

## S3 Appendix

### Research questionnaire

**{Classification Codes: [S]=Social globalisation; [C] = Cultural globalisation;  
[E]=Economic globalization; [GA]= Global Awareness; [SI]=Social Identity;  
[AMI]=Association Membership Index; [GAMI]=Global Association Membership Index }**

*Note: The whole version of the questionnaire can be found in Buchan et al. (2009: SOM). The questions reproduced below are those relevant for the analyses presented in this paper. Terms in italics were adapted to different localities / localities. The terms reported below were used in the community of Columbus, OH, US. The numbering of the question is the same as in the original questionnaire.*

1. How often do you normally use the following products or services? Check one option.

		I own/have access to this product or service, and I use it:				I do not own/have access to this product or service.
		Every day	Every week	Less often	Never	
[S]	Internet	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[ECO]	Credit card	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>

2. If you use the following products or services, do you use them to contact people living in other parts of your country, or people living in other countries? Check all that apply.

		Local area	Other parts of my country	Other countries	Does not apply
[S]	a. Landline phone	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
[S]	b. Mobile phone	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
[S]	c. Email	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
[S]	d. Postal mail	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
[E]	e. Fax machine	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

3. Consider the following geographical areas. How often do you travel, either for work or for vacation, in each of them? Check one.

		Every week	Every month	Every year	Less often	Never
	a. Within a national area (to other parts of my country besides my own locality).	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[C]	b. To other countries within my continent	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[C]	c. To other countries outside my continent	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>

4. How concerned are you with the following issues? Check one.

		Not at all concerned	Slightly concerned	Concerned	Very concerned	I am not informed about this issue.
[GA]	a. Global warming	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[GA]	b. The spread across the planet of potentially dangerous diseases (for example, HIV, SARS, bird flu)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[GA]	c. Making the action of International Criminal Courts of justice more effective	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[GA]	d. The persistent gap between rich and poor people around the world	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>

5. Have you taken part in the following activity?

	Yes	No
a. Contributing to international aid efforts for natural disasters (for example, hurricanes in the US, earthquakes in Pakistan, tsunami)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
b. Contributing or participating in international aid efforts for poverty relief (for example, Live Eight)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
[C] c. Following international sport events (for example, Olympic games, soccer world cup)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
[C] d. Following international cultural events or international trade fairs	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>

6. How often do you do the following activity? Check one.

	I own/have access to this product or service, and I use it:				I do not own/have access to this product or service.
	Every day	Every week	Less often	Never	
[C] a. Watch a television program or a movie from a different country	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[C] b. Watch / listen to an international news source (CNN International, BBC World, <i>Euronews</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[C] c. Read an international news source (Time, The Economist, <i>Le Monde</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[C] d. Read an international magazine other than a news related publication, e.g. a style or sports magazine (Cosmopolitan, National Geographic, <i>Men's Health</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[C] e. Read a book written by an author from another country	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
[C] f. Listen to music made by artists from other countries	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>

9. [E] Do you work for a multinational or foreign-owned company?

Yes	No
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>

10. [E] If you (or your household) own a car, where was it made? Check one (if you own more than one car, consider the one that you regularly use).

In my country    In a different country    I do not know where my car was made    I do not own a car

<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
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11a.

Consider the following list; Are products or services that are from different parts of the world available in the area where you live?

	Yes	No	I don't know
A. Restaurants (e.g. <i>Japanese</i> , <i>Thai</i> restaurants)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
B. Food and beverages (from supermarkets, shops or bars)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
C. Clothing	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>

11b. [E] If you have answered yes to the previous question, how often do you use such products or services?

	Every day	Every week	Less often	Never
a. Restaurants (e.g. <i>Japanese</i> , <i>Thai</i> restaurants)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
b. Food and beverages (from supermarkets, shops or bars)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
c. Clothing	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

12a. Consider the following list; Are products or services that are produced by multi-national companies - that is, those companies active in different parts of the world - available in the area where you live?

