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Media, Family, and Friends: Normative Environment  
and Global Citizenship Identification

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**Abstract**

Prior research has shown that Bulgarian participants report greater global normative environment and identification with global citizens than U.S. participants; it has also shown that the relationship between country sample (U.S. vs. Bulgaria) and global citizenship identification is mediated by the perception that one's normative environment promotes a global citizen identity. In Study 1 of the present research, we examined the number of global (vs. domestic stories) in U.S. and Bulgarian print media to find a greater number of global stories in Bulgarian media. In Study 2, Bulgarians' frequency of media consumption was associated with self-reported global citizenship identification, and this relationship was mediated by their perception of their normative environment as prescribing a global citizen identity. In Study 3, we manipulated participants' perceptions of their normative environment and found the manipulation influenced antecedents and outcomes of global citizenship identification.

**Keywords:** normative environment, global citizenship, identification, media, prosocial values

As an outcome of globalization, individuals are more connected to one another than ever before. Through sharing of information and cultural values and the movement of humans, products, and media, individuals are no longer restricted to exposure to only local or national artifacts in their daily lives. Globalization is changing institutions such as schools, which are dedicating more attention to global education (Zhao, Lin, & Hoge, 2007) to prepare students for work environments that are more global in nature (Bista & Saleh, 2014). The greater interconnectedness of individuals in the world has a variety of implications for individuals' worldviews, such as a perceived reduction in social distance and greater desire to cooperate with distant others (Buchan & Grimalda, 2011). Arnett (2002) argues that the biggest impact of globalization on individuals' psychological functioning revolves around issues of identity. In the present research, we examine a particular identity—global citizen—and the environment that promotes viewing the self as a global citizen.

Although a wealth of theorizing regarding the concept of global citizenship exists in other academic domains, especially education, only recently have psychologists begun to empirically examine the construct (Reysen & Katzarska-Miller, 2013a). Global citizenship is defined as awareness, caring, embracing cultural diversity, promoting social justice and sustainability, and a sense of responsibility to act for the betterment of the world (Reysen, Larey, & Katzarska-Miller, 2012). A social identity perspective (Tajfel & Turner, 1979; Turner, Hogg, Oakes, Reicher, & Wetherell, 1987) posits that when an identity is cognitively activated or salient, individuals will depersonalize and think and act in accordance with the group content (*e.g.*, norms, values). One's degree of ingroup identification, or degree of psychological connection to the group, predicts adherence to the group norms. Thus, when a global citizen identity is salient, greater identification with the identity category should predict greater adherence to the prototypical content associated with the identity. Reysen and Katzarska-Miller (2013b) tested this proposition as part of their model of antecedents and outcomes of global citizenship identification.

Reysen and Katzarska-Miller's (2013b) model of global citizenship identification posits that individuals' perception of their normative environment as prescribing a global citizen identity and perceived degree of global awareness are antecedent predictors of global citizenship identification. Global citizenship identification then predicts six clusters of prosocial values, including intergroup empathy (concern for individuals outside the ingroup), valuing diversity (appreciation for diverse cultures), social justice (favorable attitudes toward human rights), environmental sustainability (felt obligation to protect the natural environment), intergroup helping (actual or intended behaviors to help individuals outside the ingroup), and a felt responsibility to act (felt obligation or duty to act for the betterment of the world). Subsequent research has empirically supported the model, including the association between identification with global citizens and the prosocial outcomes (*e.g.*, Katzarska-Miller, Barnsley, & Reysen, 2014; Reysen & Hackett, 2017).

The two antecedents of the model (normative environment and global awareness) are explained through the framework of intentional worlds. In his treatise on cultural psychology, Shweder (1990) proposes the notion of intentional world, suggesting that everyday environments are meaning-filled and constructed by prior generations of people. These sociocultural settings influence those who inhabit them, but in turn, individuals reproduce or modify the settings they inhabit through everyday interactions. Thus, there exists a dialectical relationship between people and culture. Applied to the antecedents of global citizenship identification, there are a variety of global artifacts (*e.g.*, news and products from other countries, symbols, and historical connections to other cultures) and people (*e.g.*, friends, family, teachers, co-workers) in one's

daily environment. If one is exposed to these culturally diverse artifacts and people, and one perceives them to be prescribing a global citizen identity, then this perceived normative environment should predict viewing the self as a global citizen. Operationalized as valued others (friends, family) prescribing the identity, a wealth of empirical, yet correlational, research shows that indeed, global-oriented normative environment predicts global citizenship identification (*e.g.*, Lee, Baring, Maria, & Reysen, 2017).

