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The Impact of Globalization: Changing of Place Identity upon Thai University Students enrolled with International Program

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Abstract: Globalization, caused by the rapid development of Information and Communication Technology (ICT), is becoming an inevitable trend in the present world. Globalization offers clear opportunities and benefits for the world economies but comes with substantial social costs that often appear to affect people, especially the youth. The world's researchers have paid most of their attention to adolescents, the special group of youth whose transition from being children to adulthood, has been most affected by the globalization period.

The aim of this study is to study the future impacts of globalization towards perspectives in place identity, specifically, the hometown identity of the youth. As most of the migration workers from Bangkok are coming from northeastern of Thailand, the place where agriculture industry is the major industry. The young students who enrolled with international program in the under-graduate level forms the basis for this research. This study uses primary data which was collected in Khon Kaen University Internasional College (KKUIC). The research results indicated that the respondents from KKUIC were more willing to live in big cities and that traditional music styles are neither popular nor attractive anymore. Among the participating youth students, place identity concerning future working place and living place, big cities such as Bangkok, Chiang Mai, etc. are more attractive for them. The willing of migration is higher than 78%. Sustainable development in the agricultural based region needs contributions from the locals. However, the loss of place identity might act against this participation.

Keywords: Globalization, Future Perspective, Place Identity, Youth Student, Northeastern Thailand

INTRODUCTION

Globalization is not a new phenomenon in the 21st century, but its impact could spread in all perspectives. The positive and negative influences of the impact of globalization grip the attention of researchers all over the world. It is noticeable that, in the positive perspective, globalization could offer economic benefits

to the country, which will benefit both the nation and its people. However, the social cost could have a substantial impact upon the younger generation due to a questionable transnational status within an uncertain and rapidly evolving global context.

Globalization can be defined as, the changing of the world combined with technological improvement. Robertson (Robertson, 1992) defined globalization as the subjection and also intensification for the awareness of the world in whole aspects. Currently, the world seems smaller because of lots of compression of time and space, shrinking of distance, being easy to cross and the world becomes smaller and we become closer to one to another. Tomlinson (Tomlinson, 1996) and Devereux (Devereux, 2014) described the key features for the definition of globalization, as: (1) the growing level for the connectedness between individuals, societies and nation states at a global level; (2) the reduction of the distance between individuals, societies and nation states in both time and space which could be facilitated by technological developments; (3) the development of Information Communication Technologies (ICTs) increasingly allows the rapid transfer of information, knowledge and capital, (4) increasing awareness of global phenomena in people's (local) lives.

Furthermore, interaction between one to other become higher intense with the increasing of migrations, worldwide media dissemination, multinational companies everywhere, tourism travel and so forth (Friedman, 2000). Giddens (Giddens, 2013) defined globalization as the intensification of social relations which link with distant localities and that could have an effect upon local happenings by events occurring many miles away. In this context, the relationship of improving economics and cultural interdependence of societies, especially regarding identity, is becoming a particularly interesting phenomenon.

Moreover, the other scholars also focus on the globalization and its impact towards to the world (Bauman, 1998), most of them are focus on the economic dimension. For the research of the impact on globalization towards the cultural identity is limited (Featherstone, 1996; Momeni & Rasekh; Wang, 2007).

The youth as a special group, aged between 15 and 24 (WHO), are greatly influenced by the globalization period, and whose transition, from childhood to adulthood, due to their unstable emotional control, draws most of the attention from researchers. Globalization offers clear economic opportunities and benefits, but comes with substantial social costs that often appear to affect people, especially youth, disproportionately, given their tenuous transitional status within an uncertain and rapidly evolving global context (Kenway & Bullen, 2008). Moreover, Development activities mostly underpinned the young people and put them as the powerless for globalization process in each sectors (Wallace, 2001).

