

# **INTRODUCTION TO SOCIOLOGY**

**Soc 1101: Summer 2023**

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**Cornell University**

# Globalization

## Lecture 21

# TODAY'S LECTURE OUTLINE

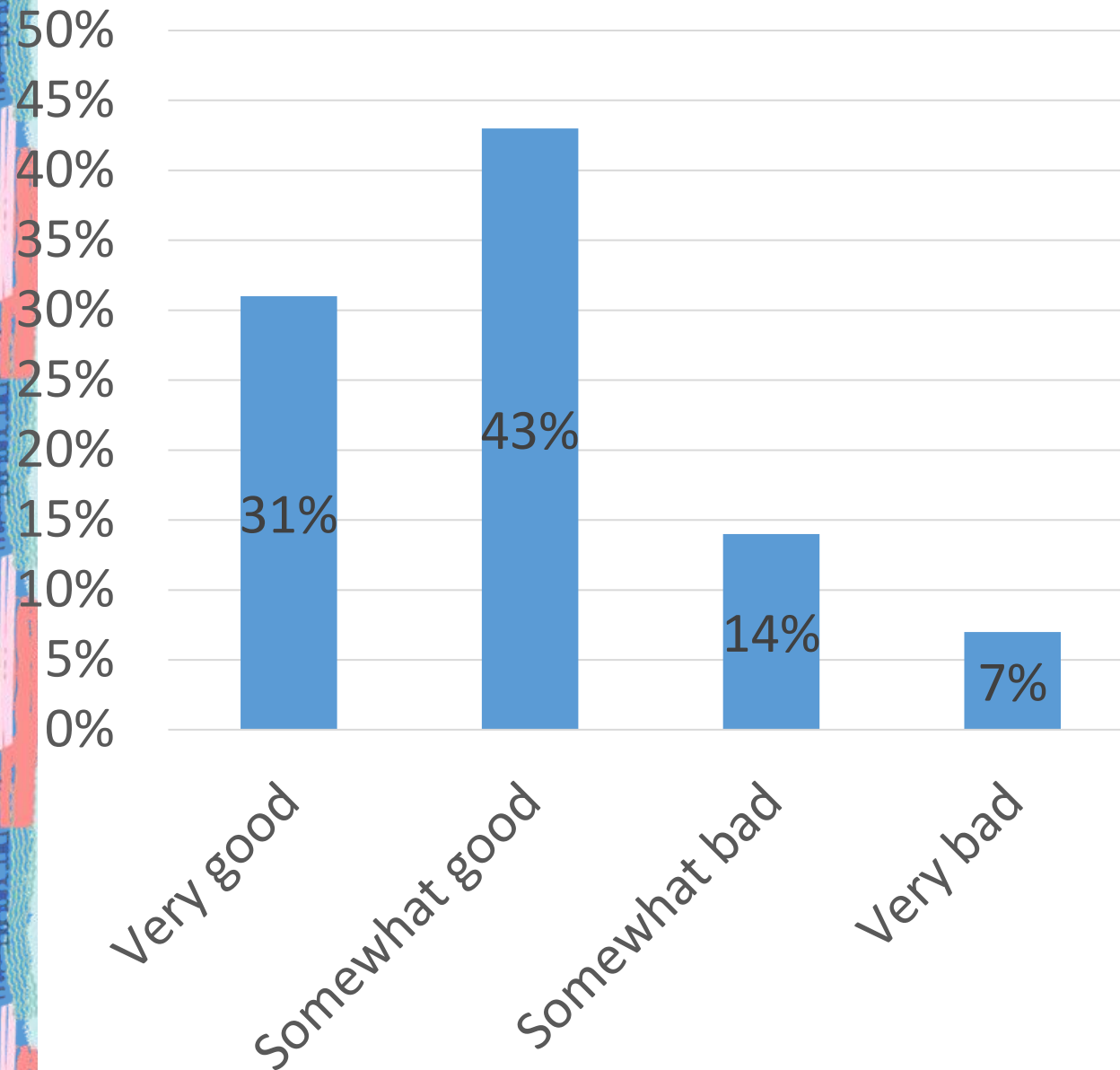
- **What is globalization?**
- **Globalization and...**
  - **Local Cultures**
  - **Economic Institutions**
  - **Individual lives**
  - **Inequality**
- **Tomorrow: Health and Technology**

What do you think about the growing trade and business ties between the United States and other countries – do you think it is a very good thing, somewhat good, somewhat bad or a very bad thing for our country?