While there is experimental evidence to support the effect of global awareness on global citizenship identification (Reysen, Katzarska-Miller, Gibson, & Hobson, 2013), there is no research showing a cause and effect relationship between the perception of one's normative environment as global-oriented and global citizenship identification. This is partly due to the variety of aspects of individuals' normative environment that may engender global citizenship identification. For example, media may have a greater influence than other culturally diverse artifacts or individuals, or individuals may live in, or selectively choose to avoid, environments with an absence of artifacts and people who prescribe the identity. Given the vast array of aspects of individuals' normative environments that may influence their identities, it is difficult to experimentally manipulate normative environment. In the present research, we focus on further exploring the results obtained by Katzarska-Miller, Reysen, Kamble, and Vithoji (2012).

Katzarska-Miller et al. (2012) surveyed participants in the U.S., Bulgaria, and India regarding their degree of global citizenship identification, pro-global normative environment, and prosocial values. Participants' perception of their normative environment as prescriptive of a global citizen identity was positively related (controlling for country of sample) to global citizenship identification, exposure to global information, concern for global warming, knowledge of the world, and various prosocial values (*e.g.*, intergroup empathy, social justice). Interestingly, participants sampled in Bulgaria rated both their global citizenship identification and normative environment significantly higher than participants sampled in the U.S. Furthermore, the comparison of the participants' country (U.S. vs. Bulgaria) predicted global citizenship identification through the participants' perception of their normative environment as prescribing a global citizen identity. In other words, the results suggest that perception of one's normative environment as pro-global may account, albeit partially, for the difference in the samples' respective degrees of global citizenship identification.

### **Overview of Present Research**

The purpose of the present research is to examine the influence of one's normative environment on global citizenship identification. Prior research (Katzarska-Miller et al., 2012) showed that Bulgarian participants (vs. U.S.) reported a more global normative environment and greater global citizenship identification and that normative environment mediated the relationship between country sample comparison and self-identification. One possible reason that the normative environment differed is the news reported in the media in each of the countries (*i.e.*, global vs. domestic stories). Therefore, in Study 1, we examine the focus of news stories in magazines and newspapers in the U.S. and Bulgaria. We predict that the Bulgarian media (vs. U.S.) will focus on more global stories. Furthermore, we expect that when the Bulgarian media (vs. U.S.) cover global stories, they will be less likely to relate that content to the ingroup nation than to cover the story without relating the events to the reader's ingroup. In Study 2, we examine whether Bulgarian participants' frequency of media consumption is associated with global citizenship identification. Furthermore, we test whether this association is mediated by the

participants' perception of environment as promoting a global citizen identity. We predict that the greater consumption of Bulgarian news media will predict global citizenship identification of participants through the perception of their normative environment as prescribing a global citizen identity.

As noted previously, there is currently no research showing the effects of a manipulation of perceived normative environment on the antecedents and outcomes of global citizenship identification. Therefore, in Study 3 we manipulate participants' perception of their normative environment prior to measuring antecedents, identification, and outcomes of global citizenship. We predict that viewing one's environment as non-normative (vs. normative) will reduce participants' ratings of their environment as pro-global and global citizenship identification. Furthermore, we predict perceiving the environment as normatively (vs. non-normatively) pro-global will positively influence participants' global citizenship identification and prosocial outcomes, through their perception of their normative environment as promoting a global citizen identity.

### Study 1

The purpose of Study 1 was to examine the frequency of global (vs. domestic) news in media in Bulgaria and the U.S. We predict that Bulgarian (vs. U.S.) media will contain more global stories and that within those stories, the media will be less likely than expected to relate the stories back to the nation.

#### Procedure

To examine the content of the news in Bulgaria and the U.S., we collected newspapers and a variety of magazines from July 4<sup>th</sup> to July 24<sup>th</sup>, 2011. The newspapers included two U.S. (*New York Times*, *USA Today*) and two Bulgarian (*Standart*, *24 Hours*). The magazines were focused on a variety of topics; however, we strived to find similar topics and magazines for the two countries. The magazines included 13 U.S. (*Glamour*, *Time*, *People*, *Elle*, *Better Homes and Gardens*, *Woman's Day*, *O*, *Cosmopolitan*, *Sports Illustrated*, *Maxim*, *Playboy*, *National Geographic*) and 14 Bulgarian (*Tema*, *National Geographic*, *Nash Dom*, *Glamour*, *Cosmopolitan*, *Playboy*, *Maxim*, *Journal for Women*, *Jenata Dnes*, *OK*, *Max*, *Intro*, *Elle*). The newspapers ( $K = .84$ ) and magazines ( $K = .78$ ) were coded by two independent coders with respect to whether each article was related to domestic issues (*i.e.*, the content focused on a local or national story) or global issues (*i.e.*, the content focused on a story outside the nation within which the magazine was published). If the article was considered global in nature, then the coders also coded the newspaper ( $K = .87$ ) and magazine ( $K = .53$ ) article for whether the story was focused solely on the foreign event or whether the article related the story to the ingroup nation (*e.g.*, how foreign event may impact the ingroup). When there was a discrepancy between the two coders, a third independent coder resolved the disagreement.

