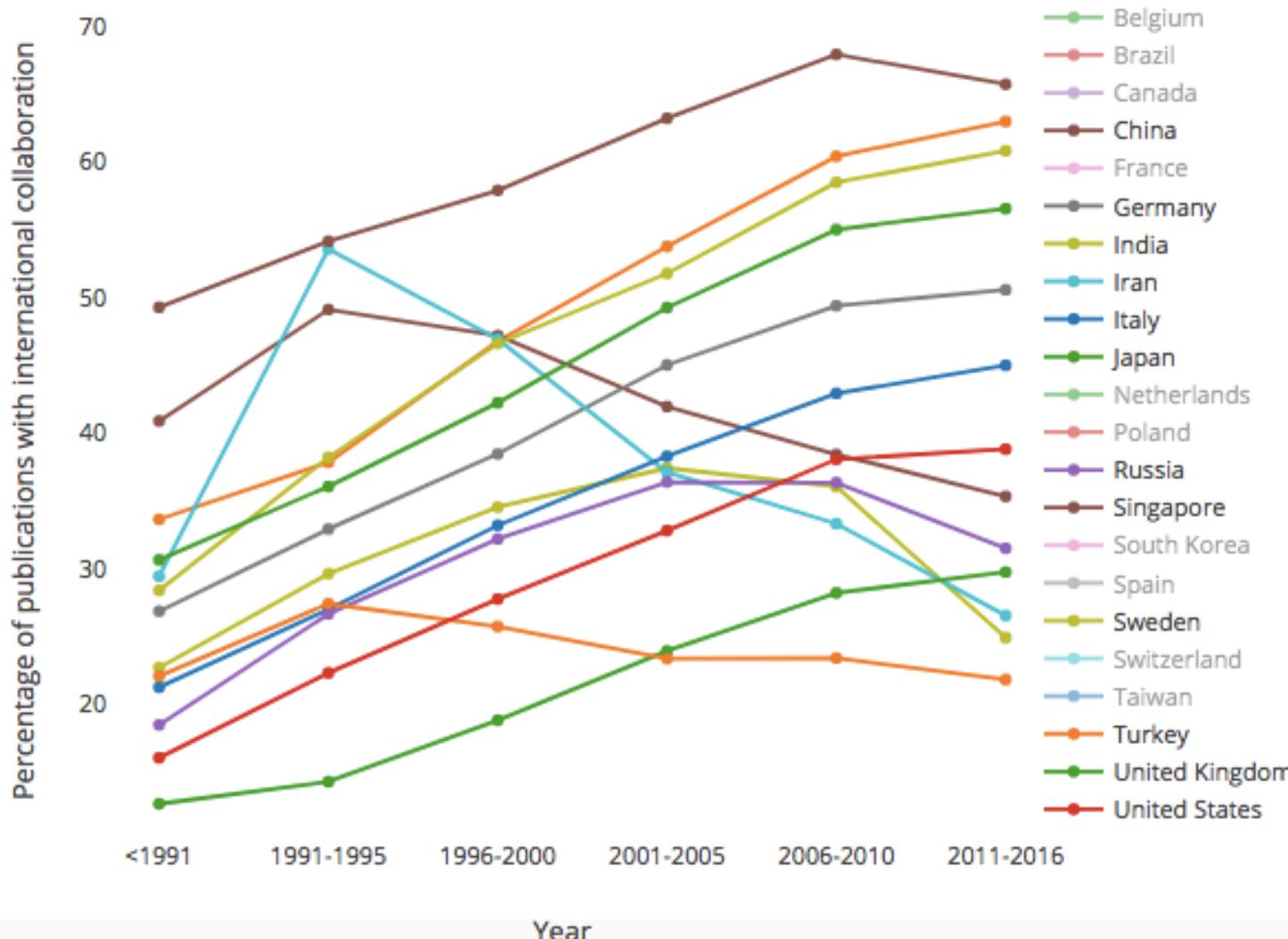
The Geocultural Web of Science

Source: Web of Science

Two decades: 1996-2005; 2006-2015

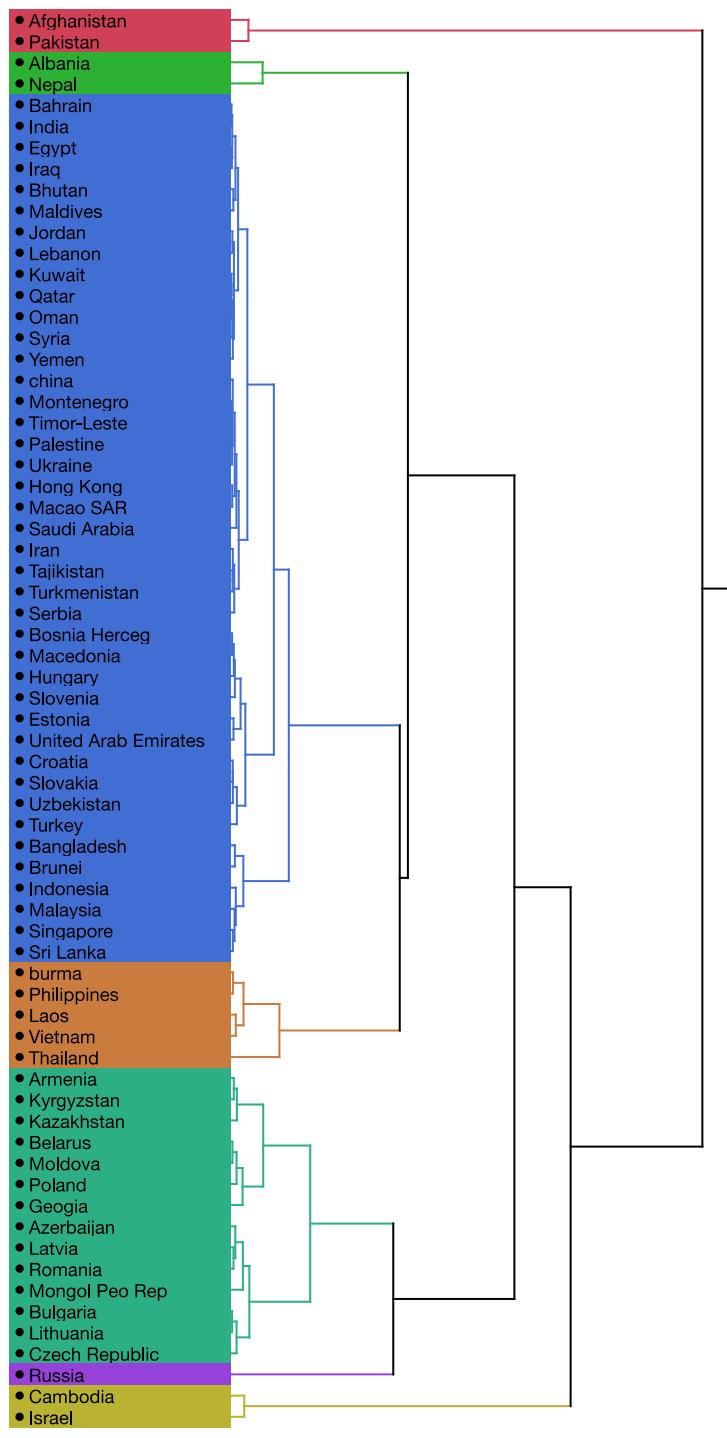
65 OBOR countries

Percentage of a country's publications with international collaboration



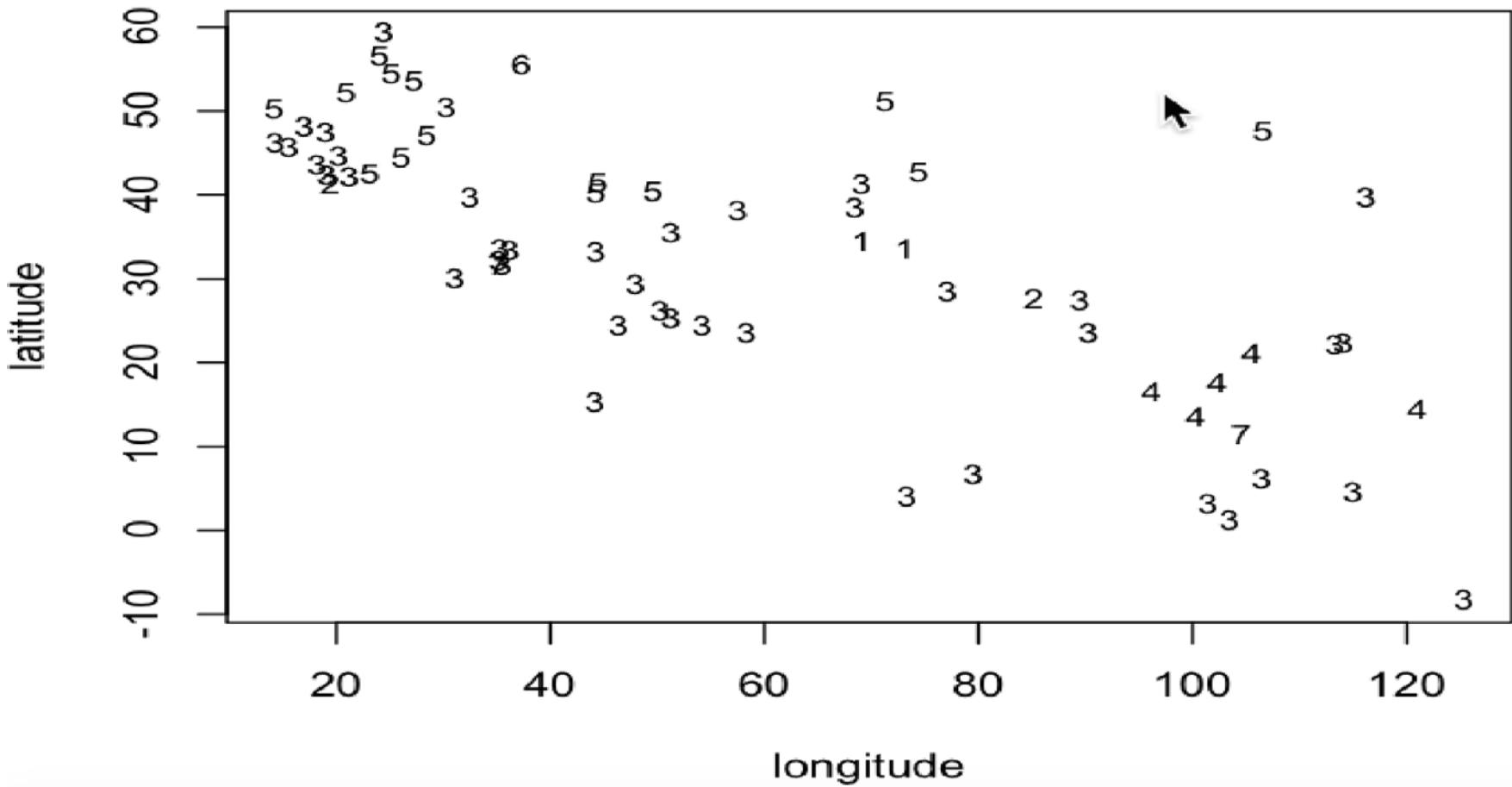
Web of Science (1996-2005)

| country | Afghanistan | Albania | Armenia | Azerbaijan | Bahrain | Bangladesh | Bhutan | .. | Yeman |
|------------------|-------------|---------|---------|------------|---------|------------|--------|----|-------|
| Afghanistan | 0.67 | 0.17 | 0 | 0 | 0 | 0 | 0 | | 0 |
| Albania | 0.17 | 0.78 | 0 | 0 | 0 | 0 | 0 | | 0 |
| Armenia | 0 | 0 | 0.76 | 0 | 0 | 0 | 0 | | 0 |
| Azerbaijan | 0 | 0 | 0 | 0.77 | 0 | 0 | 0 | | 0 |
| Bahrain | 0 | 0 | 0 | 0 | 0.81 | 0 | 0 | | 0 |
| Bangladesh | 0 | 0 | 0 | 0 | 0 | 0.87 | 0 | | 0 |
| Bhutan | 0 | 0 | 0 | 0 | 0 | 0 | 0.73 | | 0 |
| Bosnia Hercog | 0 | 0.01 | 0 | 0 | 0 | 0 | 0 | | 0 |
| Brunei | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 |
| .. | | | | | | | | | |
| Yeman | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0.77 |