- A) Very good
- B) Somewhat good
- C) Somewhat bad
- D) Very bad

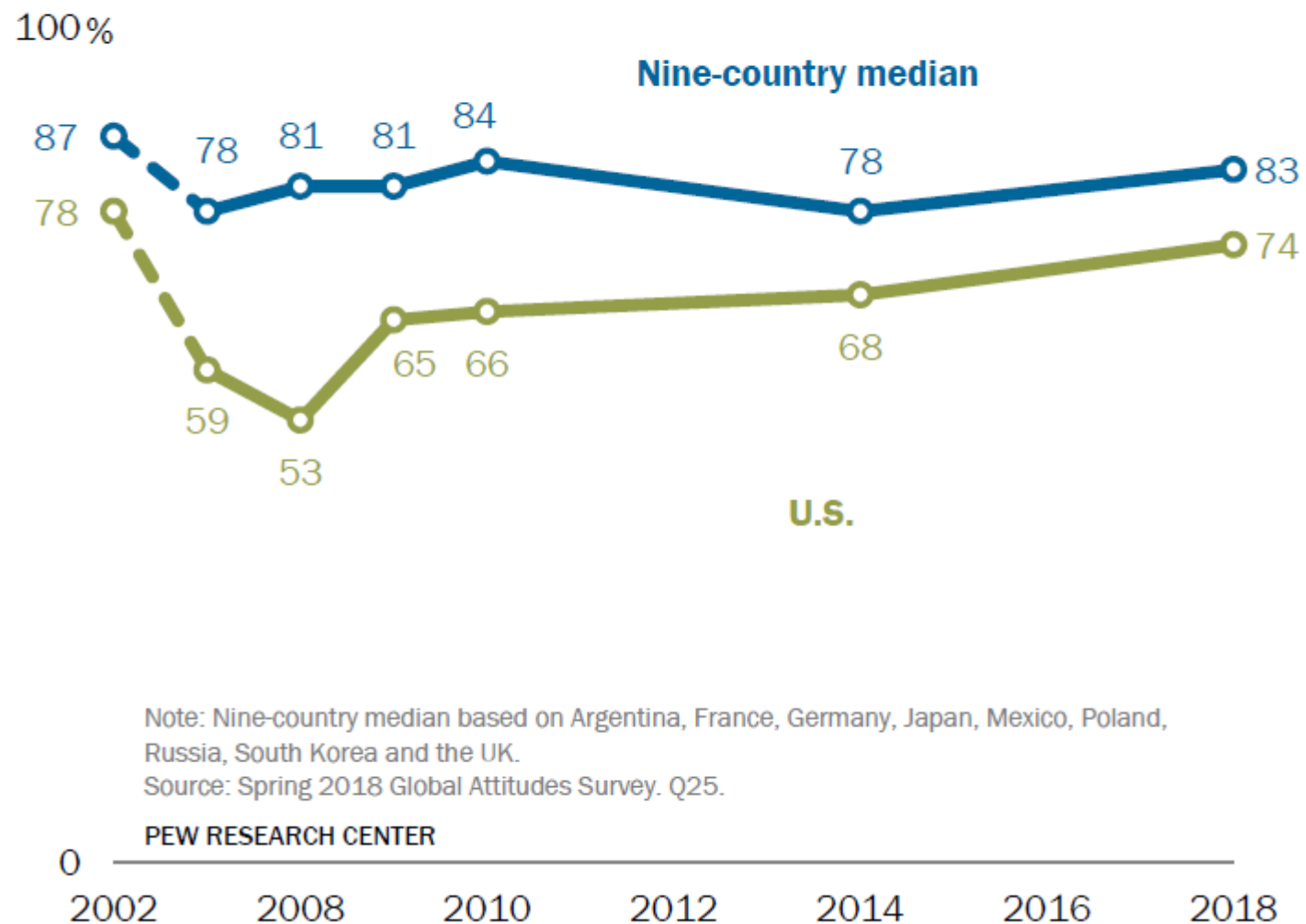


## Growing Trade Good: USA



## Americans less convinced international trade is good

*Growing trade and business ties with other countries is a good thing for our country*



# WHAT IS GLOBALIZATION?

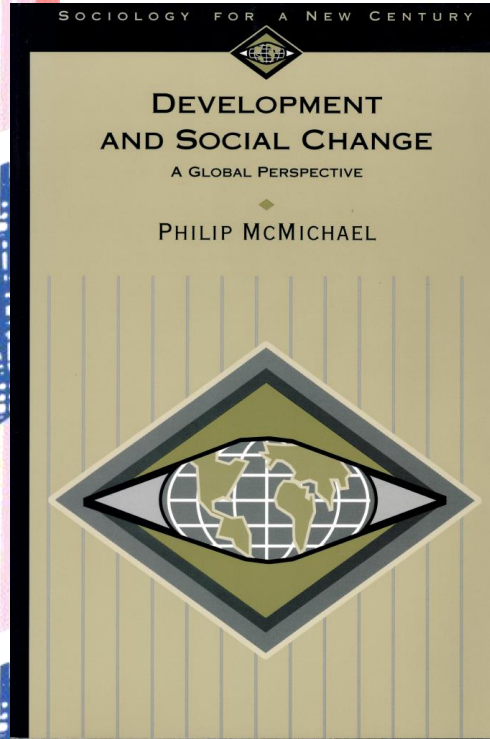
**Globalization refers to...**

**Economic focus**



- the increase in world trade
- the growing integration of world financial markets
- the internationalization of capital (e.g. human or economic)
- the use of advanced information technologies and the Internet to coordinate all these efforts

