

Globalization and its Influence on Social Identities

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Abstract

This thesis analyzes the influence of globalization on social identities. The main argument is that globalization fragments social identities. This thesis uses the term identity in the context of sociology as social identities that are created in a social context and are creating social reality. Globalization is perceived as one of the most significant influencers of the modern era. Globalization is multidimensional and influences many aspects of social reality and undoubtedly social identities as well. Three main spheres of globalization that also primarily influence social identities are the economic, political, and cultural sphere. Each is responsible for the creation and fragmentation of these identities in a specific way. The primary product of globalization is a supply of new possibilities and constant change, which causes unpredictability and consequently uncertainty. People refuse to bind to any social identities because they can become an obstacle in the future. Identities in the globalized world became complex, multidimensional, individualized, and fluid. Fragmentation of social identities has severe consequences that can both enhance and seriously fragment societies and lead them to destruction.