



The Socio-cultural Impacts of Globalization through the Perspective of Cordilleran Educators

¹Agapay Yoshio Stevens, ²Codamon Hennevia, ³Madco Cristina,

^{1,2,3}University of the Cordilleras, Gov. Pack Road, Baguio City, 2600, Philippines

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ABSTRACT

Culture is an integral part of the identity of people. Customs and traditions passed from generation to generation is a product of strong cultural identities and a rich cultural heritage. But change is something that is constant. Progress and technological advancements became a part of the day-to-day lives of people. Thus, this research aimed to investigate the socio-cultural impacts of globalization on the indigenous people through the perspective of six (5) teachers from the different provinces of the Cordillera Administrative Region (CAR). Qualitative phenomenological research was used to gather and interpret data. Results showed that there were two positive impacts of globalization: (1) Increased Social Awareness, (2), Financial Stability and Opportunity and two negative impacts of globalization: (1) Weakening of Identity, (2) Lesser Socialization. Through this study, the researchers would like to contribute to the preservation of culture and identity.

Keywords: globalization, socio, cultural, socio-cultural, technology

I. Introduction

Culture plays a vital role in the shaping of a society and its people. It does not only refer to a set of values and beliefs, specific guidelines or a cluster of learned behaviors that groups of people share (Lebrón, 2013; Ballantine, et al., 2016), but is also a factor that contributes to the peoples' sense of belongingness, unity and identity (Lebrón, 2013; Kapur, 2020). The timeless presence of culture could be associated through the passing of values, behaviors etc. from one generation to another. The culture that the younger generations follow are typically learned from their elders, especially from their parents (Thomas & Peterson, 2016). Although culture is highly based on the life and ways of people in the past, its significance in the present time is still undeniably evident. Aside from it reflects the rich history of societies (Murad, 2018), it also affects the decision-making process of people (Glazer & Karpati, 2014). Because values and beliefs are rooted in the culture practiced by the people, it can be said that culture in a way, dictates how people live their lives. Seeing the extent of how culture affects a society and its people, its preservation has always been a goal (Prompayuk&Charaitanon, 2016). Thus, customs and traditions are followed religiously, and values and beliefs are continuously passed on from generations to generations (Murad, 2018). However, as much as people want to preserve their culture and uphold strong cultural roots among the younger generations, change is inevitable. Progress is essential for people to survive and adapt to changes (Woods, 1907 as cited in Coccia and Bellitto, 2018). These changes commonly fall under the term globalization. According to the National Geographic.org. (n.d.), globalization refers to the process in which the world is linked and interconnected, both socially and economically. Globalization brought advancements in technology, economics, and within societies (Hamdi, 2021). Improvements in communication, manufacturing, and transportation are just some of the significant changes due to globalization (Nova, 2020). While it is true that globalization made a significant impact on the progress and development in the lives of people, it is also true there are downsides to it as well (Mckenzie, 2020). A scan of literature presents both negative and positive impacts of globalization on the socio-cultural aspect of people coming from various countries. In a study conducted by Mir (2019), it was found out that Palestinian women were given an improved status in the society because of technological progress. They were given more rights and freedom, especially in journalism nowadays, thus creating a safer environment for every

* Corresponding author.

E-mail address: work.yoshioagapay@gmail.com

individual. Moreover, because of globalization, Zimbabwe becomes involved in technological advancements, specifically plane assembly (Mago et al, 2013). On the other hand, in a study conducted by Warr (2022) in India, it was found that the traditional culture of Pahari youth has been affected due to the migration from rural to urban areas to seek for better employment and education. They have also developed higher standards in life including having big houses and luxurious cars. Furthermore, Mckenzie (2020) revealed in her study about urban Thailand communities that the urban adolescents' perception of what is right from wrong differs from those living in rural areas, thus depicting cultural loss among those who live in urban areas. This was also supported by the study conducted by Kinowska and Pakulski in 2018, revealing that due to the significant increase in the number of migrants coming from Poland going to Australia for better opportunities, loss of innate culture (enculturation) due to the adaptation of new culture (acculturation) were observed. With the findings of several researches mentioned above, it is evident that globalization impacts the socio-cultural aspect of people coming from different countries. However, there were no studies that focused on the impacts of globalization on the socio-cultural aspect of the Filipino people, specifically the Cordillera people. The Cordillera people, or commonly known as the Igorots meaning "people from the mountains" (Molintas, 2004) is one of the indigenous groups of the Philippines. The Cordillera people has been known for their strong cultural roots, despite the influence of the new world (Bertrandt, 2007). It is important to know the sociocultural impacts of globalization to the Cordillera people. Not only will it be helpful in identifying possible threats to their rich cultural heritage, but also to strategize on ways on how preservation of culture and progress can be achieved without compromising the benefits of each aspect.

1.2. Statement of the Problem

Globalization brings great influence, especially on the lives of people (Thussu, 2006 as cited in Atay, 2015). Given this, the researchers would like to know how globalization affected the lives of the Cordilleran people. To help the researchers attain this, they came up with the following question:

What are the impacts of globalization from the perspective of Cordilleran teachers?