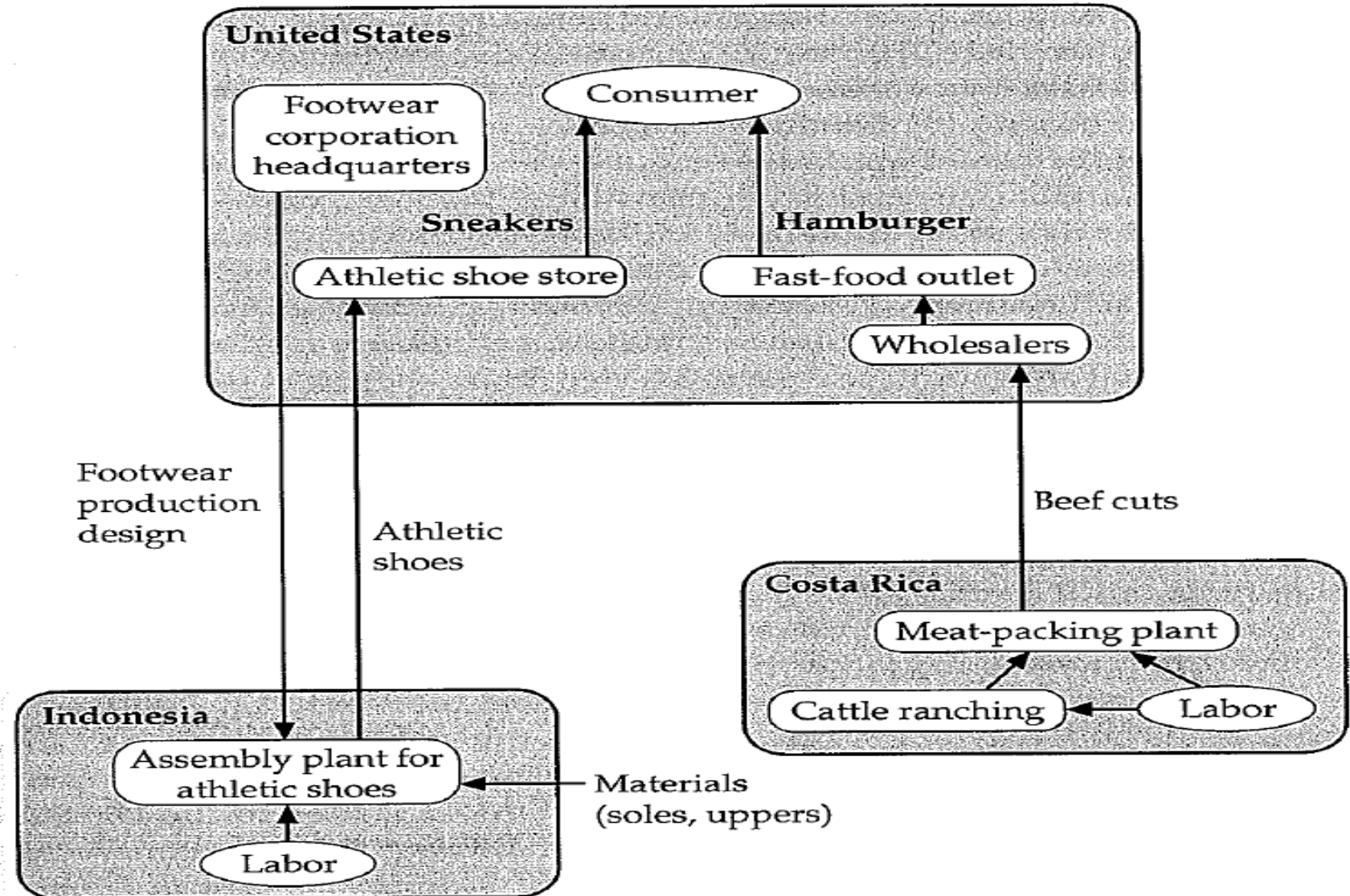




Economic focus

FIGURE 1

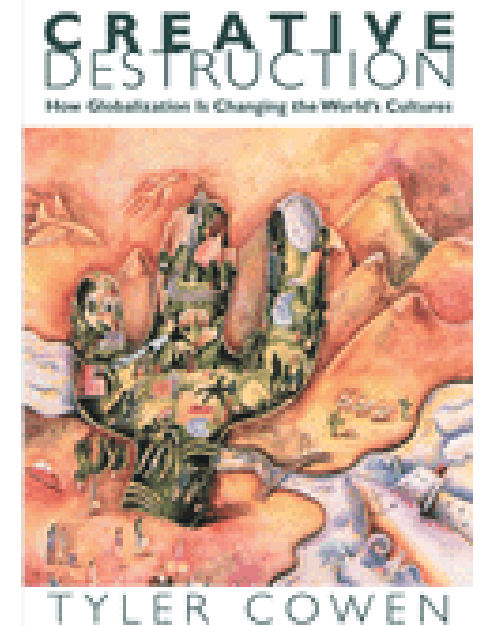
A Simple Representation of Commodity Chains Linking Global Production Sites with Global Consumers





# WHAT IS GLOBALIZATION?

*“A typical American yuppie drinks French wine, listens to Beethoven on a Japanese audio system, uses the Internet to buy Persian textiles from a dealer in London, watches Hollywood movies funded by foreign capital and filmed by a European director, and vacations in Bali; an upper-middle-class Japanese may do much the same. A teenager in Bangkok may see Hollywood movies starring Arnold Schwarzenegger (an Austrian), study Japanese, and listen to pop music from Hong Kong and China, in addition to the Latino singer Ricky Martin. Iraq’s Saddam Hussein selected Frank Sinatra’s “My way” as the theme song for his fifty-fourth birthday.”*



Tyler Cowen, 2002, *Creative Destruction: How Globalization is Changing the World's Cultures*, Princeton University Press, page 4.

# WHAT IS GLOBALIZATION?

Globalization **also** refers to... **Social and cultural focus**

- the spread of the institutions, customs, art, products, ideas and values of some countries to other regions of the world



**Countries with McDonald's**  
**Countries without McDonald's**





# WHAT IS GLOBALIZATION?

Social and cultural focus

E.g., Global popularity of Gangnam style





# TAKEN TOGETHER...

**Globalization broadly refers to the expansion of global linkages, the opening up of global trade via a market economy, the organization of social life on a global scale, and the growth of a global consciousness**

- This highlights the
- (1) economic components of increased flow of goods, money, services and
- the (2) social and cultural aspects of growing global integration and exchange

# SO, IS THAT GOOD OR BAD?

- **No, globalization is good**
  - **Trade → economic growth → reductions in poverty**
- **Yes, globalization is bad**
  - **Increases poverty, harms environment and destroys local cultures**
- **How does globalization affect...**
  - **local cultures?**
  - **the economy and its institutions?**
  - **individual lives?**
  - **patterns of inequality?**

# GLOBALIZATION AND LOCAL CULTURES



Why so successful?