Thailand, as the most tourism based country, yearly attracted millions of tourists, the information exchanged with globally citizens are obviously, and the impact of globalization generally has had a positive impact to the national economy. However, the economic development is not balanced and this is especially obvious by the different regions, such as Esan area (Northeastern of Thailand). Migration flow from the Esan area to the central part of the country is serious; what issues support this regular migration flow in Thailand? What are the issues of globalization that affect the youth population in the Thai university?

Due to this, the impact of globalization towards the future perspective of place identity is the concern of this research. In this study, the researcher focuses on place identity in the future perspective of the adolescents who are studying with International Program in the university level, especially their attitude

towards their current living area and as a place to live in the future. Their attitudes towards frequently accessed music styles and their attitude to their parents' occupations are the supporting issues considered in the questionnaire, to describe the impact.

METHOD

Quantitative method is used in this study. The impact of Globalization regarding the future perspective of place identity is set as the guideline in the questionnaire. According to the definition of the WHO, the youth is the period in human growth and development that occurs after childhood and before adulthood, from ages 15 to 24. At these ages, the target population should be in education from grade 10 to undergraduate study. Based on this information, the target population selected had an average age of 20 years and consisted of 216 youth students, enrolled in international program in Khon Kaen University International College.

What the students think about globalization and what is the impact of globalization towards place identity will be the focus of this research, is the change in the place's identity due to changing economics, or is outside culture involved? Due to this, the research specifically selected students who enrolled with international program, as English is widely used among those respondents. Data collection was carried out using the self-administered technique. The questionnaires were given to the youth students and they filled them out by themselves. Some of the students ignored the questions that they thought were too sensitive for them to answer, e.g what is your attitude to marrying a foreigner.

The data analysis for this study uses univariate analysis and descriptive analysis to show the prevalence of the sample. The researcher uses SPSS IBM 20 as the statistic analysis tool to analyze the result.

RESULT

The result of this research will be divided into three parts, firstly, it will describe the characteristics of the respondents; secondly, their attitude to the globalization era; thirdly, the future perspective of place identity, regarding globalization issues. The characteristics of the respondents will be described by their socio-economic status, their standard of living and their family conditions. The following phase of this study is to describe the attitude and behavior of the under-graduate students, regarding globalization. In this phase, I explore their frequency of using the internet, their attitude towards music; the respondents' expression of ecology, economics and social structure issues; their appraisal of the global warming issue; and their attitude towards the personality they would like to be. The third part explains how the respondents think about the future of the place, what is their attitude towards the big cities, where they want to live in the future and their dream career that may also impact to their place identity.

CHARACTERISTICS OF RESPONDENTS

In the study, a total 235 respondents were carried out from International college, Khon Kaen University. The characteristics in this study describe their gender, ages and their way of life, including what areas they live in and the condition of their housing.

Based on the result, the numbers between male and female in Yog are almost. Regarding the ages of the respondents, the average age is around 20. As for their living area, most of the respondents are lived in

the northeastern part of Thailand (E-san), it could be explained as Khon Kaen University as the top leading university attracted most of the local E-san students to come and study.

The background of the family members were also considered in the questionnaire, since most of the households in E-san area do not pay more attention in education. But seen from the questionnaire, education is considered as important choice. Most of the fathers of the respondents had graduated with a bachelor degree (50.4%) and post-graduates were (40.3%), regarding their mother's education, most had graduated to bachelor degree level (65.5%). Because of the higher education levels, the majority occupations are being, civil servants, employees in the private sector, entrepreneurs, headmaster, and teachers. 71% of the students' families have farmland, but plantation is not longer the choice for their parents. Most of the family rent their farmland for the rice plantation, and receive the rental fee with set amount rice.

THE YOUNG STUDENTS' ATTITUDES IN THE GLOBALIZATION ERA

This study defines attitude as an expression of favor or disfavor toward a person, place, thing or event (Allport, 1935). The phenomenon of dissonant acculturation (Portes, 1997), happens when exposure to a new culture could lead to more rapid change among adolescents rather than the adults. In this part of study, the researcher is trying to explore further information related to attitude in the globalization era, also encouraging the expressions of the adolescent students in grade 9, concerning ecology, economics and social structure issues. Since the internet and music are the products of globalization, they may also have an impact upon the adolescent's attitude, so the study will start with internet use and music styles.

