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Global Flows and Local Spaces: Identity and Community in a Globalized World

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As the processes of globalization deepen. intensify and strengthen. individuals will relate more easily to the security and certainty of the local versus the uncertainty and rapidly changing globalized world. This thesis examines the growing importance of the local place in an era of globalization. Through an empirical examination of globalization. political identity and community. the glocalism hypothesis is tested in the political world. Focusing on ten rural communities in the Columbia Valley. located in the southeast corner of British Columbia. the importance of the local identity and local community among rural respondents is found to be highly valued. As well. respondents' use of new communication technologies and their attitudes towards international economic flows and the formation of a social and cultural global consciousness are examined to reveal the extent of the effects of globalization.

I give thanks to the wonderful community of friends. family. and mentors that have guided me through my professional. educational and personal achievements to date. I would especially like to acknowledge the mentorship of Dr. Roger Gibbins. I have greatly valued his guidance over the past several years and have thoroughly enjoyed working with him on many research projects. As well. I would like to thank Shannon Orr. Amy Nugent. Carey Hill and Loleen Youngman-Berdahl for their support and mentoring. I am fortunate to have such a wonderful group of women to help guide me through my Master's experience. Finally. I would like to thank my best friend Jason Green. His support. encouragement and love mean the world to me.

To my mom and dad who taught me to always reach for the stars
and to Jason who taught me how to attain them.

Table of Contents

List of Tables

List of Figures

In a world of global flows of wealth. power and images. the search for identity. collective or individual. ascribed or constructed. becomes the fundamental source of social meaning.

Manuel Castells. The Rise of the Network Society. 1996.

The hypothesis of glocalism suggests that there is an increasing role for the local political identity in an intensifying period of globalization. Accordingly, as individuals engage to a greater degree in a world dominated by the processes of globalization and a world dominated by uncertainty and unpredictability, individuals will seek out people, places and events that are familiar. Theoretically, it is the local space where the familiar has previously been situated and it is thought that individuals in a globalized world will embrace the local space.

But what does a globalized world look like? From the literature on globalization, this phenomenon leaves relatively little in our lives untouched. However, there appear to be three main processes involved in the force of globalization. The first is a marked increase in international trade flows. Never before has world output attained the levels we see in today's international markets. For example, it is estimated that gross domestic product per person in the world has increased 650% since the late 1800s.

Developments in technology are the second process of globalization. Technology is intricately linked to the internationalization of the economy. Today, technology facilitates the instant mobilization of goods, services, capital, people and information around the globe. In turn, increased international trade flows increase competition and innovation and thus, speed up the diffusion of new technologies around the globe.

Engaging in these new technologies and international trade flows creates a complex web of interrelationships and a greater degree of interconnectedness among humans. This increase in global interrelationships is the third process of globalization that shapes social and cultural relations at a global level. Coined the socio-cultural process of globalization, this process is rapidly developing beyond the traditional confines of the nation-state. It opens up limitless possibilities for individuals seeking alternate identities and sense of community. Social movements such as

environmentalism. human rights. feminism. and the AIDS movement have found marked success in the global sphere as they can seek out support from individuals at a global level.

There is. however. more to the socio-cultural process than just social movements. The increase in ˙connective intelligence˙ has led to the idea of a global consciousness. where individuals can seek global solutions through local action. The catch phrase ˜think globally. act locally˜ captures this ideal.

The intensification of globalization is often thought of at an international level. However. theorists are recognizing that globalization affects individuals at the local level as well. Tied to this realization is the hypothesis of glocalism that acknowledges the link between the local and the global. What this means is that local events can have global consequences as much as global events can affect local circumstances.

The other implication of the link between the local and the global is that our traditional notions of a world order based on the territorial container of the nation-state are called into question. Historically. political analysis has assumed that the space of place. or territoriality. is the foundation of world order. Globalization has the potential to erode this assumption. as individuals can very easily engage with others on an economic. social or cultural level simply by logging into their favourite chat room on the Internet. or by belonging to e-mail groups. This creates a world marked by a space of flows. where information. goods and capital and people can easily move beyond traditional confines of territorial borders.

The implications of this shift from a space of place to a space of flows have potentially profound effects on the role of governments at the national. provincial and local level. In Canada. citizens have had strong links to territoriality in relation to our systems of governance. Many of our political institutions. such as our electoral system.

the Senate, and the House of Commons reinforce geographical identities for individuals. A resident living in British Columbia will vote for a local mayor and council, a provincial member of the legislative assembly and a national member of parliament from their geographical riding. As they engage in a globalized world, perhaps their geographic identity is overshadowed by a sense of belonging to another group or community. Perhaps their primary identification is aligned with those who belong to a feminist group, or who are concerned about the rights of animals. Selecting a political representative based on these values becomes more challenging. Potentially, there is a fundamental reordering of identity formation from the past where individuals chose identity and community based only on options provided by the nation-state.

The other implication of globalization for government is the potential for the erosion of identity to the nation-state. As governments transfer powers upwards to international political bodies and devolve powers downwards to the provinces there is a risk of a diminished role of the federal government. Subsequently, as provinces also devolve powers to municipalities, they too face a similar risk. If the glocalism hypothesis is correct and individuals are identifying with the local and the local level of government is responsible for the provision of basic social services, then it is logical that individuals will invest more into their community at the local level. This means that individuals will diminish their investment at the provincial or national level because engaging with the global and the local may provide their sense of community and belonging.

Currently, the theoretical literature on glocalism is in its infancy. Most of the literature focuses on the nodes of globalization, namely large urban cosmopolitan centres. In Canada, Toronto, Montreal, Vancouver and possibly Calgary have been named as global nodes where complex networks of communication, technology and international trade converge. There has been little analysis of individuals living outside globalized city

portals. It is assumed in the literature that individuals living in large cosmopolitan centres are those who are engaging in a globalized world. But what about individuals living in rural areas in Canada? How are they positioning themselves for the new global economy?

The goal of this thesis is to empirically test the glocalism hypothesis and to extend the hypothesis to a set of ten rural communities in south eastern British Columbia. These communities are situated in the Rocky Mountain trench and are geographically and politically isolated. Situated between two mountain ranges. they often feel neglected by their provincial government representatives in Victoria and relatively unheard of at the national government level. The Columbia Valley is therefore an excellent location for testing the glocalism hypothesis.

The main questions to be drawn from the literature on glocalism are:

- Are individuals engaging in the processes of globalization? Are they users of communication technologies? Do their attitudes. behaviours and actions coincide with the economic and socio-cultural processes of globalization?

- How do individuals feel about the local? Do they have a strong local identity and sense of civic attachment? How much efficacy and trust do they have in their governments at the local. provincial. national and international levels?

- Is there a relationship between the engagement in the processes of globalization and the importance associated with the local identity? Does the glocalism hypothesis hold in the Columbia Valley?

To test the glocalism hypothesis. a survey was designed and mailed out to 1000 respondents living in the ten communities in the Columbia Valley. The survey

questionnaire was the best method of reaching potential respondents due to its relatively low cost of production and dissemination and its ability to reach a diverse group of respondents quickly.

The entire mail-out package consisted of a covering letter, survey and pre-paid postage envelope for surveys to be returned. In addition, a reminder postcard was mailed out approximately ten days after the survey to remind individuals to complete the survey. Two articles also appeared in a local and regional newspaper. The articles highlighted the intent of the study and encouraged potential participants to fill out and return their surveys.

The survey was pre-tested and pilot-tested. In the pre-test phase, ten individuals residing in the Columbia Valley were asked to work through the survey and comment on any areas where improvements or clarifications could be made. In the pilot-testing phase, the complete survey package was mailed out to individuals in the Columbia Valley. This phase was necessary to realize and deal with any unforeseen wrinkles in the delivery of the surveys.

The surveys were mailed out shortly before Thanksgiving 1999, and of 1000 surveys mailed, 295 surveys were returned. Therefore, approximately 30% of those people mailed a survey package completed and returned the questionnaire. This is considered a favourable response rate. From this data set it is possible to derive information on the population as a whole.

In terms of engaging in globalization, respondents did utilize modern communication technologies. From the two indices of technology use it was apparent that individuals were engaging with multiple communication technologies both at work and at home and did so at moderate or high levels.

In order to measure the attitudes towards the economic and socio-cultural processes of globalization. several statements were posed. Respondents were asked to indicate their attitudes and opinions on aspects pertaining to internationalization of the economy and the development of a socio-cultural process of globalization. An overwhelming percentage of respondents supported the internationalization of the economy. As well. a majority of respondents acknowledged the presence of a socio-cultural dynamic within globalization.

The data also illustrated that the processes of globalization worked together. There were significant linkages between using modern communication technology and attitudes towards the socio-cultural process and the economic process of globalization. These linkages appear in the theoretical literature on globalization and the data generally supported the interrelationship among the three processes.

Therefore. in terms of engaging in a globalized world. respondents from the Columbia Valley appeared to be engaged. They have access to modern communication technologies and were using them on a daily basis. A majority of respondents were open to the idea of an international economy and the implications contained within such a system. There was also a recognition of issues on a global scale that may contribute to the socio-cultural process of globalization.

The second part of the glocalism hypothesis centred on the examination of the local identity. In particular. how the local identity is positioned in a bundle of fluid political identities is examined. These bundles of identities have been. in the past. closely associated with the territorial containers of the nation-state. Globalization alters both the hierarchical ordering of identities and the number of identities an individual can assume throughout their lifetime. As a consequence. it also has the potential to affect an individual's sense of community.

Respondents appeared to have a strong attachment to the Columbia Valley. When asked about the possibility of moving to a similar locale, but in another location within British Columbia and in the United States, a majority of respondents stated they would decline the offer. Respondents translated this strong attachment into action within their communities. Over two-thirds of respondents belonged to at least one community organization and many of these same individuals belonged to multiple organizations. Overall, a majority of respondents stated that the Columbia Valley satisfied their sense of community.

The empirical data suggested that respondents were engaging in a globalized world and possessed a strong sense of place. While the data supported each individual component of the glocalism hypothesis, the overall hypothesis was not supported by the data. When the variables of globalization were simultaneous analyzed as to their effect on political identity, little significant explanatory power was found. The processes, analyzed as a single phenomenon, provide the greatest amount of explanatory power, but this amount is considered weak and generally inconclusive. It is, therefore, impossible to reject the null hypothesis that states there is no relationship between the processes of globalization and political identity. The data reflects the complexity of measuring political identities and the processes of globalization.

Overview

The journey of measuring the processes of globalization, the ordering of political identity and the importance of community forms the remainder of this thesis. It is an exploration of attitudes, behaviours and opinions of respondents living in the Columbia Valley. It is also an exploration of linking the theoretical literature on the glocalism hypothesis to unexplored observations in the political world.

Chapter Two focuses on the theoretical literature on globalization. political identity and community. From a broader discussion of the three processes of globalization. to a narrower focus on the glocalism hypothesis. the discussion highlights the linkage between the global and the local. These linkages lead to a shrinking of space where the global and local dynamics mutually affect one another.

Chapter Three moves beyond the theoretical to explore the data collected from respondents in the Columbia Valley. The overall research design is discussed in detail and a picture is painted about the general characteristics of respondents. The three processes of globalization are discussed in terms of the quantitative data collected from the mail-out survey.

Chapter Four continues with an empirical examination of the processes of globalization. The analysis quickly moves beyond globalization to a discussion of the importance of a sense of place among respondents. The importance of the local identity is juxtaposed to the provincial. regional and national identity and the degree of civic engagement is studied to grasp the importance of community among respondents. The glocalism hypothesis is tested. combining the independent variables of globalization with the dependent variable of political identity in a multiple regression analysis.

In the final chapter. the overall significance of this research is discussed. The implications of this research move beyond the theoretical arguments on globalization and the empirical statistics that flow from the literature to examine the broader policy implication of the importance of the local space in an intensifying globalized world. As well. methodological issues that arose from the analysis and areas for further research are discussed.

The ideas advanced within this thesis on globalization. political identity and sense of community are intended to explore the possibilities of the glocalism hypothesis. It is an exploration where no firm conclusions exist. but where several alternate journeys of discovery are introduced.

Globalization is a word that dominates newspapers, magazines and journals. It is a concept that potentially affects every facet of our lives. It is realized in increased international trade patterns, rapid developments in high-tech communications and the birth of a global consciousness that supports the notion of a global village. A greater understanding exists that individuals are more than ever connected to one another on a global scale. How the processes of globalization affect politics, both domestically and internationally, is not yet fully understood.

In this chapter, the processes of globalization are discussed within a framework of three main processes: economic, technological, and socio-cultural. Flowing from this framework of globalization, the glocalism hypothesis links the processes of globalization to political identities and sense of community. Globalization potentially erodes a person's sense of place and consequently, it is thought to erode an individual's political identity and sense of community.[1] In essence, the glocalism hypothesis stresses the return to the importance of the local space as one engages in a highly globalized world. As the processes of globalization deepen, strengthen and intensify, individuals seek the familiar and the understandable and return to a sense of place.[2] Subsequently, the importance of the local will increase and be reinvigorated, as it is the local that fulfills a need of security.

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[1] See Thomas Courchene and Colin Telmer, From Heartland to North American Region State, (Toronto: University of Toronto Press, 1998) 272; Judith Garber, "Frameworks of Inquiry: Local Governments Urban Politics, and Social Movements." The Politics of the City. Ed. Timothy L. Thomas(Toronto: ITP Nelson, 1997) 42; Matthew Horsman and Andrew Marshall, After the Nation State: Citizens, Tribalism, and New World Disorder (London: Harper Collins, 1994) 235.

[2] "Place is generally invoked to delimit a locale, usually restricted in scale, to which men and women attach meaning in their everyday lives and which facilitates the formation and reproduction of important forms of collective identity. The politics of place denotes a range of discourses in which the meaning and identity of political actors are referred to a particular place, whether it be a neighbourhood, city, region, or national territory and where as a result a certain degree of political closure is effected or at least reinforced." Murray Low, "Representation Unbound: Globalization and Democracy." Spaces of Globalization: Reasserting the Power of the Local. Ed. Kevin R. Cox (New York: The Guilford Press, 1997) 255.

Globalization

Economic Process

Some authors theorize that the phenomenon of globalization is not new. They argue it is a continuing process in human civilization over the past several hundred years and those economic processes at the world level have always taken place.[3] Others argue globalization followed from a series of economic and political crises in the late 1980s and early 1990s that led to the internationalization of the economy, specifically in capital flows and trade flows.[4] In the late 1980s, members of the international community began to realize "that the ability of states to determine economic conditions was being minimized by the growth of the global economy."[4] The effects of economic integration were visible in the successive national crises, national recessions, high unemployment and widening inequalities on a global scale.[5] These global signals illustrate "the unedited extension (geographical reach of the phenomenon) and the deepening (intensity of the phenomenon) of links and interconnections among states and societies that make up the world-system."[6] Table 2.1 illustrates the internationalization of production, trade, manufacturing and foreign investment on a global scale from the mid-1980s through the mid-1990s. During this period, world production increased more than 30%, total global trade increased 137% and global foreign direct investment increased 368%.

Rising international exports have increased world economic growth in the past 50 years. In 1950, 8.0% of GDP was attributable to exports. By 1998, this figure had risen

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[3] See Manuel Castells. *The Informational City: A New Framework for Social Change.* Research Paper 184. The City in the 1990s Series Lecture 3. Centre for Urban and Community Studies. University of Toronto: William Watson. *Globalization and the Meaning of Canadian Life* (Toronto:University of Toronto Press. 1998).

[4] Horsman and Marshall 94.

[5] Horsman and Marshall state these crises were due in part to a lack of vision among the international community where a series of ideological revolutions ("do it yourself economics" otherwise known as "bastard" economics) had resulted in a mismatch of state and market, and of national and international economic management systems. See Horsman and Marshall. Chapter 2 for a full discussion.

to 26.4%.[7] Another illustration of growth in world output is per person world growth in domestic product. which averaged 0.1% per year until the late 18th century when growth accelerated to 1.2% per year due to spurts in technological innovation. In the year 2000. the estimated world GDP per person is $3. 500. up 650% from the late 1800s.[8]

Table 2.1: Globalization: Some Indicators

	WORLD PRODUCTION	TOTAL GLOBAL TRADE	GLOBAL TRADE IN MANUFACTURES	GLOBAL FOREIGN DIRECT INVESTMENT
1983	100.0	100.0	100.0	100.0
1984	103.8	105.8	102.8	116.1
1985	107.5	106.2	102.8	119.0
1986	111.3	117.4	125.7	192.5
1987	113.8	137.8	153.3	298.0
1988	118.8	157.0	176.6	367.4
1989	122.5	170.3	188.5	470.6
1990	125.0	192.3	216.4	493.0
1991	123.8	197.5	223.5	392.9
1992	125.0	213.1	244.4	396.9
1993	127.5	212.5	246.7	460.7
1994	131.3	237.7	-	468.1

Source: Gundlach and Nunnenkamp 1996.[9]

Central to the internationalization of the economy is an increase in economic activity that is no longer contained within the boundaries of the nation-state. Supranational institutions such as the United Nations. the European Union and the World Trade

[n] David Held and Anthony McGrew. "Globalization and the Liberal State". in Government and Opposition 28.2 (Spring. 1993) :265.
[ ] "The Battle in Seattle." The Economist November 27th. 1999: 21.
[8] "Elementary. my dear Watson." The Economist September 23rd. 2000: 7. In a side note. this increase in world GDP per person is not equally distributed across all persons. Globalization has dramatically different effects for countries and individuals. There are many who oppose expanding or creating freer world trade. The riots in Seattle in December 1999 at the meeting of the World Trade Organization (WTO) illustrate anti-globalization activists protesting the growing interconnectedness of economies and the resulting inequities for people in developed and developing countries. See "The Battle in Seattle." The Economist November 27th. 1999: 21 for a more detailed explanation.
[9] Gundlach. Erich and P. Nunnenkamp. "Some Consequences of Globalization for Developing Countries". mimeo. prepared for the conference: Globalization: What it is and its Implications. Sao Paolo. 23-24 May.