- standardization
- predictability

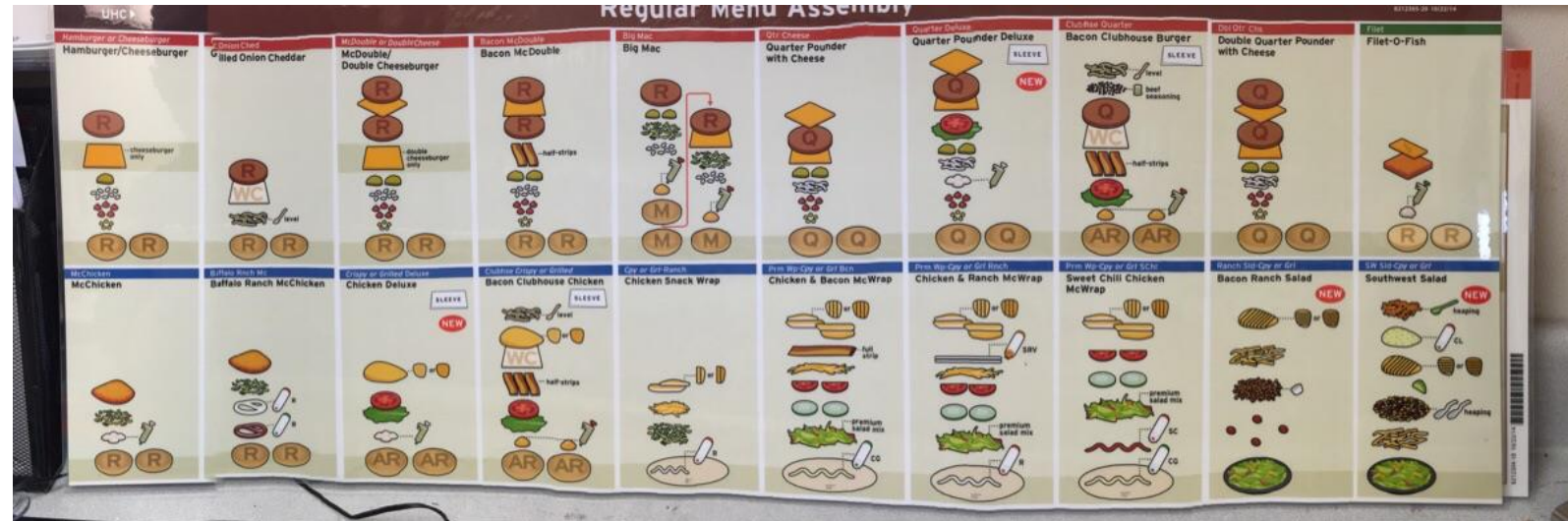


## GOLDEN ARCHES EAST



*McDonald's in East Asia*  
SECOND EDITION

EDITED BY JAMES L. WATSON





# GLOBALIZATION AND LOCAL CULTURES

## Homogenization

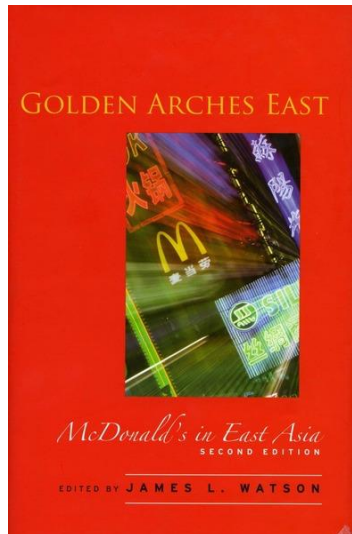


## Localization

# GLOBALIZATION AND LOCAL CULTURES

**Global companies (somewhat) adapt to local cultures**

**Consumers transform their neighborhood  
McDonald's into local institutions**



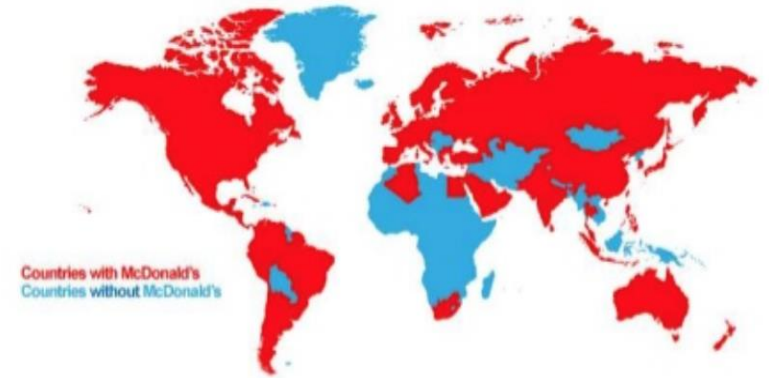
**e.g., to leisure  
centers in East Asia**

**Globalization is  
a two-way  
street**

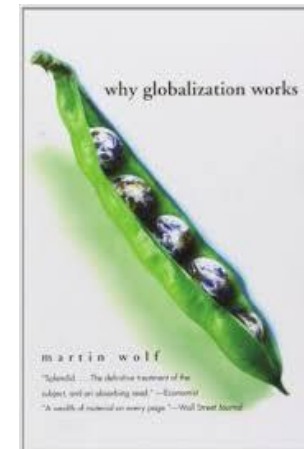
# GLOBALIZATION AND ECONOMIC INSTITUTIONS

## Rise of transnational corporations

- operations in different countries
- in order to maximize profit and minimize legal regulations



Viewed as "rootless cosmopolitans"





# GLOBALIZATION AND ECONOMIC INSTITUTIONS

TOMMY  HILFIGER



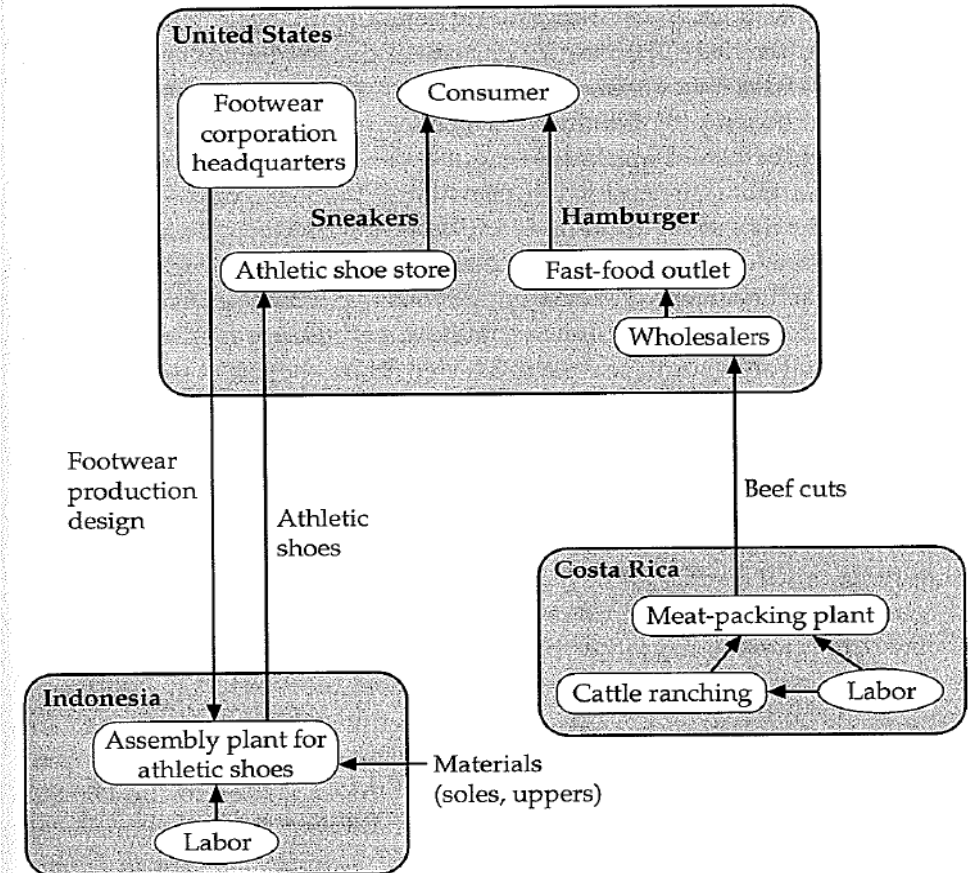
|                        |                                |
|------------------------|--------------------------------|
| <b>Headquarters:</b>   | <b>Hong Kong</b>               |
| <b>Incorporation:</b>  | <b>British Virgin Islands</b>  |
| <b>Annual meeting:</b> | <b>Barbados</b>                |
| <b>Manufacturing:</b>  | <b>Mexico and China</b>        |
| <b>Stock listing:</b>  | <b>New York Stock Exchange</b> |