	Yes	No	I don't know.
A. Restaurants and cafes (e.g. Mc Donald's, Starbucks Coffee, <i>Pizza Hut</i> , <i>Taco Bell</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
B. Food and Beverages (e.g. Coca-Cola, Nestlé, <i>Dannon</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
C. Clothing (e.g. Nike, Zara, <i>Adidas</i> , <i>Levi's</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>

12b. [E] If you have answered yes to the previous question, how often do you use such products?

	Every day	Every week	Less often	Never
A. Restaurants and cafes (e.g. Mc Donald's, Starbucks Coffee, <i>Pizza Hut</i> , <i>Taco Bell</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
B. Food and Beverages (e.g. Coca-Cola, <i>Nestlé</i> , <i>Dannon</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
C. Clothing (e.g. Nike, Zara, <i>Adidas</i> , <i>Levi's</i> )	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

14. Currently do you own any of the following?

	Yes	No
[E] a. Foreign currencies	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
[E] b. Bank deposit in another country	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
[E] c. Some investment(s) in another country	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>

15. [S] Besides your native tongue, how many other languages can you speak?

None

☐ <sub>1</sub>

I can understand and can make myself understood in another language.

☐ <sub>2</sub>

I am fluent in another language.

☐ <sub>3</sub>

I am fluent in more than one other language.

☐ <sub>4</sub>

16a. How many different immigrant communities live in the area where you live (for example, *Hmong immigrants*)?

None

☐ <sub>1</sub>

Between 1 and 2

☐ <sub>2</sub>

Between 3 and 4

☐ <sub>3</sub>

More than that

☐ <sub>4</sub>

17a. How many ethnic/racial groups different from yours live in the area where you live (for example, *White*, *Black/African Americans*, *Asian*, *Hispanic*)?

None	<input type="checkbox"/>	1
Between 1 and 2	<input type="checkbox"/>	2
Between 3 and 4	<input type="checkbox"/>	3
More than that	<input type="checkbox"/>	4
Several people (6 or more people)	<input type="checkbox"/>	3

21. [SI] How strongly do you feel attachment to your community in *Columbus*, in the *United States*, or to the world as a whole?

	Not attached at all					Very attached		
a. Your local community	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4
b. Your country	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4
c. The world as a whole	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4

22. [SI] How strongly do you define yourself as a member of your community in *Columbus*, in the *United States*, or of the world as a whole?

	Not at all			Very strongly
a. Your local community	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
b. Your country	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
c. The world as a whole	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

23. [SI] How close do you feel to other members of your community in *Columbus*, in the *United States*, or to the world as a whole?

	Not at all close			Very Close
a. Your local community	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
b. Your country	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
c. The world as a whole	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>



25. [AMI] Please look carefully at the following list of voluntary organizations and activities. How would you describe your involvement with them? Check the one response that best applies for each type of activity or organization.

	I do not belong and do not follow their activities.	I do not belong but I sympathize with some of their activities.	I Belong
a. Social welfare services for elderly, <i>handicapped</i> or deprived people	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
b. Religious or church organizations	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
c. Education, arts, music or cultural activities	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
d. Labor unions	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
e. Political parties or groups	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
f. Poor countries development or human rights	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
g. Conservation, environmental, animal rights groups	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
h. Professional associations	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
i. Youth work (for example, <i>scouts, guides, youth clubs</i> , etc.)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
j. Sports or recreation	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
k. Women's group	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>

l. Peace movement	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
m. Voluntary organizations connected with health	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>

26. **[GAMI]** If you have answered that you belong to some of the organizations listed above, please indicate whether the voluntary activity or organization is mainly active locally, nationally or internationally. Check as many responses as apply for each type of activity or organization.

	Local	National	International
a. Social welfare services for elderly, <b>handicapped</b> or deprived people	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
b. Religious or church organizations	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
c. Education, arts, music or cultural activities	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
d. Labor unions	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
e. Political parties or groups	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
f. Poor countries development or human rights	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
g. Conservation, environmental, animal rights groups	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
h. Professional associations	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
i. Youth work (for example, <b>scouts, guides, youth clubs</b> , etc.)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>

j. Sports or recreation	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3
k. Women's group	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3
l. Peace movement	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3
m. Voluntary organizations connected with health	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3

27. For each of the following statements, please state if you agree or disagree:

- a. Our people are not perfect, but our culture is better than all others.

