

How Does Culture Matter in the Face of Globalization?

Presenter: Professor Ying-yi Hong (Chinese University of Hong Kong)

5 czerwca (wtorek) w godzinach 13.00-15.00
ul. Ingardena 6 s. 0.01-0.02

Abstract:

If a foreign business announced it would be opening a store in an iconic historical area of your country, would you feel offended and object to this business move, or would you welcome the business investment? If you observed a foreigner engaging in unusual behaviors—such as deciding to marry a person after a single date—would you attribute that choice to the actor’s culture, or to some abnormality of the individual? Nowadays, these are common scenarios that many people encounter in their daily lives. Under an unprecedented rate of globalization, we are encountering people, behaviors, and events from other cultures constantly. This talk will focus on how people react and adapt to increasing globalization and multiculturalism. We posit that reactions to multiculturalism and intercultural contact are not universal, and are themselves shaped by cultural experiences. That is, culture provides a frame of reference for reconciling and negotiating the inflow of foreign cultures and peoples. Although exposure to foreign cultures can widen one’s worldview, thereby enhancing creativity and reducing prejudice, intercultural contact can also bring about negative exclusionary responses such as aversion, disgust, and defensiveness. In the talk, I will review empirical findings that showcase the benefits and challenges of multicultural exposure, and individual differences in critically shaping reactions to intercultural contact. Our goal is to shed light on the recent geopolitical and societal shifts that reflect an increased backlash against rising globalization and cultural diversity.