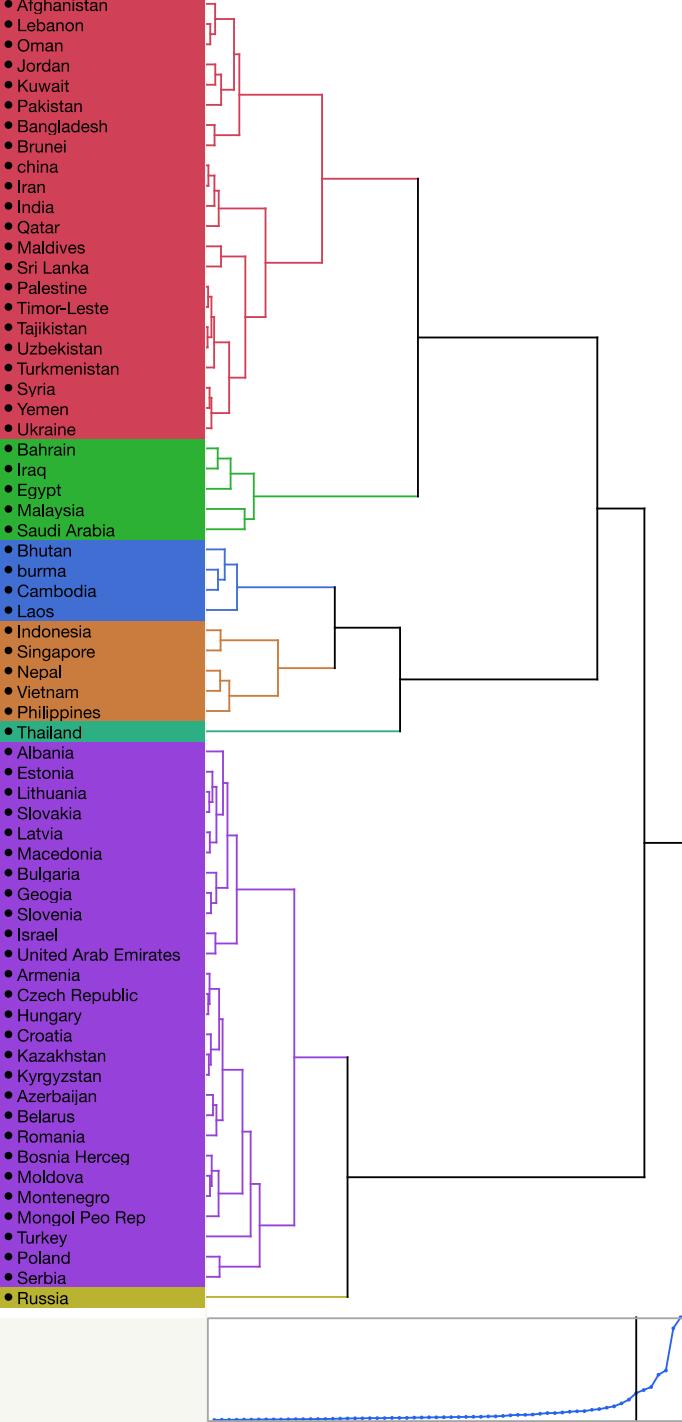


OBOR: 1996-2005

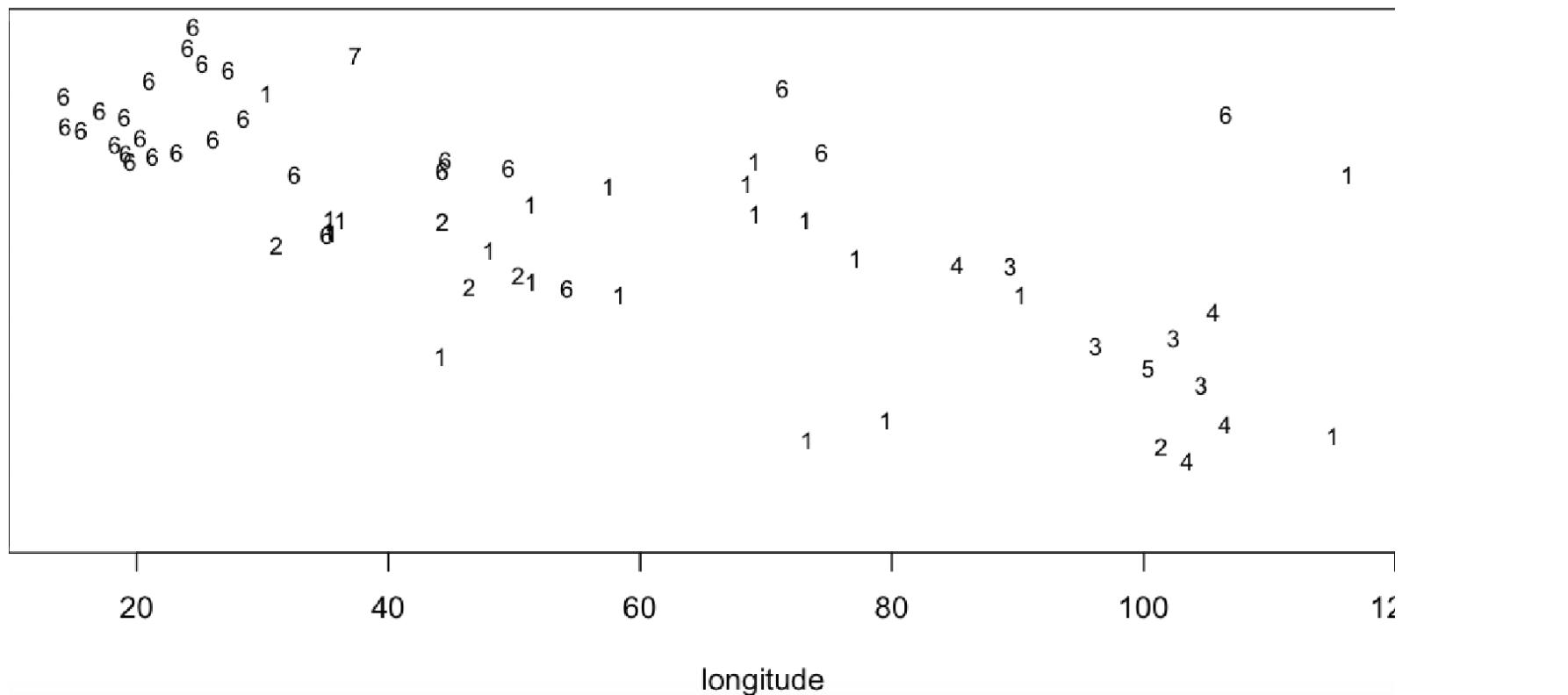
OBOR: 2006-2015



OBOR: 2006-2015



OBOR: 2006-2015

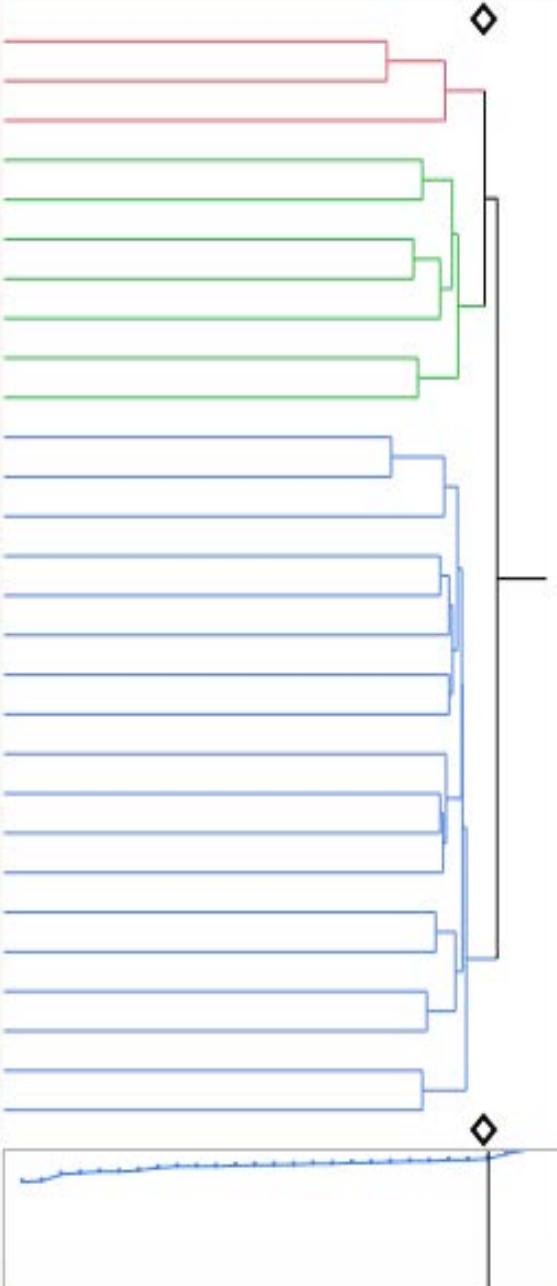


| country | Soviet Union Major religion | Cluster | Cluster | Cluster | Cluster |
|--------------|-----------------------------|---------|---------|--------------|----------------------|
| | | 05 | 15 | 05 | 15 |
| Afghanistan | 0 Sunni Muslim | 1 | 1 | Bahrain | 0 Muslim |
| Pakistan | 0 Muslim | 1 | 1 | Iraq | 0 Muslim |
| Brunei | 0 Muslim | 3 | 1 | Egypt | 0 Muslim |
| Maldives | 0 Sunni Muslim | 3 | 1 | Malaysia | 0 Muslim |
| Palestine | 0 Muslim | 3 | 1 | Saudi Arabia | 0 Muslim |
| Timor-Leste | 0 Roman Catholic | 3 | 1 | Bhutan | 0 Lamaistic Buddhist |
| china | 0 | 3 | 1 | Laos | 0 Buddhist |
| Sri Lanka | 0 Buddhist | 3 | 1 | burma | 0 Buddhist |
| Ukraine | 1 Orthodox Christian | 3 | 1 | Cambodia | 0 Buddhist |
| Uzbekistan | 1 Muslim | 3 | 1 | Nepal | 0 Hindu |
| Tajikistan | 1 Sunni Muslim | 3 | 1 | Singapore | 0 Buddhist |
| Bangladesh | 0 Muslim | 3 | 1 | Indonesia | 0 Muslim |
| Iran | 0 Muslim | 3 | 1 | Vietnam | 0 Buddhist |
| Jordan | 0 Sunni Muslim | 3 | 1 | Philippines | 0 Catholic |
| Lebanon | 0 Muslim | 3 | 1 | Thailand | 0 Buddhist |
| Qatar | 0 Muslim | 3 | 1 | | |
| Syria | 0 Sunni Muslim | 3 | 1 | | |
| India | 0 Hindu | 3 | 1 | | |
| Kuwait | 0 Sunni Muslim | 3 | 1 | | |
| Oman | 0 Ibadhi Muslim | 3 | 1 | | |
| Yemen | 0 Muslim | 3 | 1 | | |
| Turkmenistai | 1 Muslim | 3 | 1 | | |
| Bahrain | 0 Muslim | 3 | 2 | | |
| Iraq | 0 Muslim | 3 | 2 | | |
| Egypt | 0 Muslim | 3 | 2 | | |
| Malaysia | 0 Muslim | 3 | 2 | | |
| Saudi Arabia | 0 Muslim | 3 | 2 | | |