Completely disagree	Somewhat disagree	Somewhat agree	Completely agree
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

- b. Our way of life needs to be protected against foreign influence.

Completely disagree	Somewhat disagree	Somewhat agree	Completely agree
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

- c. We should restrict and control entry of people into our own country more than we do.

Completely disagree	Somewhat disagree	Somewhat agree	Completely agree
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

28. What do you think about each of the following: Has it been a very good thing, somewhat good, somewhat bad or very bad for you (and your family)?

28a. The world becoming more connected through greater economic trade and business ties?

Very	Somewhat	Somewhat	Very	Don't
Good	Good	Bad	Bad	Know
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5

28b. The world becoming more connected through faster communication and greater movements of people?

Very	Somewhat	Somewhat	Very	Don't
Good	Good	Bad	Bad	Know
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5

30. What is your sex?

Male	Female
<input type="checkbox"/> _1	<input type="checkbox"/> _2

31. In which year were you born? \_\_\_\_\_

32. What is the highest level of education you completed?

<i>Grade</i>	<i>High</i>	<i>Technical</i>	<i>Bachelors</i>	<i>Masters</i>	<i>Doctoral</i>
<i>School</i>	<i>School</i>	<i>School</i>	<i>Degree</i>	<i>Degree</i>	<i>Degree</i>
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _6

Yes      No

- [S] 33a. Were you born in a country different than the US? ☐<sub>1</sub> ☐<sub>2</sub>
- [S] 33b. Were any of your parents born in a country different than *the US*? ☐<sub>1</sub> ☐<sub>2</sub>

35. What is your marital status?

- |                                       |                                       |                                       |                                       |                                       |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Single                                | Married                               | Divorced/<br>Separated                | Widowed                               | Living with partner                   |
| <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |

36. What is your current employment situation?

- |   |                                       |
|---|---------------------------------------|
| <i>Full-time employed</i>                       | <input type="checkbox"/> <sub>1</sub> |
| <i>Part-time employed</i>                       | <input type="checkbox"/> <sub>2</sub> |
| <i>Self-employed</i>                            | <input type="checkbox"/> <sub>3</sub> |
| <i>Retired/Pensioned</i>                        | <input type="checkbox"/> <sub>4</sub> |
| <i>Housewife/husband not otherwise employed</i> | <input type="checkbox"/> <sub>5</sub> |
| <i>Student</i>                                  | <input type="checkbox"/> <sub>6</sub> |
| <i>Unemployed</i>                               | <input type="checkbox"/> <sub>7</sub> |
| <i>Other (Please specify)</i> _____             | <input type="checkbox"/> <sub>8</sub> |

37. In which profession/occupation do you or did you work? If more than one job, the main job? What is/was your job there?

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38. Here is a scale of incomes. We would like to know in what group your household is, counting all wages, salaries, pensions and other incomes that come in. Just check the group your household falls into, before taxes and other deductions.

<b>\$0- 9,999</b>	<b>10,000- 14,999</b>	<b>15,000- 24,999</b>	<b>25,000- 34,999</b>	<b>35,000- 49,999</b>	<b>50,000- 74,999</b>	<b>75,000- 99,999</b>	<b>100,000- 149,999</b>	<b>150,000- 199,999</b>	<b>Over 200,000</b>
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>6</sub>	<input type="checkbox"/> <sub>7</sub>	<input type="checkbox"/> <sub>8</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>10</sub>