The internet, as the most popular social media, is also the easiest way to find out about the whole world, and could be an instrument for the respondent to be involved in globalization. Furthermore, using the internet will erase the distance as a physical barrier to the transferring of information. Nowadays, the internet is involved in daily life, this is also the product of modern globalization, the speed of using the internet could let the youth know exactly what is going on outside, it may have an impact upon youth's attitudes in the globalization era. The aim of this question is to know how frequently do the students use the internet. The result is as below.

Table 1
Frequency of using Internet

<i>How often do you use internet</i>	<i>Results in %</i>
Every day	98.4
Several times a week	1.6
Never	0

The table indicated, internet is not popular among the young students in KKUIC. The educational-purposed WI-Fi are applied in almost everywhere at KKUIC building, which also offer the easy way for access the internet. Moreover, currently internet access has become the primary need of the family, supporting education for the young student and also work for the parents. The basic education, from the very early age of children, could also be promoted by internet access. Hence, internet access becomes a primary or basic need for the family and also for the students.

Townsend (1994) explained the impact of globalization is still evolving and uncertain. However, the certain of globalization is characterized by increasing market power and impact to the dangers of power will be abused (Townsend, 2000). The impact from the over hastily of privatization on corporations and companies, less or depreciation of public sector and imbalance between private interests and collective public interest could vulnerable the youth's developing life. The globalization influence could also observe from the young generation way of life, one of them is the type of music they usually hear. Based on this, the questions related the types of music that young students frequently heard is asked. In the questionnaire, the researcher takes 4 kinds of music for the students to select. Which one do you like or which one is your usual choice, the music styles are, pop music, E-san music, Western music and classical music (opera). The result is as below.

Table 2
Attitude towards the music style

<i>What kind of music do you usually bear</i>	<i>Result in %</i>
Pop music	51.2
E-san music,	22.5
Western music	19.4
Classical music (Opera)	6.9

The influence of globalization could also be observed from the young generation's way of life. The spread of music is an impact from globalization, before the social media globalized, the people had little opportunity to know of the music from outside, what they heard every day would be the local music, ethnic traditional music or other kinds of music, which related to their daily life. With globalizations rapid involvement in people's lives, music is not only limited to local music, but also pop music, country music, rock music, etc.

In this study, most of respondents responded that pop music is their favorite music, and 22.5% of the respondents choose E-san music, as they heard this kind of music every day and also in every restaurants.

Internet access and the favourite music style are directly impacted by the globalization era, in the following questionnaire, the researcher encourages the respondents to give their expressions relating to the issues of ecology, economics, and social structure. Specifically, in this study, we questioned the respondents, regarding these three issues. The students in KKUIC stated social equality, ecology issues and pollution in the environment as the very important issues.

Table 3
The expression of importance of ecology, economics and social structure issues

<i>Items</i>	<i>VI</i>	<i>Im</i>	<i>LI</i>	<i>NI</i>
1) Everyone have the same opportunities in the society	76.1	20.4	1.3	2.2
2) Ecology issue, pollution in the environment, global warming	69.1	18.4	9.3	3.2
3) Stable in economics, against economical crisis in globally and nationaly	57.1	33.0	5.9	4.0
4) Democracy proceeding	44.3	31.3	14.6	9.8
5) Sustainability of traditional social structure	42.3	34.9	20.4	2.4

Note: VI= very important, Im= important, LI= less important, NI= not important

Equality and social justice are the basic human rights for human beings as their development capabilities expand. Its significance is related with the other issue regarding democracy, which the youth students assess as important and very important. Moreover, it is also explained, with the sustainability of traditional social structure issues, as a question in the questionnaire. For respondents in KKUIC, social equality comes first, followed by ecology issues.

