

# **Psychology and Globalization: Understanding a Complex Relationship**

Marsella, A.  
The Journal of Social Issues  
2012

By Anastasia Burakova  
1<sup>st</sup> year student of master program  
Applied Social Psychology

- Globalization is both a process and product; the globalization process and product are reciprocally determined; the primary drivers of globalization are all events, forces, and changes that are transnational, transcultural, and transborder, especially: capital flow, ownership, trade, telecommunications, transportation, political and military alliances, and international agencies (Marsella, 1997, 2001).

## **Possible outcomes for societies (Pieterse, 2004):**

- Cultural differences may never be resolved leading to states of constant tension and conflict.
- “McDonaldization,” in which Western corporations impose a uniform or homogenized global culture rooted within Western values, priorities, and life styles.
- “Hybridization,” in which Western globalizations processes and products interact with traditional processes and products in an ongoing process of mixing and generating new patterns with neither side of the interaction dominating.

**Table 1.** Potential Positive and Negative Societal Outcomes of Globalization

Positive	Negative
Alternative beliefs, values, lifestyles	Cultural disintegration, abuse, dislocation, collapse
Increased quality-of-life	Future shock, culture shock, identity shock
Increased level-of-living	Decreased predictability and control
Increased GNP and national wealth	Greater divisions between rich and poor.
Social mobility	Income equality.
New life meanings, purposes, opportunities	Exploitation of labor forces, land, environment, culture
International integration and networking	New social dysfunctions, disorders and deviancies (e.g., substance abuse, youth alienation, family disintegration, divorce, suicide, generational conflicts, prostitution, mental health)
Exposure to new ideas and customs	Breakdown in traditional values and customs
Increased population diversity	Loss of national sovereignty to foreign powers and multinational corporations
In-Migration	Cultural homogenization
New technologies (e.g., Internet)	Out-migration
Changes in gender status and opportunities	Commodification
Opportunities for economic growth via foreign companies	Increased dependence on foreign sources
Sense of global solidarity with humanity	English language penetration
	<u>Distrust of authorities, foreign governments, businesses</u>
	Unemployment (switch from agricultural to manufacturing economy)