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for MIDS UC Berkeley - W201 - RDADA - Section 2
Monday, February 12th , 2018

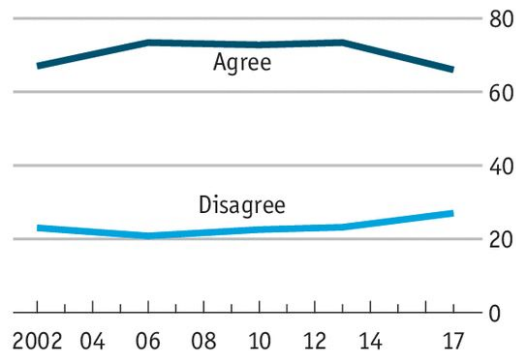
Free trade is good for me, but not for the country...

According to survey conducted by GlobeScan in 12 countries*:

- On average, $\frac{2}{3}$ of respondents agree with trade barriers and tariffs in their country
- Support for globalisation and free-market varies with the current economic state of mind in each country, like in Greece nowadays.

1 Build a tariff wall...

Support for trade barriers/tariffs
Average of 12 countries*



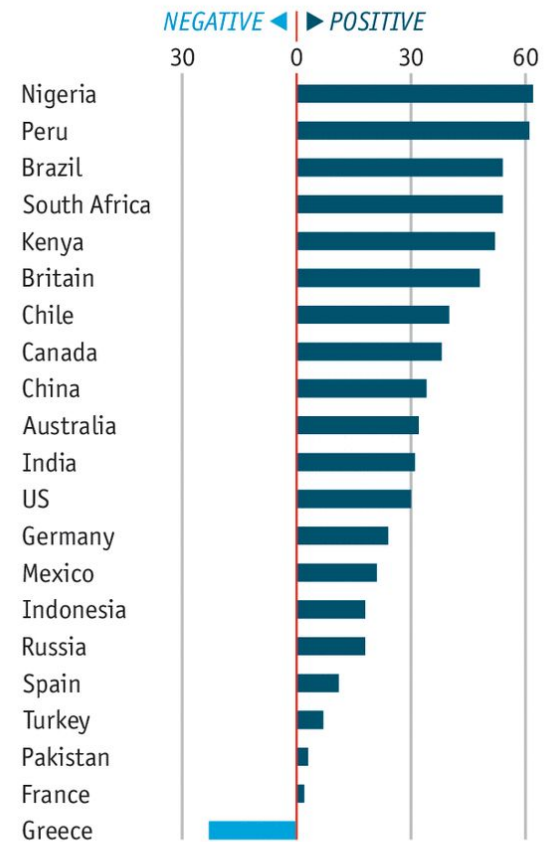
Source: *Australia, Brazil, Britain, Canada, Chile, China, Globescan France, Germany, Nigeria, Russia, Turkey, US. Radar Not all countries were asked in all years

However, in many countries (especially in developing world), more than $\frac{1}{3}$ of respondents claims that globalisation makes their lives better.

- Labour-intensive industries migrate to developing countries due to costs.
- Better quality goods

2 ...and make us pay for it

"Thinking of you and your family's interests, do you think the overall effect of globalisation is very positive, somewhat positive, somewhat negative, or very negative?" Net effect, 2017, %*



Source: Globescan Radar *Positive minus negative

Economist.com

Therefore, people both want foreign goods, and to be forced to pay more for them.

But which questions were asked?

Although not explicit in the article, the questions asked were:

- **Do you agree or disagree with trade barriers and tariffs for foreign goods?**
 - Possible answers:
 - **AGREE**
 - **DISAGREE**
- **Thinking of you and your family's interests, do you think the overall effect of globalisation is:**
 - Possible answers:
 - **VERY POSITIVE**
 - **SOMEWHAT POSITIVE**
 - **SOMEWHAT NEGATIVE**
 - **VERY NEGATIVE**

But which questions were asked?

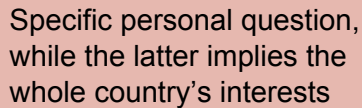
Although not explicit in the article, the questions asked were:

- **Do you agree or disagree with trade barriers and tariffs for foreign goods?**

- Possible answers:
- **AGREE**
- **DISAGREE**



Closed question




Specific personal question,
while the latter implies the
whole country's interests

- **Thinking of you and your family's interests, do you think the overall effect of globalisation is:**

- Possible answers:
- **VERY POSITIVE**
- **SOMEWHAT POSITIVE**
- **SOMEWHAT NEGATIVE**
- **VERY NEGATIVE**



Closed question



The apparent
contradiction may be
a powerful way to sell
news.

To actually study people feel on globalisation, we must reframe the question!

Reframing the question:

What is the purpose of this research (a.k.a. Focus)?

- Understand individual perception on foreign trade of goods and services when considering your personal life.

Who are the people we are asking (a.k.a. Public)?

- Economic active nationals in 12 countries. 6 Developed countries, 6 developing.

What are the answers allowed (a.k.a. Qualitative or Quantitative)?

- I'll choose a qualitative approach because the subject involves conflicting ideas, that could easily be hidden under numerical questions and biased by respondents state of mind.
- Additionally I'd like to add that protectionism and access to foreign goods are a trade-off.

Which kind of international trade regulations do you think would not limit your and your family's access to quality goods and services?

Possible outcomes:

Now, instead of a contradictory and sensationalist headline, we can try to extract insights from this survey.

- **Open answer:** supported policies vs. too restrictive ones.
- **Specific context:** understand which kind of goods and services are missing or are poorly delivered in the country.
- **Workforce:** understand job market dynamics and the workforce available

Which kind of international trade regulations do you think would not limit your and your family's access to quality goods and services?

References

- The Economist. A survey finds support for both globalisation and import affairs. September 5th, 2017.
 - [Link](#)

Thanks for listening