Organization are examples of the upward transfer of power from nation-states. They also exemplify the creation of transnational networks that transcend the nation-state.

Besides the internationalization of trade, globalization can reorder trade patterns. In Canada, trade has shifted from interprovincial trade from East to West to international trade that flow North to South.[10] This is strikingly apparent in the province of British Columbia where its primary trade pattern is with Pacific Rim countries and northwestern states of the USA.[11]

What is unique about the growth of international trade is the phenomenon of an economic system that works as a unit in virtual 'real' time.[12] "The internationalization of the economy is only possible because of information technology (IT)...it would be impossible to manage flows of capital every second in real time without the kinds of information technology that exist."[13] The growth in the internationalization of the economy based on significant technological advances plays a large role in the increasing intensity of the phenomenon of globalization.

Technological Process

The development of multiple communication networks serves to increase the degree and change in the type of global interdependence. As the Economist notes,

> IT is truly global. More and more knowledge can be stored as a string of zeros and ones and sent anywhere in the world at negligible cost. Information technology and globalization are intimately linked. By reducing the cost of communications, IT has helped to globalize production and capital markets. In turn, globalization spurs competition

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[10] Courchene, 1998: 289.
[11] This is important as the case study for my thesis is the Columbia Valley, located in the south eastern corner of British Columbia.
[12] In other words, international trade flows, with the help of technology, have no time delays in transactions. It is an international system that operates in real time, with no delays in transactions.
[13] Manuel Castells, The Informational City 12.

and hence innovation and speeds up the diffusion of new technology through trade and investment.[14]

According to Metcalfe's Law, the value of these communication networks grows roughly in line with the square of the number of users. Added to this is Moore's Law that states that the processing power of silicon chips double every 18 months.[15] Projections of users of the World Wide Web have already climbed to more than 350 million and may reach 1 billion within four years.[15] These technological developments allow for the growing internationalization of production, finance and exchange across the globe. Technical progress also allows for the reduction in the cost of mobilizing goods, services, capital, people and information.[16]

Canadians appear to be willing to engage in this high tech world. There are approximately 48 PCs per 100 people in Canada and over 40% of the Canadian population are Internet users.[17] A study of Canadian respondents showed that 37% of Canadians aged five and older use the Internet. 40% of Canadian homes have at least one person who uses the Internet and at least 25% of Canadians have their own email address.[18] The number of high tech users is also increasing among the younger populations: 79% of Canadians aged 12 to 30 have access to the Internet, while 58% of adults are also using the Internet.[19] The willingness to join this virtual world is not diminishing as governments are increasing spending in the global information technology market. Canada is spending nearly 8% of GDP on IT including IT hardware, IT services and software and telecommunications.[20]

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[14] "Elementary, my dear Watson." 8.
[15] "Untangling E-conomics." The Economist September 23, 2000: 5.
[16] "Change and Continuity in the International Globalization Process: Turn of the Century Scenarios." http://lanic.utexas.edu project:sela/eng_dox spcl22di42.htm
[17] "Falling through the net?" The Economist September 23, 2000: 34.
[18] "Canada leads world in surfing by cable." Calgary Herald May 13, 2000: A4.
[19] Angus Reid Group surveys December and April 1999.
[20] "Catch up if you can." The Economist September 23, 2000: 32.

Rapid communications are facilitating a complex web of interrelationships and a greater degree of interconnectedness in a globalized world. The development of telecommunications is essential to the deepening scope and intensity of globalization. It allows for the creation of new political spaces that are outside state-constructed boundaries. These networks include economic, social and cultural relations.[21] Elkins writes "technological developments have shifted the balance away from purely territorial political forms to a greater role for non-territorial organizations and identities."[22] Rapid technological development, therefore, facilitates the creation of new groups and identities that exist in a global culture. This global culture transcends the nation-state.

This integration of globalization in our daily lives can be thought of as occurring in three processes. The first process of globalization is the internationalization of the economy. Closely linked to this process are developments in technology – from rapid developments in communications to rapid mobilization of goods, information and people. The third process of globalization, which is growing in conjunction with the intensification of the phenomenon, is the social and cultural process.

Socio-Cultural Process

The socio-cultural process of globalization is an emerging one. It is possible to witness certain elements of it, but the overall construct is still developing. What is certain is that this process of globalization knows no territorial boundaries as it unites people globally in an emerging global 'space'. This transcending political space can be perceived as an emerging global consciousness. As Knight writes,

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[21] Peter Marden. "Geographies of Dissent: Globalization, Identity and the Nation." *Political Geography* 16.1 (1997): 41.
[22] David Elkins. "Globalization, Telecommunication and Virtual Ethnic Communities." *International Political Science Review* 18.2 (1997): 142.

Global consciousness and a global ethic are being forced upon this generation by new technological. ecological and political realities. This does not mean a loss of confidence or a surrender of sovereignty but it does require continuing re-evaluation of values. purposes and behaviours in a global context.[23]

This interconnectedness is enhanced through technology such as the World Wide Web and other wired connections on line. Communicating via cyberspace (defined as the conceptual space where words. human relationships. data. wealth and power are manifested by people using computer mediated communication technology)[24] is used by millions of people globally through email. Usenet groups and electronic bulletin boards to create a virtual community on the Internet.

The growth in ·connective intelligence·[25] has elevated certain social movements to the transnational spaces of globalization through developed mediums such as the globalized media system. Thus. the environmental movement. movements of indigenous peoples. AIDS-related movements and international women's networks have received particular attention.[26] However. the socio-cultural process of globalization is comprised of more than simply transnational social movements. Culture is increasingly becoming deterritorialized and unbounded ·via an increasing volume and velocity of global transmission of information. images. ...and stuff that is a diffusion of cultural traits gone wild.·[27]

[23] Richard Knight. ·The Emergent Global Society.· Cities in a Global Society. ed. Richard Knight. Gary Gappert Volume 35 Urban Affairs Annual Review (London: Sage. 1989): 25.

[24] Brian Loader. ·The governance of cyberspace: Politics. technology and global restructuring.· The Governance of Cyberspace: Politics. Technology and Global Restructuring. Ed. Brian D. Loader (London: Routledge. 1997): 2.

[25] Paolo Dell'Aquila. ·Critical Consumption and Virtual Communities.· Paideusis: Journal for Interdisciplinary and Cross-Cultural Studies. http: www.goecities.com paideusis e1n2pa.html.

[26] Marden 41.

[27] M. Kearney. ·The Local and the Global: The Anthropology of Globalization and Transnationalism.· Annual Review of Anthropology. 24 (1995): 557.

The development of transnational social and cultural relations is often equated with a cosmopolitan culture.[28] A cosmopolitan culture knows no historic identity, answers to no basic human needs (such as food, clothing and shelter) and does not shape any particular identity over another. The socio-cultural process of globalization reflects the web-like network of overlapping systems of communication, operated by highly technological intellectuals, whose cultural aspirations dominate previous humanistic counterparts.[29] Individuals seek divergent cultural experiences and search for contrast over uniformity.[30] In other words, cosmopolitan individuals are willing to engage with the "other", meaning they seek people and experiences that are unlike them and their previous experiences. This may manifest itself in openness to non-traditional lifestyles, increased international travel, the ability to speak several languages, an interest in international current events or foreign cultures and schooling away from an individual's birthplace.[31]

The socio-cultural process of globalization appears to be influenced by a movement of people who seek to meet other cultures and to engage in unique experiences. Technology, through the rapid mobility of people, goods and services also promotes individuals to seek out heterogeneity and difference. As Tossutti writes, "contemporary globalism stresses the equality of a plurality of cultures and the desirability of cultural diversity."[32] All of these conceptualizations of the socio-cultural

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[28] Marden 55; L.S. Tossutti, "Bringing Space and Place Back In: a comparative perspective on spatial parties and post-modernity." Conference on Regionalism and Party Politics in Canada, University of Calgary (March 1999): 6, 17 - 18.

[29] Anthony D. Smith, "Towards a Global Culture?" Theory, Culture and Society 7 (1990): 177.

[30] Ulf Hannerz, "Cosmopolitans and Locals in World Culture." Theory, Culture and Society 7 (1990): 239.

[31] Tossutti 17 - 18.

[32] Tossutti 14. This process is also shaped by a rapidly spreading Western, mainly American culture that is also promoted through modern communication technologies, namely television, film, mass advertising and mass communication. Thus, globalism stresses cultural diversity, but is heavily influenced by spreading Western culture.

process of globalization lead to the point that globalization appears to be compressing the world and intensifying the consciousness of the world.[33]

As amorphous as the socio-cultural process is, there is a general agreement that there is a growing interconnectedness, an intensification of consciousness and an increasingly complex web of relationships among a system of mixed actors. It is this process of globalization that challenges traditional notions of political identity. But it is globalization that is allowing for the formation of new political identities and the re-prioritization of individual identities.

Thus, the seedlings of globalization are rooted in an expanding economy and rapid developments in technology that have fostered a massive change in the speed of the mobilization of goods, be it people, capital or information. Yet, the dynamic of globalization operates at a micro-level as well. We speak of it in contexts beyond the macro-level of international institutions such as the European Union (EU), World Health Organization (WHO) and trade agreements such as North American Free Trade Agreement (NAFTA), or the General Agreement on Trade and Tariffs (GATT). We speak of it in terms of how it shapes many aspects of our daily lives. Globalization is not only a macro-process that affects states and nations: it now affects individuals and the community they live in.

McGrew speaks of the evolution of globalization as a process that is broadening, stretching and deepening.[34] Issues in one area of the world can affect individuals in a far away land: issues at the local level can have global ramifications and vice versa. There is a massive increase in political groups that have effects on political processes at the local, national and global level.[35]

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[33] Tossutti 9.
[34] Anthony G. McGrew, "Conceptualizing Global Politics" Ed. Anthony G. McGrew et al. Global Politics: Globalization and the Nation-State. (Cambridge: Polity Press, 1992): 3.
[35] McGrew 3.

Glocalism

Tantamount to globalization. then. is a reconceptualization of spaces. boundaries and territoriality. The cobweb-like image of the decentred nature of globalization highlights the permeability of national and international borders to external influences. This means that the distinction between the domestic and the international blurs: local politics can have international effects and vice versa. McGrew writes.

> Politics within the confines of the nation-state. whether at the neighbourhood. local or national levels. cannot be insulated from powerful international forces and the ramifications of events in distant countries...politics can no longer be understood as a purely local or national social activity but must be conceived as a social activity with a global dimension.[36]

Globalization has the potential. therefore. to erode an individual's sense of place and sense of space as it shrinks the conceptual space between the local and the global. Inherent to globalization is the spaces of flows versus a more traditional understanding of global order based on the spaces of places. As Kearney writes. "Globalization entails a shift from two-dimensional space with its centers and peripheries and sharp boundaries to a multidimensional global space with unbounded. often discontinuous and interpenetrating sub-spaces."[37] The space of flows is comprised of structured "electronic circuits that link together. globally. strategic nodes of production and management."[38] Not only is the space of flows about the transmission of information. but it also includes a network of flows of capital. goods and people. This conceptualization of the globe. based on a space of flows. is starkly different from our traditional political understanding of the world based on an ordering around the spaces of places. such as the nation-state. This

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[36] McGrew 3.
[37] Kearney 549
[38] Jordi Borja. and Manuel Castells. Local and Global: Management of Cities in the Information Age. (London: Earthscan Publications. 1996): 44.

diminution of the importance of place is an important consequence of the deepening effect of globalization. However, the increased permeability of national and international borders does not represent the end of territorial distinctness, but rather it adds an alternative set of influences to the local level.[39] This relative "shrinking of the world" is marked by an increased consciousness of the world as a whole.[40]

The increased permeability of borders due to the penetrating forces of globalization has political consequences as well. Historically, political analysis has rested on a territorial basis of the nation,[41] or on the importance of the space of place.[42] We have looked towards the territorial constructs of a nation to act as a container for political, economic and cultural processes. These territorial boundaries acted as "mediums and instruments of social control and the communication and construction of meanings and identities."[43] In Canada, with a federal political system, there is a heavy reliance on territoriality and on a sense of place. Citizens are politically defined by their place of residence and many of our political institutions rely on the divisions of territoriality.[44]

Within these territorial containers lie the collective identities of the nation.[45] Historically, these bundles of identities have been solely linked to the nation. The

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[39] Anssi Paasi, "Boundaries as Social Processes: Territoriality in the World Flows." Geopolitics and International Boundaries 4 (1999): 5.

[40] David Newman and Anssi Paasi, "Fences and Neighbours in the Postmodern World: Boundary Narratives in Political Geography." Progress in Human Geography 22.2 (1998): 192.

[41] David Elkins, Beyond Sovereignty: Territory and Political Economy in the Twenty-First Century (Ottawa: University of Toronto Press, 1995): 15.

[42] See Borja and Castells for a greater explanation. The space of flows is structured in electronic circuits that link together globally, strategic nodes of production and management...The space of place acts as the territorial form of organization of everyday living and the form experienced by the great majority of individuals. With the intensification of globalization, there is a dominance of flow space over place space, giving rise to two distinct universes.

[43] Paasi 15.

[44] See Alan Cairns, "The Governments and Societies of Canadian Federalism." Canadian Journal of Political Science. X:4 (December 1977).

[45] See Anthony Giddens, A Contemporary Critique of Historical Materialism. (Basingstoke: Macmillan, 1995), speaks of states as "power containers" and P.J. Taylor, "The State as a Container: Territoriality in the Modern World System." in Progress in Human Geography. 18 (2). (1994): 151 – 162 and "Beyond

complex web of interrelationships and the permeability of national borders to economic.
technological and social processes of globalization result in a reordering or
reconceptualization of political identity and of political community. Elkins views
political identities as a bundle of identities that are hierarchical in nature.[46] Historically,
attachment to or identity with the nation has been a prominent priority in the list of
identities. Globalization is unbundling this traditional hierarchical set of identities.
Moreover, it may be possible to now add identities to this bundle without discarding
others. As Booth observes. "Identity patterns are becoming more complex, as people
assert local loyalties but want to share in global values and lifestyles."[47]

Thus, a person's sense of place and their sense of political identity may now be
influenced not only by their daily lives, but also by an intensified set of social processes
within globalization. The global transnational forces such as economic activity, global
forms of communication and social movements are producing a complex mix of
responses centred on identity. Local populations may not share in the same spatial or
social boundaries as determined by government officials. Their boundaries may be
shaped by transboundary interactions and shared or separate identities.[48] Thus,
conceptualizing the state and its boundaries as a cultural, political and economic
container is still accurate, but it needs to be understood that it is a container that is
overflowing. For some individuals, identities are being shaped and formed from
processes outside the nation-state. Globalization is an important contributor to the
reordering or adding of new identities for individuals.

Containers: Internationality. Interstateness. Interterritoriality." <u>Progress in Human Geography</u> 19 (1)
(1995): 1 - 15 has written on implications of such a conception of 'states as containers' in the geopolitical
context.
[46] David Elkins. <u>International Political Science Review</u> 142.
[47] Marden 40.
[48] Newman 194.

The shrinking of the world marked by a reordering of the importance of place reinforces the link between the local and the global. As engagement in a globalized world increases, so to does the importance of the local place where an individual lives. As Castell writes. "As the world system increases. people in their daily practices and interaction are increasingly local and not increasingly cosmopolitan. In part this is because if you cannot control the world then you could control your neighbourhood."[49]

The term glocalism has emerged to describe the growing importance of the local place. Strassoldo explains the term when he writes:

> Modern man/woman has created a global system which has many advantages and value but which is certainly too complex to survey and manage. even though only intellectually. Post-modern man/woman. just because he/she is so deeply embedded in global information flows. may feel the need to revive small enclaves of familiarity. intimacy. security. intelligibility. organic-sensuous interaction. in which to mirror him/herself....The possibility of being exposed. through modern communication technology. to the whole infinity of places. persons. things. ideas. makes it all the more necessary to have. as a compensation. a center in which to cultivate one's self. The easy access of the whole world. with just a little time and money. gives new meaning to the need of a subjective center – a home. a community. a locale – from which to move and to which to return and rest.[50]

The complexity and uncertainty of engaging in a globalized world increases the importance of a local space where individuals can find consistency and where they can have some direct involvement in shaping the economic. political and social events in their community. Thus. as the processes of globalization deepen. intensify and strengthen. individuals will relate more easily to the security and certainty of the local versus the uncertainty and rapidly changing globalized world.

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[49] Castells. The Informational City:1991 18
[50] Raimondo Strassoldo. "Globalism and Localism: Theoretical Reflections and Some Evidence." Globalization and Territorial Identities. Ed. Zdravko Milnar (Hampshire: Avebury. 1992) 46 – 7.

