

Toward Globalization: Construct Validation of Global Identity Scale in a Nigerian Sample

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Two studies examined the construct validity of the 10-item Global Identity Scale (GIS-10) developed by Türken & Rudmin (2013) in a Nigerian sample. The first study utilizes exploratory factor analysis (EFA), internal consistency analysis (Cronbach's alpha), divergent validity, and confirmatory factor analysis (CFA) to answer the research questions about the factorial validity and utility of the scale in a Nigerian sample ($n = 300$ undergraduates). The second study provided additional evidence for the internal consistency, concurrent, divergent, and predictive validity of the scale ($n = 90$ undergraduates). The results of Study 1 showed that two major factors emerged from factor loading (openness to culture and non-nationalism). The Cronbach's alpha(s) (total and sub factors) reached acceptable range and the CFA parameters: Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI) and Non-Normed Fit Index (NNFI) also reached acceptable ranges. Study 2 results provided evidence for concurrent, divergent, and predictive validity of the GIS-10 when correlated with openness to experience and pro-social personality. Discussion of the findings, includes their limitations, suggestions for further studies and implications.

Globalization is a multi-disciplinary construct which seeks a common denominator that could be shared across disciplines in the understanding and conceptualization of phenomena. Within management and social sciences, globalization is conceptualized in terms of increasing cross-border flows of goods, services, money, people, information, ideologies and culture (Held, Anthony, David & Jonathan, 1999). In other words, it involves the receding of geographical constraints and extension of relationships beyond borders that are economical, political, ideological and cultural in nature (Giddens, 1990; Waters, 2001). Ariely (2012) stated that globalization is a puzzling process that has contradictory effects on many aspects of individual's behaviours which cumulatively determine the

peaceful co-existence among the different societies. This may be because globalization involves a set of processes that do not follow linear logic (Held et al., 1999).

The tendency towards globalization has been powered by advances and innovations in transport systems and information communication technologies. These media of globalization are sometimes used by some interest groups to propagate or impose their extreme religious or political ideologies on others, thereby propagating religion-centrism, ethnocentrism, prejudice, terrorism, Islamophobia, xenophobia, genocide and even civil wars around the globe. Nevertheless, the fact remains that globalization, to succeed, requires mutual respect and the understanding that other people have the right to exist, and to practice what they believe. While globalization may have implications for the various fields of studies, Arnett (2002) suggested that its primary psychological influence is on the issues of identity formation or development.

Generally, identity is a sense felt by individuals or groups within themselves, or it is a distinctive characteristic that belongs to an individual or is shared by all members of a particular social category (Hogg & Abrams, 1988; Katzenstein, 1996; Kaur, 2014). Within psychology, identity is related to self-image, self-esteem, individuality and the totality of individual's self-construal (Weinreich, 1986). By implication, how an individual construes him or herself in the present draws from the past and may in turn determine how the individual construes him or herself or what he or she aspires to be in the future (Weinreich, 1986).

Although most psychological studies on identity were done in the area of social identity (Tajfel & Turner, 1979; Stets & Burke, 2000), Arnett (2002) pointed out that globalization is creating a meaningful impact on the identity formation of individuals, thus fostering a new perspective on identity as distinct from social identity. In this connection, Türken & Rudmin (2013) observed that the interest of scholars is shifting to understanding global identity. The global identity paradigm assumes that globalization creates new set of socio-historical conditions in which people across borders have more and more contact with each other and are exposed to the same global phenomena which they share simultaneously (Ariely, 2012; Fougère & Moulettes, 2007; Kaur, 2014). This in turn creating a driving force of social representations that make people from different cultures become more similar in their constellation of perceptions, cognitions, emotions and behaviors (Türken & Rudmin, 2013). The implication of global identity when it is fully formed or developed in an individual is that it may create a sense of self that transcends national boundaries without necessarily negating the importance of the domestic society (universalism)(Berry, Poortinga, Segall, & Dasen, 2002)

Some of the defining characteristics of global identity (according to Mlinar, 1992; Poche, 1992; Scholte, 1997 p. 6, Türken & Rudmin, 2013) include:

- a. Willingness to engage with the others
- b. Decentring of one's values, attitudes and beliefs
- c. Cultural openness and non-nationalism
- d. Transcendence of borders
- e. Social relations which are less tied to territorial frameworks.