#### ***Notes to Local Collaborators for Adapting Questionnaire to Local Environment***

The present questionnaire is the version that was tailored for a US location (Portage, WI) for a pilot test. Hence, several questions require adaptation to the country/locality where the research is conducted. In particular, all items highlighted in yellow require some change. Some of these are obvious, e.g. substituting the name of your country for the US. Some others are less obvious. In particular, this is the case for the questions that provide examples for certain items, such as satellite channels, newspapers, *etc.* Normally, there will be 3 examples for each of these items, which include (a) the most widespread item worldwide; (b) the most widespread item worldwide coming from a different continent than the first one (this is to avoid listing mainly made-in-US brands); (c) another widespread item in the country's region. By region we mean the continental or sub-continental geographical entity to which a country belongs (e.g. North-America; Latin America; Sub-Saharan Africa; Europe; Asia; former Soviet Republics; Middle East). The questionnaire generally provides examples for (a) and (b), but identifying (c) is left to the local researcher's expertise. The following are suggestions derived from a variety of sources (PEW Global Attitudes Project: 06.03.03, Views of a Changing World, Summer 2002 44-Nation Survey <http://pewglobal.org/datasets/>, UNCTAD databases, internet):

Q6b: ask "CNN International, BBC World" in every country. Add a third example in each country as per Q60 in Pew survey, or local researcher's advice (e.g. Al Jazeera for Iran; Euronews for Russia and Europe; another region-wide channel for the US; DSTV for South Africa).

Q6c: Ask "Time, the Economist" in every country; provide a third example as per local researcher's advice (e.g. International Herald Tribune for non-English speaking countries; Le Monde for English-speaking countries).

Q6d: Ask “Cosmopolitan, National Geographic” in every country. Then ask another magazine widespread in the region (e.g. Men’s Health, or Reader’s Digest). You can find other examples at <http://www.allyoucanread.com/Top20/> (Note: ignore adult magazines).

Q11a,b: provide example as per local researcher's advice

Q12a: ask “Mc Donald’s, Starbucks Coffee” in every country (They are the ‘icons’ of globalisation). For the other two items, rely on the local collaborator’s advice. The third and fourth items may be Pizza Hut or KFC, which may nevertheless be absent in some countries. Try whenever possible to ensure varieties in the type of food provided in the restaurants making up the examples. It is very difficult to find non-US food chains.

Q12b: Ask “Coca-Cola, Nestlé” in every country. Third example as per local researcher’s advice. Possible (non-US) items are Dannon (for US) or Danone, and Nescafé.

Q12c Ask Nike and Zara in each country. Third example as per local researcher’s advice. This may for instance be Adidas for the US (a German brand), or Levi’s for other countries.

NB: You may find other examples of transnational corporations at the Businessweek Top 100 global brands scoreboard (<http://bwnt.businessweek.com/brand/2005/>) or on the UNCTAD ranking of TNCs (<http://www.unctad.org/Templates/Page.asp?intItemID=2443&lang=1>)

Q32: as per Q84 (Pew), or local researcher’s advice

Q36: as per local researcher’s advice.

Q38: provide income categories considering the deciles of the income distribution in your country. Do not compute such categories at the current exchange rate between your currency and the USD, as that will probably make comparisons impossible. Use conversions via purchasing power parity and the consensus of local experts.



Further *notes on construction of IGI index and “Exposure to Globalization Index”*

N.	Code	Belongs to participati on index?	Belongs to exposure index?	Notes
Q1 a-j	Pho/ Mob/ Internet/ Email/ Cred/ Post/ TV/ TVs/ Radio/ Fax	Yes	Yes (Q5)	<p>Q4 (Never) and Q5 (I do not own/have access, etc) are merged to form the lowest level in the 4-point participation to globalisation scale. Only Q5 counts towards the exposure index.</p> <p>The participation index is formed as follows:</p> <p>Answer 4,5 = 0</p> <p>Answer 3 = 1/3</p> <p>Answer 2= 2/3</p> <p>Answer 1 = 1</p> <p>NB: g and h can be merged, as typically having access to a satellite TV also implies access to a terrestrial TV.</p>