Courchene writes that the term glocalism captures "that economic power is being transferred upward. downward and outward from nation states"[51] or from the national to the global and local level. The transfer of economic power to the local level is resulting in the formation of powerful subnational units such as the major cities of Montreal. Toronto and Vancouver. These cities act as a link to a larger global society through increased economic and technological power. Citizens within these subnational units will come to think more closely about their own communities and will seek political solutions and democratic accountability as the world economy moves towards greater international integration.[52] Thus as economic and political power and the influence over culture transfers away from the territorial boundaries of the nation-state. both upwards and downwards. individuals will attach increased value to the local community in which they live.

Glocalization implies globalization with proximity.[53] The links between the global and the local affect both the local economy and local culture. The local place becomes an economic medium for the "optimization of synergies"[53]. as well as a place where global media and global information shape society and culture. Local governments must manage and coordinate policies that must now account for global and local concerns.

The hypothesis of glocalism focuses on individuals and humankind in a globalized world dominated by international relations and national societies.[54] The growing permeability of borders and the resulting change in the role of the nation-state in a global society politically affects the individual as well. Identities once shaped by events within the borders of the nation-state are now being shaped by global influences

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[51] Thomas Courchene. "Glocalization: The Regional-International Interface." Canadian Journal of Regional Science (XVIII:1 Spring 1995) : 3.
[52] Courchene. From Heartland to North American Region State. 272.
[53] Borja and Castells 214.
[54] Roland Robertson. "Mapping the global condition: globalization as the central concept." Theory, Culture and Society 7 (1990): 26.

and existing identities are coexisting along side these new identities. Glocalism posits

that the local identity will become a priority to citizens as it is a local identity they

understand and relate to with the greatest ease in a global world that is marked by

uncertainty. As Horsman and Marshall write

> As the diminution of single-state power becomes evident and as embryonic
> supranational political arrangements come only slowly into being. citizens
> will tend to think more closely...about their own communities. seeking local
> political reflections of their concerns. even as the economies in which they
> are consumers move even closer toward global integration. They will seek
> political solutions and democratic accountability. at ever more local levels
> as the world economy moves toward an ever greater level of integration.[55]

Identity and a sense of community are closely tied to the local place. Historically,

identity for individuals was a composite of people and place. namely. a communal rather

than individual identity.[56] Today. with globalization. more and more individuals are free

to choose identities not contained within territoriality such as identities based on lifestyle

choices and personal achievements. The number of identities an individual has is

limitless and at different points of an individual's life. one identity may be more

prominent or important than others. The growth in importance of the local identity is

hypothesized to increase with an individual's participation in globalization.

The importance of the local space can be measured in part by understanding

political identity and notions of community. Community has two main components. The

first is based on a sense of place and a resulting sense of solidarity and cultural

attachment to place.[57] The second is based on a space where social interaction takes

place. including events such as voluntary association. cooperation and politics. As

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[55] Courchene. From Heartland to North American Region State. 272.

[56] John Kincaid. "Cities and Citizens in Flux: Global Consumer Integration and Local Civic
Fragmentation." North American Cities and the Global Economy. ed. Peter Karl Kresl and Gary Gappert.
Urban Affairs Annual Review (London: Sage. 1995) : 82.

[57] This is associated with Geimeinschaft society. See Michael Keating. Comparative Urban Politics.
(Aldershot: Edward Elgar. 1991) : 19 for more.

Keating writes. "In this sense. community is related to sense of place comprised of locale

(the settings in which social relations are constituted). location (geographical unit) and

sense of place (the local structure of feeling)."[58] Kirby also defines community in similar

terms. but distinguishes community as a geographic unit filled with personal attachments.

practical knowledge and an interdependent social system. This social system is the

locality. which he defines as "the arena within which social affairs are resolved: although

much takes place beyond our horizons. the locality is the setting within which we

experience such events. be they economic recession. or famine in Ethiopia..."[59]

Identities are often drawn from experiences and aspirations located in one's

community.[60] They are an integral part of the psychological composition. Individuals

seek to identify with the world around them through an understanding of mores.

behaviours and attitudes. Once they have identified and internalized these identities. they

will seek to enhance and protect them.[61] As their life experiences and situations undergo

change. individuals may seek alternate. more appropriate identities. or may seek to

protect their current bundle of identities. As Manuel Castell explains

> Identity [is] the process by which a social actor recognizes itself and
> constructs meaning primarily on the basis of a given cultural attribute or set
> of attributes. to the exclusion of a broader reference to other social
> structures. Affirmation of identity does not necessarily mean incapacity to
> relate to other identities.... or to embrace the whole society under such
> identity.... But social relationships are defined vis a vis the others on the
> basis of those cultural attributes that specify identity.[62]

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[58] Keating. Comparative Urban Politics 19.

[59] Andrew Kirby. "A Sense of Place." Critical Studies in Mass Communications. 6.3 (September. 1989):
325.

[60] Warren Magnusson. "The Constitution Movements vs. the Constitution of the State: Rediscovering the
Local as a Site for Global Politics." Political Arrangements: Power and the City. Ed. Henri Lustiger-Thaler
(Montreal: Black Rose Books. 1992): 83.

[61] William Bloom. Personal Identity. National Identity and International Relations. (Cambridge:
Cambridge University Press. 1990): 23.

[62] Manuel Castells. The Rise of the Network Society 1. (Oxford: Blackwell Publishers. 1996): 22.

Identities often contradict. crosscut. locate individuals differently at various

moments and do not remain the same.[63] In order to understand political identities.

especially the local identity. it is essential to try to capture the multiple. hierarchical

ordering of bundles of identities among individuals. Therefore. identity formation is a

limitless life-long process that helps humans attain a sense of well being as they seek to

internalize their world around them.[64] The sense of place that individuals find in the local

space of a globalized world allows individuals to engage with familiar social

communities where common identities exist. As Hannerz writes regarding the local.

"This is where once things seemed fairly simple and straightforward...a comfortable

place of familiar faces. where one's competence is undisputed and where one does not

have to prove it to either oneself or others..."[65]

There is debate. however. over exactly how the local is defined geographically.

Some argue that within the national identity space of the state. smaller cultural containers

will form.[66] and that a sense of place is indeed a particular place "whether it be a

neighbourhood. city. region. or national territory."[67] The local may be a smaller

community within an urban setting or theoretically. it could be a series of communities

within a smaller regional setting.

Columbia Valley

One such set of rural communities is found in the Rocky Mountain Trench in

southeastern British Columbia. The larger community that encompasses these rural

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[63] Stuart Hall. "Old and New Identities. Old and New Ethnicities." Culture. Globalization. and the World System. Ed. Anthony D. King. (Houndmills: MacMillan Education Ltd. 1991):59.
[64] For more information on identification theory. see Sigmund Freud. George Herbert Mead. Erik Erikson. Talcott Parsons and Jurgen Habermas.
[65] Hannerz 248.
[66] Paasi 7.
[67] Low 255.

communities is known as the Columbia Valley and it is comprised of Spillimacheen, Brisco, Edgewater, Radium Hot Springs, Invermere, Athalmer, Wilmer, Windermere, Fairmont Hot Springs and Canal Flats.[68] Invermere is the business and service centre of the valley. It is situated 830 kilometres east from Vancouver, 290 kilometers west from Calgary, 115 kilometres south from Golden and 130 kilometres north from Cranbrook (Appendix F).

The mighty Columbia River provided the initial means of settlement and access to this area. The first white man to explore the area was David Thompson of the NorthWest Company who arrived in 1807. Kootenai House, established by Thompson, was the first trading post on the Columbia. The first actual settlement occurred in the 1880s when transport by steamboat was necessary. The paddle wheelers operated between Jennings, Montana and Golden, British Columbia, carrying freight and passengers on a weekly schedule. The next mode of transportation to bring settlers was the stagecoach that traveled from Golden to Forte Steele, where the CPR had laid its rail lines. With the discovery of gold in the region, thousands of prospectors and entrepreneurs settled in the Valley in the late 1800s. The development of the Columbia Valley is tied to the exploration and exploitation of natural resources including fur trading, mining, and logging. Once deemed "the forgotten corner of British Columbia"[69], it is now a significant tourist destination.

The forgotten nature of this corner is due as much to its political setting as its geographic setting. The province of British Columbia is "the most isolated and undoubtedly most distinct member" of the four western provinces.[70] The political history of the province is unique. Political life is highly polarized between business and labour

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[68] See Appendix F for a map of the Columbia Valley.
[69] Winnifred Weir. <u>Invermere and Area, Community Profile</u>. 1999.
[70] Roger Gibbins and Sonia Arrison. <u>Western Visions: Perspectives on the West in Canada</u>. (Peterborough: Broadview Press, 1995): 18.

(union) movements through the two parties of the conservative Social Credit party[71] and

the left-of-centre CCF/NDP party. It is a province with highly developed political culture

where high feelings of efficacy and trust exist alongside a political culture dominated by

a historical bipolarity marked by "workers gravitating to a left-wing political party and

the others to the right."[72]

The boundaries of the Columbia Valley are clearly defined in the east and west by

two mountain ranges, the Purcell and Stanford ranges. As a community in the western

most province of Canada, residents in the Columbia Valley are geographically isolated

from their far away provincial government in Victoria and from the federal government

in Ottawa. Joe Clark once stated that the Rocky Mountains acted as a "line of real

demarcation" isolating British Columbia from the rest of Canada.[73] The Columbia

Valley is unique in that the mountains isolate them from the rest of Canada *and* the rest

of British Columbia.

The Columbia Valley is a heterogeneous set of communities comprised of

approximately 8300 residents. Population in this region has dramatically risen over the

last decade as individuals have moved from urban centres to these rural communities. It

is economically dependent on the tourism industry and this manifests itself in a wide

range of capital resources in the valley including primary industries such as forestry,

mining, agriculture and tourism. These factors combine to create a diverse community of

people from various backgrounds who have chosen a rural lifestyle.

The primary goal of this thesis is to examine how globalization affects the

political identities and the sense of community among residents in rural towns within the

Columbia Valley. To what degree are individuals engaging in a global society? How

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[71] The Social Credit party has waned in popularity but has been replaced by other provincial conservative parties such as a provincial Reform party and the Liberal party.

[72] Rand Dyck. Provincial Politics in Canada: Towards the Turn of the Century. 3rd Edition. (Prentice Hall Canada: Scarborough, 1996): 581.

much importance do individuals give to the local identity over their provincial and national counterparts? Do individuals value the local space through a sense of community and a local political identity? These are the questions of glocalism and the answers lie in the ordering of individual identities in a global society where nation-state boundaries no longer act solely as a cultural, political or economic container.

The glocalism hypothesis emerges from a larger body of literature on globalization. In order to test the glocalism hypothesis it is necessary to obtain information on attitudes and behaviours among respondents on issues of globalization, political identities and sense of community. In order to explore the glocalism hypothesis and gain a better understanding of political identity and sense of community among respondents in the Columbia Valley, a survey questionnaire was designed and mailed out to potential respondents. This chapter discusses the research methodology and survey design used in this study and concludes with a discussion of the operationalization of the processes of globalization.

A mail-back questionnaire was selected over other information gathering techniques because of the relatively low cost, the ability to cover a large geographic area and the ability to cover a wide range of people within that area in an efficient and timely manner. However, there were unique challenges to this type of data gathering technique. Availability of mailing lists, potentially low response rates and literacy barriers were all concerns to be considered when using a mail-back survey. The format and design of the survey were critical to address these potential barriers.

The survey design was set up to reflect the simplicity of an actual conversation between two strangers. The beginning of the survey asked the simplest, most non-intrusive questions. As the survey progressed the questions become more difficult and more personal. The questions themselves were designed and formatted such that the questions were short, specific and free of jargon. The questions were also logically grouped into six sections with related questions grouped together in the survey. The last section of questions asked about demographic information in order to allow survey respondents the opportunity to answer the most sensitive questions at the end of the questionnaire.

The questionnaire began with a general set of instructions that introduced the questionnaire itself (see Appendix B). The instructions provided three specific types of information. First, they discussed the kinds of questions that were asked, namely the examination of the impact of globalization on rural identities and sense of community. Second, the instructions alerted the respondent to the fact that the information was for a Master of Arts thesis through the University of Calgary and that formal ethics approval had been received. Finally, the instructions provided an approximate time required to complete the survey and contact information about where, when and how to return the survey.

In addition to the survey, respondents also received a cover letter (Appendix A) and a reminder postcard (Appendix C). The cover letter was printed on official University of Calgary stationary and signed by both the primary investigator and her faculty advisor. The cover letter explained the purpose of the study, how and why the respondent was selected and provided reasons why the respondent should complete the survey. Confidentiality was assured and data collection and storage procedures were also outlined. Names and contact information were provided to allow respondents the opportunity to ask questions about the study. Finally, the cover letter outlined the details of how to return the questionnaire.

A reminder postcard was mailed out approximately ten days after the survey. It was sent to half of the random sample, regardless of whether a respondent had completed and mailed back the survey or not. The postcard restated the importance of completing the survey and provided contact numbers for assistance if needed.

One drawback to mail-back surveys is a typically low response rate. Several strategies were employed to motivate respondents to complete and return the survey. To begin, the survey was pre-tested and pilot tested. During the pretest phase of the survey,

the questionnaire was sent out to ten respondents living in the Columbia Valley. These individuals ranged in age from mid-twenties to mid-seventies. Examples of their occupations included a general labourer to a literacy counselor. Each person was asked to complete the questionnaire and comment on what items should be added or discuss aspects that should be changed. For example, the definition of globalization was moved from Section C of the survey to the introductory instructions in order allow for a better understanding of the purpose of the questionnaire.

During the pilot-testing phase, a trial run of the survey tested the complete questionnaire. This included the compilation of the survey package, the actual mailing and the mailing of the reminder postcard two weeks later. The postcard reminded people that they had been sent a questionnaire, thanked those who had already returned it and asked those who had not completed and returned the survey to do so. Contact information was included on the postcard. To reinforce familiarity and greater recognition, a logo was included on both the survey and on the reminder postcard. While no data was collected on response rates or turn-around time, this phase was particularly useful in ironing out any potential logistic wrinkles in the overall mail-back.

Between the pilot testing phase and the actual mailing out of the survey, two articles appeared in a local paper, *The Valley Echo* and a regional newspaper, *The East Kootenay Weekly*. Both articles highlighted the study and encouraged respondents to complete the survey if they received it in the mail (see Appendix D & E).

The surveys were mailed from Invermere, British Columbia during the week before Thanksgiving, October 4 through 9, 1999. Although mailing out surveys before holidays can yield low response rates, the timing of this mail-back was intentional. Due to the large number of seasonal and weekend cabin owners in the Columbia Valley it was imperative to ensure that the surveys be delivered around this time as many vacationers

close their cottages for the winter after this date. As well, full-time residents in the Columbia Valley often leave for the winter months. Thus, it was an opportune time to mail the surveys.

The administration of the surveys was conducted from within the Columbia Valley. The surveys were postmarked from a local post office, the return address was a local address within the valley and all surveys were pre-addressed to a rural postal address in Invermere. Moreover, both the newspaper articles and the cover letter stressed a local and personal connection to the Columbia Valley. Thus, the focus of an individual from the Columbia Valley studying the people within the Valley was used as an incentive for individuals to complete and return the survey.

Respondents were chosen at random from the current *1999-2000 the Better Book: East Kootenay* phonebook. These listings provided name and civic street addresses, as well as the community within the Columbia Valley in which a respondent lived. Persons from Athalmer, Brisco, Canal Flats, Edgewater, Fairmont Hot Springs, Invermere, Radium Hot Springs, Spillimacheen, Wilmer and Windermere were eligible for selection. If a telephone listing included a dual listing, the second person in the listing was selected. This was done in order to achieve a balance of respondents who were male or female. There are approximately 9,300 entries in the phone book for the Columbia Valley, Golden and Surrounding areas. The estimated population for the Columbia Valley is 8,300.[3] Thus, in order to mail-back one thousand surveys, every ninth individual was selected from the phone book to achieve the selected sample size and to avoid bias in the sample.[4]

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[3] Source: Richard Blonski, Manager, Columbia Valley Chamber of Commerce through *The Valley Echo*, Invermere, British Columbia.
[4] Business addresses and those living outside the Columbia Valley were excluded from the sample.

The surveys were mailed using the current civic addressing available in the *East Kootenay* phonebook. There was a difficulty with some of the rural Canada Post outlets in that they did not have residents listed by their civic addresses.[75] In order to overcome this challenge. many surveys were hand delivered to the home addresses of potential respondents. Overall. of 1000 surveys sent out. 295 surveys were completed and returned. An approximate rate of return of 30% is favourable compared to typical mail-back survey response rates. The strategy of hand delivering some of the surveys worked particularly during the holiday weekend as some residents do not receive mail at their summer residences.

The data from the survey questionnaires was then analyzed in reference to the glocalism hypothesis. From the theoretical literature on globalization and glocalization. specific questions arise. First. how do respondents engage with the three processes of globalization? Do their attitudes. opinions and behaviours position them in a global world? Second. how do respondents feel about their political identity? Do they place higher value on any one geographic. political identity over others? How does the attachment to a sense of place. in other words the local identity. rank in comparison to other political identities. especially when respondents are engaging in a globalized world?