## Results

To examine whether the news in each country focused on global (vs. domestic) events and whether the global stories related the events to the ingroup (or focused solely on the foreign event), we conducted a series of chi-squares (for further information about chi-square analyses and interpretation, see McHugh, 2013). The results showed that for both newspapers,  $X^2(1, N = 10709) = 829.41, p < .001$ , Cramer's  $V = .278$ , and magazines,  $X^2(1, N = 3284) = 449.74, p < .001$ , Cramer's  $V = .370$ , the U.S. content focused on more domestic stories than expected (labeled purely global in table), while the Bulgarian news focused on more international stories than expected based on the chi-square analysis (see Table 1). Furthermore, for both newspapers,  $X^2(1, N = 5016) = 12.38, p < .001$ , Cramer's  $V = .050$ , and magazines,  $X^2(1, N = 1765) = 59.32, p < .001$ , Cramer's  $V = .183$ , the global stories in the U.S. related the event back to the U.S. more than expected (labeled relational in table), while the Bulgarian global stories tended to report on the global event without relating the story back to Bulgaria more than expected.

## Discussion

As predicted, Bulgarian media carried more global stories, compared to domestic stories, and were less likely than expected to relate those global stories to the ingroup than were the U.S. media. In other words, the media landscape in Bulgaria contains more references to global events and news than does the U.S. media. As observed by Katzarska-Miller et al. (2012), Bulgarian participants reported a more pro-global normative environment and greater global citizenship identification than participants sampled in the U.S. One possible reason for Bulgarian participants reporting a more global normative environment may be due to greater international coverage in the media. To examine this possible association, we constructed a second study.

Table 1

*Chi-Square of United States (U.S.) and Bulgarian (BG) Newspaper and Magazine Articles Global versus Domestic and Pure versus Relational Observed (Expected) Frequencies*

Variable	Newspapers		Magazines	
	U.S.	BG	U.S.	BG
Domestic News	3093 (2360.3)	2600 (3332.7)	999 (697.1)	520 (821.9)
Global News	1347 (2079.7)	3669 (2936.3)	508 (809.9)	1257 (955.1)
Purely Global	506 (560.4)	1581 (1526.6)	129 (200.6)	568 (496.4)
Relational	841 (186.6)	2088 (2142.4)	379 (307.4)	689 (760.6)

*Note.* Purely global represents news stories that are about events outside of one's nation. Relational represents news stories about events outside one's nation, but in the story the event is described with respect to how it relates to one's nation.

## Study 2

The purpose of Study 2 was to examine whether the association between the consumption of news media in Bulgaria and global citizenship identification is mediated through participants' perception of their normative environment as prescribing the identity. We predict that consumption of media, shown in Study 1 to contain more global than domestic stories in Bulgaria will predict global citizenship identification through perception of the normative environment.

### Participants and Procedure

Participants ( $N = 51$ , 54.9% women;  $M_{\text{age}} = 44.71$ ,  $SD = 15.52$ ) included a community sample of Bulgarians. The survey was back translated to ensure equivalency in meaning prior to distribution. Participants completed measures related to news consumption, perception of their normative environment as pro-global, global citizenship identification, and demographic characteristics.

### Materials

**News consumption.** Four items ("How often do you watch the news on bTV1," "How often do you watch the news on Nova," "How often do you read newspapers," "How often do you read magazines") assessed degree of media consumption ( $M = 3.78$ ,  $SD = 1.54$ ;  $\alpha = .73$ ). Responses were made on a 7-point Likert-type scale, from 1 = *not very often* to 7 = *very often*.

**Normative environment.** Two items ("Most people who are important to me think that being a global citizen is desirable," "If I called myself a global citizen, most people who are important to me would approve") were adopted from Reysen and Katzarska-Miller (2013b) to assess perception of the normative environment as containing an injunctive norm to view the self as a global citizen ( $M = 4.80$ ,  $SD = 1.70$ ;  $\alpha = .77$ ). Responses were made on a 7-point Likert-type scale, from 1 = *strongly disagree* to 7 = *strongly agree*.

**Global citizenship identification.** Two items ("I would describe myself as a global citizen," "I strongly identify with global citizens") were adopted from Reysen and Katzarska-Miller (2013b) to assess participants' degree of global citizenship identification ( $M = 4.14$ ,  $SD = 1.88$ ;  $\alpha = .86$ ). Responses were made on a 7-point Likert-type scale, from 1 = *strongly disagree* to 7 = *strongly agree*.

## Results

As a preliminary analysis, we first examined correlations between the variables. News consumption was positively related to pro-global normative environment ( $r = .44$ ,  $p = .001$ ) and global citizenship identification ( $r = .31$ ,  $p = .028$ ). Pro-global normative environment was also positively related to global citizenship identification ( $r = .42$ ,  $p = .002$ ). Next, to examine

whether individuals' normative environment mediates the relationship between news consumption and global citizenship identification, we conducted a mediation analyses using Preacher and Hayes' (2008) macro (bootstrapping with 5,000 iterations). As shown in Figure 1, news consumption predicted both pro-global normative environment ( $\beta = .44, p = .001$ ) and global citizenship identification ( $\beta = .31, p = .028$ ). Normative environment predicted global citizenship identification ( $\beta = .36, p = .016$ ). Inclusion of normative environment significantly reduced the association between news consumption and global citizenship identification ( $\beta = .15, p = .302$ ), as indicated by the absence of zero between the 95% confidence interval (CI) at the  $p < .05$  (two-tailed) level (CI = .036 to .448).

