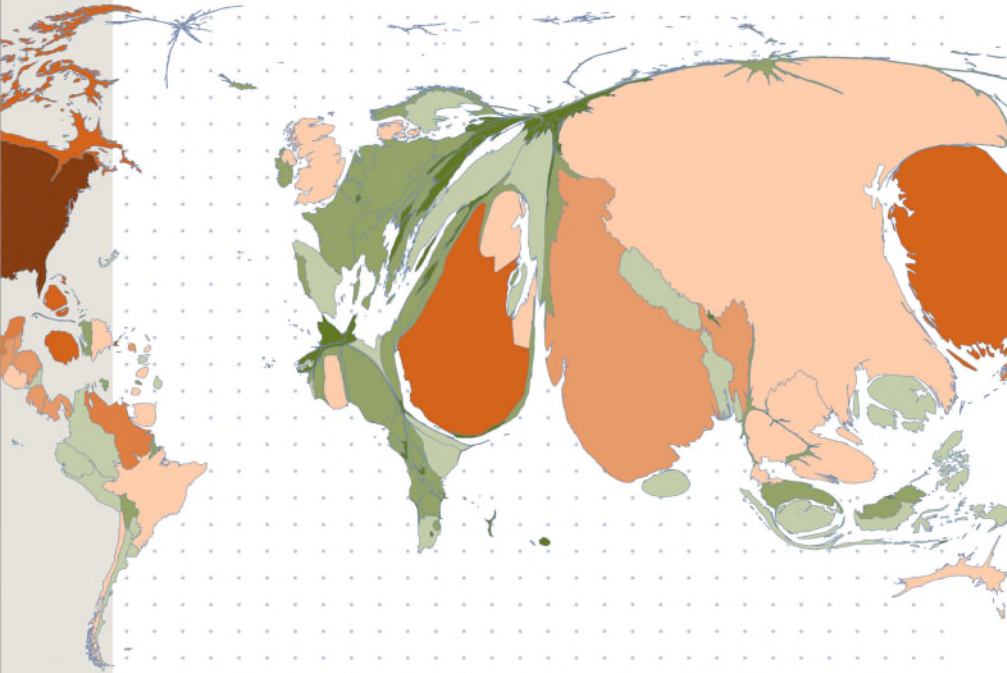


Isaac A. Kamola



MAKING THE **WORLD** GLOBAL

U.S. UNIVERSITIES AND THE PRODUCTION
OF THE GLOBAL IMAGINARY

Making the World Global: U.S. Universities and the Production of the Global Imaginary

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Main themes:

- Universities are material
- Knowledge is the product of human labor
- The production of academic labor is always situated within material institutions

Therefore,

- Universities are sites of production and reproduction, not Archimedean points from which to see the world “out there.”
- But, rather, we can think of “**the worlds of higher education**” and what can be imagined within these material relations

KOF Swiss Economic Institute

- News & Events
- The Institute
- Research
- Surveys
- Forecasts & Indicators**
- Publications
- Data

ETH Zurich > D-MTEC > KOF

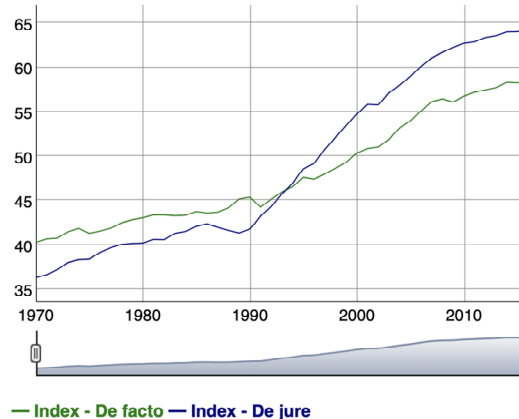
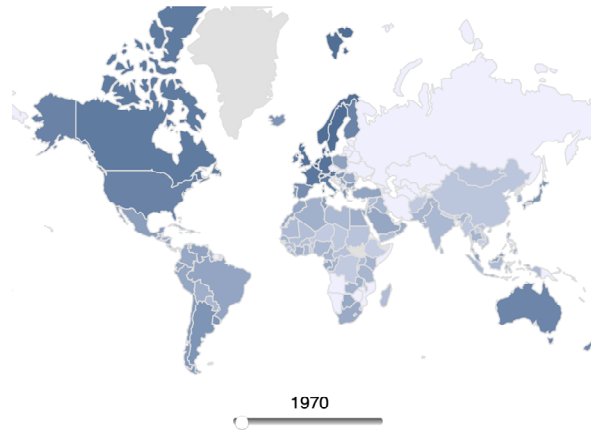
Forecasts

