

SUMMARY

GLOBALIZATION & SOCIAL SCIENCE DATA WORKSHOP

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I) Participants & Attendees

Helmut Anheier, Richard Appelbaum, Christopher Chase-Dunn, Sara Curran, Brain Fulfroost, Marlies Glasius, Fiona Holland, Michael Intriligator, Mark Juergensmeyer, Hagai Katz, Bruce Mazlish, Tia Morita, George Thomas

II) Rationale and Purpose

The equation of country-society-polity-economy that underlies the international statistical systems of social science data is fundamentally challenged by globalization. Globalization creates new institutions, organizations, networks and communities, etc. and the cultures, values, behavioral patterns or social problems that come with them. These not only cut across the nation state and related units, but they increasingly create and reflect social realities that are sui generis and can no longer be captured conceptually and empirically by existing social science terms and data. Globalization is more than the 'sum' of national societies and economies or their international aspects. It is something qualitatively and quantitatively different, and ultimately challenges the assumed equivalence between nation state, domestic economy, and national society. This has profound implications for standard social science data systems in place, the terms and measures used, and the data collected.

The "Globalization and Social Science Data" workshop at UCSB was the second in a series of workshops intended to tackle the ongoing issues of methodological nationalism. Specifically, workshop participants were asked to speak to the limitations of existing data and methods that relies upon the nation-state as the unit of analysis; and, potential solutions or alternatives thereof. Presentations and

discussions fell into three categories: Global and international social science surveys, data systems and indicators.

Presented here is a brief description of issues and alternative approaches raised during the proceedings of the workshop. A final summary of issues raised and next steps follow.

III) Global & International Social Science Surveys

(Presenters: George Thomas, Hagai Katz, Mark Juergensmeyer)

Surveys as representations and productions of human relations and culture served as an underlying theme in the discussions on global surveys. Presenters touched upon the complications that arise in the creation, execution, translation and interpretation of surveys, as well as a need to question the use of terms and underlying assumptions of the survey creator. In their current usage, surveys cannot fully unearth trends in globalization since they are frequently aggregated at the level of the nation-state. In other words, surveys are multinational at best, but not comparative at the global level. Within these limitations, Mark Juergensmeyer's presentation questioned the distinction between quantitative and qualitative data, and a need to devise other methods and exchange of ideas to develop ways to measure what is understood as "transnational."

Despite these confines, the potential of surveys at uncovering "hidden" knowledge, cultural and personal accounts, and as markers of social trends makes them valuable research tools. Some alternative recommendations for overcoming the limitations of surveys were: 1) vignette analysis (scenario constructed surveys), 2) purpose driven samples (whereby a sample is selected from a particular network of individuals or groups), 3) snowball sampling methods, 4) hybrid network samples (where samples are derived of a subset of a population), and 5) alternative boundary methods, such as Voronoi polygons (boundaries based on delineations other than the nation-state) or Tessellations (grid sampling).

Amongst presenters and attendees, there was no consensus about which methods would best serve to overcome the limitations of survey data, but there was a clear call to rethink frameworks for categorizing, defining and delineating "who counts" in terms of units of analysis, stakeholders, or sample populations. In other words, a good place to start in reformulating survey methods is to embark on a process of redefinition of terms and uses; as well as to become conscious of the normalization process inherent in surveys which clearly limits their global validity. In this light, Christopher Chase-Dunn pointed out the critical role of researchers as "agents creating equivalences across cultures."

The usefulness and execution of a global survey was also a clear issue. While some attendees viewed it as a daunting task with multiple challenges, others viewed a global survey as necessary to measuring globalization and its effects.

That it would indeed be a daunting and expensive endeavor does not seem to take away from its necessity as a new step forward in globalization research.

IV) Global & International Data Systems

(Presenters: Michael Intriligator, Brian Fulfroost, Sarah Curran, Christopher Chase-Dunn & Richard Appelbaum)

In this group of presentations, workshop participants were introduced to new and evolving websites that seek to address issues of globalization through the use of data systems and spatial analysis. Across all presenters was a recurring call to understand flows, linkages and interconnectedness as a marker and product of globalization. Using their websites as examples, speakers pointed to uses of GIS and the Internet as a potential tool for displaying and highlighting relationships in a globalizing world. For instance, it was noted that there are layers of information embedded within a GIS that can help to reveal spatial interactions.