These are the essential questions of the glocalism hypothesis. How respondents living in the Columbia Valley relate to these questions is discussed in detail in both Chapter 3 and 4. To begin. a general understanding of the demographic breakdown of respondents in the Columbia Valley allows for a greater understanding of their engagement in a globalized world and how they define their identity and sense of community.

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[75] This is true for all rural postal outlets except for the Invermere post office. However. several survey packages were returned even from this location due to lack of knowledge of street addressing.

Demographics

As previously mentioned. ten communities in the Columbia Valley were sent questionnaires. The distribution of responses by town of residence is shown in Table 3.1.

Table 3.1: Responses by Town of Residence

TOWN	FREQUENCY	VALID PERCENT %
Athalmer	1	.3
Brisco	4	1.4
Canal Flats	12	4.1
Edgewater	15	5.1
Fairmont Hot Springs	35	11.9
Invermere	135	45.8
Radium Hot Springs	27	9.2
Spillamacheen	3	1.0
Wilmer	4	1.4
Windermere	32	10.8
Calgary	25	8.5
TOTAL	295	100.0

When respondents were asked. "In which town do you live?". some respondents stated they were from Calgary. The original intent of this question was to get a breakdown of the rural communities in the Columbia Valley. However. as respondents interpreted this question to mean "Where is your primary residence". another value of "Calgary" was added to responses. It made little difference to the majority of remaining questions in the survey.[6] As illustrated by Table 3.1. almost 50% of respondents reside in Invermere. Invermere is the largest community in the Columbia Valley with an approximate population of 2800 people[77] and is considered the 'heart' of the Columbia Valley. It is

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[6] However. the following questions were affected: A6. C1a. C9a. C9b. C10a. C10b. D1. D2 and D4. Respondents' answers to these questions were not excluded from the analysis as it was assumed that although they stated their primary residence was Calgary. they understood the survey was examining individuals within the Columbia Valley and that they would tailor their responses to reflect their attitudes and opinions from an individual with a residence in the Columbia Valley.

[77] Based on BC Statistics Fact Page on the District Municipality of Invermere. Source: Statistics Canada 1997.

also the community in which the greatest number of residents permanently reside (52.6%

of all fulltime residents in the Columbia Valley live in Invermere). Table 3.2 illustrates

the breakdown of residents in the Columbia Valley. Of those who stated their primary

residence was Calgary. all 25 people stated they were either weekend or seasonal

residents. When respondents were asked whether or not they had ever lived elsewhere.

89.5% of respondents stated they had. while almost 10% of respondents have never lived

anywhere else for an extended period of time.[78]

Table 3.2: Residential Status

STATUS	FREQUENCY	VALID PERCENT %
Full time resident	249	84.4
Seasonal resident	27	9.2
Weekend resident	19	6.4
TOTAL	295	100.0

As for traveling outside of the Columbia Valley. respondents were more likely to

travel to Calgary than Vancouver. In fact. over 50.0% of respondents traveled to Calgary

at least six times in the past 12 month period. whereas 45.4% of respondents had not

traveled to Vancouver in the same time period. As for leaving the country. 42.0% of

respondents have not traveled outside of Canada in the past year.[79]

The personal profile of respondents is also interesting. Tables 3.3. 3.4. 3.5 and

3.6 highlight the educational levels. family income. employment status and age of

respondents in the Columbia Valley.

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[78] The question actually read: "Have you lived for an extended time (i.e. more than two years) or attended school in areas other than your birthplace?" This question is based on work by L. S. Tosutti that postulates "that people with a capacity for individuation (the process by which individuals in society become differentiated from one another) would have lived or attended school in areas other than their birthplace and would belong to a different socio-economic class than their parents." Individuation is an interesting consequence of globalization. See Tossutti. March 1999.

[79] This is interesting as Thomas Courchene does not identify Calgary as a global node or cosmopolitan centre. However. Hans J. Michelmann terms Calgary as a nascent international city. See Hans J.

Table 3.3: Educational Levels

MAIN STATUS	FREQUENCY	VALID PERCENT %
Low level	82	28.3
Medium level	109	37.6
High level	99	34.1
TOTAL	290	100.0

Respondents were asked to indicate educational levels by checking an appropriate box that reflected a more detailed level of educational attainment. These categories were then recoded into a low. medium and high level of education. If respondents had completed high school but not taken any further schooling. they fell into the low level of education category. If they had taken some college or technical training. completed college or technical training. or taken some university. they were placed into the medium level of education. Finally. if they had completed university. or graduate studies. a high level of education was assumed. Almost 72% of respondents have some education or training beyond high school and of those. 34.1% were considered to be highly educated.

Table 3.4: Family Gross Income

MAIN STATUS	FREQUENCY	VALID PERCENT %
Low	92	33.2
Medium	104	37.5
High	81	29.3
TOTAL	277	100.0

When family income was examined. approximately one third of respondents fell in each of low. medium and high gross family income categories. If the family income was less than $40.000 per year. it was considered to be a low family gross income. If the family income was between $41.000 – $70.000. respondents were placed in the medium

family gross income category. Any respondents earning above $71.000 per year as gross family income were placed in the high income category.

Table 3.5: Employment Status

MAIN STATUS	FREQUENCY	VALID PERCENT %
Work	191	65.6
Unemployed	8	2.7
Student	7	2.4
Retired/ Not in labour force	67	23.0
Keeping house	18	6.2
TOTAL	291	100.0

Among respondents, 65.6% were employed compared to 2.7% who were unemployed. Approximately one-fifth of respondents were retired or not in the labour force. This is not surprising if we look at the age breakdown of respondents. As Table 3.6 shows, 28.0% of respondents fall within the 'elderly' age category. These categories were established by grouping respondents' year of birth. Those born in 1961 or later were categorized as young, those that were born between 1941 and 1960 were considered middle aged and those born before 1940 were categorized as elderly. A majority of respondents (52.3%) are considered middle aged in the Columbia Valley. Overall, 52.2% of respondents who completed the survey were male and 47.8% were female.

Table 3.6: Age of Respondents

AGE	FREQUENCY	VALID PERCENT %
Young	55	19.7
Middle Aged	146	52.3
Elderly	78	28.0
TOTAL	277	100.0

Lee H. Radebaugh. Panayotis Soldatos. (Provo: Bringham Young University, 1989).

Thus. a majority of respondents were middle aged. earned a moderate income. enjoyed a high level of employment and possessed moderate to high levels of education. They appear to be well positioned to engage in a globalized world dominated by a new. knowledge based. information economy.[30] This global system is characterized by the space of flows and the exchange of information through developments in communication technology. This new economy appears to be driven by those persons who possess the knowledge and those that are able to combine it with technical capabilities.[31] Whether respondents engage with these new technologies and possess global economic and socio-cultural attitudes is the another question.

To review. the framework of globalization centres on economic. technological and socio-cultural processes. It is theorized within the glocalism hypothesis that as an individual's participation in globalization increases. so too will the importance they place on the local identity. This importance is founded in a sense of the familiar and is juxtaposed to an uncertain globalized world filled with the 'unfamiliar'. Globalization is marked by developments in communications technologies that facilitate the rapid transportation of people. capital. goods. services and information. The degree to which respondents use these new communication technologies is the first process of globalization to be discussed.

Technology

The operationalization of the technological process of globalization was quite detailed. Respondents were asked about the variety of places where they used

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[40] "The Beginning of a Great Adventure." The Economist (September 23rd. 2000): 39.
[41] "Falling through the Net." The Economist (September 23rd. 2000): 34.

computers.[82] Choices included the home. the workplace. school (including university or college). a friend's house. or the library. community center or other public facility.

Table 3.7: Variety of Places Where Computer is Used

	HOME (%)	WORKPLACE (%)	SCHOOL (%)	FRIEND'S HOUSE (%)	PUBLIC FACILITY (%)
Yes	63.4	51.7	11.3	26.0	19.2
No	18.2	29.5	69.9	55.1	61.9
Do not use	18.5	18.8	18.8	18.8	18.9
N	292	292	292	292	292

Overall. a majority of respondents used a computer in the home and workplace (63.4% and 51.2%, respectively). Some respondents also used a computer at school. a friend's house or some type of public facility. but a majority of respondents did not use a computer in these places.

Technological development is an important requirement for globalization. The Internet empowers individuals with the ability to engage with others on a global scale. As such. beyond measuring computer use. respondents were also asked about Internet use. Respondents were asked about the amount they used the Internet and what types of activities they used the Internet for. They were asked to only complete this section of the survey if they used this type of technology. Respondents were asked to indicate if they used the Internet for the following: to download information for either their job or personal use. to read newspapers or magazines. for entertainment. to check e-mail. to view and update a personal or a business related web-site. to obtain information on consumer products. real estate. or travel. to buy products and services. or to conduct research. Their responses are summarized in Table 3.8.

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[82] Question read: "Thinking of all the places that you could use a computer. please check all of the places where you. yourself. have used a computer in the past 12 months."

Table 3.8: Internet Use among Internet Users

		YES	NO	DO NOT USE
INFORMATION	JOB	29.8	25.1	45.1
	PERSONAL	39.6	15.3	45.1
READ		15.3	39.6	45.1
ENTERTAIN		29.2	25.7	45.1
E-MAIL		48.1	6.8	45.1
WEBSITE	JOB	6.4	48.5	45.1
	PERSONAL	5.4	49.5	45.1
PRODUCTS	INFORMATION	38.3	16.6	45.1
	BUY	13.2	41.7	45.1
CONDUCT RESEARCH		30.2	24.7	45.1

Generally, over half of survey respondents used the Internet. Specifically, 48.1% of respondents used the Internet to check their e-mail, while 39.6% and 30.2% respectively used the Internet to download information or conduct research. A small amount of respondents utilized the Internet to view and update their website, either for their job (6.4%) or for their personal website (5.4%). Overall, it is interesting that approximately 50% percent of respondents have used the modern communication technologies characteristic of an information based society.

The technological process of globalization was operationalized using a third question. It narrowed the technological focus to concentrate on how frequently respondents used e-mail, fax, laptop, cell phone, pager and Internet both at home and at work. Furthermore, respondents were asked to summarize their technological use as either daily, weekly, monthly or never.[83] Table 3.9 and 3.10 summarize specific technology use at work and at home and the frequency in which respondents engaged these specific mediums.

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[83] For original research methodology see: John Katz. "The Digital Citizen" Wired Magazine (December 1997): 68 – 78.

Table 3.9: Technology Use at Home

	INTERNET (%)	EMAIL (%)	FAX (%)	LAPTOP (%)	CELL PHONE (%)	PAGER (%)
Daily	18.0	24.5	11.8	6.4	20.5	2.0
Weekly	21.3	18.2	14.4	3.2	12.4	2.0
Monthly	10.3	4.1	23.2	4.8	8.5	1.2
Never	50.4	53.2	50.6	85.6	58.7	94.7

Approximately 50% of respondents used the Internet, e-mail, cell phone and fax at some regular frequency. However, very few respondents used a laptop or pager at home. In fact, 94.7% of respondents had never used a pager for home use and 85.6% had never used a laptop at home.

Table 3.10: Technology Use at Work

	INTERNET (%)	EMAIL (%)	FAX (%)	LAPTOP (%)	CELL PHONE (%)	PAGER (%)
Daily	19.5	30.3	38.2	8.7	20.7	4.4
Weekly	15.4	8.2	18.3	3.0	9.9	1.3
Monthly	8.5	4.5	10.4	4.3	2.5	0.9
Never	56.5	57.0	33.1	84.0	66.9	93.4

When technology use is examined at work, a greater percentage of individuals used a fax machine and laptop computer than they did at home. In fact, 56.5% of respondents used the fax machine on a daily or weekly basis at work compared to only 26.2% at home. Overall, fewer respondents used the Internet or e-mail in a work capacity than at home (44.5% and 43.0% versus 49.6% and 46.8% respectively). On a daily basis, a greater percentage of respondents used the Internet and e-mail at work (19.5% and 30.3%) than they did at home (18.0% and 24.5%). Respondents did not seem to use a pager for either home or work use. With this marked difference in technology engagement at home versus at work, it is necessary to create two separate technological

engagement indices. Tables 3.11a and 3.11b show the intercorrelations and internal consistencies of both the home and work technology indices.

Table 3.11a: Home Technology Pearson Correlation Matrix

	E-MAIL	FAX	LAPTOP	CELL PHONE	PAGER	INTERNET
EMAIL	1.0					
FAX	.34*	1.0				
LAPTOP	.34*	.32*	1.0			
CELL PHONE	.24*	.40*	.30*	1.0		
PAGER	-0.1	-0.3	.09	.04	1.0	
INTERNET	.90*	.43*	.36*	.32*	-.02	1.0

* correlation significant at the 0.05 level
standardized item alpha - .74

With the exception of the pager, all of these technological mediums were strongly correlated with a high degree of internal consistency. Pager use was, therefore, eliminated from contributing to the index for home technology use.

Table 3.11b: Work Technology Pearson Correlation Matrix

	E-MAIL	FAX	LAPTOP	CELL PHONE	PAGER	INTERNET
EMAIL	1.0					
FAX	.62*	1.0				
LAPTOP	.37*	.30*	1.0			
CELL PHONE	.28*	.45*	.30*	1.0		
PAGER	.09	.17*	.05	.15*	1.0	
INTERNET	.77*	.58*	.42*	.28*	.08	1.0

* correlation significant at the 0.05 level
standardized item alpha = .79

Again. all items were highly correlated and internally consistent. The pager for work use was not strongly correlated to the other items. Similar to the home technology index. pager use was subsequently eliminated from the work index.

Both technological indices were comprised of the five remaining variables. Respondents who used the Internet and e-mail and one or more of either a fax machine. a cell phone. or a laptop. were considered to highly engage in technological use.[84] Those respondents who used one or more of a fax machine. cell phone. or laptop were considered to be moderately engaging in technology. Those who never used any form of technology were considered to not engage with modern technology at all. Tables 3.12a and 3.12b show the resulting indices.

Table 3.12a: Home Technology Index

	FREQUENCY	VALID PERCENT %
No technology engagement	86	29.1
Moderate technology engagement	68	23.1
High technology engagement	141	47.8
TOTAL	295	100.0

[84] This engagement with technology in either a high or moderate manner was at either a daily. weekly. or monthly rate. While all developments in communication technology connect people globally. none do so more than the Internet and e-mail. As Manuel Castells writes. "The Web allowed for groupings of interests and projects in the net. overcoming the time-costly chaotic browsing of pre-WWW Internet. On the basis of these groupings. individuals and organizations were able to interact meaningfully on what has become. literally. a World Wide Web of individualized. interactive communication." See Castells. The Rise of the Network Society. Email could be said to possess similar effects as the Internet in that it to allows for global communication electronically. Thus. respondents who used these two mediums of communication technology were considered highly engaged with technology use.

Table 3.12b: Work Technology Index

	FREQUENCY	VALID PERCENT %
No technology engagement	114	38.6
Moderate technology engagement	59	20.0
High technology engagement	122	41.4
TOTAL	295	100.0

As Tables 3.12a and 3.12b illustrate. a greater percentage of respondents engaged with technology at a 'high level' at home rather than at work (47.8% vs. 41.4%). Moreover. 70.9% of respondents were using some form of modern technology at home. compared to 61.4% of respondents at work. Overall. a large majority of respondents were engaging in modern technology and over 40% of the sample can be classified as frequent users of e-mail and the Internet. Thus. if technology use is considered a window to globalization. it appears that respondents in the Columbia Valley are prepared to engage in globalization through their use of technology.

Economic

The force of globalization is witnessed in the internationalization of the economy and global economic trade flows. In the survey. the process of globalization was framed in four main questions that examined respondents' attitudes and perceptions of trade at an international level. Respondents were given four statements and asked to indicate how strongly they agreed or disagreed. based on a five point scale. with each statement. The statements asked were:

1. Canada must tie issues such as human rights to trade policy.

2. Canadian companies and industries need to be exposed to global market competition.

3. International trade does not create more jobs for Canadians.

4. We cannot expect other countries to open their markets to our products if we are unwilling to open our markets to their products.[85]

Table 3.13: Frequency Distribution of Respondents to Economic Questions

	1.		2.		3.		4.	
	Freq.	Valid Percent %	Freq.	Valid Percent %	Freq.	Valid Percent %	Freq.	Valid Percent %
Strongly disagree	10	3.5	3	1.0	52	17.9	2	0.7
Disagree	46	16.0	10	3.5	130	44.8	18	6.2
Neutral	66	22.9	35	12.1	48	16.6	20	6.9
Agree	130	45.1	170	58.8	47	16.2	190	65.3
Strongly Agree	36	12.5	71	24.6	13	4.5	61	21.0

As Table 3.13 shows, when respondents were asked about tying human rights to trade policy, 57.6% strongly agreed or agreed with this as a public policy issue, while 22.9% of respondents felt neutral. When asked about company exposure to global market competition, 83.4% of respondents were in favour of companies engaging in a global market place. When asked about international trade and its effect on job creation for Canadians, a majority of respondents (62.7%) disagreed with the statement, "International trade does not create more jobs for Canadians." As for opening up markets to outside products, 86.3% of respondents agreed with open markets, while only 6.9% were opposed.