Regarding social equality, this ranks No.1 with the youth students who enrolled in international program, moreover, the air pollution and global warming are also the issues that the youth also cared about. Water pollution along the Greater Mekong sub-region are becomes much more serious, almost all the cities which is nearby the Mekong river get impacted.

For the respondents, the youth students stated that stability in economics, against economic crisis both globally and nationally is the very important issue. This might be due to the occupations of their parents and the economic crisis happened in 1997. During an economic crisis, their parents may be involved or get impacted by the crisis and this may have a direct impact upon their lives, also for Thailand, as an important import & export country, a crisis in the world trade market may influence the national economy.

In this research, the researcher also set a question asking about the students ideas related to global warming, since global warming is partly a human disaster which is impacted by the humans for their exploitation of natural resources and the making of an imbalance between ecology and economic needs. In this multi-selection question, related to the perspective of agriculture, the researcher is trying to uncover the information of how the respondents think global warming will impact upon agriculture and also upon Thailand.

Table 4
Attitude of adolescent towards global warming

<i>What do you think the global warming will impact to your country</i>	<i>Result in %</i>
Will make it more hot	98.6
Will impact more drought	96.1
Rice products will be decreased	89.6
Will impact more flooding	51.8
Rice products will be increased	8.7
Will make it more cold	8.5

The curriculum concerning global warming is already introduced to the students in Thailand, with the aim of building the awareness of the youth students to keep taking care and promote balanced use between ecology and their way of life.

When asked about how global warming will impact on the world, 98.6% of KKUIC respondents agreed that global warming would make the world hotter. It also influences on the second choice which informed the researcher that global warming would impact in the form of drought.

To strengthen the young students perspective, the researcher also measured their perspective over several themes. In these questions, each student chose their level of agreement regarding ten questions about the personality of their parents' occupation and their daily life.

Table 5
What kind of person do you want to be in the future

<i>Questions</i>	<i>SA</i>	<i>Ag</i>	<i>Dis</i>	<i>SD</i>
After I finish my education, I will be free to have a job which I want	79.2	13.9	3.8	3.1
It is important to lived in the solidarity society where everyone always support one to other	78.4	11.9	5.8	3.4
If I am a farmer, I will plant economic plants which obtain income for me and family	58.2	15.9	17.3	8.6
My job in the future is depend with the social need	34.7	31.9	22.1	11.3
If I have farm land, it is better to plant the food plants for my own and family need, rather than sell them	33.4	33.1	28.2	5.3
Food that you buy in traditional market have a better quality compare with supermarket	41.3	35.8	20.9	2.0
To be a farmer will not sufficiently enough to earn enough money to meet a descent life style	43.8	39.1	10.3	6.8
It is important for me to have a job with less physical activity	56.1	33.8	8.7	1.4
To be a farmer and plant all the food every day is the best way of life	10.2	11.1	43.1	35.6
Urbanization in job matter is the negative impact for social traditional structure and rural society	11.9	21.5	45.7	20.9

Note: SA= Strongly agree, Ag= agree, Dis= disagree, SD=strongly disagree

For the respondents in the KKUIC , they did not think that to be a farmer and plant their own food is important, most of the respondents gave the answer of “Strongly Agreed” with less in the agriculture sector. Being a farmer and planting their food for themselves are not their ways of life.. From an education perspective, the respondents all agree with the first important option. In their minds, a better education will give them a better chance of a dream career in the future. This may impact on the attitude towards migration.

Moreover, Only 11.9% of the respondents strongly agreed that migration will have a negative impact on the tradition structure, which indicated that migration is acceptable for the students in KKUIC.

The data mentioned above pointed to the respondents involved in the globalization era, with the internet offering an easier way to share information outside. The local music will be the last choice for the respondents enrolled with international program. The education perspective, all agreed this to be a strong and important option, migration is positive for the respondents in KKUIC as well.