Indicators

- KOF Economic Barometer
- KOF Employment Indicator
- KOF Monetary Policy Communicator
- KOF Business Situation Indicator
- KOF Globalisation Index**
- KOF Surprise Indicator
- KOF-Baublatt-Outlook
- KOF Youth Labour Market Index
- KOF Uncertainty Indicators

KOF Globalisation Index

The KOF Globalisation Index measures the economic, social and political dimensions of globalisation. Globalisation in the economic, social and political fields has been on the rise since the 1970s, receiving a particular boost after the end of the Cold War.



News

27.12.2018
KOF Globalisation Index: Globalisation Lull Continues →

Data

- [KOF Globalisation Index_2018_2 \(XLSX, 2.9 MB\)](#) ↓
- [KOF Globalisation Index_2018_2 \(DTA, 1.4 MB\)](#) ↓

Further informationen

- [Ranking_2018_2 \(XLSX, 70 KB\)](#) ↓
- [Structure_2018_2 \(PDF, 58 KB\)](#) ↓
- [Variables_2018_2 \(PDF, 72 KB\)](#) ↓
- [Method_2018_2 \(PDF, 63 KB\)](#) ↓

Previous version

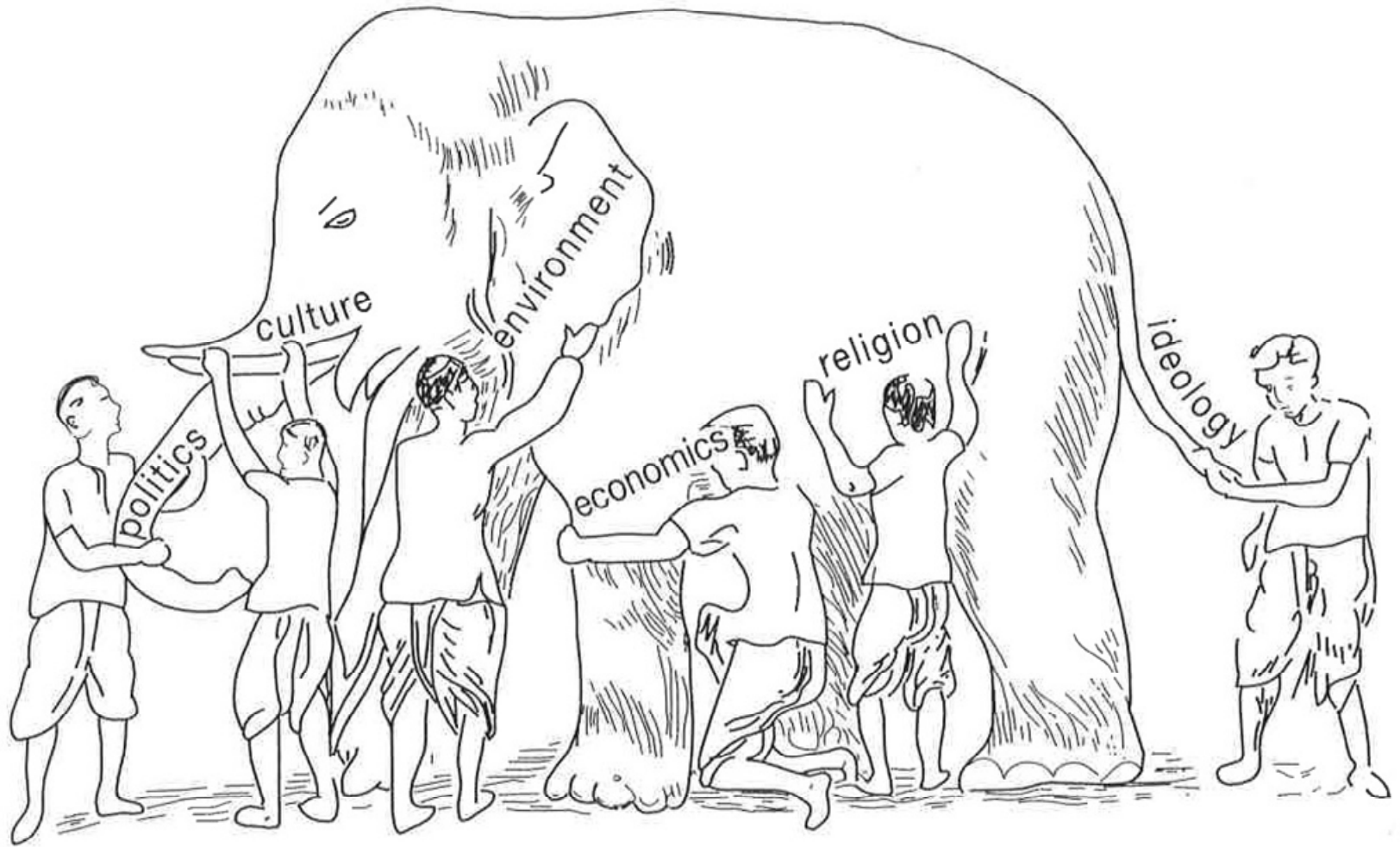
Previous vintage (2018_1) using the previous version of the index (v2017):
[Data \(XLSX, 1019 KB\)](#) ↓