Most of the countries in Africa are still overwhelmed with ethnocentrism, religion-centrism, prejudices, xenophobia, terrorism and civil war, all of which could be classified as going against the spirit of global identity outlined above. In this context, it is difficult for identities to strive beyond allegiance to one's social group. However, certain factors such as the mass migration of Africans to other continents due to economic crisis, increased international investment in Africa, the spread of western media and social networks, have had a profound impact on some people in Africa, who are arguably gradually developing a sense of global identity. It is assumed here that global identity can be a catalyst that could neutralize the manifestation of ethnocentrism, prejudice, xenophobia, terrorism, and religion-centrism, which are the banes of Africa instability. Thus, there is need for studies that will explore the possible psychological impacts of globalization with regard to the development of global identity and its link with other desirable (social) psychological outcomes.

To achieve this end, there is need for a valid and reliable instrument to measure global identity in an African context. Türken & Rudmin (2013) reviewed some of the instruments used in measuring global identity and noted that some of these scales did not really cover the concept of global identity. Thus they developed a Global Identity Scale (GIS) which contains 10 items with two factors which they termed cultural openness and non-nationalism. Sheehy-Skeffington (2013) in her commentary on the global identity scale, noted that the items in the scale were derived "from a grounded, multi-source exploration of the meaning of global identity and cosmopolitanism", but also noted some limitations of the scale. These limitations according to Sheehy-Skeffington (2013) included lack of evidence for criterion-related and divergent validity, specifically, evidence that the scale can predict outcomes of interest over and above related or more basic constructs. In addition, the GIS contains a conflation of substantive and method subdimensions, by the fact that all non-nationalism items are negatively-keyed and all openness to culture items are positively-keyed (Sheehy-Skeffington, 2013). Finally, there is scope for other important aspects of psychometric robustness of the scale to be assessed.

Considering the importance of global identity in understanding other desirable psychological constructs, the importance of reassessing the construct validity and reliability of the Türken & Rudmin (2013) global identity scale in a Nigerian sample becomes clear, so that a wider set of researchers who are interested in the issues that are

related to global identity can use the instrument in their research. Such research may include areas such as globalization and bicultural identities, identity confusion, self-selected cultures, sexual orientation (especially attitude towards transsexuals and homosexuals, which are major issue of concern in Africa), socialization processes, extremism, terrorism, nationalism, xenophobia, pro-social traits and other socio-economic, socio-cultural and psychosocial processes.

Two studies were conducted to attempt to fill this research need. The first study was conducted to provide evidence that the scale has good psychometric properties and acceptable confirmatory factor parameters in a Nigerian sample, a verification of its factorial structure that was missing from the scale's original introduction. The second study was conducted to test whether the scale has good criterion-related and divergent validity, as was suggested by Sheehy-Skeffington (2013). Thus the research will answer the following questions:

1. Will the two factors of the Global Identity Scale previously identified emerge in a Nigerian sample?
2. Will the internal consistency of the GIS reach acceptable parameters?
3. Will the factorial validity of the GIS replicate in a confirmatory factor analysis?
4. Will the GIS show adequate concurrent, divergent, and criterion-related validity, when assessed alongside with other constructs such as trait openness and pro-social traits (moral reasoning and self-report altruism)?

STUDY 1

Method

Participants

The participants numbering three hundred (300) were undergraduates of two public universities in Anambra State in south eastern Nigeria (Nnamdi Azikiwe University and Anambra State University). The average age of the participants was 22.40 and the standard deviation was 2.66. They included males 158 (57.7%) and females 142 (47.3%). All the participants were Igbos of South Eastern Nigeria.

Instruments

Global Identity Scale –10

This was developed by Türken & Rudmin (2013) to measure global identity. It contains 10 items of which five of the items measured global cultural openness: e.g. “I could live in other cultures than my own”; “I enjoy learning about different cultures”. The items under cultural openness are positively keyed. The other factor is labelled non-nationalism, and has five items: e.g. “One should first care for his/her nation than others”; “I feel intense pride when I think about my country”. The items are negatively keyed and are therefore reversed during scoring so that a uniform score can be obtained.