The Young students' attitude and future perspective for place identity

Future perspectives in this study explore what the youth students want to be in the future. In this study, the students were asked about their judgment concerning future perspective, mainly focusing on place identity. The questions described in this study are about the choices of the young students for their future, specifically do you like agriculture work as your parents do now? What is the future perspective of their dream career? what do you think about the big cities outside? Which city are you willing to live in the future? Since the atmosphere of globalization also impact to the place identity (Rapoport, 1981).

Furthermore, in this research the researcher uses scales to ask the perspective and attitude of respondents, what kind of person do you want to be in the future? Including important statements regarding the economy, ecology and social structure, the researcher gave 12 questions to be answered on a scale of 4 (strongly agree, agree, disagree, and strongly disagree).

Table 6
Future perspective in Economy, Ecology and Social Structure regarding adolescents' future

<i>What kind of person you want to be in the future</i>	<i>SA</i>	<i>Ag</i>	<i>Dis</i>	<i>SD</i>
Economy:				
Have the good education level	89.9	7.6	1.4	1.1
Have privately owned dwelling	79.1	14.2	4.9	1.8
High income, have car, and house	88.1	9.2	1.1	1.6
With a work no need heavy labor	74.9	14.1	4.2	6.8
Have own land, plant food	12.1	19.9	38.1	29.9
Ecology:				
Live with good environment	79.1	19.1	1.1	0.7
Social Structure:				
Live with parents	24.7	18.5	32.8	24
Have rich spirit life	64.1	18.1	10.6	7.2
Live in high class community	69.1	17.3	12.6	1.0
Live in big cities in country	68.1	19.1	11.7	1.1
Live outside of current province	65.8	18.2	13.2	2.8
Marry a foreigner	26.8	15.5	43.1	14.6

Note: SA=strongly agree, Ag=agree, Dis=disagree, SD=strongly disagree

Regarding the economy, respondents agreed that having a good education and having a private dwelling are very important to their economic perspective of the future. Moreover, these groups also agreed that having land and planting food is less important for them, in the future. This means that most of the students think that skills are the important foundation to earn more wealth and have a great job in the future. The future perspective, regarding human development, is already built, the awareness to reach a great education level, as the way to achieve great wealth in the future is already increasing. Regarding the heavy-labour jobs in the future, their backgrounds might impact their attitude.

Furthermore, the ecology future perspective also asked them the question regarding the environment they want to live in, in the future. The respondents from KKUIC stated that living in a clean environment, with less pollution, is very important for them in the future. The awareness to keep the country green for the younger generation is one of the academic matters in Thailand. Pollution, especially air pollution and water pollution, is the most serious problem along the GMS countries.

Social structure is the perspective which is vulnerable to the influence of globalization among teenagers, including their way of thinking regarding living in society. The influence of the entertainment sector and social media sector, including music, the internet, etc. bring a huge impact for the young generation to

change their perspective and way of life. In previous tables, it is indicated that globalization already impacts on the young generation (see table 2 and 3).

The interesting point in this sector is 'Marry a foreigner'. This phenomenon comes with globalization, moreover, due to the social impact, marry a foreigner is not a shy idea. The situation of 'marry a foreigner' is quite popular in Thailand, this situation is even serious in E-san of Thailand.

As in the data shown above, most of the students who enrolled with International program do not want to be a farmer as their parents are now, they want to move to the outside, to find a better job, such as a teacher, doctor, policeman, internet game player, tour guide, etc. They desire high income with high social position and no need for heavy labor as their first priority.

For the questions related to their attitude towards the big cities outside of the mountain area, the researcher set 9 questions regarding their attitude towards the current place and outside cities, which were friendly, modern, rich, happiness, terrible, solidarity, fashionable, creative, and belief, to test students' attitude. The result is as below,

Table 7
The attitude of youth respondents towards big cities outside

<i>Items</i>	<i>SA</i>	<i>Ag</i>	<i>Fa</i>	<i>Dis</i>	<i>SD</i>
Modern	72.1	12.5	2.8	6.6	6.0
Innovative	70.1	22.6	0.8	3.3	3.2
Fashion	77.2	10.1	2.8	4.8	5.1
Friendly	60.2	15.9	8.7	4.7	10.5
Happiness	59.9	25.4	10.4	2.2	2.1
Solidarity	11.1	19.5	10.5	36.4	22.9
Rich	67.4	19.6	10.1	2.1	0.8
Belief	32.2	22.6	17.8	18.7	8.6
Boring	5.2	8.3	27.5	41.9	17.1