N.	Code	Belongs to participati on index?	Belongs to exposure index?	Notes
Q2a-e	PhoLoc/ PhoNat/ PhoGlob/ PhoNot/  MobLoc/  MobNat/  MobGlob/  MobNot/  EmailL/  EmailN/  EmailG/  EmailNot/  PostLoc/  PostNat/  PostGlob/  PostNot/  FaxLoc/  FaxNat/  FaxGlob/  FaxNot	Yes	No	<p>If answer in the previous question was “5”, and the answer to Q2 was different from 4 (does not apply) then do record the answer to Q2. If instead the answer has been “4” (=Never), then drop it as inconsistent.</p> <p>Construct a participation index, either taking into account the broader level of connection, or constructing a weighted average.</p> <p>Ex1:</p> <ul style="list-style-type: none"> <li>- index = 1 if answer 3 (other countries) has been given</li> <li>- index = 2/3 if answer 2 (other parts of my country) has been given and answer 3 has not been given</li> <li>- index = 1/3 if answer 1 (local area) has been given and answers 2 and 3 have not been given</li> <li>- index = 0 if answer is 4 (or answer 5 or 4 in Q1).</li> </ul> <p>Ex2: <math>1X(\text{Indicator of whether answer 3 has been given}) + 2/3X(\text{Indicator of whether answer 2 has been given}) + 1/3X(\text{Indicator of whether answer 1 has been given})</math></p>
Q3a-c	TravNat/ TravCon/  TravGlob	Yes	No	

N.	Code	Belongs to participation index?	Belongs to exposure index?	Notes
Q4a-d	GlobWarm/ Disease/  Court/  Gap	Yes	Yes (Q5)	<p>If Answer=5, then that counts towards the exposure index, but is a missing value for the participation index.</p> <p>Participation index is formed as follows:</p> <p>Answer 1 = 0</p> <p>Answer 2 = 1/3</p> <p>Answer 3= 2/3</p> <p>Answer 4 = 1</p>
Q5a-d	AidDis/  AidPov/  Sport/  IntEvent	Yes	No	<p>In this case, the participation index is simply:</p> <p>Answer 1= 1</p> <p>Answer 2=0</p>
Q6a-e	W_TV/  W_News/  R_News/  R_Mag/  Book/  Music	Yes	Yes (Q5)	<p>Q4 (Never) and Q5 (I do not own/have access, etc) are merged to form the lowest level in the 4-point participation to globalisation scale. Only Q5 counts towards the exposure index.</p> <p>The participation index is formed as follows:</p> <p>Answer 4,5 = 0</p> <p>Answer 3 = 1/3</p> <p>Answer 2= 2/3</p> <p>Answer 1 = 1</p>
7a-d	UN/  MNC/  IntOrg/  NGO/	Yes	Yes (Q5)	<p>If Answer=5, then that counts towards the exposure index, but is a missing value for the participation index.</p> <p>Participation index is formed as follows:</p> <p>Answer 1 = 0</p> <p>Answer 2 = 1/3</p> <p>Answer 3= 2/3</p> <p>Answer 4 = 1</p>

N.	Code	Belongs to participation index?	Belongs to exposure index?	Notes
8a-d	ContrUN/ IntAgr	Yes	Yes (Q5)	Ditto
Q9	MultComp	Yes	No	In this case, the participation index is simply:  Answer 1 = 1  Answer 2 =0
10	Car	Yes	No	Participation index is formed as follows:  Answer 4 (I do not own a car ) = 0  Answer 1 (In my country) = 1/2  Answer 2 (In a different country) = 1  Answer 3 = Missing value  NB: To be confirmed
11aa-c	Rest/ Food/ Clot	No	Yes (Q2,3)	Answers 2 and 3 are merged for the exposure index.
11ba-c	RestO/ FoodO/ ClotO	Yes	No	If answer hasn't been a yes to corresponding 11aX question, then drop answer, unless answer is 4. Moreover, consider answers 2 and 3 in A11aX as lowest level in the participation scale.  That is:  If answer =4, or 2 in Q11ab, then 0  If answer =3, then 1/3  If answer =2, then 2/3  If answer =1, then 1
12aa-c	RestMNC/ FoodMNC/ ClothMNC	No	Yes (Q2,3)	Answers 2 and 3 are merged for the exposure index.