The scale has a six-point Likert response ranging from 1 = strongly agree, 2 = agree, 3 = slightly agree, 4 = slightly disagree 5 = disagree and 6 = strongly disagree. However, for the present study, scores were re coded so that 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree and 6 = strongly agree. Thus, a higher total score indicates higher global identity. The Cronbach’s alphas reported in the study of Türken & Rudmin (2013) are highlighted in Table 1, while those in the present study are reported in the Result section, below. Predictive validity showed that GIS-10 correlated negatively with social dominance orientation, $r = -.42$ and positively with majority integration efforts $r = .59$ (Türken & Rudmin, 2013).

Table1 : Cronbach’s alpha values obtained for the Global Identity Scale in Norway, Turkey and the U.S.A, as reported byTürken & Rudmin, 2013.

	Cronbach’s Alpha		
	Norway	Turkey	U.S.A
Openness to culture	.67	.66	.76
Non-nationalism	.78	.86	.85
Total GIS	.79	.81	.85

Ethnocentrism Scale

We used an instrument developed by Neuliep & McCroskay (1997),containing 22 items, of which 15 are scored (7 items are not included in the final scoring). Some of the items include “Lifestyles in other cultures are just as valid as those in my culture” (reversed), “Other cultures should try to be more like my culture”. The Cronbach’s alpha according to Neuliep (2002) was .92. The Cronbach’s alpha in the present study was .72.

Procedure

The students were given a consent form to complete, after which all those who agreed to participate in the study completed the paper and pencil version of both the Global Identity Scale and Ethnocentrism Scale. The setting was the lecture class room and it took an average of 4 minutes to fill the questionnaire. The Participants were told to read the instructions carefully before completing the questionnaire forms. The questionnaires were submitted immediately upon completion and the participants were debriefed and thanked for their participation.

Analyses

The design used to gather data for the study was cross-sectional survey design. The statistical analysis was conducted using SPSS and LISREL 8.80. The following parameters were assessed.

Exploratory Factor Analysis

The Kaiser-Meyer-Olkin (KMO) was used to assess whether or not the items have a compact enough pattern of inter-correlations such that they could be explained by a smaller number of factors, with values of 0.5 or above considered as adequate (Kaiser, 1974). In addition, the Bartlett Test was used to assess whether the variables are correlated highly enough to provide a reasonable basis for factor analysis, a significant result being desirable as it indicates that the items are not completely uncorrelated. The scree plot was used to determine the appropriate number of factors to extract. The maximum likelihood method of extraction and an oblique rotation were also employed. Internal consistency was assessed through Cronbach's alpha, whereby alpha values of .70 and above were considered acceptable (Schmitt, 1996).

Confirmatory Factor Analysis (CFA)

This was conducted with LISREL 8.80. The parameters and cut-offs include: Root Mean Sequence Error of Approximation (RMSEA) range <.050 to .080 (although RMSEA between .06 and .08 is considered poor, see Hu & Bentler, 1998). Comparative Fit Index (CFI), Non-Normed Fit Index (NNFI) and Incremental Fit Index (IFI), all of which sought a range of .90 to .99 (see Bentler, 1990).

Results & Discussion

The result for the exploratory factor analysis showed that the Kaiser-Meyer-Olkin(KMO) test to assess whether the items are appropriately intercorrelated as to form factors was adequate $KMO = .85$. The Bartlett test to assess whether the variables are correlated highly enough to provide a reasonable basis for factor analysis was significant at $p < 0.001$.

The scree plot showed that clearly two factors were extracted (see Figure 1). Also, the factor extraction showed that the items loaded (see Table 1) significantly onto the first two factors.

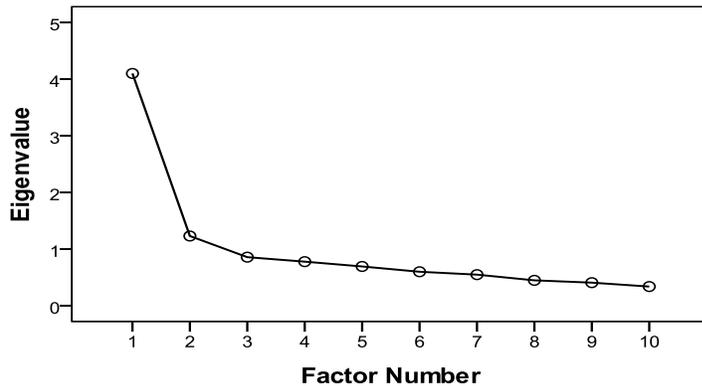


Figure 1: Scree plot for the two-factor solution following an exploratory factor analysis in Study 1.