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[85] These statements were drawn from PollingReport.com. Questions derived from surveys on International trade from EPIC-MRA for the Association of Women in International Trade. Questions were simply altered to reflect the Canadian experience. While linking human rights to trade policy may not be considered a purely economic issue, it is often discussed in terms of international trade flows. This overlap of social and cultural concerns with the economic process highlights the interconnectedness between the three processes of globalization.

In order to create an index from these four questions, it was first necessary to test

the intercorrelations of the questions as well as their internal consistency. Table 3.14

summarizes the reliability and validity of questions for the economic index.

Table 3.14: Economic Pearson Correlation Matrix

	1.	2.	3.	4.
1.	1.0			
2.	0.15*	1.0		
3.	0.08	-0.04	1.0	
4.	0.12*	0.21*	-0.08	1.0

* correlation significant at the 0.05 level
standardized item alpha= .37

Questions on attitudes towards the internationalization of the economy were

moderately correlated with the exception of question three. "International trade does not

create more jobs for Canadians" was excluded from the index in order to increase the

reliability and intercorrelation of the index.[36] The index was based on three questions

with responses ranging from one to five. When added together, this resulted in an index

that ranged from three to fifteen. This index was then recoded into a dichotomous

variable where respondents were either in agreement with the internationalization of the

economy or were opposed.[37] Table 3.15 illustrates the results of the index construction.

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[36] By deleting this question from the index construction, the standardized item alpha increased from .27 to
.37.
[37] A value between 3 and 9 was recoded as opposed. 10 through 15 was recoded as being in agreement with
the internationalization of the economy. Therefore, respondents who were opposed or neutral to the three
questions were grouped into opposing the internationalization of the economy, while those respondents
who stated either neutrality plus agreement to the three questions were coded as supporters of the
internationalization of the economy. For example, if a respondent strongly disagreed or disagreed to the
questions, their combined value would be less than nine. If a respondent was neutral to all three questions,
they too were coded as opposed. Any respondent who agreed or strongly agreed with more than one
question was coded as supporting the internationalization of the economy.

Table 3.15: Economic Index

	FREQUENCY	VALID PERCENT %
Disagree	35	12.3
Agree	249	87.7
Total:	284	100.0

An overwhelming percentage of respondents agreed with the internationalization of the economy: 87.7% of respondents stated they agreed with this process of globalization. while only 12.3% were opposed.

Socio-Cultural

Globalization. through the socio-cultural process. has opened-up new political spaces that allow for innovative new connections. These connections at both the local and global level link individuals into a conceptual common space. The 'shrinking of space' that ensues links the local to the global and blends social and cultural values at a global level. As Knight writes. "Commercial. intellectual. scientific and cultural exchanges across national boundaries and transnational transactions have become commonplace. Sesame Street. is now produced in 12 languages and viewed in 70 countries."[88]

As the third process of globalization. the socio-cultural process of globalization is closely linked to both global developments in the economy and in communications technologies. Thus. as people engage in modern technologies and in international economic capital trade flows. they are exposed to the developing global socio-cultural space. sometimes referred to as a 'global consciousness'. Individual attitudes. behaviours and actions contribute to the evolving socio-cultural process.

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[88] Knight 27.

In order to understand respondents' attitudes and orientations towards this process, respondents were asked about:

- travel patterns.

- life-time mobility patterns.[89]

- attitudes towards the quality of life in a globalized world (including perceptions of who the winners and losers are in a globalized society).

- attitudes toward interest groups (including environmentalists, human rights advocates and feminists).

Respondents were mixed in their opinions on globalization in general. When asked, "Globalization is likely to create both winners and losers. In your own case are you: very likely to be a winner, likely to be a winner, likely to be a loser, very likely to be a loser or too early to tell", 34.6% of respondents stated it was too early to tell, but 52.2% stated they were very likely, or likely to be a winner. When they were asked, "When you think of the quality of life for the next generation, how do you expect it to be?", 30.2% of respondents stated the quality of life would remain the same, while 37.3% of respondents thought the quality of life would be worse to some degree. Thus, a majority of respondents stated that the quality of life would not dramatically improve, but over 50% stated they were likely to be winners in a globalized world.

Respondents' attitudes toward social movements is one way of capturing attitudes towards the socio-cultural process as many social movements draw support from individuals at both a local and global level. Association or identification with these different groups is not territorially defined and it is possible, therefore, to conceptualize that interest groups act at a global level and can contribute to the social and cultural elements in a globalized world.

When asked about human rights advocates. environmentalists and feminist groups. there was overwhelming approval of both human rights advocates (72.2% of respondents approved or strongly approved) and of environmentalists (61.0% approved or strongly approved). When asked about feminists there was almost a tie between those that approved or strongly approved (41.0%) and those that neither approved nor disapproved (40.3%). Overall. respondents felt positively towards these three social movements. A positive orientation towards social movements may indicate a positive attitude towards a greater socio-cultural process of globalization.

Another way to test respondents' attitudes towards global social and cultural issues was to ask them to rank personal and community priorities. The priorities listed in the survey were comprised from a list of local concerns and a list of international or global concerns. Respondents were asked to choose only five priorities from a list of nine issues and then rank them in importance where one equaled the greatest importance. Respondents were given two lists with the same issues and asked to rank these issues from a personal perspective first and then from a community perspective second. When respondents were asked to rank personal and community priorities. they ranked the environment in the top five concerns both personally and within their community.[40] This global social movement particularly resonated with respondents and was superceded by only the priority of job creation and the local economy. Of those respondents who ranked the priority of the environment in their top five concerns. 68.5% stated the environment was in their top three personal priorities and 61.5% stated it was in the top three of their

[39] These two first questions were discussed at the beginning of this chapter under the demographic profiles of respondents.
[40] These priorities are in part derived from a Community Needs Assessment done by the Advisory Group: A Division of Telus Marketing Services. 1999. The other priorities. namely environmental issues. women's issues. human rights issues. immigration to Canada and Aboriginal issues are taken from the literature on globalization. These issues and concerns are seen as part of the socio/cultural process of globalization. Not only does this question tap local identity and community attachment. but also it attempts

perceptions of a community priority. Thus respondents appeared to blend local and global issues as both being important priorities. This interesting finding suggests that for respondents in the Columbia Valley, the global concern over the environment has local saliency. This is one example where the global and local intersect and where individuals think globally but act locally.

In order to create the socio-cultural index, six statements were listed. Respondents were asked to indicate how strongly they agreed or disagreed with each statement.[91] The statements were:

1. People need to think globally and act locally.

2. Canada must be open to everyone who wants to immigrate here.

3. Despite what everyone says, the world really is not all that interconnected.

4. It is important to seek as many different cultural experiences as possible.

5. Globalization will increase the gap between the rich and the poor.

6. We have gone too far in pushing equal rights.

Respondents' attitudes towards each statement are summarized in Table 3.16.

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to see how an individual ranks global concerns and how these concerns are prioritized within their community.

[91] Again, respondents were given a five-point scale that ranged from strongly disagree through strongly agree.

Table 3.16: Frequency Distribution of Respondents to Socio-Cultural Questions

	STRONGLY DISAGREE		DISAGREE		NEUTRAL		AGREE		STRONGLY AGREE		TOTAL
	Freq.	Valid %	Freq.	Valid %	Freq.	Valid %	Freq.	Valid %	Freq.	Valid %	
1.	4	1.4	25	8.7	70	24.2	145	50.2	45	15.6	289
2.	108	37.5	128	44.4	28	9.7	19	6.6	5	1.7	288
3.	33	11.5	112	38.9	53	18.4	80	27.8	10	3.5	288
4.	4	1.4	12	4.2	66	22.9	149	51.7	57	19.8	288
5.	12	4.2	80	27.9	104	36.2	64	22.3	27	9.4	287
6.	29	10.1	94	32.8	70	24.4	65	22.6	29	10.1	287

To summarize. 65.8% of respondents agreed that people need to think globally but act locally and 71.5% agreed or strongly agreed with the importance of seeking varied cultural experiences. Overall. 50.4% of respondents disagreed or strongly disagreed with the statement that the world is not interconnected but interestingly. although respondents felt the world is interconnected. 81.9% disagreed or strongly disagreed that Canada should be open to those who want to immigrate to this country. When respondents were asked whether globalization would increase the gap between the rich and the poor. 32.1% disagreed or strongly disagreed that an increase would occur. while 36.2% were neutral on the issue. Finally. 42.9% of respondents disagreed or strongly disagreed that we have gone too far in pushing equal rights. while 24.4% stated they were neutral on this issue. Thus. with the exception of attitudes towards immigration into Canada. respondents' appeared willing to acknowledge a larger global culture shaped by interconnectedness. equality and many different cultures.

When the intercorrelation between the six questions was examined. the six were indeed correlated. but there was a moderately weak relationship between them. When question five "Globalization will increase the gap between the rich and the poor" was

removed from the correlation. the reliability increases to 0.58.[92] Table 3.17 details the

five remaining questions and reliability statistics for the socio-cultural index.

Table 3.17: Correlation of Socio-Cultural Questions

	1.	2.	3.	4.	6.
1.	1.0				
2.	.17*	1.0			
3.	.10	.10	1.0		
4.	.23*	.22*	.18*	1.0	
6.	.20*	.31*	.28*	.36*	1.0

correlation significant at the 0.05 level
standardized item alpha = .58

The socio-cultural index was computed by adding the questions together to get a

range of five through twenty-five. The index was then recoded into a dichotomous

variable where respondents were placed into positive or negative attitude towards the

socio-cultural process of globalization.[93] Table 3.18 shows that 53.8% of respondents

had positive attitudes while 46.2% had negative attitudes towards this process. This split

in respondents' opinions indicates the difficulty in capturing the essence of this process

of globalization.   While the overall intent of these questions was to tap general

perceptions of attitudes towards the socio-cultural process of globalization. this emerging

global consciousness proved difficult to capture. However. it is thought that this process

is closely linked to the economic and technological processes of globalization and it is

being shaped by global citizens who are increasingly participating in a global world.

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[92] Cronbach's alpha increases from .51 to .58 with the removal of question five.
[93] A value between 8 and 15 was recoded as opposed. 16 through 25 was recoded as being in agreement
with the socio-cultural process of globalization. Therefore. respondents who were opposed or neutral to the
five question were grouped into opposing the social and cultural process of globalization. while those
respondents who stated either neutrality plus agreement to the five questions were coded as supporters of
the socio-cultural process.

Table 3.18: Socio-Cultural Index of Globalization

	FREQUENCY	VALID PERCENT %
Disagree	132	46.2
Agree	154	53.8
Total:	286	100.0

Globalization is conceived of a blend of each of these three processes discussed in this chapter. The indices. based on the three processes. examine respondents' attitudes and behaviours in relation to globalization. The question remains. however. as to the degree of correlation among these three processes. If the processes are interrelated. do they remain when specific controls such as age and income are introduced? In addition. what is the relationship between these processes of globalization and their effects on respondents' sense of political identity and community? In other words. is the glocalism hypothesis supported by the data collected?

It is possible to think of examples in almost every facet of life where globalization is having a degree of effect. These effects are in part due to the depth and growing breadth of the processes of globalization. Taken together, these individual processes create the phenomenon of globalization. Engaging with these processes may alter perceptions of the world we live in by creating new identities or reprioritizing old identities. The focus of this chapter is first, to examine the interrelationship between the three processes of globalization and second, to examine the effect of globalization on political identity and sense of community.

As illustrated in the previous chapter, respondents appeared to engage in a globalized world. Their attitudes and opinions towards the internationalization of the economy and the socio-cultural process of globalization were such that 87.7% of respondents agreed with the internationalization of the economy and 53.8% of respondents had a positive attitude towards a social and cultural element of globalization. Not only were respondents' attitudes being shaped by globalization, but their behaviours were as well. In particular, their willingness to engage in technology use, both at home and at work, was apparent as 70.9% of respondents used modern communication technology in their homes and 61.4% of respondents used these modes of technology at work. Moreover, if Internet use and e-mail are individually examined, 54.9% of respondents had in fact used the Internet and 48.1% had checked their e-mail through the Internet (see Table 3.8). The interesting question, however, is how these three processes are interrelated and how these relationships changed among different sub-groups of respondents.

Globalization – Processes Intertwined

Table 4.1: Three Processes of Globalization Pearson Correlation Matrix

	TECHNOLOGY WORK	TECHNOLOGY HOME	ECONOMIC	SOCIO-CULTURAL
Technology work	1.0			
Technology home	.45*	1.0		
Economic	.04	.00	1.0	
Socio-cultural	.23*	.16*	.33*	1.0

* Correlation significant at the 0.05 level
Pearson's r correlation

As Table 4.1 illustrates, there is some degree of significant intercorrelation among the three processes of globalization. The strongest correlation existed between respondents' home and work technology use. Technology use at work is more strongly correlated to the socio-cultural process than is technology use at home. As well, technology use (either at home or work) is not significantly correlated to the economic process of globalization. The socio-cultural process is moderately correlated to the other processes of globalization and is strongly correlated with the economic process. It appears that among respondents there was a strong correlation between attitudes towards a global social and cultural consciousness and the attitudes towards the internationalization of the economy.

When respondents were broken into sub-groups the intercorrelations among the three processes of globalization varied in strength, but not in significance (with the exception of the economic process). When only full time residents were examined, the correlational strength between the three processes weakened somewhat, with the exception of the correlation between technology use at home and the socio-cultural

process (.21 from .16 in the overall sample). As well. the relationship between the attitudinal indices of globalization (economic and socio-cultural) became insignificant. This also holds for seasonal and weekend residents. The relationship between technology use at work and the socio-cultural process increased in correlational strength from a moderate to a strong correlation (.23 to .31).

Among male and female respondents. there were some interesting variations. For men. the correlation between technology use at home and work was very strong (.48). As well. all three processes of globalization were significantly albeit moderately correlated. with the exception of technology use and the economic process of globalization. This meant that among men there was a positive correlation between both their attitudes towards the socio-cultural process and technology use and their attitudes towards the economy. Among female respondents. the only significant correlations were between technology use at work and home (.35) and among technology use at work and the socio-cultural process (.21). Thus. there was a weaker correlation between technology use at home and at work among female respondents and there was a significant correlation between the economic and socio-cultural process of globalization among male respondents only.

Among respondents with varied educational levels. the only consistently significant correlation was between technology use at work and at home. The higher the level of education. the weaker was the correlation between the two processes. For example. among respondents with a low level of education. there was a significantly strong correlation of .42. Among those respondents who were highly educated the correlation decreased in strength to .29. The relationship between technology use at work and the socio-cultural process was only significant among respondents with a medium level of education (.40). Thus. regardless of the level of education. there was a

significant relationship between technology use at work and at home. while the interrelationships between the other processes proved to be insignificant.

When income levels were examined. there were some interesting findings. For example. among low-income respondents there was an exceptionally strong correlation between technology use at home and at work (.52) and a strong correlation between technology use at home and the socio-cultural process (.27). This is an interesting deviation from technology use at work acting as a better predictor in all other instances. As well. there was an inverse relationship between technology use at home and the economic process of globalization among respondents with a moderate income (-.20). Yet. within this same sub-group there was a positive correlation between technology use at work and the socio-cultural process. which was similar to the other findings. One possible interpretation may be that with greater technology use at home. respondents were less willing to support the internationalization of the economy. yet the greater technology use at work. the more middle income respondents supported the socio-cultural process of globalization.

This finding could be linked to levels of education and types of employment. The internationalization of the economy favours certain industries and occupations over others and perhaps the opposition among respondents in regards to international economic flows is related to employment in primary industries such as logging and mining in conjunction with low levels of education. Among young respondents. there was no correlation between technology use and economic processes. The only significant correlation existed between technology use at work and the socio-cultural process (.30). Among middle and old aged respondents. this correlation disappears. Instead. the only significant correlation is between work and home technology use and the correlational strength increases as age does (.34 for middle aged and .39 for old age).

When the ideological orientation of respondents was examined. two relationships appeared.[34] The further to the right a respondent fell (on an ideological scale that ranged from zero to one hundred where zero equaled left and one hundred equaled right) the stronger the intercorrelation between technology use at home and at work. While there was a strong correlation between technology use overall. there was a marked difference in correlational strength (.37 among those considered on the 'left'. .38 among those in the 'center' and .46 among those on the 'right'). As well. the further left a respondent was the stronger the correlation between technology use at work and attitudes towards the socio-cultural process of globalization. However. among respondents on the right. there was a moderate correlation between technology use at work and at home with the socio-cultural process (.21 and .20 respectively). This could be linked to the strong correlation between technology use at work and at home among respondents on the right.

So. what does this all mean? One of the most discernable patterns to emerge among the three processes of globalization is the significant relationship between technology use at home and at work. This relationship was the most consistent among sub-groups of respondents and was for the most part was strongly correlated. The second pattern was the relationship between technology use at work and positive attitudes towards the socio-cultural process of globalization. Although this relationship was not continuously significant among the different groupings of respondents. there was a definite relationship between these two processes. Finally. the relationship between attitudes towards the economy and the other two main processes was the least correlated.

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[34] In order to gather this information respondents were asked. "In political matters. people often speak of left and right. Theoretically. a person on the left seeks to use government intervention to end inequalities and exploitation of the capitalist system. A person on the right seeks to reduce the role of the state to a minimum and allow capitalistic market forces to determine the distribution of power and wealth. If you were to place yourself on this left-right scale. where would you fall?" Respondents chose to place an X along a line that was one hundred dashes long and where left was at one end and right was at the other. See question D5 of the survey. This theoretical definition was taken from Rand Dyck. Canadian Politics: Critical Approaches (Scarborough: Nelson Canada. 1993) : 289 – 290.

