

1. Measuring global interactions

Global participation

Describe and evaluate one of the following two globalization indices: the AT Kearney index or the KOF index, as a measure of global interaction. Describe how the globalization index may be represented spatially.

- **KOF index:**
 - conducted by the Swiss Federal Institute of Technology
 - e.g. 2006, the USA and Sweden were the world's most globalized countries
 - methodology
 - economic
 - trade
 - FDI figures
 - any restrictions on international trade
 - political
 - number of embassies in a country
 - number of UN peace missions a country has participated in
 - social
 - defined by the KOF as 'the spread of ideas, information, images and people'
 - cultural element
 - data resources (e.g. levels of internet use, television ownership and imports and exports of books)
 - **merit**
 - multi-strand approach
 - starting point for the study of globalization
 - **criticism**
 - does possession of a television set make a family more globalized, especially if its members only watch domestic output such as locally-made soap operas?
 - the reasons why some countries volunteer large numbers of troops for UN missions are complex (need not necessarily be the case that the most economically globalized countries are the most proactive)
 - not reliable: use a wide range of data → methodology problems
 - crude averaging and statistical gaps further compromise the results
 - lack the rigor and trustworthiness of, say properly sampled and peer-reviewed scientific surveys of climatic data for different nations
- **A.T. Kearney globalisation index**
 - annual study assessing the extent to which around 70 of the world's most populated nations are globally connected
 - methodology
 - economic
 - trade
 - FDI inflows and outflows
 - personal
 - international travel and tourism
 - international telephone calls
 - cross-border remittances by migrants
 - technological
 - number of internet users
 - internet hosts
 - political integration
 - nation's membership rating for a variety of international organizations
 - its financial contribution to UN peacekeeping missions
 - its ratifications of key multilateral treaties (e.g. Kyoto Protocol)
 - **merit**
 - multi-strand approach

Geography Notes

Globalisation

- food
 - some countries and cultures are internationally known for their food (e.g. Italian, French, Mexican, Chinese Indian and Thai)
 - food is an important part of religious observance and spiritual ritual for many faiths
 - e.g. Judaism 'kosher': animals that provide meat must be slaughtered correctly; food such as pork and shellfish are strictly forbidden
 - e.g. Islam 'halal': 'halal' means 'lawful or permitted', all foods are allowed except for those that are considered harmful, including pork, alcohol and any products that contain emulsifiers made from animal fats, particularly margarines
 - e.g. some Catholic and Orthodox Christians: fast or avoid meat on Fridays and during Lent
- technology
 - the development of new technology can result in cultural change
 - e.g. the Industrial Revolution in the UK and many of its most important inventions are still associated with the country
 - e.g. modern times Japan and Germany: particularly noted for their excellence in technology
 - cultures can differ significantly in their attitudes to different technologies (where moral and ethical norms come into play), for example
 - nuclear electricity and power
 - medical procedures such as abortion
 - the use of contraception
 - GM crops

Examine the diffusion of cultural traits resulting from the international movement of workers, tourists and commodities.

- international migration brings direct mixing of cultures (there are now 100 million migrant workers around the world)
- mass tourism brings direct contact between people of different cultures (in 2007, there's almost 900 million international tourist arrivals)
 - the Middle East has an average annual growth rate of 10% (particularly Saudi Arabia and Egypt)
 - Asia-Pacific region has an average annual growth rate of 8% (due to 1. rapid economic expansion in the region 2. increased marketing opportunities and 3. improved transportation infrastructure; China is a major factor in strong tourism growth across the entire Asia-Pacific region)
 - Africa (6%) (led by the adventure tourism sector)
 - Latin America and the Caribbean (-3%, **negative** three percentage) (**however**, there's strong growth in many South and Central American countries contrasted with lower figures in the more mature destinations of the Caribbean and Mexico)
- developed regions of the world remain the largest tourism destinations: Europe accounted more than 50% of total international arrivals
- Hollywood films have been viewed by large overseas audiences since the early 1900s
- internet chatrooms and virtual communities foster personalized contact between people living in different countries
- TNC stores, especially fast-food and clothing chains, influence tastes in emerging world markets through the introduction of new products
- TNC factories and offices can bring behavioral and linguistic change to local people working there

Consumerism and culture

Describe the role of TNCs and the media in spreading consumer culture. Select two different branded commodities and examine the spatial and temporal pattern of adoption on a global scale.

- role of media
 - encourage consumers to 'want' more than they 'need'
 - create successful product images and to identify target consumer groups
 - global advertising industry generated revenues of more than \$100 billion annually (contributes about 1% of global GDP)
 - creating brand identity and brand image (consumer perceptions about the brand)
- role of TNCs

Geography Notes

Globalisation

Define and exemplify the concept of cultural imperialism.