Despite its many uses, GIS is not without its limitations. While it serves as a tool to display spatial linkages, measuring the flow of those linkages is tricky. Furthermore, GIS is hindered by its reliance upon existing data systems (such as the HDR) that are politically motivated and often treat population and location samples as homogenous. In this light, Michael Intriligator pointed to the importance of understanding the distribution of data and having it represent the characteristics of the real world. Richard Appelbaum pointed to mapping the drivers (or genealogy) of development within fields to measure growth of countries, communities and others as a potential alternative (for instance, to understand the emergence of Nanotechnology, mapping flows of researchers, expatriates to locations of labs and study centers would be essential). Sarah Curran's presentation drew attention to the overlay of interconnectedness between systems—that is trade, migration, development, etc.—and the importance of directionality, frequency and units of analysis to understand flow measures. Finally, Christopher Chase-Dunn reminded workshop participants that while globalization is often used to describe current processes and events, it is also useful in our analyses of the past, that is “in order to understand the new, you have to compare it to the old.”

The concluding discussion and the presentations of this group pointed to some definite suggestions: 1) the use of value-chains to organize analysis, 2) understanding what is behind the data, 3) explaining the cells of data that make up systems (interpretative issues), 4) shifting between scales (flexibility of terms, time, space and place) to grasp at the new, and 5) organization of data by time.

Within these suggestions is an underlying need to re-conceptualize current understandings of globalization. Is it necessarily defined by nations? What else creates, shapes or measures up to the sum of parts that is globalization?

V) Global & International Indicators

(Presenters: Bruce Mazlish & Helmut Anheier)

These two brief presentations relating to global indicators tied directly into the final conclusion of the discussion on indicator systems. Bruce Mazlish touched upon the notion of “humanity,” and issues of measuring, counting and understanding processes and elements of globalization as “dynamic phenomena.” Helmut Anheier brought workshop participants’ attention to a need to step away from the conventional forms of data representation and reproduction (tables and indexes), which have thus proven challenging when appropriately illustrating the complexities of globalization and suggested uses of information graphics as a method of displaying indicators (measurements) of global phenomena.

Returning to the issues and questions created by methodological nationalism, a subsequent discussion brought up suggestions that indeed a move towards concepts such as humanity is more useful to capture the various manifestations of things “global.” To that end, researchers should employ more heuristic methods in attempts to move away from always trying to quantify global phenomena, as well as consider alternative units of analysis to capture other unmeasured (data poor) phenomena, such as participation. The utilization of information graphics or other visualization methods (such as GIS and network analysis) would lend to this shifting away from the conventional to enhance understandings of more complex global relationships and processes.

A discussion of whether the current state of globalization research is data rich or model rich also came to light. Michael Intriligator suggested that measures of globalization are data and resource rich, but lacking in an organizational form and principle to manage or process what we know. He called for a need for researchers to develop new organizing principles, and suggested “subconscious processing” as a potential avenue for such a workshop. Other participants felt otherwise, that even with a significant amount of available data, its lack of comparability on a global scale limits its usefulness.

VI) Summary of What can be Done?

***Indicates more detail of particular strategy is provided below*

Methods & Instruments	Issues	Strategies & Other Ideas
Global & Social Science Surveys	1. Creation, execution and interpretation of surveys 2. Research/researcher	1. Vignette analysis** 2. Scenario analysis** 3. Re-analyze global surveys (World Values Surveys, Regional Barometers, etc.)

	assumptions 3. Normalization process of surveys	4. Hybrid network sample** 5. Alternative boundary sampling methods** (Voronoi polygons or Tessellations) 6. Reconsider frameworks & “who” counts in survey sampling?
Global & International Data Systems	1. Measuring and demonstrating flows, linkages and interconnectedness	1. Use value-chains to organize data analysis** 2. Understand what is behind the data (interpretative issues) 3. Understand shifting scales (flexibility of terms, time, space and place) 4. Organize data by time (versus nation-state, or place)
Global & International Indicators	1. Definitions and representations of globalization or global “dynamic phenomena”	1. Introduce other (new) terms to define the processes and elements of globalization (such as “humanity”); these terms could direct researchers to new units of analysis 2. Use of non-conventional forms of data representation (information graphics)