N.	Code	Belongs to participation index?	Belongs to exposure index?	Notes
12ba-c	RestMNCO/ FoodMNCO/ ClotMNCO	Yes	No	<p>If answer hasn't been a yes to corresponding 12aX question, then drop this answer, unless answer is 4. Moreover, consider answers 2 or 3 in 12aX as lowest level in the participation scale.</p> <p>That is:</p> <p>If answer =4, or 2 and 3 in Q12aa, then 0</p> <p>If answer =3, then 1/3</p> <p>If answer =2, then 2/3</p> <p>If answer =1, then 1</p>
13	ForProd	Yes	No	<p>Participation index is formed as follows:</p> <p>Answer 2 (I deliberately avoid...)= 0</p> <p>Answer 3 (It makes no difference) = 1/2</p> <p>Answer 1 (I deliberately seek them out) = 1</p>
14a	ForCurr	Yes	No	<p>In this case, the participation index is simply:</p> <p>Answer 1 = 1</p> <p>Answer 2 =0</p>
14b	Bank	Yes	No	Ditto
14c	Invest	Yes	No	Ditto; Disregard Q14 in S. Africa since it is illegal to hold foreign investments.
14ba	Dollar	Yes	No	Ditto (this only applies to Argentina).
14bb	Euro	Yes	No	Ditto
14bc	Other_Curr	Yes	No	Ditto

N.	Code	Belongs to participation index?	Belongs to exposure index?	Notes
Q15	ForLang	Yes	No	<p>Participation index is formed as follows:</p> <p>Answer 1 = 0</p> <p>Answer 2 = 1/3</p> <p>Answer 3= 2/3</p> <p>Answer 4 = 1</p>
Q16a	ForImm	No	Yes	<p>Exposure index is formed as follows:</p> <p>Answer 1 = 0</p> <p>Answer 2 = 1/3</p> <p>Answer 3= 2/3</p> <p>Answer 4 = 1</p> <p>Alternatively, a 0-1 index may be formed by merging answers 2-4 into the 1-score, and leaving answer 1 as the 0-score.</p>
Q16b	FriendFo	Yes	No	<p>Participation index is formed as follows:</p> <p>Answer 1 = 0</p> <p>Answer 2 = 1/2</p> <p>Answer 3= 1</p>
Q17a	EthGroup	No	Yes	<p>Exposure index is formed as follows:</p> <p>Answer 1 = 0</p> <p>Answer 2 = 1/3</p> <p>Answer 3= 2/3</p> <p>Answer 4 = 1</p> <p>Alternatively, a 0-1 index may be formed by merging answers 2-4 into the 1-score, and leaving answer 1 as the 0-score.</p>

N.	Code	Belongs to participation index?	Belongs to exposure index?	Notes
Q17b	FriendEt	Yes	No	Participation index is formed as follows:  Answer 1 = 0  Answer 2 = 1/2  Answer 3= 1
Q18	Trust	No	No	
Q19	Fair	No	No	
Q20	Helpful	No	No	
Q21a-24c	A_Local-... L_Global	No	No	
Q25a-m	Socwel/ Church/ Educ/ Labor/ Polit/ DCS/ Conserv/ Profass/ Youth/ Sports/ Women/ Peace/  Health	No	No	
Q26a-m	SocwelL/ SocwelN/ SocwelG  ... HealthL/ HealthN/ HealthG	Yes	No	Keep this answer only if answer to the corresponding question in 25 has been 3 (I belong).  Construct an index of participation analogous to Q2. Answers 1 or 2 to the corresponding question in Q25 may be taken as the lowest level of the participation index.
Q27a-c	Culture/ WayLife/ Entry	No	No	
Q28a-b	Conn_EB/ Conn_CM	No	No	
Q29	SatLife	No	No	
Q30	Gender	No	No	

N.	Code	Belongs to participation index?	Belongs to exposure index?	Notes
Q31	Year	No	No	
Q32	Educ	No	No	
Q33a-d	Country/ Count_P/ FamRes/ YouRes	Yes	No	In this case, the participation index is simply:  Answer 1= 1  Answer 2=0
Q34	Ethn	No	No	
Q35	Status	No	No	
Q36	Employm	No	No	
Q36other	Employ_O	No	No	
Q37NB	Occ_NB	No	No	
Q38	Income	No	No	