Table 2: Item Loadings, following maximum likelihood extraction and oblique rotation in the exploratory factor analysis from Study 1.

Items	factor 1	factor 2
I consider myself more as a citizen of the world than a citizen of some nation	.55	.16
I could live in other cultures than my own	.54	.08
I identify with a world community	.52	.15
I enjoy learning about different cultures	.93	-.16
I like listening to music from different cultures	.65	-.03
* My own culture is the best in the whole world	.23	.33
* One should first care for his/her nation, then other	-.04	.62
* I feel intense pride when I think about my country	.00	.67
* I feel most connected to members of my own country	.21	.50
* My country is one of the best in the world	-.04	.71

*Negative keyed items that were reversed during scoring. Bold numbers indicate high loadings.

Table 3: Global Identity Scale Means (*M*), Standard Deviations (*SD*) and Item - Total Correlations(*ITC*) from Study 1.

Items	<i>M</i>	<i>SD</i>	<i>ITC</i>
I consider myself more as a citizen of the world than a citizen of some nation	3.83	1.69	.58
I could live in other cultures than my own	3.45	1.49	.52
I identify with a world community	4.04	1.33	.56
I enjoy learning about different cultures	4.44	1.42	.61
I like listening to music from different cultures	4.24	1.20	.51
* My own culture is the best in the whole world	3.48	1.44	.46
* One should first care for his/her nation, then others	3.22	1.53	.46
* I feel intense pride when I think about my country	3.35	1.22	.53
* I feel most connected to members of my own country	3.24	1.38	.57
* My country is one of the best in the world	3.26	1.46	.50

Table 4: Descriptive statistics for the GIS and its factors in Study 1, broken down by gender.

Factors	α	Male		Female	
		<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Openness to culture	.80	20.69	5.11	19.23	5.40
Non-nationalism	.75	16.71	5.09	16.35	4.81
Total GIS-10	.84	37.40	8.86	35.58	9.18

α = Cronbach's alpha.

Internal consistency

The total Cronbach's alpha for the 10-item scale was $\alpha = .84$. For the 5-item openness to culture factor, $\alpha = .80$, and for 5-item non-nationalism factor, $\alpha = .75$. All Cronbach's alphas thus reached the acceptable index of $\alpha > .70$, and the values of the item-total correlations were all above .30 (See Table 3).

Confirmatory Factor Analysis (CFA)

Table 5: Model fit for the one-factor and two-factor solutions from a confirmatory factor analysis (CFA) of the GIS items in Study 1.

Model	<i>NNFI</i>	<i>CFI</i>	<i>IFI</i>	<i>RMSEA</i>	<i>LLCI</i>	<i>ULCI</i>
One factor	.88	.91	.91	.12	.10	.13
Two factors	.95	.96	.96	.08	.06	.10

LLCI = Lower limit confidence interval of the RMSEA; *ULCI* = Upper limit confidence interval of the RMSEA.

Chi-square for one factor solution $\chi^2 (27) = 181.88, p = .001$.

Chi-square for two factor solution $\chi^2 (34) = 98.65, p = .001$.

The CFA showed that the two factor model was a better fit than the one factor model. Although the value of RMSEA was poor, its confidence intervals were within the bounds of acceptability (see Table 5). The factor correlation between openness to culture and non-nationalism correlation was $r = .55, (n = 300, p < .001)$. The correlations between openness and ethnocentrism ($r = -.23, n = 300, p < .001$), between non-nationalism and ethnocentrism ($r = -.20, n = 300, p < .05$), and between the overall global identity scale and ethnocentrism ($r = -.24, n = 300, p < .001$) were all small but statistically significant.