Recommendations across all sessions:

1. Create a network or blog for researchers to debate and exchange ideas, methods and research
2. Organize a follow-up conference

Description of select strategies:

1. Scenario / Vignette Analysis:
 - Indirect survey method where respondents are asked to evaluate hypothetical scenarios
 - Scenarios are predicated on local knowledge and real life situations
 - Strengths: data and results can be used to supplement more conventional surveys; can be used to overcome biases (socially reproduced/acceptable behavior patterns); can illuminate how respondents think or self-identify; tests if respondents’ interpretations of concepts are consistent with those that are intended; analyzes the dimensionality of concepts.
 - Limitations: vignette characters must match sample group; vignettes do not always mirror people’s everyday lives; generalizing results outside of the vignette scenario is problematic
- Scenario planning typically lays out alternative futures and the events and courses of actions they entail.
- Scenario planning is a participatory process and begins with an agreed-upon focus (e.g., sector or subfield), a number of actual or hypothesized key developments, and a specified time horizon. In a series of prepared in-depth

consultations, the approach tries to identify underlying ‘drivers’ and ‘triggers’ of events, event outcomes, and possible ranges of responses at various levels. Important for scenario planning is the development of best and worst cases, with an attempt to chart likely and beneficial courses of action. The dimensions ‘level of impact, ‘level of uncertainty’ and ‘extent of control, influence and manageability’ or critical in this respect.

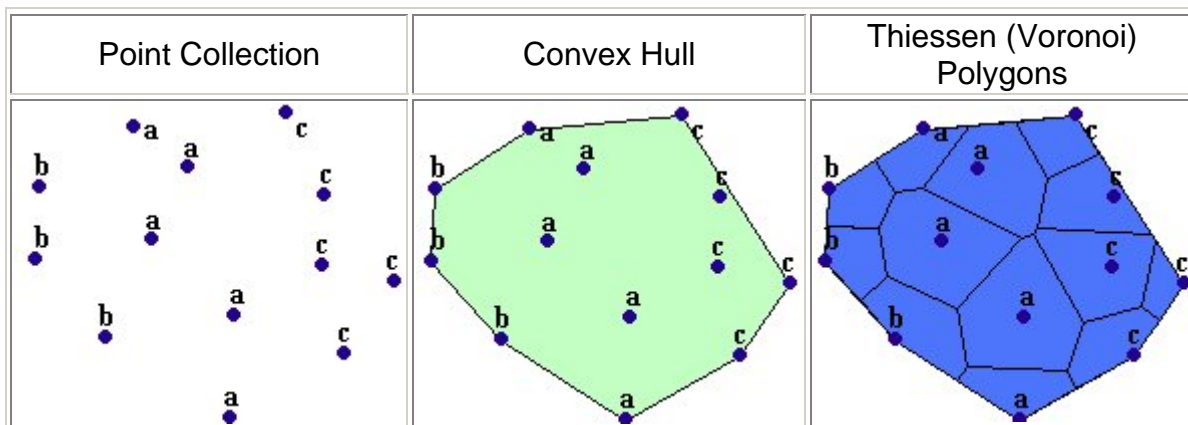
- Can be used as part of transnational leadership surveys
- Scenario models are used extensively, and have been most developed for purposes of national security (http://www.dni.gov/nic/NIC_globaltrend2020_meth.html) and charting business environments (e.g., Shell Corporation: <http://www.shell.com/ /scenarios/>).

2. Hypernetworks

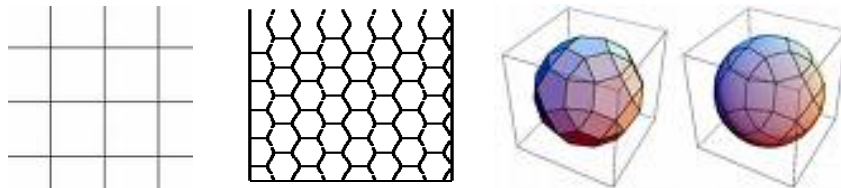
- Focus on links between elements implying different set of elements, and the structures and patterns generated
- Gets really close to complexity of social relations and person-organization interlock
- Complex in transnational context (membership overlap in major INGOs like AI and FoE, Greenpeace etc)

3. Alternative Boundary Sampling Methods

- Sampling derived from GIS concepts
- Voronoi Polygons (also known as Thiessen Polygons)—polygons whose boundaries define the area that is closest to each point relative to all other points. They are mathematically defined by the perpendicular bisectors of the lines between all points.