1.3. Significance of the Study

This research intends to learn about educators' perceptions on the sociocultural effects of globalization that they have seen and experienced in their daily lives. Through this study, we aim to have a wider perspective regarding globalization, and its impacts, particularly to people and culture.

II. Design and Methodology

2.1. Research Design

The researchers used a qualitative type of research because it is an iterative process in which improved understanding to the scientific community is achieved by making new significant distinctions resulting from getting closer to the phenomenon studied (Aspers and Corte 2019). Data was gathered through individual interviews conducted online, focusing on questions related to socio-cultural impacts of globalization observed by the respondents.

2.2. Population and Locale

Five (5) Cordilleran teachers, coming from each province of the Cordillera Administrative Region, namely Abra, Benguet, Kalinga, Ifugao, and Mountain Province were chosen as the respondents for this study. Purposive sampling technique was implemented in choosing the respondents for this research. Purposive sampling is defined as the deliberate choice of a participant due to the qualities the participant possesses. (Etikan, et al., 2016). Cordilleran teachers were chosen as the respondents for this study, since teachers are people who are involved, and directly works with various people and cultures. This is supported by Garcia and Pantao in the year 2021, wherein it was stated that cultural diversity among students is rapidly increasing, hence, and exposing teachers to a variety of cultures. Table 1 shows the demographic information of the respondents.

Table 1: Respondent Demographics

Participant	Gender	Age	Province	Years in Service
A	Female	25	Kalinga	3 Years
B	Female	24	Benguet	3 Years
C	Female	38	Ifugao	10 Years
D	Male	33	Mt. Province	11 Years
E	Female	24	Abra	1 Year and 3 months

2.3. Data Gathering Instrument

Given the current situation regarding the Covid-19 pandemic, the researchers will conduct their interviews online. A laptop, desktop, and mobile phone would be used as primary devices to record during the said interview. In addition to this, guide questions were utilized with some additional questions. A notebook was used to jot down notes and other necessary information during the interview. The researchers will begin by introducing themselves, asking for the respondent's consent that the interview is being recorded, as well as the aims and goals of the study. Interviews were administered in a minimum of 45 minutes and were based on the participants' availability.

2.4. Treatment of Data

Warm and cool analyses were implemented. The cool analysis part consists of re-reading and re-listening to the statements of each respondent, while the warm analysis part refers to the formulation of themes based from common answers coming from each respondent. (De Guzman, 2007 as cited in David and Aruta, 2018).

2.5. Ethical Considerations

The ethical principles of research were highly observed during the course of this study. Prior to the actual interviews, respondents were informed ahead of time. Their availability was also considered prior to scheduling the interviews. The researchers asked for the respondents' consent before proceeding with the data gathering. It was also emphasized that the anonymity of the respondents is assured and kept and that the sole purpose of the said interview is for research purposes alone.

III. Results and Discussion

After employing the warm and cool analyses, the positive and negative impacts have emerged to be the major themes. The Positive Impacts of Globalization include Increased Social Awareness and Financial Stability and Opportunity, while the Negative Impacts of Globalization include the Weakening of Identity and Lesser Socialization.

3.1. Positive Impacts

3.1.1. Increased Social Awareness

Cordilleran culture has always been subjected to rampant misconceptions. The people from Cordillera has always been victims of prejudice and false biases (NEDA, 2020). But because of globalization, these false information are slowly being corrected because of increased social awareness among individuals. Social awareness is defined as the capability of an individual to interact in a way that emphasizes respect and knowledge about a certain culture (Elias, 2004 as cited in Clayton Youth.Org, 2020). With the effects of globalization being felt drastically, knowledge and awareness regarding various cultures and traditions are being seen as well. Out of the five respondents interviewed, all believed that because of globalization, more people are becoming knowledgeable about their culture and practices.

"Yes, I believe that globalization helped. For example, Whang-od, which is known to be a prominent mambabatok here in Kalinga. Because of her, the Kalinga people and culture were showcased." - Participant A

Globalization gives people the opportunity to represent their culture globally. It helps individuals explore new cultures, without the necessity of forgetting their own (Jasnoor, 2022). This supports the respondent's statement that one of the positive impacts of globalization is the increased social awareness that culture is getting from other people. It was also found that the respondents perceive technology and the internet as a primary tool for increased social awareness among individuals, especially social media such as Facebook and Youtube.

"Facebook is a big help. More people became eager to learn and know our culture here in Abra. Through facebook, more people became curious about the tourist spots here in our place." - Participant E

Given this, we can say that social media indeed is a powerful tool, especially in raising awareness, since it sends information to a wider audience, even in the farthest and most remote places (Pandia, 2018). Indeed, another evidence showing that globalization, particularly social media contributed to the increased social awareness regarding culture, people, and traditions here in the Cordillera Administrative Region.