Overall, the results of Study 1 implied that the global identity scale (GIS-10) was a valid measure of global identity among the Nigeria sample. The values of Kaiser-Meyer-Olkin (KMO) and Bartlett test reached acceptable level, indicating the adequacy of the data for factor analysis. The scree plot extracted two factors, in concordance with what the original developers (Türken & Rudmin, 2013) found (see Figure 1 and Table 2). The Cronbach's alphas for full scale and sub scales were also comparable with what Türken & Rudmin (2013) found in Norwegian, Turkish and USA samples (Table 1). The item-total correlations indicated that the items contributed reasonably to the understanding of the construct (Table 3). Additionally, while the value of the RMSEA was not very strong, the other fit parameters from the CFA, such as the CFI, NNFI, and IFI were, pointing to the fact that the two factor model of the scale was a better fit than a one factor model. Finally, the small yet significant negative correlations obtained in associating the full scale and sub scales with ethnocentrism demonstrated an adequate level of both criterion-related validity for the GIS with an important downstream psychological variable.

STUDY 2

Although Study 1 provided satisfactory evidence for the factorial validity of the GIS, there is still need to separately analyze: a) its concurrent and divergent validity vis-à-vis a related

personality trait; b) its criterion validity with another criterion variable; and c) whether it can predict a downstream variable. We thus designed Study 2, in which we administered the GIS to a sample at the same time as measuring trait openness to experience and prosociality.

Method

Participants

The participants in Study 2 comprised 90 third year (part-time) undergraduates of Nnamdi Azikiwe University. They were 41 males and 49 females, age range 24 to 44, mean age = 28.56, $SD = 5.91$. All the participants were Igbos of South Eastern Nigeria.

Instruments

Global Identity Scale

This has already been described in Study 1. However, the Cronbach's alpha for the present study are as follows: total scale $\alpha = .84$; openness to culture $\alpha = .79$ and non-nationalism $\alpha = .74$.

Openness to Experience Scale

Ten items that measure the openness to experience personality trait were extracted from the Big Five personality scale of John, Donahue, and Kentle, (1991). Several studies (see Benet-Martinez & John, 1998; Rammstedt & John, 2007) have provided evidence for the reliability of the scale. The scale was designed in a Likert response format ranging from 1 = strongly disagree to 5 = strongly agree. Sample items include: "I see myself as someone who has an active imagination", "I see myself as someone who is ingenious, a deep thinker". The Cronbach's alpha for the present study is $\alpha = .74$.

Prosocial Personality

As a measure of pro-sociality, 11 items were extracted from the Prosocial Personality Battery (Penner, Fritzsche, Craiger, & Freifeld, 1995). Six of the items measure mutual moral reasoning (MMR) (e.g., "My decisions are usually based on my concern for other people"; "My decisions are usually based on what is the most fair and just way to act"), 5 items measure self-report altruism (SRA) (e.g., "I have allowed someone to go ahead of me in a line"; "I have let a neighbor whom I didn't know too well borrow an item of some value"). The response format for the first 6 items ranged from 1 = strongly disagree to 5 = strongly agree, and for the remaining 5 items the response format ranged from 1 = never to 5 = very often. Penner et al. (1995) found coefficient alphas of .64 and .77 for the mutual moral reasoning and self report altruism scales, respectively. The Cronbach's alpha for the present study are .71 and .73 for the two sub scales, respectively.

Procedure

The students were given a consent form to complete, after which all those who agreed to participate in the study completed paper and pencil version of the global identity and openness to experience scales and the pro-social personality battery. The setting was the lecture class room and it took an average of 10 minutes to complete the questionnaire. The participants were told to read the instructions carefully before completing each section of the questionnaire forms. The questionnaires were submitted immediately upon completion and the participants were debriefed and thanked for their participation.

Results & Discussion

Table 6: Inter-correlations among the full global identity scale, its two subscales, and the two criterion factors (openness to experience and pro-social personality)

	OPC	NON	TGI	OPE	MMR	SRA
1. Openness to culture	1	.58**	.91**	.50**	.36**	.26*
2. Non-nationalism	.58**	1	.86**	.24*	.36**	.24*
3. Total Global Identity	.91**	.86**	1	.43**	.41**	.24*

** = $p < .001$, * = $P < .05$. OPC = Openness to culture, NON = Non-nationalism, TGI = Total Global Identity, OPE = Openness to experience, MMR = Mutual Moral reasoning, SRA = Self-report Altruism

The results indicated, firstly, that the Global Identity Scale had adequate concurrent and divergent validity from the personality measure most closely related to it: the correlation coefficient between openness to culture and openness to experience was moderate in size ($r = .50$, $n = 90$, $p < .001$, see Table 6), the correlation between non-nationalism and openness to experience was small and significant ($r = .24$, $n = 90$, $p < .05$, see Table 6), and importantly, the correlation between the overall global identity scale and openness to experience was moderate ($r = .43$, $n = 90$, $p < .001$). Thus, the GIS and its subscales were indeed related to the personality dimension to which they should most strongly relate, but not so strongly as to overlap with it. Furthermore, the significant correlations between Openness to culture, overall global identity and the two sub scales of pro-social personality (mutual moral reasoning and self-report altruism) provided evidence for criterion validity of the Global Identity Scale (see Table 6).