### Discussion

As predicted for Bulgarian participants, consumption of news media predicted greater global citizenship identification through participants' perception of their normative environment as prescriptive of a global citizen identity. The results further support the notion that the results obtained by Katzarska-Miller et al. (2012) with respect to greater global citizenship identification (vs. U.S. sample) may be due to the large number of global stories in the media in Bulgaria. However, Study 2 was correlational. To examine whether there is a cause and effect relationship between perceived normative environment and global citizenship identification, we conducted a third study, in which we manipulated participants' perception of their normative environment.

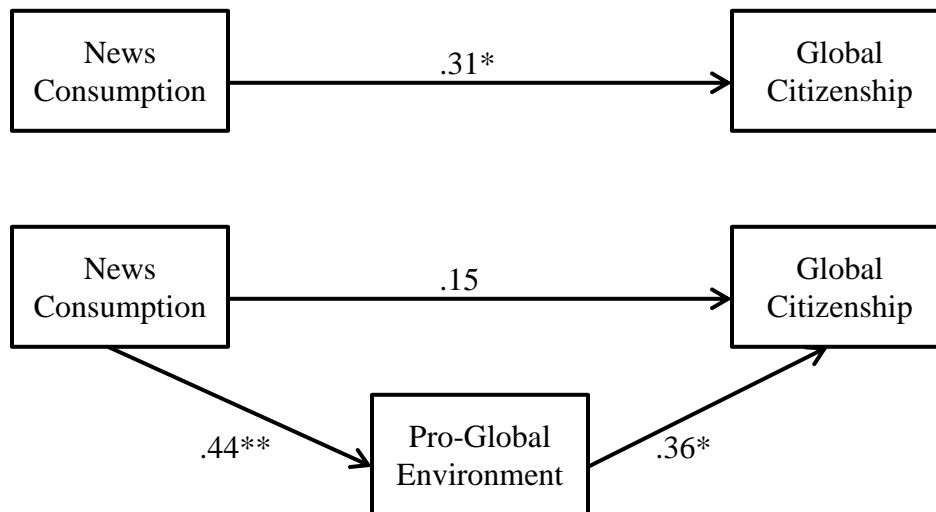


Figure 1. Pro-global normative environment mediating relationship between news consumption and global citizenship identification (\*  $p < .05$ ), Study 2.

### Study 3

The purpose of Study 3 was to experimentally manipulate participants' perception of their normative environment to examine whether the manipulation influences the variables in Reysen and Katzarska-Miller's (2013b) model of antecedents and outcomes of global citizenship identification. We predict that participants will rate their normative environment as less prescriptive of a global citizen identity and will rate global citizenship identification significantly lower when asked to focus on their friends and family as not exemplifying global citizens than



when asked how friends and family exemplify global citizens. Furthermore, we expect the manipulation to influence global citizenship identification through participants' perception of their normative environment, and the manipulation to have a downstream influence on prosocial behaviors.

### Participants and Procedure

Participants ( $N = 121$ , 62.8% women,  $M_{\text{age}} = 18.91$ ,  $SD = 1.14$ ) received partial course credit or extra credit toward their college course at Transylvania University (Lexington, Kentucky). Participants were randomly assigned to one of three groups: those who were asked to write about how their friends and family exemplified global citizens, those who were asked to write about how their friends and family did not exemplify global citizens, and those who did not complete this task (control condition). Participants then rated items related to antecedents, identification, and outcomes of global citizenship. All measures used a 7-point Likert-type response scale, from 1 = *strongly disagree* to 7 = *strongly agree*.

### Materials

**Norm manipulation.** Participants were asked to write three ways in which their family and friends do or do not exemplify global citizens (e.g., "Please, write about how your close friends and family exemplify global citizens. List at least three ways in which they are global citizens.") or were not exposed to this task (the control condition).

