

# HL IB Psychology

## The Effect of the Interaction of Local & Global Influences on Behaviour

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## What is Globalisation & How Does it Affect Behaviour?

### What is globalisation?

- **Globalisation** is best described as the ways in which the world is becoming increasingly **interconnected** via channels such as **international trade, travel, mass media** and the growth of **multinational corporations** such as McDonalds, Apple, Starbucks, IBM (this links to **Marshall MacLuhan's** concept of the '**global village**')  
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- This increase of business and interconnectedness is seen not only in terms of **economic relationships** but in the sharing of **cultures** across the globe i.e. it is so much easier to visit a country on the other side of the world and to become familiar with its **cultural norms** than it was even 50 years ago
- The concept of globalisation is one in which a company or business has no given national or **cultural identity** or location but instead spans the world, with branches of that company being found in a huge range of countries
- Due to the rapid development of globalisation over the last half century it has become an increasing phenomenon that individual countries now depend on the global economy

### How does globalisation affect behaviour? The positive effects

- Globalisation allows people to come together in ways which were impossible before international travel became available - and affordable - to ordinary people which in turn can bring with it an increased appreciation and understanding of other cultures
- **Allport's (1954) contact hypothesis** suggests that increased contact between cultures decreases **prejudice** and **discrimination**
- Globalisation can bring with it employment opportunities and the chance for some countries to advance in economic terms e.g. some countries are almost entirely dependent on the tourism industry for their **economic stability**
- Globalisation also allows companies and businesses to have access to a huge customer base rather than having to rely on trade only within their own country which can boost sales and strengthen the local economy which in turn can mean cheaper products for **consumers**

## How does globalisation affect behaviour? The negative effects

- Globalisation may have contributed to harming the planet due to the use of air travel, widespread pollution, the **deforestation** of certain areas, the stripping of **natural resources** from some areas (some multinationals set up in **developing countries** to take advantage of less strict **environmental laws** and by doing so they may damage the environment)
- One of the issues with the contact hypothesis is that in order for it to produce a positive outcome the cultural groups involved in the process must have **equal status** and this is not necessarily what globalisation brings with it e.g. luxury hotels in developing countries may not benefit the local economy and may contribute to **inequality** between hotel guests and staff by perpetuating **stereotypes**
- There are inherent risks in relying on the global economy for prosperity and stability e.g. the impact of the **financial crisis** of 2008 created shockwaves beyond Wall Street and the banks originally involved in its inception
- It could be argued that **individual cultural identities** can be lost to globalisation: authenticity and staying true to one's culture may be impossible when faced with the economic powerhouse of global brands e.g. **local traditions** and nuances may be lost when a generation reject them in favour of a more globalised approach and **mindset**

## Studies which investigate the effects of globalisation on the individual:

- **Bhugra & Mastrogianni (2004)**: the influence of globalisation on depression
- **Lyons-Padilla et al. (2015)**: the effect of 'Coca Colonisation' on immigrants

## Two Key Studies of the interaction of local and global influences on behaviour: Bhugra & Mastrogianni (2004); Lyons-Padilla et al. (2015)

### Key Study One: Bhugra & Mastrogianni (2004)

**Aim:** To investigate the role of **globalisation** in an individual's experience of **depression**.

**Procedure:**

- The researchers conducted a **meta-analysis** of research studies on the topic
- They accessed the findings of over 91 pieces of research from the 1980s through to the 2000s and then conducted **statistical analysis** of these findings in order to determine an **effect size**
- Effect size refers to the overall effect of one variable on another, in this case it was the effect of living in a globalised world on the experience of depression, from **diagnosis** through to **treatment**
- The researchers looked for examples of the ways in which globalisation may have a negative impact on **mental health** and how it may contribute to the **symptoms** of depression and the ways in which depression is treated
- Depression is not an illness which is **culture-specific**: people from all cultures are vulnerable to depression although depression will not necessarily be recognised or diagnosed in the same way across cultures

**Results:**

- Studies of depression from **emerging economies** e.g. Pakistan, Vietnam, Turkey highlighted the **exacerbating** effect of poor physical health, lack of opportunity, lack of food and poverty as key **contributors** to depression, particularly for women (who report depression far more than men do)
- **Culture-bound syndromes (CBS)** were found to have suffered due to the prevalence of Western-style medical practices and diagnoses.
- This adoption of a more **universal** form of diagnosis ignores long-held cultural beliefs and medical practice from specific cultural viewpoints.
- An example of a CBS is **susto**, a condition which is common in some Latin American countries and involves the idea that the spirit is separating from the body when someone is fearful
- Someone who is experiencing susto will have the symptoms of loss of appetite, sleeplessness, low **mood** – all of which would be **interpreted** as depression by a Western doctor but the spiritual element of the condition would likely either be ignored or dismissed and so the patient may ultimately not feel that their condition has been taken seriously or understood.

- This disconnect may then translate into treatment e.g. **antidepressant drug therapy**, which does not address the core of the condition and which may be at odds with more traditional approaches
- **Acculturative stress** may be at the heart of some depressive behaviour e.g. young Indian women living in London in the late 1990s were involved in **self-harm** which was linked to the conflict they experienced due to a clash of their Indian culture and the culture of their adopted country (the UK)
- People from cultures which lean heavily towards the use of healers, **social support** and more culture-specific traditional medical methods may reject traditional practices if they feel that they are outdated and irrelevant; subsequently these people may turn to Western medicine rather than to the methods of their original culture and by doing so some cultural nuances are lost

**Conclusion:** Globalisation may result in the rejection of traditional treatments for depression which may have a detrimental effect on the individual as these modern methods may not suit the cultural profile of that individual.