- cultural imperialism is defined as the practice of promoting the culture or language of one nation to another
- large, powerful nation → smaller and less affluent one
- can take the form of an active, formal policy, or a general attitude
- e.g. The British Empire was the largest in territorial extent and reached its maximum before the WWI
- supporting cultural imperialism
 - language
 - concerns that half of the world's 6000 languages will be extinct by 2100
 - about 60% of current languages have fewer than 10000 speakers
 - tourism
 - landscape of mass tourism are similar in most parts of the world
 - global brands
 - major brands and the images they project are of Western consumer culture
 - e.g. Coca-cola, Nike and McDonald's
 - media
 - around 20-30 large TNCs dominate the global entertainment and media industry
 - the great majority have their headquarters in Western countries
 - e.g. Google, Microsoft, Disney and Time Warner
 - democracy
 - most people see this as a good thing, but some will argue that it has reduced the diversity of governance methods that other cultures exhibit, which in some cases have strong historical roots

6. Political outcomes

Loss of sovereignty

Discuss the links between the diminishing effectiveness of political borders and the flow of goods, capital, labour and ideas, and the role of one multi-governmental organization such as the European Union (EU), the Association of Southeast Asian Nations (ASEAN), the North American Free Trade Agreement (NAFTA) and MERCOSUR (the common market of South America). Discuss the shift of power from nation state to TNCs as a result of their economic size and dominance. Compare the wealth of TNCs with that of nation states.

- flow of ideas
 - the development of Internet and other social media → phenomenal increase in the flow of ideas and images around the world
 - This has created enormous benefits, but also considerable tensions in some countries. For example, it has created a great deal of unease between Islamic countries and an increasingly secular rest of the world.
 - The flow of ideas has allowed many more individual connections to be made as more people see similarities between themselves and people in other countries.
- flow of capital
 - most countries have significantly reduced the restrictions on capital flows
 - permitting more foreign investment
 - allowing their own citizens and companies to invest abroad
 - The IMF, the World Bank and the OECD have exercised considerable influence
 - in 2006, the annual value of cross-border capital flows reached \$8.2 trillion (eightfold increase since 1990)
 - for example
 - US companies building factories in China
 - European citizens buying Latin American stocks
 - Middle East investors buying equity stakes in UK banks
 - Chinese companies taking stakes in African commodity producers.
- flow of goods
 - free trade area (e.g. NAFTA)
 - customs union (e.g. Mercosur)
 - common markets
 - economic union (e.g. EU)
- flow of labour

Geography Notes

Globalisation

Evaluate the relative costs and benefits of local commercial production to the producer, the consumer and the local economy, compared with the costs and benefits of globalized production.

Perspective	Benefits	Problems
Economic	As one of the world's most 'open' economies, the UK attracts a very high level of foreign direct investment, creating significant employment and contributing to GDP; a high level of investment abroad by UK companies also increases national income. Financial deregulation has enhanced the position of the City as one of the world's top three financial centres. Low-cost manufactured products from China and elsewhere have helped keep inflation low.	High job losses in traditional industries due to global shift and deindustrialisation. TNCs can move investment away from the UK as quickly as they can bring it in, causing loss of jobs and corporation tax. Speculative investment, causing economic uncertainty, has increased with financial deregulation. There is a widening gap between the highest- and lowest-paid workers.
Social	Economic growth has facilitated high levels of spending on education and health in particular. Globalisation is a large factor in the increasingly cosmopolitan nature of UK society. The transport and communications revolution has transformed lifestyles.	A strong economy has attracted a very high level of immigration in recent years with increasing concerns that this is unsustainable.
Political	Strong trading relationships with a large number of other countries brings political influence; as a member of the EU, Britain can extend its influence to areas where it was not previously well represented.	Voter apathy as many people see loss of political power to EU and major TNCs. International terrorism is a growing threat with increasing ethnic diversity, rapid transportation and more open borders.
Environmental	Deindustrialisation has improved environmental conditions in many areas; increasing international cooperation to solve cross-border environmental issues gives a better chance of such problems being addressed.	Population growth has an impact on the environment with increasing demand for land, water and other resources. Rapid industrial growth in China and elsewhere has an impact on the global environment, including the UK.

Figure 5 The UK: examples of the benefits and problems of globalisation

Country	Possible advantages	Possible disadvantages
USA: headquarters	Positive employment impact and stimulus to the development of high-level skills in design, marketing and development in Beaverton, Oregon; direct and indirect contribution to local and national tax base	Another US firm that does not manufacture in its own country - indirect loss of jobs and the negative impact on balance of payments as footwear is imported; trade unions complain of an uneven playing field because of the big contrast in working conditions between developing and developed countries
Vietnam: outsourcing	Creates substantial employment in Vietnam; pays higher wages than local companies; improves the skills base of the local population; the success of a global brand may attract other TNCs to Vietnam, setting off the process of cumulative causation; exports are a positive contribution to the balance of payments; sets new standards for indigenous companies; contribution to local tax base helps pay for improvements to infrastructure	Concerns over the exploitation of cheap labour and poor working conditions; allegations of the use of child labour; company image and advertising may help to undermine national culture; concerns about the political influence of large TNCs; the knowledge that investment could be transferred quickly to lower-cost locations

Alternatives

Describe the role of civil societies in raising awareness of local and global environmental, social and cultural issues. Examine the role of civil societies in supporting local economic activity and strengthening local cultural values. Discuss the position held by anti-globalization groups.