# GLOBAL COMMODITY CHAINS

**Production and distribution of goods take place in complex global networks that tie together groups, organizations, and regions**

FIGURE 1

A Simple Representation of Commodity Chains Linking Global Production Sites with Global Consumers

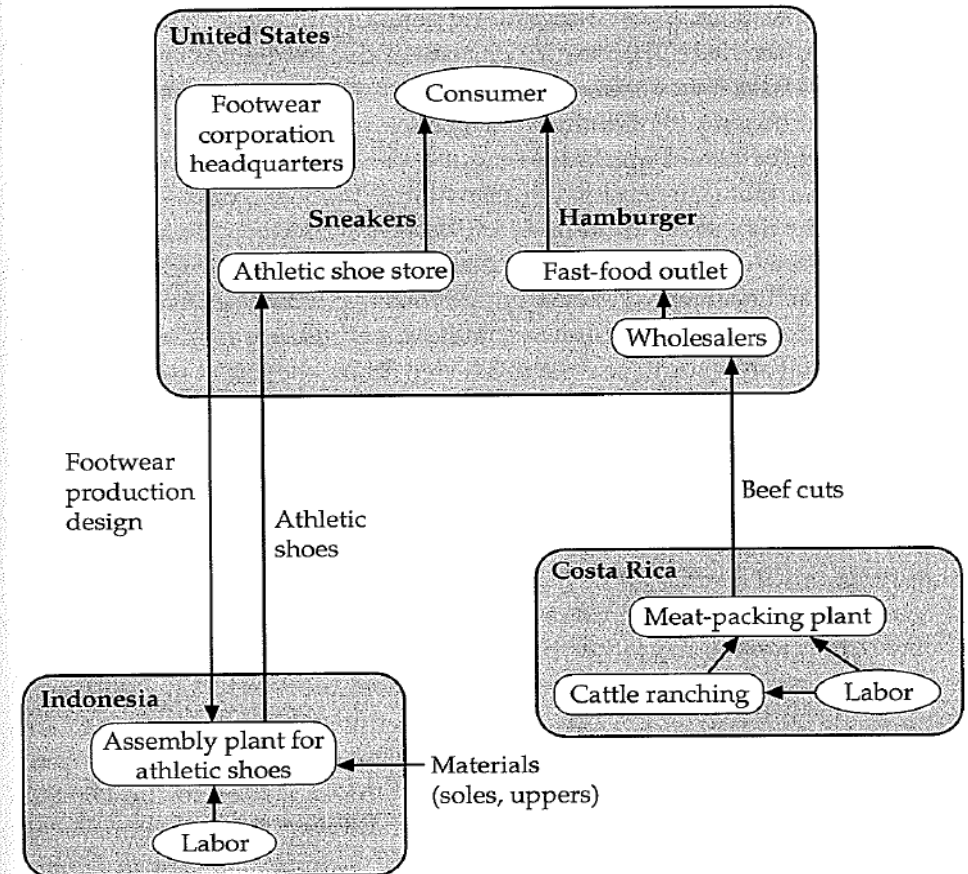


# DIVISION OF LABOR AMONG TRANSNATIONAL CORPORATIONS

- **Industrialized countries**
  - **Design, marketing, and consumption of goods**
- **Developing (or newly-industrializing) countries**
  - **Manufacturing of goods**

FIGURE 1

A Simple Representation of Commodity Chains Linking Global Production Sites with Global Consumers





# GLOBALIZATION AND ECONOMIC INSTITUTIONS

## Implications of the international division of labor

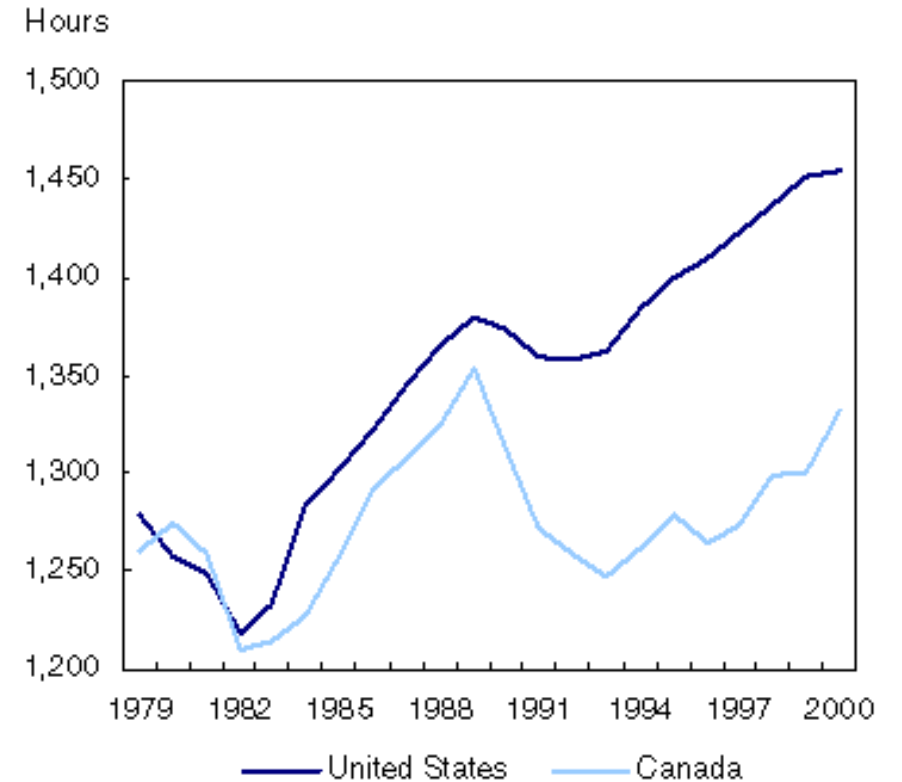
- **Demand for high-skilled labor in industrialized countries** → **International migration**
- **Demand for low-skilled labor in urban centers or free-trade zones in developing or newly-industrializing countries** → **Internal migration**

# GLOBALIZATION AND INDIVIDUAL LIVES

**Provision of care is impacted by...**

- **women's rising participation in the labor force**
- **increasing work hours**

**Average hours worked per person per year, Canada and the United States**



Source: Statistics Canada.