| country | Soviet Union Major religion | Cluster cited d3 | Cluster cited d4 |
|--------------|-----------------------------|------------------|------------------|
| Albania | 2 Muslim | 2 | 6 |
| Bosnia Herce | 2 Muslim | 3 | 6 |
| Croatia | 2 Roman Catholic | 3 | 6 |
| Estonia | 1 atheist, Eastern Orthodox | 3 | 6 |
| Macedonia | 2 Macedonian Orthodox | 3 | 6 |
| Montenegro | 2 Orthodox Christian | 3 | 6 |
| Hungary | 2 Roman Catholic | 3 | 6 |
| Serbia | 2 Serbian Orthodox | 3 | 6 |
| Slovakia | 2 Roman Catholic | 3 | 6 |
| Slovenia | 2 Catholic | 3 | 6 |
| United Arab | 0 Muslim | 3 | 6 |
| Turkey | 0 Muslim | 3 | 6 |
| Azerbaijan | 1 Muslim | 5 | 6 |
| Kazakhstan | 1 Muslim | 5 | 6 |
| Kyrgyzstan | 1 Muslim | 5 | 6 |
| Armenia | 1 Armenian Apostolic | 5 | 6 |
| Belarus | 1 Eastern Orthodox | 5 | 6 |
| Bulgaria | 2 Eastern Orthodox | 5 | 6 |
| Geogia | 1 Orthodox Christian | 5 | 6 |
| Latvia | 1 Christian | 5 | 6 |
| Lithuania | 1 Roman Catholic | 5 | 6 |
| Moldova | 1 Orthodox Christian | 5 | 6 |
| Mongol Peo | 0 Buddhist | 5 | 6 |
| Romania | 2 Eastern Orthodox | 5 | 6 |
| Czech Repub | 2 Roman Catholic | 5 | 6 |
| Poland | 2 Catholic | 5 | 6 |
| Israel | 0 Jewish | 7 | 6 |
| Russia | 1 Russian Orthodox | 6 | 7 |

Dendrogram

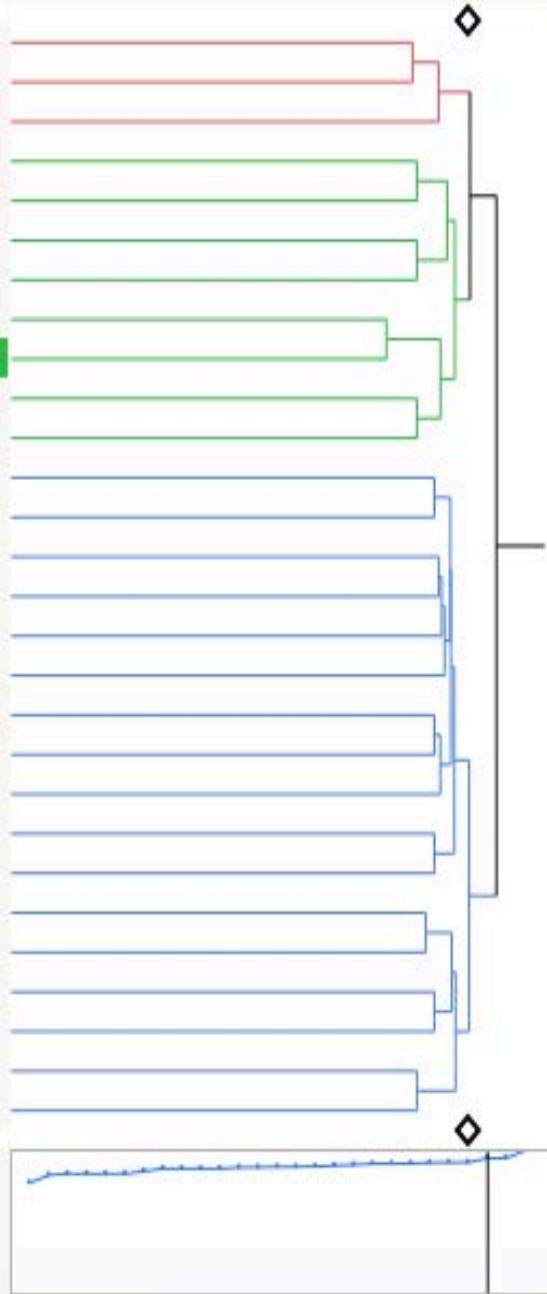
- Albania
- Italy
- Greece
- + Belgium
- + France
- + Bulgaria
- + Germany
- + Czech Republic
- + Denmark
- + England
- ◊ Canada
- ◊ USA
- ◊ Hungary
- ◊ Croatia
- ◊ Slovenia
- ◊ Slovakia
- ◊ Romania
- ◊ Turkey
- ◊ Estonia
- ◊ Latvia
- ◊ Lithuania
- ◊ Poland
- ◊ Luxembourg
- ◊ Netherland
- ◊ Portugal
- ◊ Spain
- ◊ Iceland
- ◊ Norway



NATO: 1996-2005

Dendrogram

- Albania
- Italy
- Greece
- Belgium
- France
- Bulgaria
- Germany
- Canada
- USA
- Denmark
- England
- Croatia
- Slovenia
- Estonia
- Hungary
- Romania
- Turkey
- Czech Republic
- Poland
- Slovakia
- Latvia
- Lithuania
- Iceland
- Norway
- Luxembourg
- Netherland
- Portugal
- Spain



NATO: 2006-2015

The Revised First Law of Geography

"Everything is related to everything else, but physically near and culturally close things are more related than distant things."