**Global citizenship.** To assess the antecedents, identification, and outcomes of global citizenship, we adopted measures from prior research (Reysen & Katzarska-Miller, 2013b; Reysen et al., 2012). Four items (e.g., "Most people who are important to me think that being a global citizen is desirable") assessed the perception that others in one's normative environment prescribe being a global citizen ( $\alpha = .82$ ). Four items (e.g., "I believe that I am connected to people in other countries, and my actions can affect them") assessed global awareness ( $\alpha = .70$ ). Two items (e.g., "I strongly identify with global citizens") assessed global citizenship identification ( $\alpha = .85$ ). Two items (e.g., "I am able to empathize with people from other countries") assessed intergroup empathy ( $\alpha = .77$ ). Two items (e.g., "I would like to join groups that emphasize getting to know people from different countries") assessed valuing diversity ( $\alpha = .84$ ). Two items (e.g., "Those countries that are well off should help people in countries who are less fortunate") assessed social justice ( $\alpha = .66$ ). Two items (e.g., "People have a responsibility to conserve natural resources to foster a sustainable environment") assessed environmental sustainability ( $\alpha = .79$ ). Two items (e.g., "If I could, I would dedicate my life to helping others no matter what country they are from") assessed intergroup helping ( $\alpha = .66$ ). Lastly, two items (e.g., "Being actively involved in global issues is my responsibility") assessed responsibility to act ( $\alpha = .78$ ).

### Results

To examine mean differences in assessed variables, we first conducted a MANOVA with the normative environment manipulation as the independent variable and antecedents, identification, and outcomes of global citizenship as the dependent variables. The omnibus test was significant: Wilks'  $\Lambda = .72$ ,  $F(9, 110) = 2.16$ ,  $p = .005$ ,  $\eta_p^2 = .15$ . As shown in Table 2,

participants who were led to focus on a non-normative (vs. normative) environment rated their normative environment as less pro-global and rated global citizenship identification lower. Furthermore, participants in the non-normative condition (vs. control) rated their degree of intergroup helping and responsibility to act significantly lower.

To examine the influence of the norm manipulation on antecedents, identification, and outcomes of global citizenship, we tested a path model using Amos 19 (bias-corrected bootstrapping, 5,000 iterations, 95% confidence intervals). Due to the related nature of the prosocial values to one another (and the antecedents to one another), the disturbance terms for these sets of variables were allowed to covary.

The predicted model fit the data relatively well,  $\chi^2(19) = 56.96, p < .001$ , NFI = .900, CFI = .927; RMSEA = .129, CI{.091; .168}. As shown in Figure 2, the normative environment manipulation (-1 = friends/family do not exemplify, 0 = control, +1 = friends/family do exemplify) predicted normative environment ( $\beta = .36, p < .001$ , CI = .189 to .496) but not global awareness ( $\beta = .08, p = .392$ , CI = -.104 to .260). Normative environment ( $\beta = .37, p = .001$ , CI = .206 to .524) and global awareness ( $\beta = .41, p < .001$ , CI = .261 to .545) predicted global citizenship identification. Global citizenship identification predicted intergroup empathy ( $\beta = .50, p < .001$ , CI = .359 to .614), valuing diversity ( $\beta = .36, p < .001$ , CI = .210 to .495), social justice ( $\beta = .28, p = .001$ , CI = .116 to .440), environmental sustainability ( $\beta = .42, p < .001$ , CI = .254 to .546), intergroup helping ( $\beta = .47, p < .001$ , CI = .326 to .599), and felt responsibility to act ( $\beta = .51, p < .001$ , CI = .382 to .634).

The indirect effect of the norm manipulation was reliably carried by normative environment and global awareness on participants' identification with global citizens (see Table 3 for standardized betas of indirect effects and 95% bias-corrected confidence intervals; all indirect effects were significant at  $p < .01$ , two-tailed). The norm manipulation also significantly predicted prosocial values through normative environment, global awareness, and global citizenship identification. The influence of pro-global normative environment and global awareness on prosocial values was reliably carried by global citizenship identification.

## Discussion

As predicted, the manipulation of thinking of valued others (friends, family) as not exemplifying global citizens significantly reduced ratings of both participants' perceived normative environment as prescribing the identity and self-rated global citizenship identification. Furthermore, the manipulation of perceived normative environment was associated with global citizenship identification through participants' ratings of their normative environment as pro-global, and the manipulation indirectly influenced endorsement of prosocial values and behaviors. The results provide the first empirical support of the effects of a manipulation of the perception of one's normative environment on antecedents and outcomes of global citizenship identification.

Table 2

*Means (Standard Deviations) of Antecedents, Identification, and Outcomes of Global Citizenship by Condition*