In only a few instances did a significant correlation occur among the sub-groups of respondents.

Overall then, there were several relationships occurring among respondents in regards to the processes of globalization. The attitudes, behaviours and actions among respondents regarding globalization have been discussed. The interrelationships among the three processes have also been examined to reveal varying strengths of correlations between the three processes among sub-groups of respondents. Let us now turn to the examination of the effect of globalization on respondents' sense of political identity and sense of political community.

Identity and Community

The intent of this research is to not only examine the processes of globalization but to examine the impact of globalization on rural identities and on respondents' sense of political community. The importance of the "local" was examined through an understanding of identity and community.

One rudimentary way to begin analyzing respondents' attitudes towards the local juxtaposed to the province, nation and global community in which respondents lived was to examine newspaper readership. The two main local or regional newspapers for respondents in the Columbia Valley are the *Valley Echo* and the *Kootenay Weekly*. Newspapers that focused on events within the province were the *Calgary Herald* and the *Calgary Sun*, the *Vancouver Province* and the *Vancouver Sun*. National papers included the *Globe and Mail* and the *National Post* and the *New York Times* was included to represent a newspaper that covered international and global events. Table 4.2 illustrates the readership of these papers among respondents.

Table 4.2: Newspaper Readership

NEWSPAPER	YES (VALID %)	NO (VALID %)
The Valley Echo	88.8	11.2
Kootenay Weekly	50.2	49.8
Calgary Herald	39.7	60.3
Calgary Sun	24.1	75.9
Vancouver Province	2.7	97.3
Vancouver Sun	4.4	95.6
Globe and Mail	17.3	82.7
National Post	6.8	93.2
New York Times	1.0	99.0

The Valley Echo is clearly the most widely read newspaper among respondents. This locally focused newspaper is published once a week and is available on-line and in hard copy. As the newspapers expand in their news reporting focus, the readership levels continuously declined to the point where only 1.0% or three respondents read the New York Times on a regular basis. Thus, a majority of respondents read newspapers with a focus on current events and issues pertaining to their community, while fewer respondents read papers with a broader news reporting focus.

To pursue a greater understanding of respondents' interests in local, provincial, national and international affairs, they were asked to indicate levels of interest based on a seven point scale where one equaled 'pay little attention', four equaled 'moderate concern' and seven equaled 'major concern'. Responses were recoded into little, moderate, or major concerns and the results are listed in Table 4.3.[45]

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[45] A value of one or two was recoded into 'little concern', a value of three to five was recoded as a 'moderate concern' and a value of six or seven was recoded into 'major concern'.

Table 4.3: Interest in Local, Provincial, National and International Affairs

	INTERNATIONAL AFFAIRS (VALID %)	NATIONAL AFFAIRS (VALID %)	PROVINCIAL AFFAIRS (VALID %)	LOCAL AFFAIRS (VALID %)
Little concern	8.8	5.1	3.7	3.7
Moderate concern	63.1	53.2	47.8	43.7
Major concern	28.1	41.7	48.5	52.5

A majority of respondents (52.5%) stated that they were highly interested in local affairs, while their interest in provincial, national and international affairs waned to moderate concern. There is, however, a moderately strong interest in affairs beyond the local place with close to 50% of respondents maintaining a moderate interest over affairs outside of the Columbia Valley.

Thus, respondents stated that the Columbia Valley and the events that happen within it were of concern. However, how did their attitudes and behaviours align with the importance they place on the local? How did they identify with the Columbia Valley? Do they participate in their community and have a strong sense of attachment to it?

Tapping this sense of a local identity centered on the establishment of the Columbia Valley as the local place, the identification of a local identity through attitudinal and interest statements and an index of civic attachment. Through an examination of respondents' opinions and activities in the community, it was possible to measure the levels of civic engagement and attachment to the Columbia Valley.

Community Attachment

In order to understand the importance of the Columbia Valley, respondents were asked, "If you were offered a similar job in Castlegar, British Columbia to the one you

have now. how quickly would you agree to take the job and leave the Columbia Valley?"

and. "If you were offered a similar job in Sandpoint. Idaho. to the one you have now.

how quickly would you agree to take the job and leave the Columbia Valley?"[96] These

alternate locations were chosen based on their similarity in size and close proximity

within British Columbia and Idaho. The question compares the importance of a

respondent's community in the Columbia Valley to that of an alternate community within

the same province and country and to that of an alternate community located in an

alternate state and country. The results are highlighted in Table 4.4a and 4.4b.

Table 4.4a: Attachment to Columbia Valley vs. Castlegar

	FREQUENCY	VALID PERCENT %
In a second	3	1.2
After minimum consideration	11	4.3
After lengthy consideration	35	13.7
Decline the offer	206	80.8
Total	255	100.0

Respondents overwhelmingly stated (80.8%) that they would decline the offer to

relocate in another town within British Columbia. As well. 69.1% stated they would

decline the offer to live in a similar community in the United States. Therefore. there

were high levels of attachment to the Columbia Valley among a majority of respondents.

Respondents appeared to not be tempted by the prospects of living in a similar

community in the USA or in central British Columbia.[97]

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[96] Respondents could choose from the following responses: in a second. after minimum consideration. after a lengthy period of consideration. or would decline the offer.

[97] Slight variations occur among respondents who were employed. unemployed. or retired. For example. 83.3% of respondents who were currently employed declined the offer to relocate to Castlegar and 67.6% declined to relocate to Sandpoint. Similarly. for those respondents who were retired. 81.0% and 77.5% would have declined the offer to relocate to either Castlegar or Sandpoint. However. among those respondents who were unemployed. while 37.5% respondents would decline the offer for Castlegar and 50.0% of respondents would decline the offer to relocate to Sandpoint. an equal amount (37.5%) would relocate to either Castlegar or Sandpoint with minimum consideration.

Table 4.4b: Attachment to Columbia Valley vs. Sandpoint, Idaho

	FREQUENCY	VALID PERCENT %
In a second	11	4.4
After minimum consideration	15	6.0
After lengthy consideration	51	20.5
Decline the offer	172	69.1
Total	249	100.0

Measuring community attachment was also accomplished through a question that tapped civic engagement in the community. Respondents were asked to indicate, from the list below, what organizations they belonged to. They were coded a zero if there was no involvement or a one if they belonged to a particular organization. Organizations were categorized into the following:

- Theatre, music groups
- Fraternal groups
- Athletic teams, sport organizations
- Town committees
- Service Clubs
- Women's groups

- National organizations
- Public library
- Support groups
- Youth groups
- Environmental Organizations
- Chamber of Commerce[98]

An index was formed that indicated that 19.7% of respondents do not belong to any community organization. Yet, 69.7% of respondents belonged to at least one and maybe up to three community organizations.[99]

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[98] These categories are based on a listing of Community Resources in Invermere and Area from a Community Profile constructed by the Columbia Valley Chamber of Commerce.
[99] In order to create this civic engagement index a respondent was given a value of one for each organization they participated in and a zero for the organization they were not involved in. The index was computed by adding these groups together.

This sense of community or sense of the local was further investigated through a ranking of four statements that queried opinions of the Columbia Valley. Respondents indicated on a five-point scale how they felt about the following statements:

1. The Columbia Valley is an excellent place to raise a family.

2. I am so satisfied with life in the Columbia Valley that I don't concern myself with what is happening in the rest of the country.

3. Life in the Columbia Valley can be boring and dull at times.

4. Attending community events is not important to me.[100]

Responses to question four reinforced that respondents are involved in their communities: 59.5% of respondents stated it was important to them to attend community events, while 28.9% stated they were neutral towards attending. As for the other three statements, 62.7% of respondents strongly disagreed or disagreed that the Columbia Valley could be boring and dull at times, while an overwhelming number of respondents stated the Columbia Valley was an excellent place to raise a family (82.0%). Moreover, 81.0% strongly disagreed or disagreed with the following statement: "I am so satisfied with life in the Columbia Valley that I don't concern myself with what is happening in the rest of the country." While there appears to be an attachment to the Columbia Valley as the local place, this appears to not denigrate from a need to remain current on outside events, perhaps even on a global scale. Nevertheless, this does not preclude the primary focus on events and affairs within the Columbia Valley.

A respondent's attitude towards the local is shaped by their attitude towards the municipal government. Governments play a large role in the promotion of community

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[100] See Carey Hill "New Technologies and Territorial Identities in Western Canada." MA thesis, University of Calgary, 1998.

and identity within a specific geographical unit. Although this role at the national level may be diminishing with the advent of globalization, the hypothesis of glocalism posits there will be an increasing role for local governments in shaping attitudes towards community and political identity.

The final section of the survey explored attitudes towards local, provincial, national and international government. This exploration was comprised of five questions. The first tapped levels of confidence in various levels of government, based on a scale from zero through ten where zero equals no confidence and ten equals a high degree of confidence. Respondents were asked to indicate confidence in their current municipal government, their current provincial NDP government, the current federal Liberal government and international organizations such as the United Nations. This data is summarized in Table 4.5.

Table 4.5: Confidence in Various Levels of Government

	MUNICIPAL VALID %	PROVINCIAL VALID %	NATIONAL VALID %	INTERNATIONAL VALID %
No confidence	8.3	47.0	15.2	8.9
Low confidence	20.7	38.4	34.4	31.7
Neutral	19.9	7.5	18.1	24.6
Moderate confidence	50.4	7.1	31.9	34.2
High confidence	0.7	0	0.4	0.7

Almost one half of respondents stated a moderate level of confidence in their municipal government, while 85.4% of respondents stated either no or low levels of confidence in their provincial government. Confidence in national and international levels of governance was mixed with approximately one third of respondents reporting low levels of confidence in their national governments and one third stating moderate

levels of confidence. At the international level of government. respondents were again split on their confidence levels: 34.2% of respondents felt moderate levels of confidence in international organizations such as the United Nations. The point to be made. however. is that respondents have the greatest confidence in their local government. low levels of confidence in the national government and the lowest levels of confidence in their provincial government.[101] The second question focused on the amount of influence respondents felt they had over local government decisions.[102] A large majority of respondents (78.9%) stated they had either a lot. or a moderate amount of influence over local government decisions. thus indicating not only do they have high levels of confidence but also strong feelings of efficacy in their local government. These attitudes towards their municipal level of government may strengthen their attachment to the local and to their community.

Respondents were finally asked to rank how strongly they identified with several different political identities. They were asked to rank on a scale of one to five. where five equaled close ties and one equaled no ties. how closely they identified with the Columbia Valley. British Columbia. Western Canada. Canada. North America and the global community. When asked about each individual identity. 46.3% of respondents stated they had close ties to the Columbia Valley. compared to 39.9% of respondents who stated close ties to Canada. 32.6% for Western Canada. 26.6% for British Columbia. 14.3% for North America and 7.0% stated close ties to the global community.

Respondents were also asked to choose from a list the identity that was the most important to them. This forced respondents to rank their identities and allowed for

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[101] This degree of confidence in the three levels of government may be shaped by geographic proximity. but it may also be marked by political scandals that have occurred in BC in the past several years.

[102] The question specifically reads: "How much influence do you think people like you can have over local government decisions?" Respondents were able to indicate whether they feel they have a lot of influence. a moderate amount of influence. none at all or do not know.

interpretation of overlapping. hierarchical and prominent identities. The results are listed

in Table 4.6.

Table 4.6: Most Important Political Identity

	FREQUENCY	VALID PERCENT %
Columbia Valley	103	35.3
Canada	82	28.1
Western Canada	48	16.4
British Columbia	38	13.0
Global community	14	4.8
North America	7	2.4

As Table 4.6 illustrates. the results were very similar when respondents were

asked to choose their most important identity. The only variation in ranking occurred

between the global community and North America and may be attributed. in part. to

respondents' neutrality in regards to these two identities as 37.1% and 40.4% of

respondents ranked North America and the global community as a three on a five point

scale.

The mean scores of each individual identity ranking support that respondents

identified with or had close ties to the local identity over all others.[103] It is clear from

Table 4.7 that on average respondents ranked their ties to the Columbia Valley as their

strongest identity. followed by ties to Canada. Western Canada. British Columbia. North

America and the global community.

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[103] The mean score was calculated by taking the average score. on a one to five point scale. from all
respondents who answered the questions on political identity.

**Table 4.7: Mean Scores for Various Political Identities**

POLITICAL IDENTITY	MEAN
Columbia Valley	4.16
Canada	4.03
Western Canada	3.84
British Columbia	3.70
North America	3.23
Global Community	2.85

Thus. respondents have a well-established identification with the Columbia Valley. Their attitudes and behaviours. combined with a high sense of efficacy and confidence in municipal government. all indicate that respondents highly value the local and have a strong sense of place. The next question to be addressed is. therefore. what happens to these attitudes. behaviours and sense of place once individuals engage in a globalized world?

Glocalism – Sense of the Local in a Globalized World

Previous discussion has included a theoretical discussion of globalization. identity and community. From the data presented. respondents in the Columbia Valley possess attitudes. opinions and behaviours that align them with the growing intensification of globalization. Respondents also have a strong identification to the Columbia Valley. This manifests in a strong belief in the ability of the municipal level of government and in a strong sense of local identity and community attachment. What has not yet been empirically examined is the glocalism hypothesis. How do individuals. who are engaging in globalization. feel about their local identity in comparison to their provincial. regional. national and international identity? Diagram 4.1 conceptualizes the glocalism hypothesis.

Figure 4.1: Glocalism Hypothesis
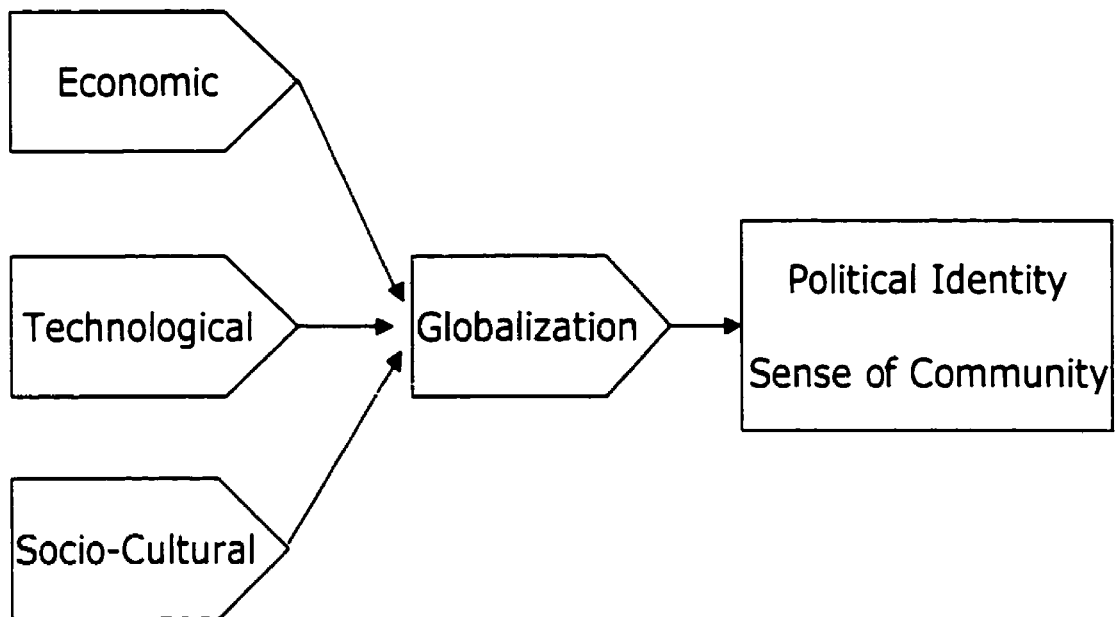
To gain a better understanding of the complexities of the three main processes of globalization. a series of questions were asked. As well. understanding the concepts of identity and community and respondents' attitudes towards these concepts required that several questions were posed. However. one question in the survey questionnaire focused the political identity debate. The question asked respondents to choose their most important community. Respondents were forced to choose only one primary identity after having the opportunity in the previous questions to think about their identification with each geographic identity.[104] The results are summarized in Table 4.6 and Table 4.7.

To begin the analysis of the glocalism hypothesis. the intercorrelations between the indices of globalization and the five place measures were examined. Of the four indices of globalization created. only two yielded significant correlations. There was a weak. positive correlation between technology use at home and ties to both North

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[104] See questions C6 and C7 in the survey questionnaire.

America (.13) and the global community (.15). There was also a negative correlation between respondents' use of technology at home and their ties to British Columbia (-.13). This infers the more a respondent utilized modern communication technology at home the weaker the ties to the province in which they resided.

The second significant relationship existed between the socio-cultural process and ties to Canada (.18). North America (.17) and the global community (.32). The strong correlation between the socio-cultural process and ties to the global community indicate that respondents' attitudes towards issues such as immigration. global interconnectedness. multicultural exposure and the right to equality helped to explain. to a certain degree. their identification to a larger. global community.

A better understanding of the glocalism hypothesis is captured through multiple regression. This allows for the simultaneous analysis of the four indices and their effect on each political identity. The findings are summarized in Table 4.8.