Q:

A:Social Science/CUHK

Case 3: BREXIT and Donald Trump

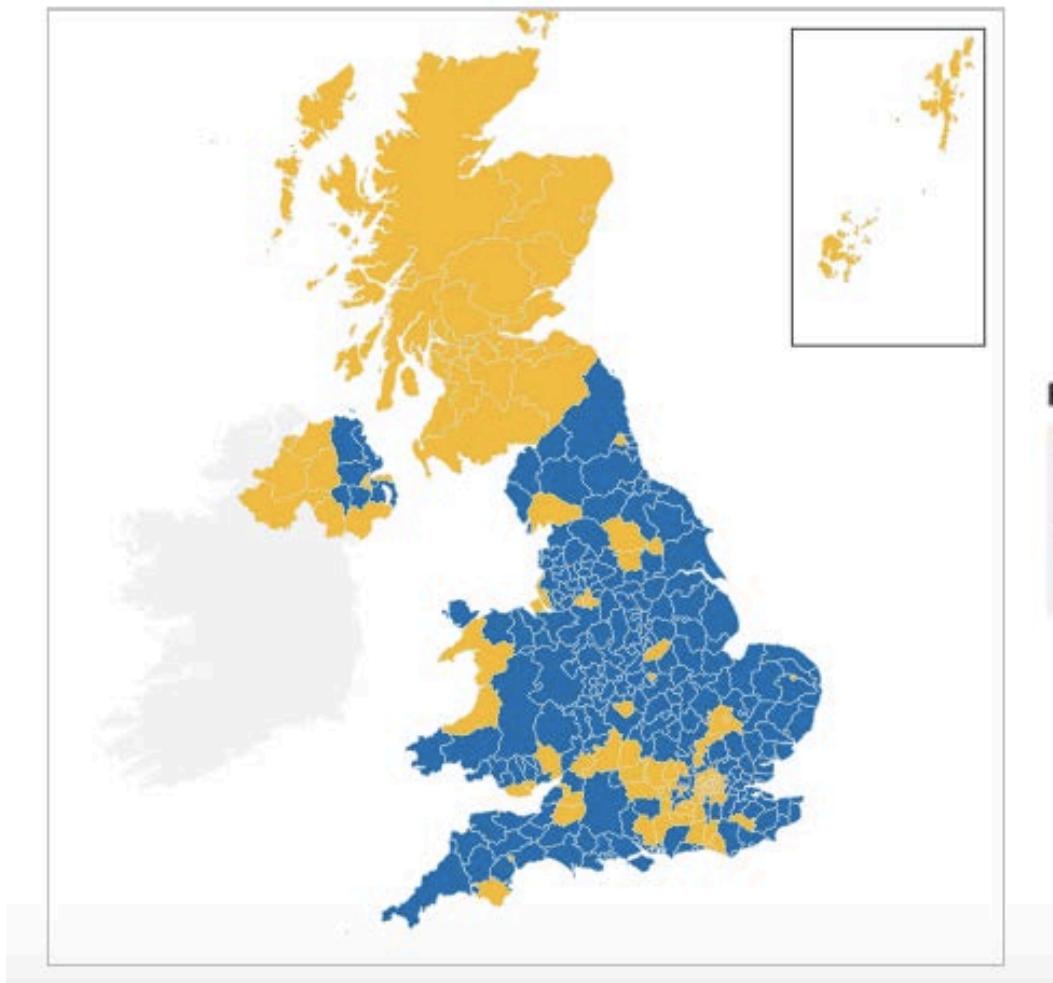
and the rise of tribalism?

Q:

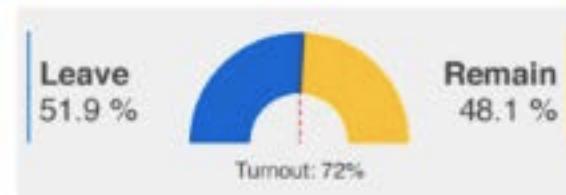
A : Social Science / CUHK

BEXIT: 2016 Referendum

Key: █ Majority leave █ Majority remain █ Tie █ Undeclared



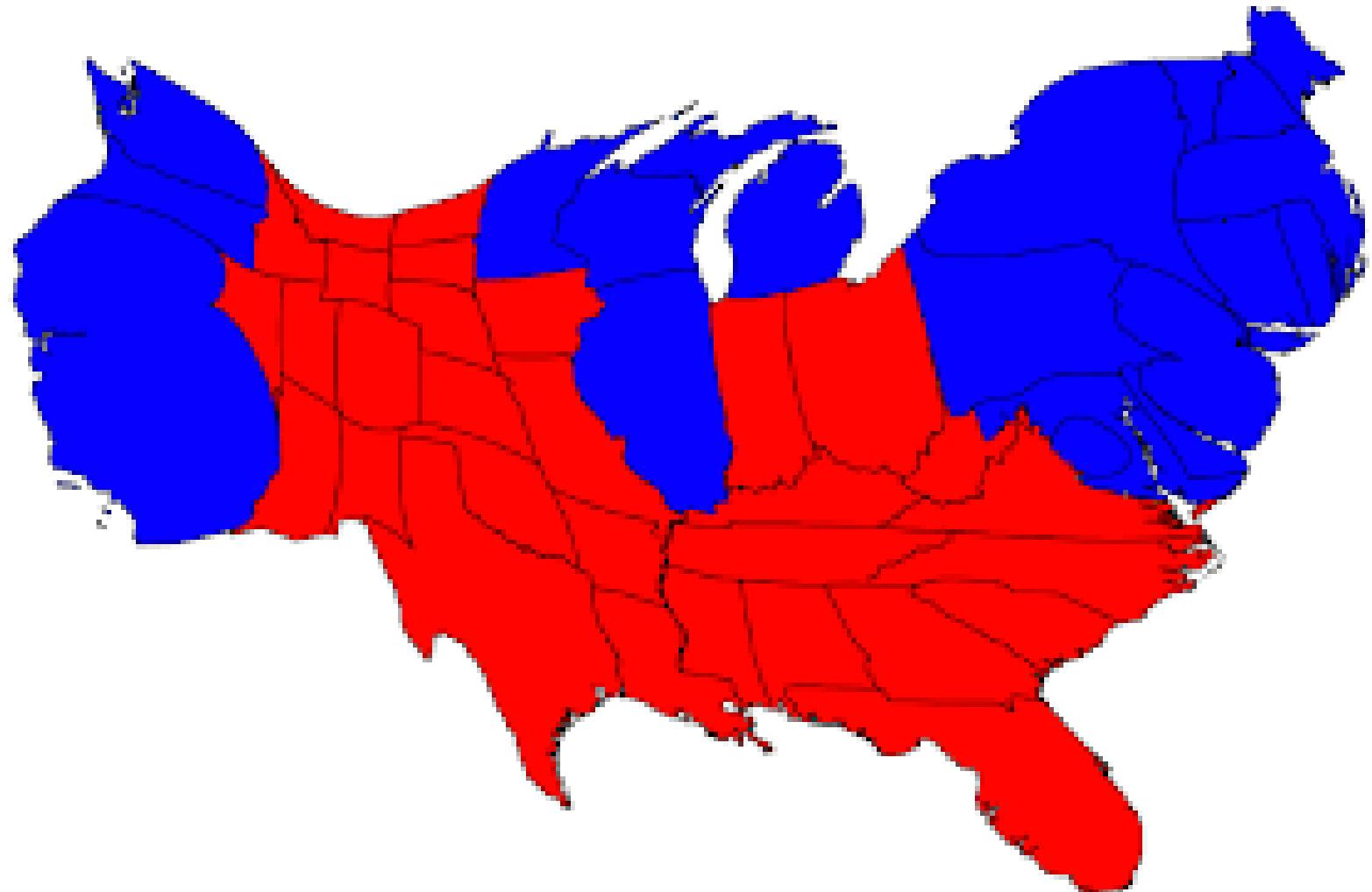
Results

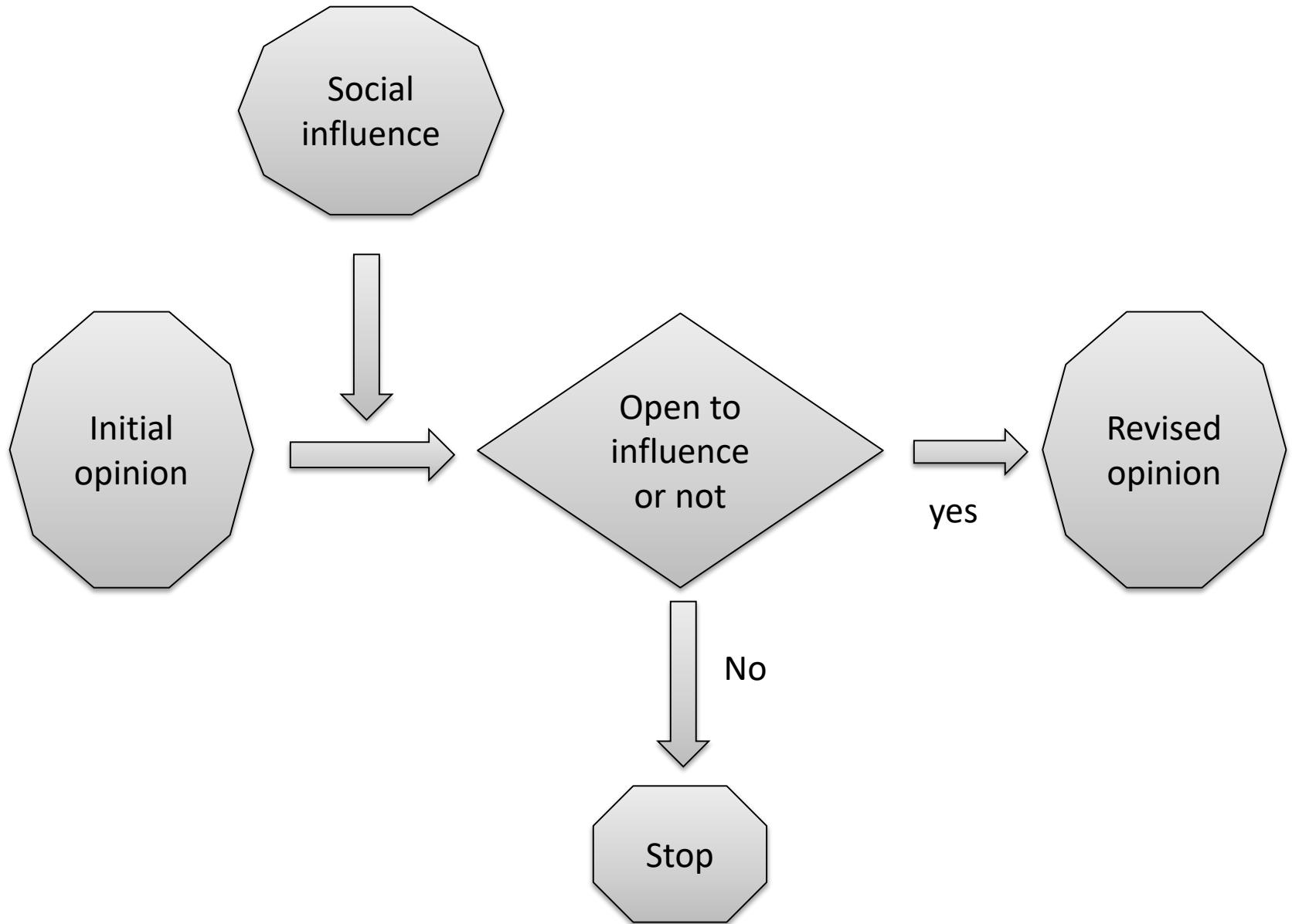


Q:

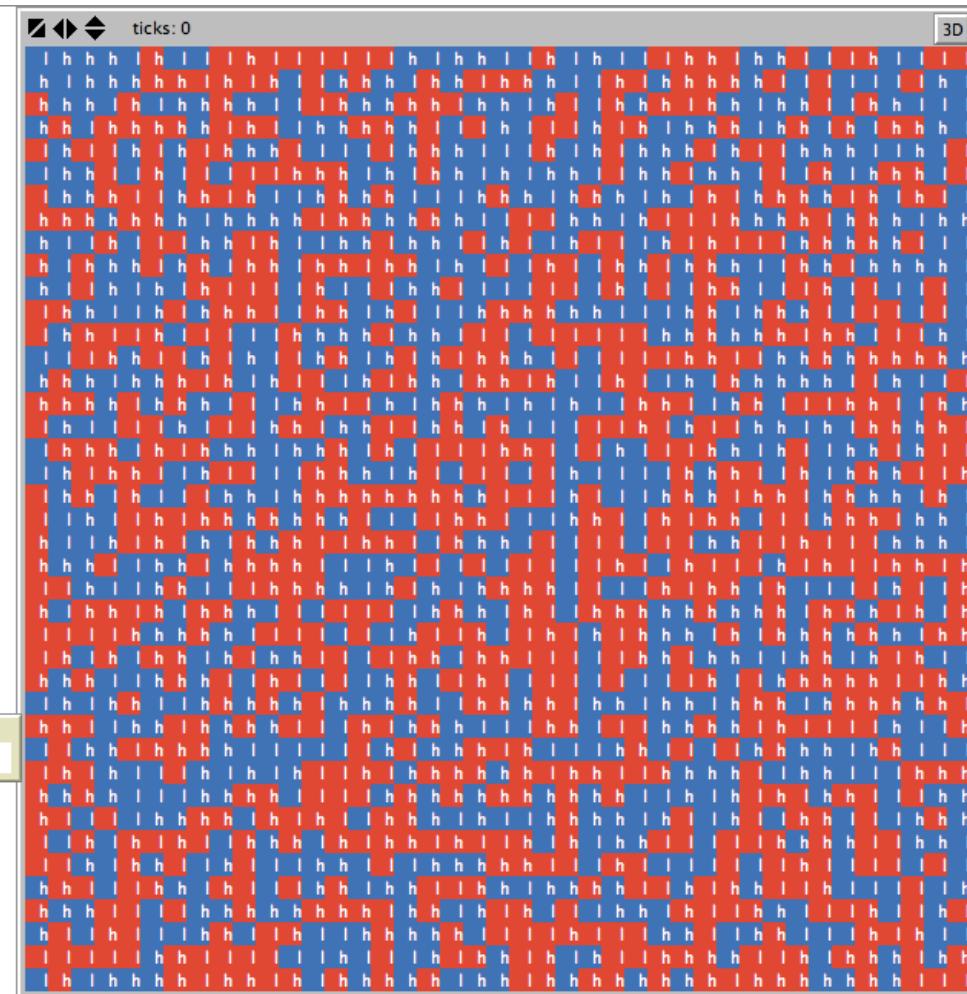
A : Social Science / CUHK

US Presidential Election: 2016





A simple agent-based model



Initial state

1. Multiple agents
2. They hold either Opinion A ($AS_A = 1, AS_B = 0$) or Opinion B ($AS_A = 0, AS_B = 1$)
3. Spatial distribution is random

At each step, they influence and are influenced as they communicate with their neighbors

Model stops when a stable pattern of spatial opinion distribution emerges.

Agent-based model

Opinion Distribution

- Opinions are evenly split (50-50),
- One opinion dominates (75-25).