	Not Global Citizens	Control	Global Citizens	<i>F</i> (2, 118)	<i>p</i> -value	$\eta_p^2$
Normative Environment	4.34 (0.93) <sub>a</sub>	4.93 (0.98) <sub>b</sub>	5.21 (0.92) <sub>b</sub>	8.84	< .001	.130
Global Awareness	5.02 (1.16) <sub>a</sub>	5.41 (0.86) <sub>a</sub>	5.26 (0.94) <sub>a</sub>	1.32	.272	.022
Global Citizen Identification	4.08 (1.32) <sub>a</sub>	4.56 (1.19) <sub>ab</sub>	4.78 (1.21) <sub>b</sub>	3.31	.040	.053
Intergroup Empathy	5.11 (1.50) <sub>a</sub>	5.50 (1.16) <sub>a</sub>	5.24 (1.29) <sub>a</sub>	0.78	.463	.013
Valuing Diversity	5.48 (1.11) <sub>a</sub>	5.84 (1.23) <sub>a</sub>	5.36 (1.33) <sub>a</sub>	1.55	.216	.026
Social Justice	6.03 (0.91) <sub>a</sub>	6.40 (0.76) <sub>a</sub>	5.95 (1.00) <sub>a</sub>	2.59	.080	.042
Environmental Sustainability	5.80 (1.14) <sub>a</sub>	6.29 (0.93) <sub>a</sub>	5.85 (1.05) <sub>a</sub>	2.41	.094	.039
Intergroup Helping	5.55 (1.35) <sub>a</sub>	6.24 (0.94) <sub>b</sub>	5.93 (1.01) <sub>ab</sub>	3.28	.041	.053
Responsibility to Act	5.08 (1.29) <sub>a</sub>	5.79 (1.04) <sub>b</sub>	5.66 (0.98) <sub>ab</sub>	4.20	.017	.066

*Note.* 7-point Likert-type scale, from 1 = *strongly disagree* to 7 = *strongly agree*. Subscripts that are differ are significantly different at  $p < .05$ .

Table 3

*Indirect Effects of Norm Manipulation, Normative Environment, and Global Awareness*

Variable	Norm Manipulation			Normative Environment			Global Awareness		
	Indirect	CI <sub>Lower</sub>	CI <sub>Upper</sub>	Indirect	CI <sub>Lower</sub>	CI <sub>Upper</sub>	Indirect	CI <sub>Lower</sub>	CI <sub>Upper</sub>
Global Citizenship ID	.17	.040	.290	--	--	--	--	--	--
Intergroup Empathy	.08	.019	.160	.19	.103	.281	.20	.113	.313
Valuing Diversity	.06	.106	.122	.13	.066	.225	.15	.073	.242
Social Justice	.05	.011	.106	.11	.037	.203	.12	.049	.200
Environmentalism	.07	.017	.138	.16	.074	.265	.17	.096	.261
Intergroup Helping	.08	.018	.159	.18	.083	.292	.20	.119	.287
Responsibility to Act	.09	.021	.166	.19	.096	.305	.21	.132	.305

*Note.* Standardized betas and 95% confidence intervals, bias-corrected bootstrapping with 5,000 iterations, all indirect effects are significant at  $p < .01$ .