- Tessellations—(related to Voronoi polygons) the method of creating polygons by dividing a two-dimensional area into blocks or cross-sections so that there are no gaps or overlapping of polygons. When overlaid on to a map, these polygons then become the new boundary lines for which to identify areas, samples, populations, etc.
- Examples: Census districts, postal codes, electoral boundaries



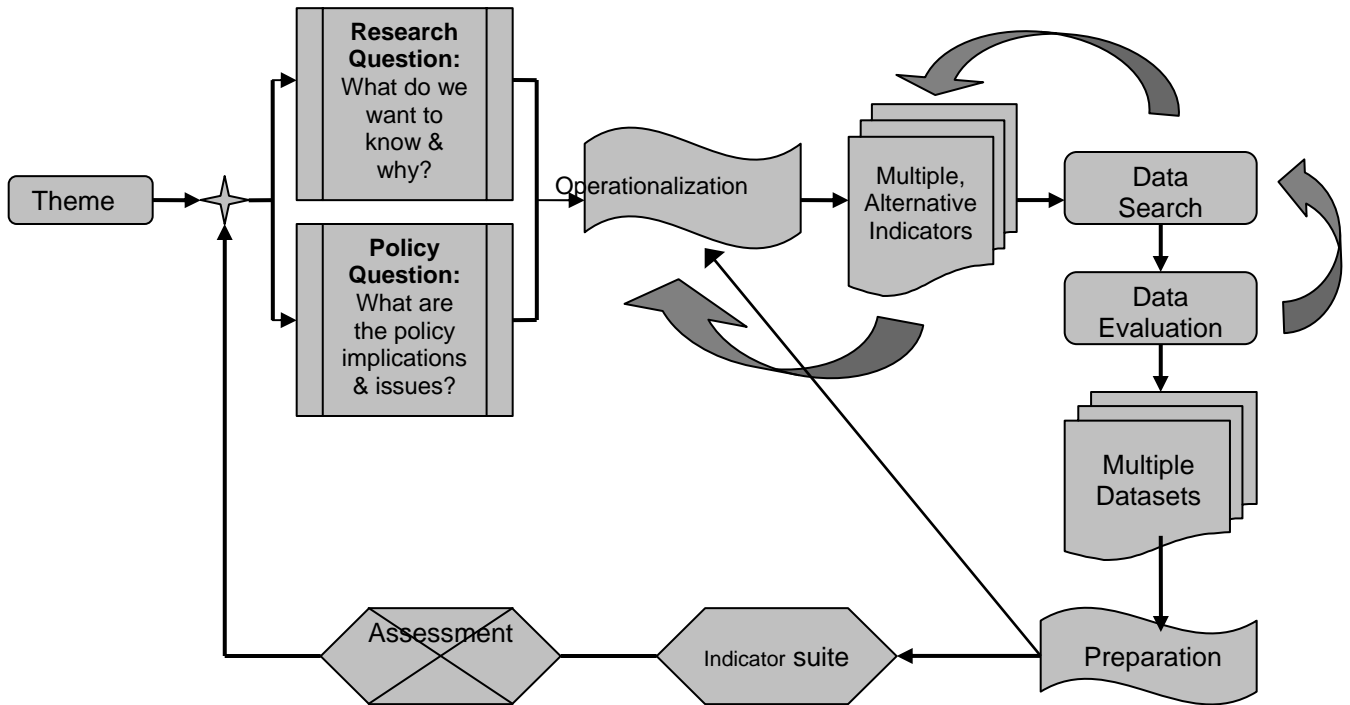
- Strengths: Boundaries of polygons can be used to substitute for nation-states, or to generate samples based on other identifiers (for instance, the points could represent organizations or communities for which the areas of the polygons are then drawn)
 - Limitations: these boundaries do not always account for historical or political power-structures that influence the actors within the sample
4. Value Chains to Organize Data Analysis
- Highlights the linkages and relationships between social, economic and political actors across geographic space and time.
 - In the business world, value chains are reflected in distribution and production networks, as well as measurements of the value-added along the chain
 - Strengths: Understanding where value-chains touch down spatially can help to illuminate processes of globalization beyond business or economics
 - Limitations: Do value-chains capture cultural and social elements that also influence political and economic structures (ethnicity, race, religion, gender, etc)?