3.1.2. Financial Stability and Opportunity

Globalization's impacts towards the lives of the people is not limited to having an increased curiosity and eagerness to learn their customs and traditions. According to the respondents, globalization also affected the people through progress and development economically. In a study conducted by Kılıçarslan and Dumrul in 2018, it was stated that globalization brings countries together, promoting development and progress among nations.

"Here in Bontoc, globalization affected us in a way that it boosted our economy. Most of the people here think that there is money here in Bontoc" - Participant D

Due to globalization, people became more financially stable. Financial stability is the ability to develop through economic processes (Stefaniak, 2019). In a study conducted by Mutascu and Fleischer in 2011, it was shown that globalization has positive effects to a society. This includes an increase in national income, thus, producing citizens who are financially free and stable.

"The gardeners here in Tinoc greatly benefits from globalization, economically speaking. Because they were given more opportunities to earn in order for them to send their children to school." - Participant C

Our study also shows that globalization became an avenue for opportunities being enjoyed by the people. It was found out in the study of Bose and Mudgal in 2018 that globalization is indeed responsible for creating more job opportunities. Hence, supporting the statements coming from the respondents that globalization improved the lives of the people, in a way that it provided more job opportunities, hence, improving the quality of life that people from their society can achieve.

3.2. Negative Impacts

3.2.1. Weakening of Identity

Culture has always been part of one's identity (Havryliv, 2018). Having relevant changes to culture also results to significant changes that happens to a society's identity. In a study conducted by Andrei-Labes in 2019, it was found out that cultural particularities are lost, thus resulting to weakened cultural identity. In addition to this, Gajic, et al. stated that some people fear that globalization may lead to a total loss of cultural identity. The respondents believe that despite the positive results brought about by globalization, the negative impacts of it is something that we should consider as well.

"One negative impact of globalization to us is when people tend to patronize other cultures rather than our own, Korean culture to be specific. Such as watching k-dramas, listening to k-pop, and others." - Participant A

Culture also includes practices that are being observed by the people living in the same community. Another evidence that shows weakening of cultural identity are some cultural practices, rarely being practiced as compared to before (Velgus, 2016). Since culture and identity goes hand in hand, the fact that some cultural practices are not being done today, shows that the very foundations of the people's identities are being compromised.

"One practice that I am 100% sure that is not being practiced today is the Chumno, wherein instead of having a church wedding, the families of the newly weds butcher a carabao, and conduct the wedding in their respective homes" - Participant D

"Are you aware of Sangadil? Where they let the dead sit while the family mourns. I think the last time that I witnessed that was when I was 7 or 10 years old, but now, I know this is not being practiced already" - Participant C

Overall, we can say that based from the respondents, it is evident that because of globalization, some cultural practices not being practiced anymore, thus, having a deterioration of cultural identity among Cordilleran communities.

3.2.2. Lesser Socialization

Societies exist because of interaction among people (Rothschild, n.d.). Given this, one characteristic of a strong community is efficient socialization. In our study, it was shown that globalization resulted to a lesser degree of socialization among individuals belonging to the same community. Some societal practices widely being done within these groups of people, which were often done in the past are not being done during our present times.

"I am not sure if you are aware of Gopas, it is a gathering being held for first born kids in the family, for example me, it is the first time that I will bear a child, that is why our family butcher pigs and carabaos as a celebration, however nowadays, this Gopas, or Kopya, as some may call, is rarely being done." - Participant A

With this being said, it is also fair enough to consider that a drastic decrease in people's socialization is also a downside of taking part in a global world. The relationship between the elders in the community and the younger individuals was also influenced. How the older generations and the younger ones interact was greatly affected by rapid developments technologically (Andreoletti and Howard, 2016).

"Most of the kids these days do not know how to respect their elders. If you ask them to do something, they oftentimes ignore you because they are busy playing with their mobile phones" - Participant D

It is evident that there are differences between the older generations and the younger ones (Andreoletti and Howard, 2016). And based from our study, globalization and technological advancements is a factor that caused these differences.

IV. Conclusion and Recommendation

Based on the study, globalization affected the lives of the people in various ways. It is evident that globalization brought beneficial effects, but still, we cannot deny the fact that it also affected the lives of the people in a negative way. Weakening of cultural identity, and a possibility of cultural loss is one of the evident downside globalization brought. Some cultural practices are rarely being done nowadays. In connection with this, a significant decrease in socialization within the community is another negative impact that is happening due to globalization. Even the relationship between the younger generations and the older ones are being compromised because of the decrease in social interaction happening within the community. Despite this, having an increased cultural awareness among individuals happened because of globalization. Thanks to developments made in technology, biases and prejudice are slowly being corrected, especially regarding the Cordilleran culture. This also opened a lot of possibilities and opportunities for financial stability to the Cordilleran communities. Having balance, a thin line between cultural heritage and progress is the key for us to utilize globalization to its fullest potential, without compromising the customs and traditions of people. Moreover, it is suggested that future researches to be conducted in a micro level, focusing only in a certain province of the Cordillera region. It is also recommended to conduct a study on the impacts of globalization in other Indigenous

People communities, such as the Aetas, Lumads, and alike.

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