

Global Exposure and Progressive Values: A Study in Taiwan

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Abstract:

This paper examines the impact of globalization on individual value orientations, focusing on non-traditionalism—defined as a rejection of conventional social norms—and risk taking, understood as a willingness to engage in behaviors that deviate from established norms. Drawing on cross-sectional survey data from national social surveys conducted in 2008 and 2018, we assess how international travel, intercultural contact, and foreign media consumption relate to these value dimensions. The regression analyses reveal that global exposure is positively associated with both non-traditionalism and risk taking, though the effects are more robust and consistent for risk taking. Individuals with experience traveling to Asia or Western countries exhibit significantly higher levels of risk taking, particularly in 2018. Similarly, English proficiency and consumption of Western movies consistently predict greater risk-taking tendencies across both waves. These findings suggest that global engagement encourages behavioral openness and a greater tolerance for non-conformity. The effects on non-traditionalism, while present, are more selective. Travel to Europe and North America shows a positive association with non-traditionalism in 2008, though this effect diminishes by 2018. Watching Western sitcoms and having acquaintances from Western countries are also positively related to non-traditionalism, especially in 2018, indicating that interpersonal and media-based global contact may contribute to value change over time. However, exposure to Asian culture through travel or media shows weaker and less consistent associations. Control variables further illuminate these dynamics. Age is negatively associated with both non-traditionalism and risk taking, indicating that younger individuals are more likely to adopt global or progressive values. Education and English proficiency are positively related to both outcomes, suggesting that cognitive and communicative resources facilitate openness to global influences. Gender differences are observed in risk taking, with women reporting significantly lower levels than men. In sum, the findings suggest that globalization promotes both value liberalization and behavioral flexibility. While the impact on non-traditionalism is evident but somewhat variable, the link between global exposure and risk taking is strong and consistent. These results underscore the role of cross-border experiences and cultural flows in shaping individual values and behaviors in a globalizing world. They also highlight the importance of distinguishing between different types of value change when assessing the cultural consequences of globalization.

Keywords: global exposure, value orientations, traditionalism, cultural consumption