# THE NANNY CHAIN

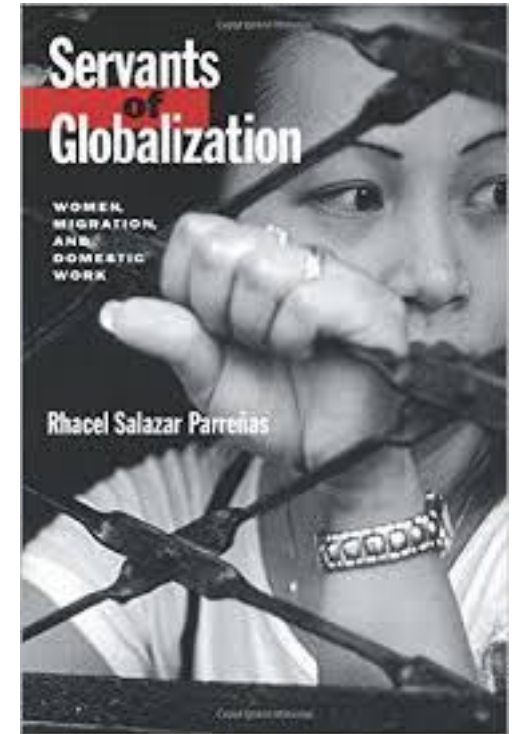
**Provision of care is delegated to...**

- **immigrant nannies and care givers**
- **creating global care chains**  
**(Hochschild, 2000,2014)**

e.g., “globalization of love and mothering”