To assess the incremental predictive validity of the GIS over and above a related personality trait, we ran two separate hierarchical regressions with each of the prosociality

subscales as outcome variables, the GIS as a predictor in the first step, and openness to experience as an additional predictor in the second step. This showed, firstly, that the Global Identity Scale predicts mutual moral reasoning over and above trait openness to experience. The *R* squared for the first step, with just the GIS as a predictor, was .17, $F(1, 89) = 17.40$, $p < .01$. When openness to experience was added to the model, the *R* squared rose to .20 ($F(2, 88) = 10.57$, $p < .01$), though this increase was not significant. The beta coefficient of GIS in the first step was .41, $p < .01$. When openness was added to the model, the beta coefficient for GIS became .49, $p < .01$, while the beta coefficient for openness to experience was $-.19$, $p = .07$.

Similarly, the Global Identity Scale was found to predict self-report altruism over and above trait openness to experience. The *R* squared with the GIS as the only predictor was .08, $F(1, 89) = 7.50$, $p < .01$. This increased by .03 when openness to experience was controlled (R square = .10, $F(2, 88) = 5.02$, $p < .01$), again not significant. The beta value of GIS in the first step was .28, $p < .01$. When openness was added to the model, the GIS beta became .36, $p < .01$, while the beta for openness to experience was $-.17$, $p = .12$.

GENERAL DISCUSSION

The reported studies clearly provided support for the reliability, validity and utility of the Global Identity Scale in the Nigerian sample. As was highlighted in Study 1, the factor structure and the Cronbach's alphas reached acceptable ranges and were comparable with the report of Türken & Rudmin (2013). The two factor solution was confirmed by the CFA to be better than a one factor solution and the result concurred with the conceptual views of global identity (see: Fougère & Moulettes, 2007; Mlinar, 1992; Poche, 1992; Scholte, 1997, p. 6; Türken & Rudmin, 2013). We also addressed the suggestion made by Sheehy-Skeffington (2013), showing in Study 2 that while the scale does relate to the most relevant personality dimension (thus demonstrating concurrent validity), it does not share too much overlap with it (thus showing divergent validity). Finally, we also showed that the GIS predicts prosociality over and above personality (Table 7). The scale thus displays divergent validity with regard to ethnocentrism and openness to experience, concurrent validity with openness to experience, and predictive validity with regard to mutual moral reasoning and self-report altruism.

The major limitation of the present study is that the participants were drawn from one ethnic community of Nigeria (Igbo ethnic group) whereas Nigeria has three major ethnic groups. This might hinder the generalization of the results to other areas of the country, and indeed to other African countries. Therefore, further study can be extended to include the wider populations in Nigeria and Africa. In addition, as changes in the GIS were outside of the scope of this project, the study could not consider one of the major issues raised in

the commentary of Sheehy-Skeffington (2013) about the possibility of pro and con traits confounding the participants' responses to the scale and contributing to the two factor solution.

The universalistic perspective within social psychology holds that while all psychological variables are common between cultures, culture may influence the development and manifestation of psychological characteristics (Berry, Poortinga, Segall, & Dasen, 2002). Therefore, researchers in this tradition suggest that in terms of the assessment of a psychological construct, adaptation is necessary to ensure the utility of the assessment tools across context (Berry et al., 2002). For this reason, it is important to validate scales from socio-cultural psychology in a number of cultural context, and to have observed the robustness of this particular scale in a Nigerian sample. The present study has implications for researchers interested in globalization and global identity studies within the Nigerian context in that it enables them to reliably utilize the Global Identity Scale (GIS-10) in their studies. Such studies presumably will increase the understanding of the psychological mechanisms, consequences, and ways of improving global identity, to enhance peaceful co-existence among people from different nations.

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