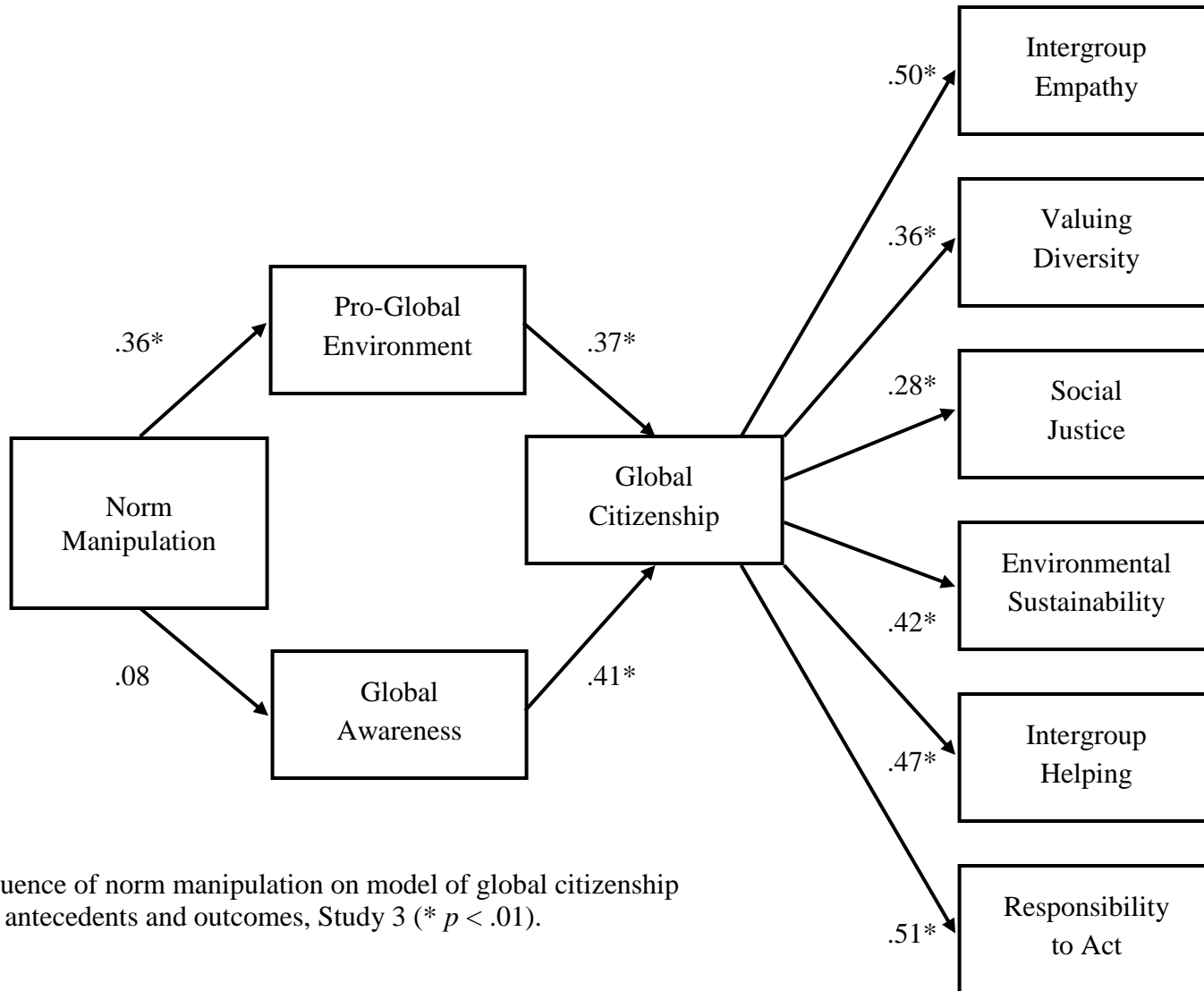


Figure 2. Influence of norm manipulation on model of global citizenship identification antecedents and outcomes, Study 3 (\*  $p < .01$ ).

## General Discussion

The purpose of the present research was to examine the influence of one's normative environment on global citizenship identification. Building upon prior research (Katzarska-Miller et al., 2012), we predicted that Bulgarian (vs. U.S.) media would contain more globally-oriented stories. The hypothesis was supported with more global stories appearing in Bulgarian media and by the fact that the Bulgarian stories were less likely than expected to relate the information back to domestic issues (Study 1). In Study 2, we predicted and found that Bulgarians' consumption of media predicts global citizenship identification through their perception of their normative environment as prescribing a global citizen identity. To show a causal relationship, in Study 3, we manipulated participants' perception of their normative environment. As predicted, focusing on one's normative environment as not exemplifying a global citizen identity resulted in lower perception of one's normative environment and global citizenship identification. Furthermore, the manipulation of perception of the normative environment influenced the variable in the model of antecedents and outcomes of global citizenship identification.

One of the outcomes of globalization that is noticeable in everyday life is the availability and affordance of information and products from different cultures and countries. The sociocultural environments in which individuals are embedded can have a profound influence on individuals' psyches (Shweder, 1990). With the growing affordance of global information and products, the primary impact on individuals is likely to be on their identities (Arnett, 2002). We argue that environments, such as those filled with information about other parts of the world, will encourage individuals to engender a global citizen identity. Initial support for this notion was shown by Katzarska-Miller et al. (2012) when they found that participants sampled in Bulgaria rated their pro-global normative environment and global citizenship identification higher than did participants sampled in the U.S. We reasoned that a clear difference existed in the global content of media in the two countries and that this difference may have contributed to these past results. Prior research shows that U.S. news tends to cover fewer global stories than do other countries and also that in general, smaller countries tend to report the news of other, larger countries (Wilke, Heimprecht, & Cohen, 2012). Furthermore, individuals living in Bulgaria (vs. U.S.) may have a more positive attitude toward the notions of global citizenship and interest in world news. To show the global media landscape that Bulgarians are exposed to, we examined, in Study 1, the content of media in Bulgaria and the U.S. As expected, and in line with prior research, Bulgarian media contained more global (vs. domestic) news than did the U.S. media, and those global stories were less likely than expected to relate the story back to the ingroup nation.

Having shown that the normative media landscape in Bulgaria is indeed more global than that of the U.S., we next sought to examine the association between media and global citizenship identification for those individuals residing in Bulgaria. In Study 2, we showed that the positive relationship between media consumption and global citizenship identification is mediated through Bulgarians' perception that valued others prescribe a global citizen identity. In other words, greater consumption of media, presumably global in content, based on the results of Study 1, predicts viewing others in one's life as favorably viewing a global citizen identity. Endorsement of the view that

others value the identity then predicts global citizenship identification. Although we focused on media in Study 2, we should note that media is just one aspect of an individual's environment that can promote a global citizen identity. Other aspects such as role models or individuals in one's everyday environment are also likely to be associated with identification. For example, Gibson and Reysen (2013) exposed university students to professors' comments about global citizenship that were collected in a prior study and either reflected a generally positive or generally negative appraisal of the concept. Participants exposed to professors' positive (vs. negative) comments rated their own normative environment and global citizenship identification higher. Furthermore, this manipulation of an authority figure's opinion influenced antecedents and outcomes of global citizenship identification. The results highlight that valued individuals can influence one's perception of the normative environment and also that the valence of the information imparted is important for self-identity.