USC Sociologist,  
Rhacel Salazar Parreñas

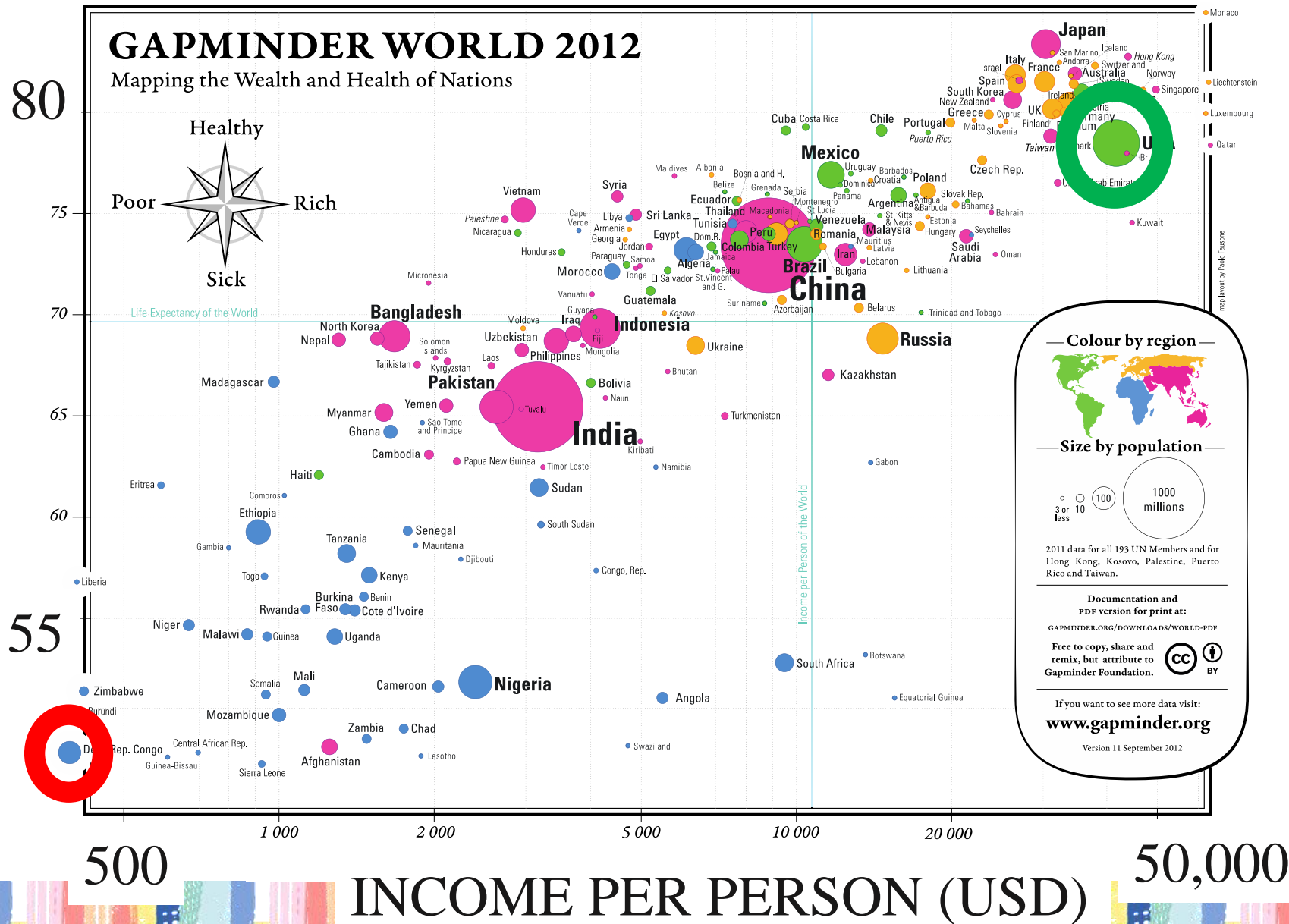


**Inequality in the global  
distribution of care**

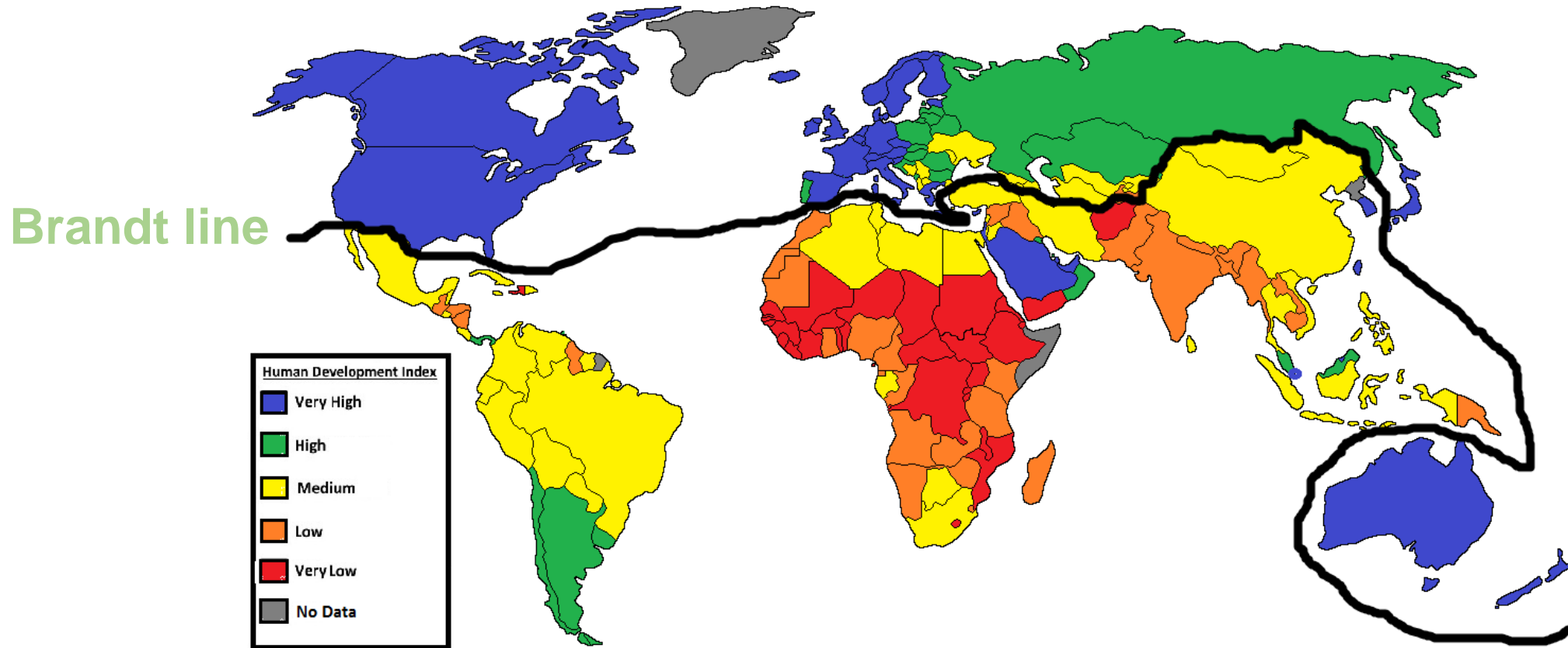


# GLOBALIZATION AND INEQUALITY

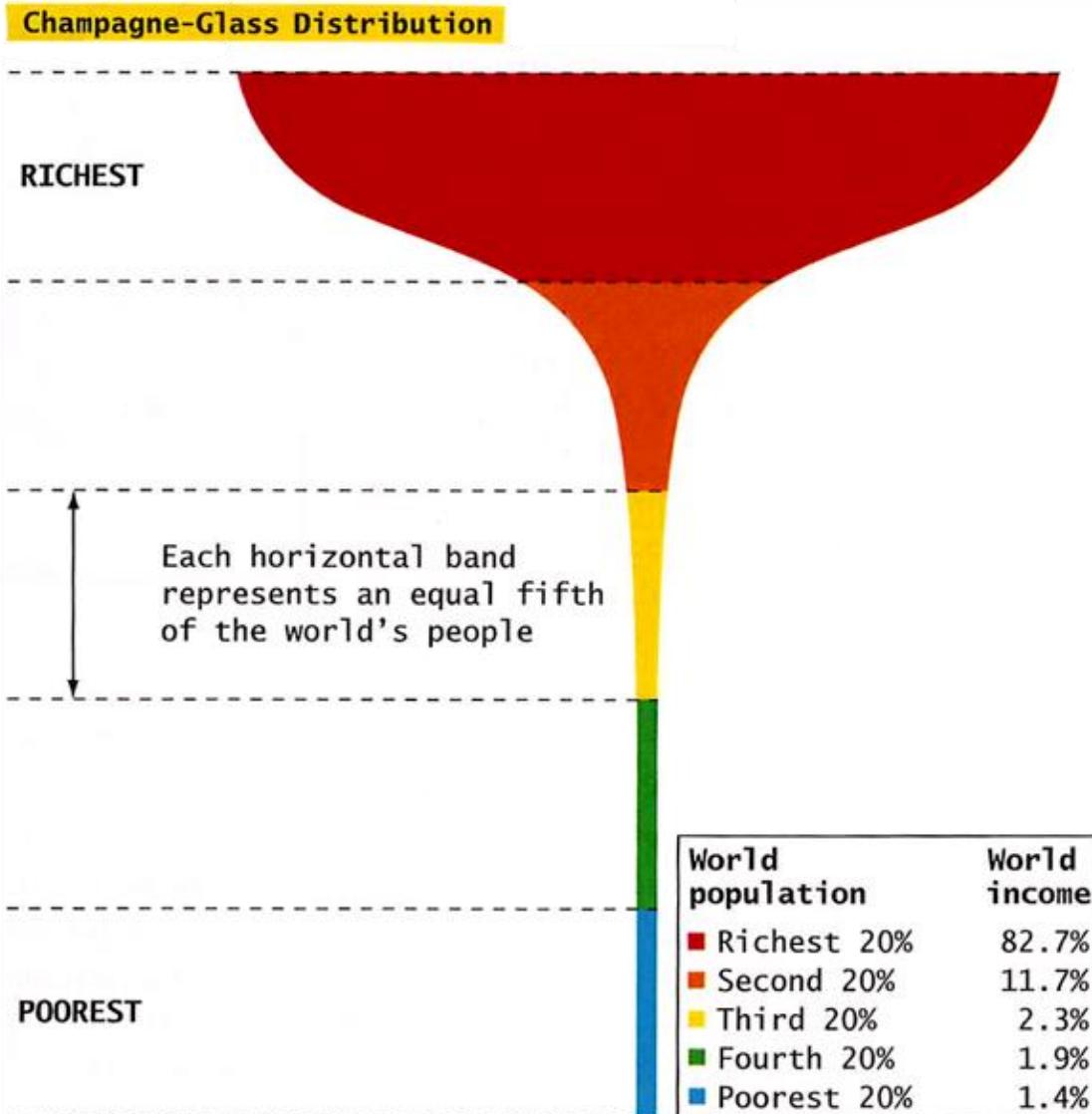
LIFE EXPECTANCY



# THE GLOBAL NORTH-SOUTH DIVIDE



# THE GLOBAL NORTH-SOUTH DIVIDE



Source: <https://makewealthhistory.org/2010/08/16/global-wealth-distribution/>



# THE GLOBAL NORTH-SOUTH DIVIDE

## **Industrialized countries**

Economic growth > population growth

## **Developing or Newly-industrializing countries**

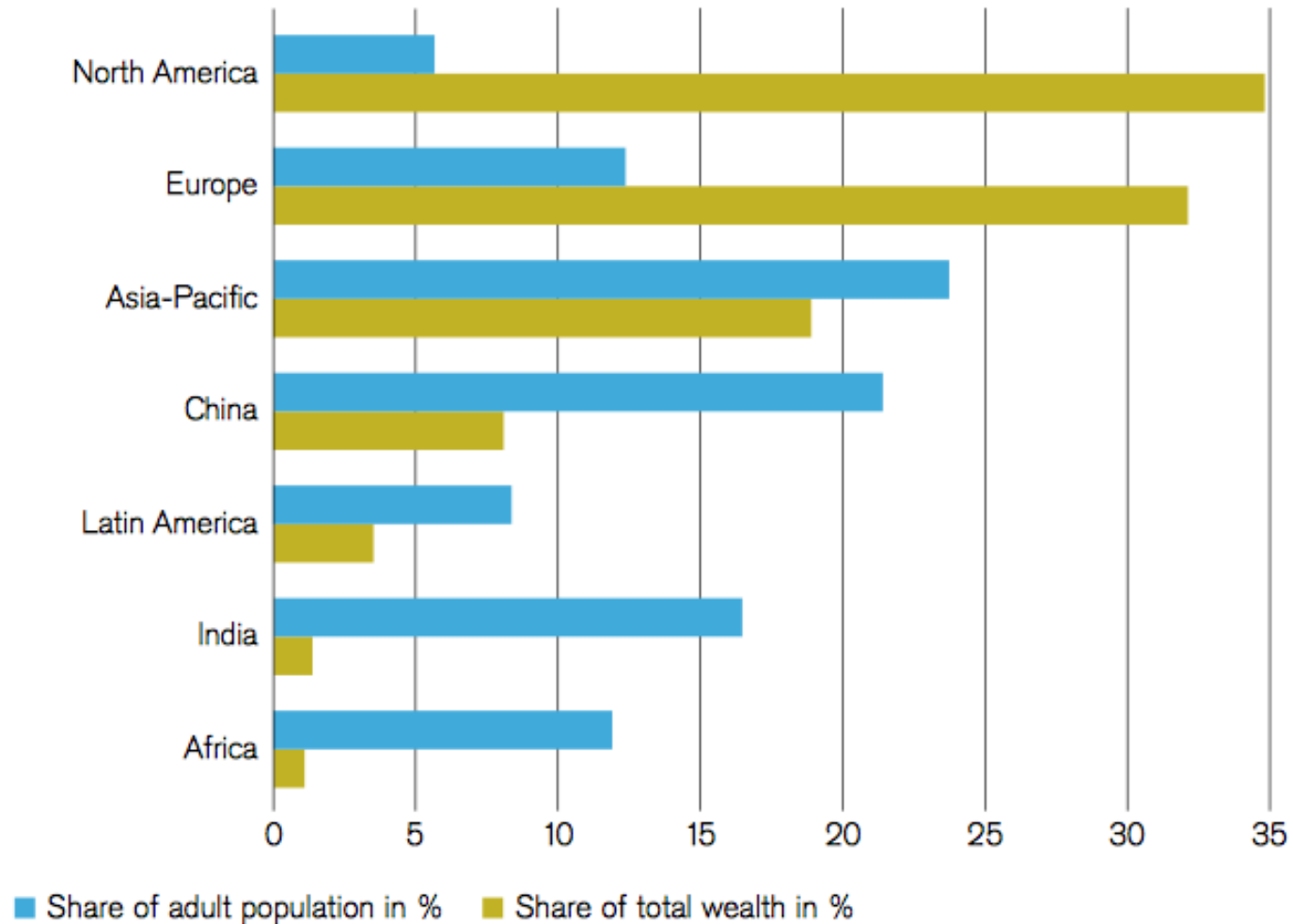
Population growth > economic growth

**➔ Divergence between the richest  
and poorest countries**

# THE GLOBAL NORTH-SOUTH DIVIDE

## Wealth and population by region, 2014

Source: James Davies, Rodrigo Lluberas and Anthony Shorrocks, Credit Suisse Global Wealth Databook 2014

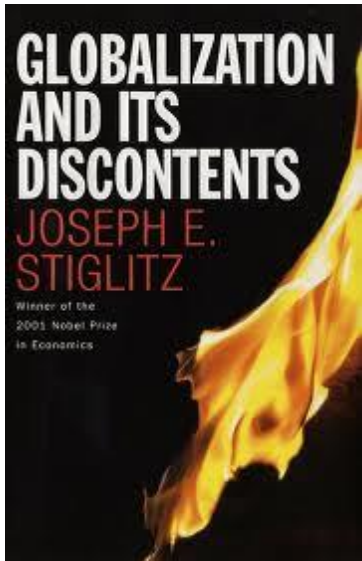


# THE GLOBAL NORTH-SOUTH DIVIDE

- **About 700 million people live below the poverty line (<\$1.9 a day)**
- **Nearly 25% of the population in South Asia and 47 % of the population in sub-Saharan Africa live below the poverty line**
- **Poverty has been persistent in sub-Saharan Africa**



# SO, IS GLOBALIZATION BAD?



- **Globalization has the power to do enormous good**
  - **But recently, it has been a negative force**
- **Benefits** are economic, social and cultural
- **But these benefits have not been shared equally across the world**
  - **Exacerbating existing inequality and insecurity**

# **TOMORROW'S CLASS**

- **Health and Social Context**

- **Readings**

- **Braveman et al. 2010**

- **"Socioeconomic Disparities in Health in the United States: What the Patterns Tell Us"**

- **York Cornwell and Currit 2016**

- **"Racial and Social Disparities in Bystander Support During Medical Emergencies on US Streets"**

- **Genetics, AI and Reflexivity**