Note: SA= Strongly agree, Ag= agree, Fa= fair, Dis= disagree, SD=strongly disagree Result in Percents

The table indicated that the respondents strongly agreed that big cities are modern, innovative and fashionable, few of them believe that big cities are boring.

Boring is the last judgments for appraisal of the big city by the respondents in KKUIC, It also appears that belief is another point with low levels of 'strongly agree' from the respondents in KKUIC. It means that big cities are assessed by the youth as having low concern, less friendliness, and less safety.

Moreover, the obvious way to show a place identity is whether you wish to stay in the current area or you would be attracted by the outside world(Krupat, 1983; Proshansky, 1978; Proshansky, Fabian, & Kaminoff, 1983). Based on the above data, respondents think the outside city is more modern, innovation, fashionable, rich, and has solidarity more than the local place. This may cause youth migration to the big cities in Thailand. The social media, most of all advertising showing how powerful, modern, rich the big cities are, may impact on the youth's mind when they were filling out the questionnaire. Furthermore, some

of the respondents' relatives work in outside cities, what they see, hear and talk about may also impact on the young.

In the following questionnaire, researchers give several questions for the respondents to select where they want to stay in the future. The results are as below.

Table 8
Attitude of youth students towards future place to live

<i>Where do you want to live in the future</i>	<i>Result in %</i>
Big cities in Thailand	91.8
Hometown	3.1
Developed countries in the world	3.8
Developing countries in the world	1.3

In the close-ended question, the future perspective of living in the city is asked. Around 91.8% of the KKUIC respondents wish to stay in the cities in Thailand; in particular, the cities of Bangkok, Chiang Mai, Phuket, etc. , all of these cities are big cities and economy core zones, which have lots of opportunities for high-income jobs.

This is a very surprising result, which could be explained by the different backgrounds. As they enrolled into international program, which indicated the English communication is requested in the classroom, this offer the opportunities for the respondents to see the outside world easily. Moreover, compared with the big cities in Thailand, Khon Kaen is not a big town, the opportunity for them to know about the outside world may through advertisements or the internet, travel while visiting, etc. The huge migration flow happened in E-san area towards big cities in Thailand also impact to respondents' selection. What their relations or friends real experience may encourage them for living and working in the big cities in Thailand. Those activities are inadequate for the youth who stay in E-san area and may impact on their attitude towards the big city. Furthermore, it might strengthen or weaken their local place identity.

5. DISCUSSION AND CONCLUSION

Globalization, for the Thai people understanding, is not a newly issue. Especially after Thailand set tourism as their strategical pillar industry, Thailand is becoming much more active in the globalization. The rapid economic expansion and the rapidly migration flow in Thailand have been one of the hot issues in the international community. During the last decades, people's living standard is improving, the increasing of the salary standard give them the chance to go aboard to travel, to study, to get the latest news from outside. Nowadays, the world is more than a community, rather than countries.

The globalization in Thailand generally has the positive impact to the national economy, however, everything has 2 faces, with the economy rapidly growing, and the social media rapidly used people's daily life, to get the information from outside is much more easy that previous time. The place identity, especially the youth people's place identity is changing into negative face. The willing of the youth to move outside of their residence area is strongly enhanced.

Occupation in local place, farmer, is the product of the daily life, also the products of place identity. With the rapid globalized economic growth, the youth in E-san area starting to look for another kind of job which could offer them the high income, high social position, no need the labour work as their parents do now. The outside cities seem more attractive for the youth, especially for the youth who current lived in the unknown small cities. The lost of place identity, and the lost of traditional culture identity should be pay more attention in the related research.

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