5. Indicator Suites

- The notion of indicator suites is informed by Tufte's (1997; 2001) groundbreaking approach to the visual display of quantitative information, and the use of graphics in suggesting interpretations. In a departure from conventional approaches to indicators, we would neither seek to list data for indicators by country, nor strive to have a uniform layout for indicators in tabular fashion; rather we would use *indicator suites* and show indicator characteristics by units of analysis that seem appropriate for the purpose at hand, even if the presentation will be different across indicator suites.
- The basic idea behind the notion of indicator suites is that indicators of different units of analysis, and even with incomplete data, can still be

brought together in a thematic (and not in a primarily statistical) way, and generate insights about relevant aspects of the relationships between cultures and globalization. What combines, and perhaps even unites, indicators to a suite is not some statistical rationale but a conceptual, qualitative one.

- For example, indicators on cultural tourism in terms of demand and spending, or destinations and travel patterns across the world, involve different units of analysis and time-frames, and may well vary in data coverage and quality. Hence from a statistical perspective, it would be difficult to combine these multiple indicators into one or even two.
- Yet conceptually, this limitation can be a virtue: using separate indicators that capture different characteristics of a phenomenon such as cultural tourism or global arts markets may nonetheless allow for a qualitatively fuller presentation, description, and interpretation. Knowledge of the complexity of cultural phenomena and the paucity of comparable data leads us to search for, and embrace, diversity in measurements, (i.e., indicators), and aim for cohesion in presentation and suggested interpretations, (i.e., indicator suites).
- In methodological terms, therefore, we are using (mostly) quantitative information in a (mostly) qualitative way. Indicator suites are a compromise in the sense that they take the patchy and incomplete state of quantitative cultural indicators as given, at least for the medium term, and refuse to accept the interpretative limitation this state imposes on analysis. In other words, indicator suites make do with what is empirically available, and suggest a 'story line' that is presented to diverse audiences.



VII) Insights & Moving Forward

The workshop ended at a defining moment of calling for a move forward in our understandings and analysis of globalization, yet also needing to step back and take stock of organizing principles, existing data and models. A meta-analysis of available cross-national surveys and data is appears necessary at this juncture.

It was discussed that to fully understand globalization brings up historical elements of data. What do we do with this historical data, and is it not necessary to use it as a comparative to the present? In this light, while we seek to move towards “global” as a unit of analysis, we must remember that the nation-state still matters. Related to this, a global survey could be pursued if it is balanced by past surveys to make comparisons.

In moving away from the nation-state as the unit of analysis, we also need to think of frequency and use of diffusions models (flows) to see emergences. Can we simulate different ways of sampling from these meta-samples or disaggregate to the regional level?

The debate regarding the marrying of GIS and network analysis was unresolved, but it was suggested that we continue the debate and organize another workshop to further this discussion.

Moreover, there was an obvious call to create a space (a blog or website?) to continue debates and exchange information. This would also be useful if we are to make movements towards re-conceptualizing frameworks and idioms used to identify globalization as we consider new terms of global phenomena such as humanity and civility.

Sara Curran, Richard Appelbaum and Helmut Anheier wanted to explore the possibility of applying for some NSF funding to carry the work forward.

VIII) Links to Participant Websites & Others

UC Atlas of Global Inequality (UC Santa Cruz))	http://ucatlas.ucsc.edu/
Mapping Globalization (Princeton)	http://www.princeton.edu/~mapglobe/HTML/home.html
International Networks Archive (Princeton)	http://www.princeton.edu/~ina/
Institute for Research on World Systems (UC Riverside)	http://www.irows.ucr.edu/
Center for Int'l Earth Science Info. Network (Columbia University)	http://www.ciesin.org/
Google GapMinder	http://www.gapminder.org/
Orfalea Center for Global & International Studies (UC Santa Barbara)	http://www.global.ucsb.edu/orfaleacenter/index.html
Centre for the Study of Global Governance (London School of Economics)	http://www.lse.ac.uk/collections/CSGG/
Center for Civil Society (UC Los Angeles)	http://www.spa.ucla.edu/ccs/