Although Gibson and Reysen (2013) showed indirect support for the possible impact of an individual in one's normative environment on one's identity and attitudes, we provide direct support for a causal link in Study 3. As Reysen and Katzarska-Miller (2013b) operationalize normative environment as valued others (friends, family) prescribing a global citizen identity, in Study 3, participants' perception was manipulated. The salience of valued others not exemplifying global citizens resulted in lower ratings of participants' normative environment (showing the effectiveness of the manipulation) and lower global citizenship identification than participants who were asked to think about valued others exemplifying global citizens. Importantly, the manipulation of perception of valued others' global citizenship influenced the variables in the model of antecedents and outcomes of global citizenship identification, with the manipulation influencing global citizenship identification through the perception that valued others prescribe the identity, and indirect influence of the manipulation on prosocial values through the antecedents and identification. Beyond showing a direct effect of individuals' normative environment on global citizenship identification, the results also support the model of the antecedents and outcomes of global citizenship identification (Reysen & Katzarska-Miller, 2013b).

The results also suggest broader implications regarding news media and viewers' perceptions and identity. Media, and in particular television news, is one manner in which reality is socially constructed (Adoni & Mane, 1984). News media promotes a particular view of the world that influences viewers' schema or script that is then relied upon when endorsing attitudes and enacting behaviors (Gilliam & Iyengar, 2000). Past research examining the effects of news media have shown news consumption to be related to a variety of attitudes and perceptions of the world. For example, news media influences how individuals perceive the state of the national economy (Blood & Phillips, 1995; Hester & Gibson, 2003). However, there are a variety of variables that influence the impact of news media on consumers. For example, how the stories presented in television news are framed can influence viewers' beliefs about political issues (Domke, McCoy, & Torres, 1999) and trust in the leadership of the nation (Forgette & Morris, 2006). The results of the present research suggest that consumption of news is also related to perceptions of valued others' prescription of a global citizen identity and identification with global citizens. Although we did not code for the framing of the stories in the present research, we suggest that the media coverage was not negative in nature. Past

research shows that presentation of a message that threatens one's nation (vs. no threat) leads to lower global citizenship identification (Reysen, Katzarska-Miller, Salter, & Hirko, 2014). Thus, if the content of stories were unfavorable to a pro-global environment, we likely would not have found the positive associations observed in Study 2. Future research examining types and content of media consumed will further aid in understanding the connection between media and identities.

Despite the novelty of the present findings, the results hold various limitations that reduce the generalizability of the research. To begin, participants sampled in the U.S. and Bulgaria may interpret the term global citizenship differently. As shown by Katzarska-Miller et al. (2012), there are differences between participants sampled in each country with respect to the themes emerging from definitions of global citizenship provided by participants. However, despite these differences, many similar themes emerged, suggesting that such differences highlight not only different aspects of the construct but also similarities in how the construct is defined by lay individuals (as well as understanding of the construct by academics). Future research may examine in greater detail political, historical, and economic influences on lay perceptions of global citizenship. In Study 2, we measured consumption of popular news stations along with magazines in general. This was done given the notion that individuals in Bulgaria are much more likely to watch the news than purchase newspapers given the economic status of many in that country. We considered that television news often covers the same stories that are in the newspapers. Indeed, some news programs go so far as to show the newspapers and cover the main stories in the program. Second, we sampled U.S. undergraduate college students from a single university in Study 3. Although we do not expect the results to differ greatly in other cultural spaces, for generalizability, future research should replicate the research in a different cultural setting. Furthermore, future research may include a community sample, rather than a convenient college student sample to examine the replicability of the results of Study 3. Additionally, while the results of Study 3 support the model of antecedents and outcomes, there may exist other unmeasured variables that are missing from the model. More generally, we do not wish to imply that national or local identities do not coexist with a global identity. Following a social identity perspective, individuals have various identities that can become salient depending on the immediate context.

In conclusion, we examine the association between individuals' normative environment and global citizenship identification. The consumption of media (Study 2) and one's perception of friends and family's behaviors as related to global citizenship (Study 3) were found to be associated with self-reported global citizenship identification. Furthermore, the impact of the perception of one's environment was shown influence the variables in the model of antecedents and outcomes of global citizenship identity. Together, the results support the notion that the sociocultural environments in which individuals are embedded can influence their identity, as well as their attitudes and intended behaviors. With greater emphasis placed on engendering a global citizen identity in both educational and work contexts, greater research is needed to explore often subtle aspects of individuals' environments that can promote global citizenship identification. For example, beyond news consumption, choice of other media (*e.g.*, Japanese animation), other people or contexts (*e.g.*, occupational setting, city of residence), or artifacts (*e.g.*, advertisements such as posters or billboards with a global



message) may also be part of individuals' pro-global normative environment and influence their self-identity. The extent to which individuals embedded in such environments perceive these aspects of their normative environment as pro-global may influence their degree of global citizenship identification.

## Notes

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