Table 4.8: Strength of Relationships between Globalization and Political Identity

	Columbia Valley	British Columbia	Western Canada	Canada	North America	Global Community
Home technology use	-.06	-.13*	.03	-.01	.13*	.15*
Work technology use	-.03	-.11	-.03	-.02	.02	.07
Economic	.11	.05	.12	.05	.08	.10
Socio-Cultural	.10	.10	.11	.18*	.17*	.32*
Multiple Regression	.11	.14	.12	.19	.20	.33

*Correlation significant at the 0.05 level
Pearson's r correlation

The correlations in Table 4.8 illustrate the greater explanatory power of the three processes of globalization as a whole versus the correlational strength of each index on its own. As well. a greater degree of variance is explained between ties to Canada. North America and the global community with the simultaneous analysis of all three processes. The data suggests that no single process of globalization is the best predictor of ties to political identity: rather the three processes taken together have the greatest explanatory power.[105]

What the data fails to support is the linkage between engaging in globalization and ties to the local community. It would appear there is little explanatory power in the processes of globalization explaining respondents' ties to the Columbia Valley. In part. the fact that respondents' had such an extraordinary attachment to the local place regardless of levels of engagement in the processes of globalization may contribute to the minimal explanatory power of engagement in globalization.

Attachment to the Canadian identity is partially explained by respondent's attitudes towards the socio-cultural process. Attitudes towards the issues of multiculturalism. equal rights. open immigration. interconnectedness among people and issues of rich and poor resonated with respondents in their identification to the national. North American and global identities.

The data presented foreshadow the beginnings of a group of people in a set of rural communities engaging in a global world through modern communication technology use. As well. the data portray that respondents' attitudes favour an economy dominated by international trade flows and the beginnings of a social and cultural global

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[105] The value of r in a multiple regression equation "indicates the degree to which variation in the dependent variable is associated with variations in the several independent variables taken simultaneously." Larry D. Schroeder et. al. Understanding Regression Analysis (London: Sage Publication. 1986) 33. The value of R squared (the coefficient of multiple determination) in each multiple regression analyses falls below 20% and is therefore considered poor and unacceptable. As the amount of variance explained is so low. a more detailed discussion of regression analyses is not included in this research.

consciousness. What the data does not suggest is that engaging in a globalized world has any significant effect on a respondent's sense of attachment to the local identity. which in the case of respondents in the Columbia Valley is extraordinarily high.

The theoretical literature on glocalism states the local identity will gain in importance as individuals engage in a globalized world. Globalization is thought of as a series of processes that form the larger whole of globalization. Engaging in modern forms of communication technology is conceived of as a portal through which individuals engage in a globalized world. The other two processes are the internationalization of the economy and an emerging socio-cultural process. Beyond tapping actual engagement with these two processes. measuring how individuals feel toward them is another way to capture how these processes of globalization affect individuals. These three processes form the phenomenon of globalization.

Understanding identity and community is one way to understand the local. Based on a geographical understanding of political identity and community. the intent of the survey questionnaire was to capture the importance of the local identity among respondents in relation to other political identities. Thus. once these two parts of glocalism were empirically examined it became possible to interpret the effect of engaging in a globalized world and its effect on the local identity.

The three main questions posed in the introductory chapter centred around the glocalism hypothesis:

- Are individuals engaging in the processes of globalization? Are they users of communication technologies? Do their attitudes. behaviours and actions coincide with the economic and socio-cultural processes of globalization?

- How do individuals feel about the local? Do they have a strong local identity and sense of civic attachment? How much efficacy and trust do they have in their governments at the local. provincial. national and international levels?

- Is there a relationship between the engagement in the processes of globalization and the importance associated with the local identity? Does the glocalism hypothesis hold in the Columbia Valley?

To briefly summarize the findings. respondents within the Columbia Valley were indeed engaging with the processes of globalization. Communications technologies. in particular the Internet and e-mail. were being used by close to half of respondents. The attitudes and opinions of respondents appeared to support the internationalization of the economy and also acknowledged the presence of a developing social and cultural dynamic of globalization.

Respondents also had a strong sense of the local. They had a strong sense of local identity and a strong sense of community attachment. As well. they had high levels of trust and efficacy regarding the municipal level of government juxtaposed to low levels for their provincial government and only moderate levels for the national government. They assert a sense of loyalty to the Columbia Valley. preferring to live there over other similar communities in population size. but varying in geographic setting. Of all other political identities. a greater percentage of respondents indicated identification to the Columbia Valley over a provincial. regional or even national identity.

There is little overall significance or power of explanation. however. between engaging in globalization and a causal effect on the importance of the local identity. Multiple regression analyses showed an inconclusive finding. although the combined analysis of the three processes of globalization did yield the greatest amount of explanatory power over the identification to political identities based on place. Therefore. it is impossible to reject the null hypothesis that states there is no relationship

between the forces of globalization and the hierarchical ordering of the local identity within a respondent's bundle of identities.

What the data do imply is as interesting as what they do not support. First is the fact that individuals living within the Columbia Valley are engaging with globalization. Technology use allows them to defy geographic isolation and participate in a global world. The theoretical literature that defines global cities in Canada as nodes of globalization may have overlooked the importance of rural areas.[106] It is not only individuals within these urban cities that can easily engage in globalization. Residents in the Columbia Valley can both travel to these global nodes, whether it be Calgary or Vancouver, and can use the Internet to engage in a globalized world.

The data does support the engagement with new communication technologies as a fundamental part of engaging with a globalized world. The actual use of the Internet and e-mail among respondents and the importance of technology stressed in the literature reinforce one another. While the data do indicate a significant percentage of respondents using communications technologies, it is important to note the percentage of respondents that do not engage in these modern technologies. On a larger scale, the available statistics also tell us that while there are 48 personal computers (PCs) per 100 people in Canada and over 40% of the Canadian population use the Internet, it still leaves a large percentage of citizens not wired to the global world. This highlights that only a minority of people are truly integrated into the global economy. Those that are unable to engage in globalization may find themselves more socially, economically, electronically and technologically disenfranchised.[107]

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[106] For examples see, Castells, 1996, 1991; Low, 1997;Courchene 1995, 1998; Kincaid 1995.
[107] Claire Shearman, "Communities, Networks, Creativity and Culture." Technology, Culture and Competitiveness: Change and the World Political Economy. Eds. Michael Talalay, Chris Farrands and Roger Tooze (Routledge: London, 1997) : 113.

Positive attitudes towards the other processes of globalization do not prove or disprove the theoretical literature. Adequately capturing a developing socio-cultural process not clearly defined in the literature is difficult and this was demonstrated in the data. As well, attitudes towards the internationalization of the economy were not correlated with communication technology. This contradicts the interrelationship between the two that is stressed in the literature.

The data findings do raise some interesting policy implications for local level municipalities in Canada. The generally positive attitude toward the local space among respondents in the Columbia Valley provides unique opportunities for the municipal government.[108] In an era where principles of subsidiarity and the devolution of powers from the national to provincial and from the provincial to the local level of government dominate, citizens are looking toward the local government to provide both new services and current services in new ways. As Horsman and Marshall note, globalization also reinforces a focus on the municipality:

> Lacking firm connections to the seat of economic decision making –
> increasingly supranational and in some cases global – citizens feel powerless
> to control the effects on their own lives of developments in the international
> economy. This results in citizens clamouring for immediate, tangible and full
> accountability from politicians...and ultimately, in a retreat to ever more local
> forms of political association, where at least the citizen can expect a ready
> response to his needs.[109]

Thus, there is an increased pressure on Canadian municipalities to provide for the needs of their citizens. While globalization contributes to these pressures, it also opens

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[108] A recent study that examined the social capital in both rural and non-rural areas in Canada found that social capital was more prevalent in rural areas. Rural Canadians belong to a wider array of organizations and regardless of other demographic factors, rural Canadians have a higher associational propensity. Rural people in Canada also have high levels of trust than elsewhere, with the exception of new immigrants and speakers of other language groups. See Jeff Dayton-Johnson. "What Does Social Cohesion Contribute to the Rural Economy? A Tale of Four Cities." Paper for the Canadian Employment Research Forum (CERF) Conference on Rural Urban Differences in Economic Development. Laurentian University, Sudbury Ontario September, 2000.

[109] Horseman and Marshall 181.

up new opportunities for municipalities. The linking of the global and the local allows

for both individuals and governments to engage in both spaces at the same time. Watson

summarizes the implications of this diminution of space:

> Local government will be needed to regulate local relations among
> people...and global government will be needed to oversee their global
> interactions...But there no longer will be a role for national governments in
> mediating among individuals who can not deal with one another directly...
> Between town hall and global assembly. who would need an Ottawa?[110]

This highlights two interesting policy issues. Globalization calls into question the

role of the nation-state as well as the role of local municipalities. It provides the

opportunity for local governments to engage globally. literally by-passing a partial

dependency on the national government. For municipalities in Western Canada and for

people in the Columbia Valley. this is an interesting proposition. For the local

government in Invermere. whose primary economic base is tourism. the local-global

dynamic to globalization opens many doors for increased economic development.

employment prospects and social and cultural enrichment.

The other issue raised by Watson is the role of the nation-state in a globalized

world. Historically. the nation-state provided territorial containers within which

individual identities and community belongings were formed. Globalization alters this

conception. It potentially adds to the choices of individuals in the identities they assume

and the communities they join. but there is still a place for the local identity and sense of

community within these containers. There remains a role for the nation-state. although it

may be a reconceptualized one.[111] For respondents in the Columbia Valley. there

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[110] Watson 214.

[111] For example. Elkins argues for the decoupling of nation and state to create a meaning of nation
associated with a people and or an ethnicity. He sees the state reinventing itself to fulfill public roles and
the creation of non-territorial institutions that will exist alongside nations at a global level. For example. he
states that supra-national communities and organizations. voluntary organizations. religious groups could
assume larger public roles. Elkins. Beyond Sovereignty 242 – 261. Judith Maxwell states that the new

remains a strong attachment to the national identity. To totally disregard a global order

based on nation-states is to misinterpret the potential of globalization.[112] As Kincaid

writes.

> Although market-based global integration under conditions of free trade
> encourages economic deregulation and political decentralization and
> increasingly requires regions and cities to fend for themselves against global
> competition. the rules needed to maintain this global integration also require
> national centralization for enforcement and thereby. the subversion of
> regional and municipal self-government.[113]

A redefinition of the nation-state in the Canadian circumstance raises the

immediate question of whether Canada would survive another attempt at

reconceptualization? Horsman and Marshall write that. "any solution will require ways

of managing the multiple links between and among the citizen. the state. regional and

international organizations and the global economy."[114] The long-standing political

history of Canada illustrates the past failures of conceiving of a Canada that everyone

identifies with.

As well. regional differences and ideological variations may threaten a weakened

nation-state in a globalized world. Or do they? It can also be argued that Canada's long

political history of accommodating difference and encouraging cultural diversity sets it

apart from other nations. As globalization intensifies and forces nation-states to evolve.

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constraints on public policy. including globalization and new technologies. creates the need for a new
balance between the state. the community and the individual. She foresees the building of new horizontal
coalitions with other agencies and vertical coalitions with governments and other public institutions
including social agencies. faith communities and community actors. See paper given to the Jewish Family
Services of Ottawa-Carleton Annual Meeting October 30. 2000 Canadian Policy Research Networks
www.cprn.org.

[112] For example. Watson maintains the continued existence of the nation-state for the simple fact of the
uncertainty involved if we did away with them. He also argues a need for the nation-state as they provide
"economic insurance". a certain degree of certainty and finally. he argues that those who run the nation-
state may not want to give them up. See Watson 251 – 254.

[113] John Kincaid. "Cities and Citizens in Flux: Global Consumer Integration and Local Civic
Fragmentation." North American Cities and the Global Economy. eds. Peter Karl Kresl and Gary Gappert.
Urban Affairs Annual Review 44 (Sage: London. 1995) : 81.

perhaps Canada will emerge as an innovative federal system that can meet the demands of individuals engaging in a globalized world. If the glocalism hypothesis proves correct there will be a decline in both provincial and national identities. as local communities increase in importance. Glocalism should promote an asymmetrical federal system that is more loosely knit.[115]

The findings present several other areas for further research. Although this thesis extends the glocalism hypothesis to rural areas and attempts to empirically examine the theories surrounding glocalism. it is only a starting point. Future methodological considerations include designing more internally consistent indices of the three processes of globalization. While the technological indices were internally reliable. the indices measuring the economic and socio-cultural processes were not adequately consistent. Different questions should to be developed to empirically capture what is occurring in the globalized world. As well. measures should be designed to understand the hierarchical ordering of political identities. As a psychological process. it is challenging to capture the degree of importance an individual associates with particular identities at any one given moment.

However. the methodological challenges encountered in this thesis project should not denigrate from the larger significance of the research. Individuals within the Columbia Valley face a unique opportunity with the intensification of globalization. Businesses. service organizations and local government agencies can expand their policy initiatives and strategies to market themselves on a global scale. Local governments enjoy the strong support of individuals within the Valley and can base the challenges of

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[114] See Horsman and Marshall 172.
[115] Roger Gibbins. Federalism in a Digital World. Presidential Address. Annual Meeting of the CPSA. July 2000 p.21. Currently. federal-municipal relations are minimized by a strong provincial presence. The provinces act as a intermediary in the distribution of funds to local governments and little money filters down to the municipal level. For a broader discussion on local-national governance see Roger Gibbins.

subsidiarity and devolution on this knowledge. Individuals can also take pride in the fact that there is such a strong sense of community in the Columbia Valley. This strong sense of identity and community may also be a drawing card to increase the population of the Columbia Valley. The Valley and the people within it may act as a drawing card for individuals who are seeking out the particular lifestyle found there.

For the researcher, this thesis work extends the literature and the empirical knowledge of the glocalism hypothesis. It also highlights the need for rural as well as urban analysis in Canadian politics. In a globalized and urbanized world, rural communities and identities may fall off the political and analytical landscape. It is important to not let this happen because it ignores part of the Canadian political construct. Moreover, with modern communication technology, people may work in urban centres to do their jobs, but may prefer to spend a large part of their time outside of these global hubs, in places such as the Columbia Valley. Therefore, it is necessary to include rural analysis in political research.

This thesis also raises several questions beyond the glocalism hypothesis. For example, how will globalization affect the local identity among individuals for whom this identity is already prominent? Will it simply accentuate an individual's notion of community to a greater degree? Can the processes of globalization be conceived of and empirically tested in alternate ways? Are there better ways to design the research methodology for such a task? Moreover, is it actually possible to empirically examine the globalization phenomenon?

In the next twenty years, local governments will increase in prominence in the Canadian political scene. With the intensification of globalization and the increasing interconnectedness of people on a global level our federal institutions based on

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Engaging Local Aspects of Multilevel Federal Governance. A background paper for the Roundtable on

territoriality may have to be re-examined. In reality. this may require a fundamental re-ordering of political space. such that non-territorial community formations exist alongside our traditional political institutions. The recognition of the local affecting the global and the global affecting the local will be an important lesson for Canadians. The saying "think globally. but act locally" may be an accurate prescription for individuals to succeed in the globalized world of the future.

local government International Cities.

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UNIVERSITY OF CALGARY

DEPARTMENT OF POLITICAL SCIENCE

October 4, 1999

Telephone: (403) 220-
Fax: (403) 282-4773

██████████
██████████████
R̄adium Hot Springs, BC   V0A 1M0

Dear ███████████

As a person who was born and raised in Invermere, I am keenly interested in changes that occur over time in the Columbia Valley. As part of my Master's thesis, through the University of Calgary, I am seeking a better understanding of how a rapidly changing world influences residents in the Columbia Valley.

These changes are said to be part of a larger phenomenon of globalization. This phenomenon includes developments in technology, an increase in international trade and social and cultural change. I am currently studying the impact of globalization on rural communities. This study provides residents of the Columbia Valley an opportunity to voice their experiences on how globalization influences their daily lives.

Your name has been selected at random from the local telephone directory. I realize your time is valuable, and have designed the survey to require no more than twenty minutes. By providing accurate responses, you will be helping to improve awareness about the effects of globalization on rural communities. If you choose to include your name and address, this information will be removed immediately upon return of the completed survey and all responses will be confidential. Your decision to complete and return this questionnaire will be interpreted as an indication of your consent to participate.

I ask that you return this survey in the self-addressed stamped envelope or by fax (403) 282 4773 by November 15, 1999. Research findings from this project will be released in the summer of 2000. Survey participants will be sent summary copies of the report, if requested.

Thank you for your participation in this survey. If you have any questions or concerns regarding the survey please feel free to contact me collect at 519 434 1273, or by e-mail kjharmsw@ucalgary.ca. If you wish to contact Dr. Gibbins, he can be reached at 403 264 9535 or rgibbins@cwf.ca.

Sincerely,

K. Harmsworth

Katherine Harmsworth
Master of Arts Student
Department of Political Science
University of Calgary

Dr. Roger Gibbins
Thesis Advisor
Professor of Political Science
University of Calgary

Globalization and Rural Communities Study:
Columbia Valley Survey – October 1999

This survey examines the impact of globalization on rural identities and sense of community. It is part of a University of Calgary Master of Arts thesis. Globalization refers to the multiple linkages and interconnections between the countries and societies which make up the modern world system. It describes the process by which events, decisions, and activities in one part of the world can come to have significant consequences for individuals and communities in quite distant parts of the globe.

