



# PSYCHOLOGICAL EFFECTS OF GLOBALIZATION AND CULTURE

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## ABSTRACT

The psychological consequence of globalization is the integration of regional, societies and culture into a global network of ideas as result of advance in communication, trade and transportation. Globalization is a term used trade and technology has made the world into a more connected. Globalization of culture contributes to exchange of cultural values of different countries. Cultural globalization is refers to transmission of ideas and value around the world in such a way as to extend and social relations.

Keywords: Psychological, globalization and culture

Globalization refers to the process of interaction and integration among the people companies and government of different nations. The challenges of globalization, it's essential to have a strong understanding of what the terms means globalization is the process by which business or other organizations develop international influence. Globalization on psychological functioning .The psychological distress and the development of the profession of psychology around the world. Three major stances in globalization theory: The hyper globalist, the skeptical and the informational. These approaches to global tendencies will from the framework for the discussion about globalization.

The spread of western values through globalization could have negative effects on people in collectivist culture. This might be because they become more competitive and individualistic but lack the skills to establish strong friendship because they were not taught from a young age. A process in which the traditional boundaries separating individuals and societies gradually and increasingly recede. Culture influences of psychological process .Individuals thought and actions influences cultural norms and practices as they evolve over time. The perception of health and illness, treatment –seeking behaviour and coping styles. Psychological processes influences culture. They study culture as a means of better understanding the way it effects our emotions, identity, relationships and decisions. Four ways culture can impact of mental health: Cultural stigma there is growing stigma around mental health. And mental health challenges are considered a weakness and something to hide. Understanding symptoms

it can effect whether someone chooses to recognize and talk about only physical symptoms only emotional symptoms or both. Community support someone gets their family and community when it comes to mental health. Resources for mental health treatment you want to talk to someone who understands you specific experiences and concern. There are only a few ways culture can impact the perception of and treatment for mental health. Cultural and psychological effects of globalization it looks at the impact of globalization on identity. Urban and adolescent issues for effected in globalization problems claims to have improved countries, companies attempting to complete globally have been exploited workers competition has poor working condition. The main factor behind globalization forces language into unequal interactions of developing countries .Cultures and communities especially negative mental health effects, substance abuse, depression and trauma. Mental health and physical health are interconnected some influences on health of the mental health as well as outcomes of social determinates. The mental health problem is effected society problems, socioeconomic inequality and community violence. Process is changing the nature of human interaction, political, environmental and social impact of globalization in the quality of life in many countries. Culture is reflected, shared beliefs, behavior, values and attitudes. A cultural norm is the process of acculturation, biculturalism, assimilation and deculturation. The globalizing process is separation, exclusion and progressive spatial segregation. Observed that urbanization has led to a massive increase in behavioral disturbances with breakdown of families, children and violence to spouses. Social factors are likely to increase the risk of collective violence, exposure to dangerous, civil war, resistant disease and exposure to dangerous. The different levels of awareness, popular perceptions and recognition of cultural reasons. The family which was acting as a shock absorber no longer supports the individual who is now left to deal with all the problems. The term “liberalization” to mean the acceptance of the Neoclassical economic model is based on unimpeded flows of goods and economic jurisdictions. The original arguments that globalization is taking place can refused the stories of internationalization.

## PSYCHOLOGICAL OUTCOMES OF GLOBALIZATION

### POSTIVE

Increased quality of life

Increased level of living

Social mobility

### NEGATIVE

Future shock, culture shock

Decreased predictability and control

Income equality

Globalization enhances the student’s ability to acquire and utilize knowledge. Globalization enhances the ability of learners to access, assess, adopt and apply knowledge to think independently to exercise appropriate, judgment and to collaborate with others to make sense of new situations. The most people worldwide now develop a bi cultural identity that combines their local identity with an identity linked to the global culture. The central psychological consequences of globalization are that it results in transformation s in identity that is in how people think about themselves in relation to the social environment. The psychological consequence of globalization a focus on identity issues, global cultural self selected cultures to maintain an identity is separate from emerging adulthood increasingly extend explorations and transformation of life. Economic globalization, political globalization and cultural globalization has effected in positive and negative effects of globalization in individual thoughts and actions influence cultural norms and actions of individuals. Cross cultural psychology that looks at cultural factors influence human behavior to explore ideas and emotions in safe space, perspectives and eliminate bad habits with future and change the brain. Cultural issues in psychology studies, theories and controversies seek to explore human behavior in a global. Decreases the cost of manufacturing that companies offer goods at lower price of consumer and social environment is stand as issues related to globalization expands across nations. Positive relationship has found between income in equality ratio of the income share of the richest population to the poorest and the prevalence of any mental disorders increase in economic inequalities due to globalization. A conceptual

frame work is mental health and globalization is allow for empirically testable propositions to extent globalization-health framework allow for extension to mental health. Development of global financial systems, spread of local foods such as pizza and Indian foods to other countries, increase in the number of standards applied globally, formation or development of a set of universal values, reduction, elimination or harmonization of subsidies for local businesses .Anti-globalization see globalization as the promotion of a corporatist agenda .

## CONCLUSIONS:

The spread of western values through globalization could have negative effects on people in collectivist cultures. This might be because they become more competitive and individualistic but lack the skills to establish strong friendships because they were not taught this from a young age. These include some factors which are jobs insecurity, fluctuation in prices, terrorism, fluctuations in currency, capital flows etc. The benefits of globalization better products at low prices cross cultural exchange. The diversity of human cognition and behaviour, but also provides theoretical and empirical insights into such diversity and is so doing greatly advances our general understanding of human cognition and behaviour. The establishing well developed mental health systems as the current mental health services will probably such increasing mental health problem. Cultural globalization involves the formation of norms and knowledge with which people associate their individual and collective cultural identities at the expenses of universal orientations .Psychological studies of globalization to the utility of treating cultures, interacting systems and independent entities. Globalization is increasing distress due to acculturation and changing identities, rates of common mental health disorders are likely to increase to be prepared for such changes and impact of globalization on mental health. Recognition of mental health disorders in cultural context and varying presentations across cultural is also important as emotional distress is communicated and will continue to change in the global. Globalization has resulted not only in people migrating to distant countries and developing mental illness and seeking mental help. Opportunities offered by globalization are the education of poverty through improvement of standards of living. The various globalizations and benefit positively from the many opportunities it offer to global citizens. It is good because it has brought the evident industrial, health, as well as political growth. Globalization in two phase ; the current era and the period before the end of world war.

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