Cognitive conservatism

Relatively low level

- At Step x , $AS_{Ax} = 2 * AS_{Ax-1} + N_A$
 $AS_{Bx} = 2 * AS_{Bx-1} + N_B$
A if $AS_{Ax} > AS_{Bx}$; B if $AS_{Ax} < AS_{Bx}$

Relatively high level

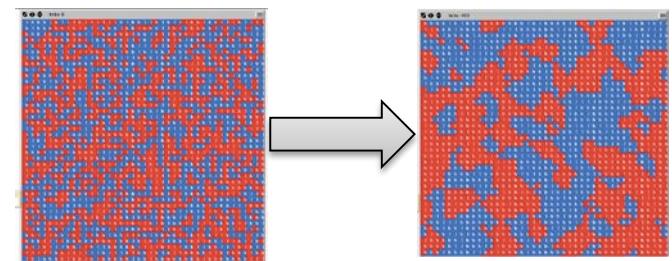
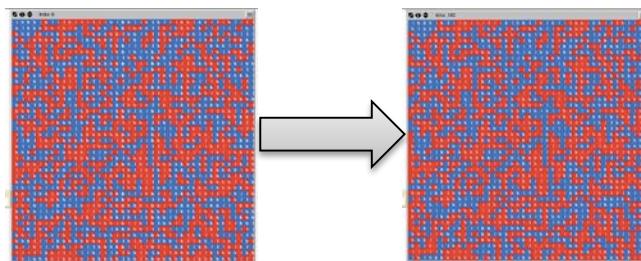
- At Step x , $AS_{Ax} = 4 * AS_{Ax-1} + N_A$
 $AS_{Bx} = 4 * AS_{Bx-1} + N_B$
A if $AS_{Ax} > AS_{Bx}$; B if $AS_{Ax} < AS_{Bx}$

Results

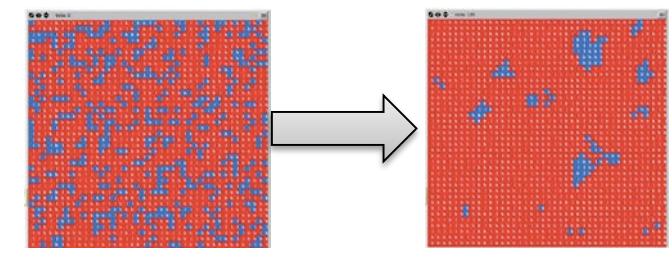
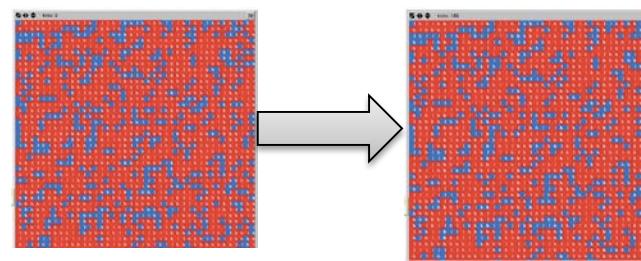
High cognitive conservatism

Low cognitive conservatism

50-50 split



75-25 split



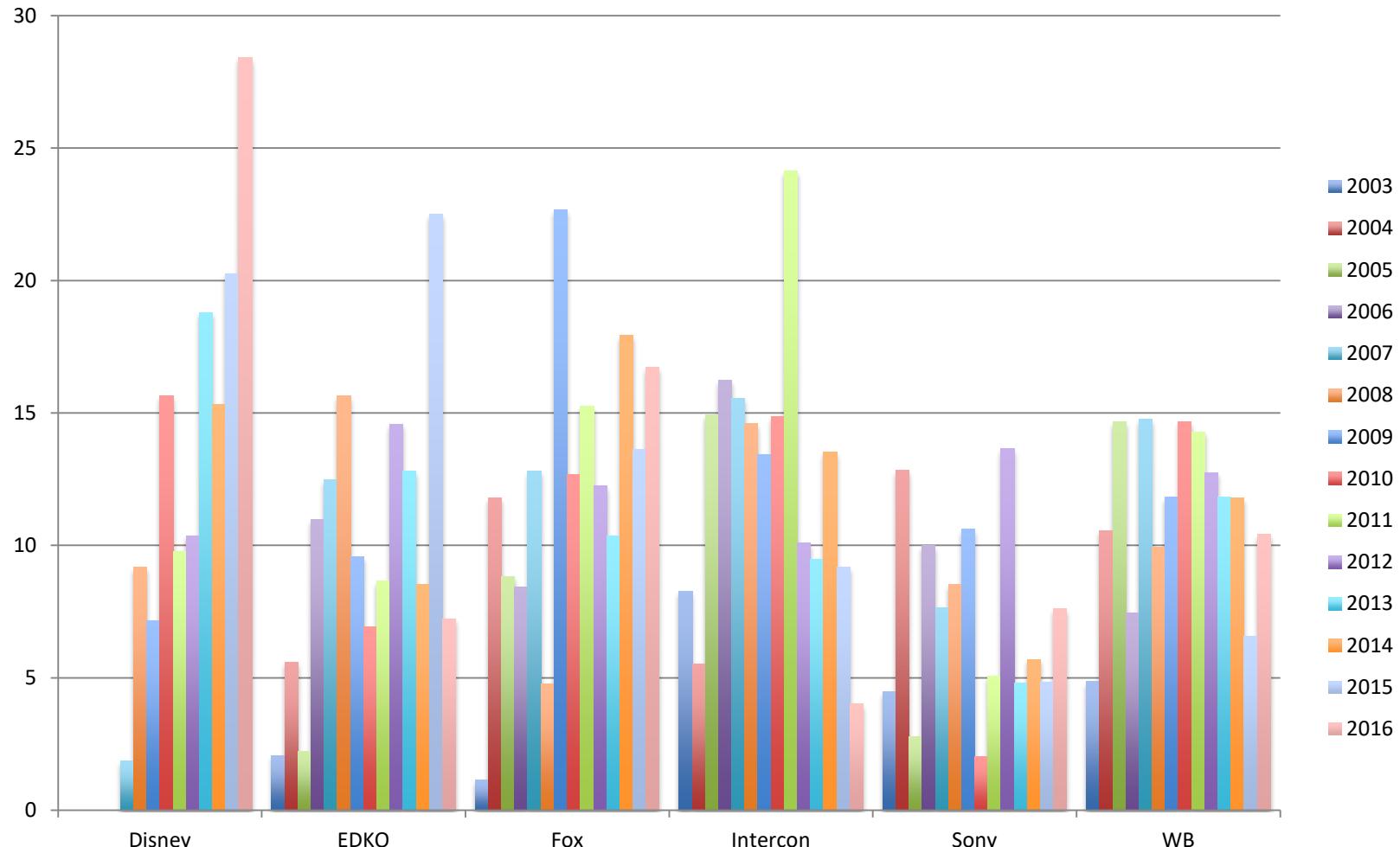


Q:

A :Social Science/CUHK

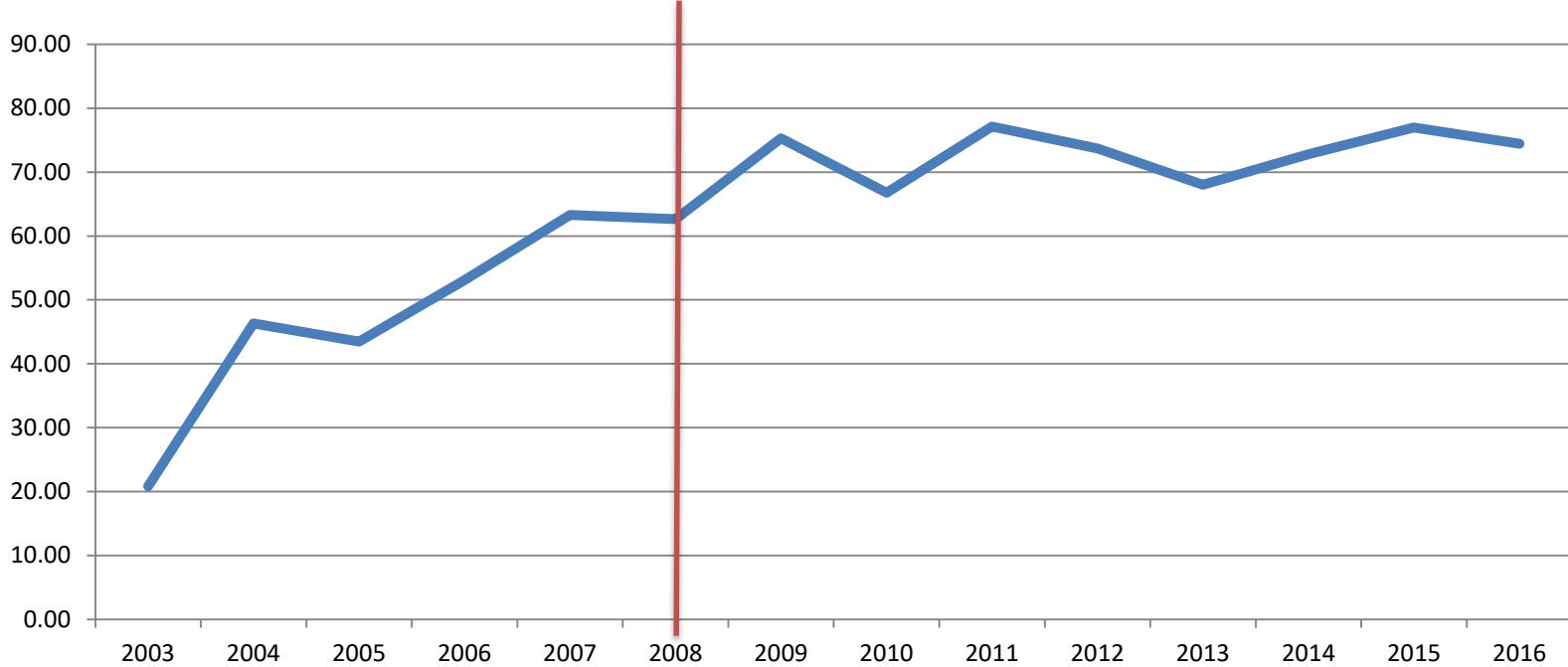
Conclusion

- Paradoxically, globalization, simply by increasing both the efficiency and frequency of interpersonal interactions, can render culture more relevant in understanding human behaviors, particularly in culturally diverse societies and among open-minded individuals.

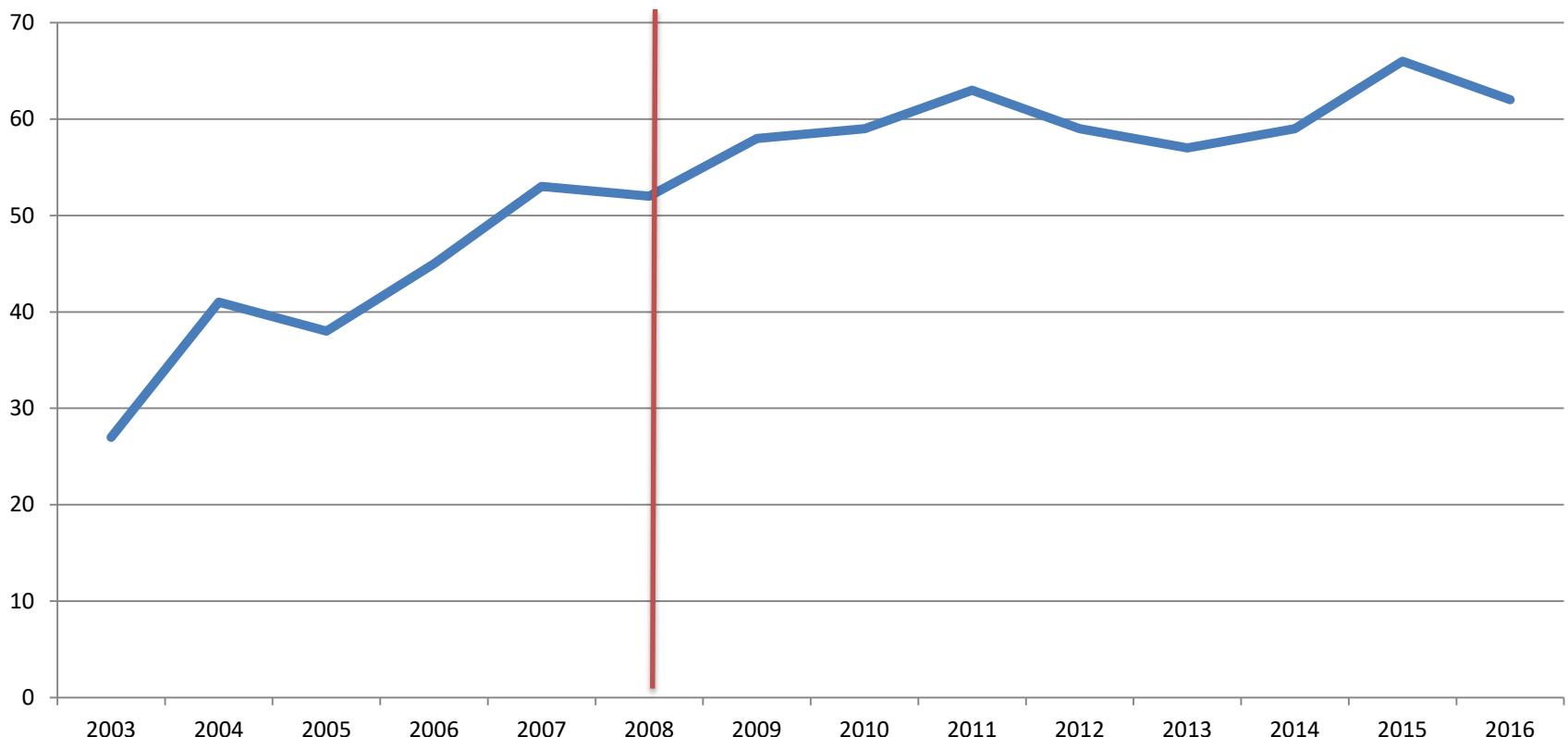


% of annual gross box office revenue by global film distributors

**% of total box office revenue of the top 100 movies
released in the year in HK by 6 global film distributors**



**% of 100 most popular movies released in Hong Kong that were
distributed by the 6 global film distributors**



「中國人」身分認同調查

認同自己是「中國人」的百分比

%



明報製圖

資料來源：中文大學香港亞太研究所社會與政治發展研究中心

| Q:
A:Social Science/CUHK



Q:

A :Social Science / CUHK

全球文化能改變中國的核心價值

全球文化能改變其他國家的核心價值

全球文化的核心價值能因應中國的文化而改變

全球文化的核心價值能因應其他國家的文化而改變

1. 全球化損害了地方經濟
2. 全球化對發展中國家和發達國家都有益處
3. 發展中國家從發達國家搶走了工作機會
4. 發達國家剝削發展中國家的勞動力
5. 全球化使得發達國家能夠利用發展中國家
6. 只要發達國家能適當地調整發展計劃以彌補當地就業的損失，他們就能從全球化中得益
7. 全球化促進資源的使用效益，長遠來說，能使所有國家得益
8. 全球化為發展中國家和發達國家都能提供不同的就業機會
9. 全球化使人們可以跨越國家界限，學習彼此的科技優
10. 全球化是個零和遊戲。一國的獲益是以另一國的損失為代價的

What happened in 2008?

In 2008, we surveyed Hong Kong university students' perception of global cultural hegemony and evaluation of moral values in China.

Results:

1. Perception of increased global cultural hegemony (Direction of Cultural Influence: Global → Local; Local → Global) is linked to negative evaluation of China's morality.
2. Among those participants who believed that globalization had erosive effects on local culture (zero sum vs. win-win), perception of cultural hegemony was *positively* associated with evaluation of China's morality.

global cultural hegemony + concern about national identity erosion → rise of tribalism.

Q:

A : Social Science / CUHK



Q:

A : Social Science / CUHK