The University of Calgary ethics committee has approved this survey. Responses are confidential, and will not be attributed to any one individual. The survey will require no more than 20 minutes of your time. By providing accurate responses, you will be helping to improve the awareness of how rural communities are affected by globalization.

Please return the survey by November 15, 1999 in the enclosed stamped, addressed envelope, or by fax at 403 282 4773.

Thank you for participating in this survey.

Section A: Community

This section examines your opinions and your activities in the community. Remember, there are no right or wrong answers. Please provide the response that best describes your experiences.

A1. In which town do you live? _____

A2. In regards to the Columbia Valley, are you a:

☐1 full time resident   ☐3 weekend resident

☐2 seasonal resident   ☐77 other (please specify): _____

A3. Have you lived for an extended time (i.e. more than two years) or attended school in areas other than your birthplace?

Lived elsewhere   ☐1 Yes   ☐2 No

Attended school elsewhere   ☐1 Yes   ☐2 No

A4. On the scale provided, please rate the following statements. Please circle appropriate number.

1. The Columbia Valley is an excellent place to raise a family.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

2. I am so satisfied with life in the Columbia Valley that I don't concern myself with what is happening in the rest of the country.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

3. Life in the Columbia Valley can be boring and dull at times.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

4. Attending community events is not important to me.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

A5. Which newspapers do you read on a regular basis?   Check ALL that apply.

☐ The Valley Echo   ☐ The Vancouver Province

☐ The Kootenay Weekly   ☐ The Vancouver Sun

☐ The Calgary Herald   ☐ National Post

☐ The Calgary Sun   ☐ New York Times

☐ The Globe and Mail   ☐ Other _____

A6. Which community organizations do you belong to? Check ALL that apply.

☐ Theatre, music groups   ☐ National organizations (i.e. Heart & Stroke, Cancer Association)

☐ Fraternal groups   ☐ Public Library

☐ Athletic teams, sport organizations   ☐ Support groups (i.e. Al-non, Family support group, Society for
                                   independent living)
☐ Town committees
                                   ☐ Youth groups (i.e. Big brothers and sisters, brownies,
☐ Service clubs (i.e. Rotary, Kinsmen, Royal Canadian Legion, Arts   scouts, youth drop-in center)
Council)
                                   ☐ Environmental organizations
☐ Women's groups

☐ Chamber of Commerce

Section B: Modern Technology

This section explores your use of new technologies.

B1. Thinking of all the places that you could use a computer, please check ALL of the places where you, yourself, have used
a computer in the past 12 months.

☐ Home   ☐ School, University, College   ☐ Other:_____

☐ Home-based business   ☐ A friend's house   ☐ Do not use

☐ Workplace outside of home   ☐ Library, community centre, other
                              public facility

B2. How often do you use the following: (a) at home (b) at work:
    (a) Home

E-mail	Fax machine	Laptop	Cell phone	Pager	Internet
☐₁ Daily	☐₁ Daily	☐₁ Daily	☐₁ Daily	☐₁ Daily	☐₁ Daily
☐₂ Weekly	☐₂ Weekly	☐₂ Weekly	☐₂ Weekly	☐₂ Weekly	☐₂ Weekly
☐₃ Monthly	☐₃ Monthly	☐₃ Monthly	☐₃ Monthly	☐₃ Monthly	☐₃ Monthly
☐₉ Never	☐₉ Never	☐₉ Never	☐₉ Never	☐₉ Never	☐₉ Never

    (b) Work

E-mail	Fax machine	Laptop	Cell phone	Pager	Internet
☐₁ Daily	☐₁ Daily	☐₁ Daily	☐₁ Daily	☐₁ Daily	☐₁ Daily
☐₂ Weekly	☐₂ Weekly	☐₂ Weekly	☐₂ Weekly	☐₂ Weekly	☐₂ Weekly
☐₃ Monthly	☐₃ Monthly	☐₃ Monthly	☐₃ Monthly	☐₃ Monthly	☐₃ Monthly
☐₉ Never	☐₉ Never	☐₉ Never	☐₉ Never	☐₉ Never	☐₉ Never

For the next question, please answer ONLY if you use the Internet.

B3. Which of the following activities do you do on the Internet: Please check ALL that apply.

☐ (a) download information   ☐ (d) check my e-mail   ☐ (g) buy products and services

    ☐ for my job   ☐ (e) view and update my website   ☐ (h) conduct research

    ☐ for my personal use   ☐ for my job or business   ☐ (i) other (please specify):

☐ (b) read newspapers and/or   ☐ for myself
magazines   ——————————
                     ☐ (f) obtain information on
☐ (c) entertainment – "surfing the   consumer products, real estate,
net"   travel etc.

Section C: Attitudes Toward Globalization

This section explores the attitudes and behaviours of individuals towards globalization.

C1a. How many times in the past twelve months have you traveled to Calgary?	C1b. How many times in the past twelve months have you traveled to Vancouver?	C1c. How many times in the past twelve months have you traveled outside of Canada?
————————	————————	————————

C2. When you think of the quality of life for the next generation, how do you expect it to be?

☐₁ Much better

☐₂ Somewhat better

☐₃ About the same

☐₄ Somewhat worse

☐₅ Much worse

C3. Globalization is likely to create both winners and losers. In your own case are you:

☐₁ Very likely to be a winner

☐₂ Likely to be a winner

☐₃ Likely to be a loser

☐₄ Very likely to be a loser

☐₅ Too early to tell

C4. Please indicate how strongly you agree or disagree with each of the following statements.

1. Canada must tie issues such as human rights to trade policy.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

2. Canadian companies and industries need to be exposed to global market competition.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

3. International trade does not create more jobs for Canadians.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

4. We cannot expect other countries to open their markets to our products if we are unwilling to open our markets to their products.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

C5. How would you describe your interest in international, federal, provincial and local affairs?

International affairs

1	2	3	4	5	6	7
Pay little attention		moderate concern			Major concern	

National affairs

1	2	3	4	5	6	7
Pay little attention		moderate concern			Major concern	

Provincial affairs

1	2	3	4	5	6	7
Pay little attention		moderate concern			Major concern	

Local Affairs

1	2	3	4	5	6	7
Pay little attention		moderate concern			Major concern	

C6. On a scale of one through five, where one equals no identification with or ties to and five equals very strong identification with or close ties to, rank how you relate to the following communities:

The Columbia Valley	1 No ties	2	3	4	5 Close ties
British Columbia	1 No ties	2	3	4	5 Close ties
Western Canada	1 No ties	2	3	4	5 Close ties
Canada	1 No ties	2	3	4	5 Close ties
North America	1 No ties	2	3	4 .	5 Close ties
The Global Community	1 No ties	2	3	` 4	5 Close ties

C7. Of the following communities, which one is most important to you? Choose only one.

The Columbia Valley ☐1 most important

British Columbia ☐2 most important

Western Canada ☐3 most important

Canada ☐4 most important

North America ☐5 most important

The global community ☐6 most important

C8. Please check your approval of the following:

Environmentalists	Human rights advocates	Feminists
☐1 strongly approve	☐1 strongly approve	☐1 strongly approve
☐2 approve	☐2 approve	☐2 approve
☐3 neither approve or disapprove	☐3 neither approve or disapprove	☐3 neither approve or disapprove
☐4 disapprove	☐4 disapprove	☐4 disapprove
☐5 strongly disapprove	☐5 strongly disapprove	☐5 strongly disapprove

C9a. If you were offered a similar job in Castlegar to the one you have now, how quickly would you agree to take the job and leave the Columbia Valley?

☐₁ in a second

☐₂ after minimum consideration

☐₃ after a lengthy period of consideration

☐₄ would decline the offer

C9b. If you were offered a similar job in Sandpoint, Idaho, to the one you have now, how quickly would you agree to take the job and leave the Columbia Valley?

☐₁ in a second

☐₂ after minimum consideration

☐₃ after a lengthy period of consideration

☐₄ would decline the offer

C10a. How important are the following priorities to you personally? Please rank ONLY FIVE ISSUES from one (1) to five (5), where one (1) is the most important.

Personal Priorities

_____Environment issues

_____Recreational Amenities

_____Strict regulations on development

_____Women's issues

_____Jobs and Local Economy

_____Human rights issues

_____Adequate affordable housing

_____Immigration to Canada

_____Aboriginal issues

C10b. How important are the following priorities for the community in which you live? Please rank ONLY FIVE ISSUES from one (1) to five (5), where one (1) is the most important.

Community Priorities

_____Environment issues

_____Recreational Amenities

_____Strict regulations on development

_____Women's issues

_____Jobs and Local Economy

_____Human rights issues

_____Adequate affordable housing

_____Immigration to Canada

_____Aboriginal issues

C11. Please indicate how strongly you agree or disagree with each of the following statements.

1. People need to think globally and act locally.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

2. Canada must be open to everyone who wants to immigrate here.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

3. Despite what everyone says, the world really is not all that interconnected.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

4. It is important to seek as many different cultural experiences as possible.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

5. Globalization will increase the gap between the rich and the poor.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

6. We have gone too far in pushing equal rights.

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

Section D: Government

This section explores the attitudes of individuals towards government.

D1. Please use the following scale to indicate how much confidence you have in different levels of government. Zero (0) means that you do not have any confidence and ten (10) means that you have a high degree of confidence.

0	1	2	3	4	5	6	7	8	9	10
no confidence					neutral					high degree of confidence

_____ Current municipal government

_____ Current NDP provincial government

_____ Current Liberal national government

_____ International government (i.e. United Nations)

D2. How much influence do you think people like you can have over local government decisions?

☐₁ A lot

☐₂ A moderate amount

☐₃ None at all

☐ₓₓ Don't know

D3. If a federal election were held today, which party would you vote for?

☐₁ Liberals

☐₂ Reform

☐₃ New Democrats

☐₄ PC

☐₅ Other

☐₆ Would not vote

☐ₓₓ Don't Know

D4. If a provincial election were held today, which party would you vote for?

☐₁ New Democrats

☐₂ Liberals

☐₃ Reform

☐₅ Other

☐₆ Would not vote

☐ₓₓ Don't Know

D5. In political matters, people often speak of left and right. Theoretically, a person on the left seeks to use government intervention to end inequalities and exploitation of the capitalist system. A person on the right seeks to reduce the role of the state to a minimum and allow capitalistic market forces to determine the distribution of power and wealth.

If you were to place yourself on this left-right scale, where would you fall? Mark with an X.

LEFT————————————————————————————————RIG H T

Section E: General Information

This section provides some general information about you. Remember that all responses are confidential.

E1. Are you: ☐1 Male ☐2 Female

E2. In what year were you born?
_____

E3. How would you describe your ethnicity? _____

E4. In regards to your employment status, which of the following describes your main activity?

☐1 Working at a job or business   ☐4 Retired   ☐7 Keeping house

☐2 Unemployed and looking for work   ☐5 Not in labour force

☐3 In school   ☐6 Both working and in school

E5. What is your occupation? _____

E6. What is the highest level or grade of education you have completed?

☐1 No schooling

☐2 Some elementary/junior high (grades 1-9)

☐3 Completed junior high

☐4 Some high school (grades 10-12)

☐5 Completed high school (grades 10-12)

☐6 Some college or technical institute/nursing

☐7 Completed college or technical institute

☐8 Some university

☐9 Completed university

☐10 Some graduate study

☐11 Completed a Master's or Ph.D.

E7. How many languages, other than English, do you speak? _____

E8. In which of the following categories would you place your family income (before taxes)?

☐1 Less than $30 000   ☐4 $51 000 to $60 000   ☐7 Between $80 000 and $150 000

☐2 $30 000 to $40 000   ☐5 $61 000 to $70 000   ☐8 Over $150 000

☐3 $41 000 to $50 000   ☐6 $71 000 to $80 000

Section F: Contact Information

This section is optional. All data collected from participants will be accessible only to the primary investigator. Survey data will be securely stored for a five-year period.

A final report of this study will be available in the summer of 2000. If you would like to receive a summary of the report, complete the following:

Name: _____

Address: _____

_____

_____

There will also be interviews with interested individuals to discuss these issues further. Interviews will be held in January 2000. Would you be interested in participating in an interview?

☐ Yes   ☐ No

If you are interested in participating in an interview, please complete the following:

Telephone: _____

Fax: _____

E-mail: _____

Best time to be reached: _____

Thank you for completing the survey!

Please return the completed survey by November 16, 1999.

**Globalization and Rural Communities Study
C/O University of Calgary
2411 Westside Road
Invermere, British Columbia   V0A 1K0**

Fax: 403 282 4773

For more information, contact Katherine Harmsworth collect at 519 434 1273, or e-mail: kjharmsw@ucalgary.ca.

A stamped, addressed return envelope is provided with the survey for your convenience.

Dear Sir or Madam:

You may recall that a few weeks ago you were sent a survey for the GLOBALIZATION AND RURAL COMMUNITIES STUDY.

This note is a reminder that I am interested in your opinions and would ask that you return the completed survey at your earliest convenience. If you have already returned the questionnaire, please accept my sincere thanks. If not, please do it today.

I very much need your questionnaire if the results are to accurately represent the opinion and experiences of residents of the Columbia Valley.

If you have any questions please call me collect at 519 434 1273.

Thank you,

Katherine Harmsworth
Master of Arts Student
Department of Political Science
University of Calgary

COMMUNITY

Exploring globalization and its effect on the valley

submitted

Are residents in the Columbia Valley engaging in globalization? Are the forces of globalization affecting how people think of their identity and their sense of community? These are two central questions that researcher Katherine Harmsworth is trying to answer in her Master's thesis through the University of Calgary.

"The main constructs of globalization are categorized into three main processes: economic, technological, and cultural.

It is hypothesized that these processes are strengthening, deepening, and stretching and therefore, increasing the effects of globalization on individuals' lives. For example, the Canadian economy is now discussed in terms of the North American Free Trade Agreement (NAFTA) which spans Canada, USA, Mexico and countries in South America. Rapid developments in communication through the Internet, fax machine, email, and cell phones allow for almost instantaneous communication across the globe. There is also a massive increase in political groups that have effects on political processes at the local, national and global level," Harmsworth says.

"Globalization is often conceived of as a set of processes that connect people around the globe. This growing interconnectedness is linking issues in one area of the world to individuals in far away lands. Therefore, issues at the local level can have global ramifications and vice versa. Academics speak of this as a shrinking of space, such that geographical distances and territorial boundaries are diminishing in importance.

"For example, a person living in the Columbia Valley may have more in common with people who live in Australia and are left-handed; she may communicate and be involved to a greater extent with those people that she identifies with. Her sense of community and identity may have little to do with the geographical location in which she lives," she states.

Harmsworth chose the Columbia Valley as she was born and raised in Invermere. As such, she is interested in changes that occur over time in the valley.

She seeks a better understanding of how a rapidly changing world influences residents in the valley. In order to gather information, Harmsworth is sending out a survey to residents throughout the valley.

"By providing accurate responses residents will be helping to improve awareness of life in rural communities and how globalization affects the quality of rural life," she says.

The survey will be mailed out in the beginning of October and results of this study will be available in the New Year. For further information on this study please contact Katherine Harmsworth at 519-434-1273 or by email at kjharmsw@ucalgary.ca.

Globalization study seeks stories from volunteers

Do you surf the net on a regular basis? Are you very interested in international affairs? Do you seek out different cultural experiences? Do you feel people should think globally but act locally?

If you answer yes to any of these questions, you could be participating in the phenomenon known as globalization. This phenomenon includes developments in technology, an increase in international trade and social and cultural change. It also describes how events in one part of the world can have significant consequences for individuals and communities in distant parts of the planet.

How people in the Columbia Valley engage in globalization is a central question to a study being conducted by Katherine Harmsworth through the University of Calgary. This study focuses on how rural identities and sense of community are affected by the global forces. For example, do individuals believe that a local event shapes their lives to the greatest extent or is it a national or even an international event? Which level of political representation — local town council, provincial MLA, or federal MP — best represents their views? Are they involved in their community? Do they choose to live in the Columbia Valley because it is a great place to raise a family?

Many of these questions are asked in a survey mailed out to residents in the Columbia Valley in early October. This study is an opportunity for residents to voice their experiences on how globalization influences their daily lives.

The survey was mailed out the beginning of October and results will be available in the New Year. For further info, contact Harmsworth by telephone at 519 434 1273 or by e-mail at kjharmsw@ucalgary.ca.

TO JASPER

[93]

TO
VANCOUVER

GOLDEN

[1]

BANFF

[1]

SPILLIMACHEEN

CALGARY

BRISCO

[95]

EDGEWATER

[93]

WILMER

RADIUM
HOT SPRINGS

WINDERMERE

INVERMERE

PANORAMA

FAIRMONT
HOT SPRINGS

ELKFORD

[93][95]

CANAL
FLATS

SPARWOOD

KIMBERLEY

FORT
STEELE

CRANBROOK

FERNIE

MAP NOT
TO SCALE

[3][95]

TO
VANCOUVER

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WASHINGTON

IDAHO

MONTANA

CLIMATE

Climate in the Invermere area is
continental and semi-arid.

Average Temperatures:
January .... -9.3° Celsius
July .... 18.2° Celsius

Temperature ranges from:
-30° Celsius to 35° Celsius

Hours of Sunshine:
Annual Total .... 2,000 hours

Misc. Averages:
Frost-Free Period .... 128 days
Rainfall .... 241 cm
Snowfall .... 111 cm