## Evaluation of Bhugra & Mastrogianni (2004)

### Strengths

- In an increasingly globalised world it is essential that cultures retain their uniqueness so research such as this helps to raise awareness of what might be lost if universality becomes the norm
- The findings could be used to inform doctors and clinicians as to how to address **cross-cultural differences** in the diagnosis and treatment of depression and to guard against the idea that 'one size fits all'

### Limitations

- It is difficult to **operationalise** globalisation as a variable which means that the research has a tendency towards vagueness and **generalisation** of conclusions
- Some of the findings are overly **simplistic** e.g. the studies which identify poverty and hunger as sources of depression: living in poverty is likely to lead to depression regardless of culture and the effects of globalisation

### Key terms:

Globalisation

Culture-bound syndromes

Acculturative stress

## Key study 2: Lyons–Padilla et al. (2015)

**Aim:** To investigate the experience and **attitudes** of **first and second generation** Pakistani **immigrants** living in the USA.

**Participants:** 198 Muslims, originally from Pakistan, who were living in the USA (107 female; 78 male; 13 gender not specified; mean age=27 years). 92 of the sample were first-generation immigrants; 105 were second-generation Americans.

**Procedure:** The participants were given **questionnaires** which measured their responses using a **rating scale**. The questions were on aspects of acculturation such as **assimilation, separation, integration, marginalisation, discrimination** and what their feelings were about **radical** Islamic groups.

### Results:

- The most negative aspect of acculturation was expressed by participants who experienced marginalisation, the state of feeling 'adrift' in a foreign country and of having lost something culturally significant
- Marginalised participants also reported experiencing more discrimination from non-Muslims
- Feelings of marginalisation were exacerbated by living in a country which increasingly has global dominance in terms of culture (known as **Coca Colonisation**: the globalisation of American culture)
- These findings **predicted** more support for radical Islamic **fundamentalism** and support for **extremist** groups
- High levels of reported separation were also linked to support for radical groups
- Integration was identified as a predictable indicator of a more settled and content attitude towards living in the USA

**Conclusion:** Marginalisation may result in dissatisfaction and discontent with the new culture, which could result in people turning against their adopted country if they feel that it has no cultural relevance to them. Globalisation may be a negative factor in the experience of immigrants.

## Evaluation of Lyons–Padilla et al. (2015)

### Strengths

- The sample comprised both first and second-generation immigrants which meant that it provided a balance of views from people who had been born in Pakistan or who had been born in the USA which was a good way to avoid **bias**
- The findings have good **application** as they could be used to inform **strategies** and **interventions** to prevent radicalisation of marginalised groups

### Limitations

- It is possible that **social desirability bias** may have interfered with the findings: participants may have answered in ways which boosted their **self-esteem** or which simply reflected their current mood (e.g. disenchanted with the new culture) and which may not have been **valid** long-term
- Radicalisation is a **socially sensitive** topic and there is the danger that assumptions could be made when viewing these findings i.e. it is possible to feel marginalised without this leading to radicalised views or extreme behaviours

### Key terms:

**Marginalisation**

**Radicalisation**

**Coca Colonisation**



### Worked Example

## EXTENDED RESPONSE QUESTION (ERQ)

### 22 MARKS

The question is, 'Discuss the effect of globalisation on the individual'. [22]

You should be able to offer a balanced argument, placing relevant studies of globalisation within the wider context of the topic so that their use is meaningful. Here is an exemplar paragraph for guidance:

*One effect of globalisation is when acculturative stress leads to depression which can be seen in research conducted by Bhugra and Mastrogianni (2004). They found that globalisation can increase the stress experienced by already vulnerable individuals e.g. those living in poverty. One of the factors in the expression of depressive symptoms is seen via the issue of cross-cultural diagnosis and treatment of depression when culture-bound syndromes are ignored or dismissed by Western clinicians. The lack of understanding of traditional symptoms (and their attendant treatments) of mental illness may lead immigrants to feel that their cultural identity is threatened and that their symptoms are not taken seriously.*



## Key Studies Summary Table: The Effect of Globalisation on Behaviour

# Key Studies Summary: The Effect of Globalisation on Behaviour

SUMMARY TABLE: KEY STUDIES OF THE EFFECT OF GLOBALISATION ON BEHAVIOUR		
Topic		Two Key Studies
The Interaction of Local and Global Influences on Behaviour		Bhugra & Mastrogianni (2004) Lyons-Padilla et al. (2015)

### How do I use these studies in an exam question on this topic?

- HL IB students have a lot of content to cover so the purpose of this revision resource is to slim down and streamline the number of studies you need per topic/exam question
- The exam question will ask you to either 'Evaluate' or 'Discuss' either the effect of globalisation on (individual) behaviour
- You may also be asked 'To what extent' globalisation may have an effect on (individual) behaviour
- For any of the above questions (evaluate, discuss, to what extent) you can use the two studies presented in the summary table here
- If you are asked to (for example) 'Discuss the effect/influence of globalisation on (individual) behaviour' you would use BOTH Bhugra & Mastrogianni (2004) and Lyons-Padilla et al. (2015) in depth
- Lyons-Padilla et al. (2015) can also be used for a question on Acculturation which could appear as either a Paper 1 Section A question (SAQ = 9 marks) or a Paper 1 Section B answer (ERQ = 22 marks)
- When answering an exam question on this topic remember to acknowledge that globalisation can have both positive and negative effects on (individual) behaviour so always bring in critical thinking and rigorous evaluation to your 22-mark responses
- Remember that the HL questions will only ever appear on Paper 1 Section B (ERQ = 22 marks), never on Section A