2018 KOF Globalisation Index (Overall)

Rankings for the year 2016

Rank (top 25)	Country	Globalisation Index, overall	Rank (bottom 25)	Country	Globalisation Index, overall
1	Switzerland	91.17	172	Palau	45.52
2	Netherlands	90.97	173	Congo, Dem. Rep.	45.44
3	Belgium	90.50	174	Equatorial Guinea	44.85
4	Sweden	89.88	175	Sierra Leone	44.46
5	United Kingdom	89.35	176	Solomon Islands	44.22
6	Denmark	89.14	177	Lao PDR	43.77
7	Austria	88.95	178	Ethiopia	43.67
8	Germany	88.17	179	Myanmar	43.57
9	France	87.20	180	Iraq	42.67
10	Finland	86.99	181	Cayman Islands	42.35
11	Norway	86.40	182	Faeroe Islands	42.06
12	Spain	85.30	183	Sao Tome and Principe	42.04
13	Czech Republic	85.19	184	Turkmenistan	42.02
14	Hungary	85.13	185	Angola	41.83
15	Ireland	84.64	186	Bhutan	41.25
16	Canada	84.38	187	Sudan	41.24
17	Luxembourg	83.73	188	Chad	40.84
18	Estonia	83.60	189	Burundi	39.65
19	Portugal	83.52	190	GuineaBissau	38.95
20	Singapore	83.38	191	Afghanistan	38.57
21	Slovak Republic	82.89	192	Comoros	38.51
22	Italy	82.59	193	Puerto Rico	34.33
23	United States	82.10	194	Central African Republic	34.24
24	Australia	81.58	195	West Bank and Gaza	33.41
25	Slovenia	81.28	196	Eritrea	29.97

Citation: Gygli, Savina, Florian Haelg, Niklas Potrafke and Jan-Egbert Sturm (2019): The KOF Globalisation Index – Revisited, *Review of International Organizations*.



2. The globalization scholars and the elephant.

Citation: Manfred B. Steger, *Globalization: A Very Short Introduction* (OUP), p. 15.



Section 1: Reproducing the National Imaginary

Chap 1: W.W. Rostow and the Rise of Modernization as a National Imaginary

Chap 2: Robert McNamara and the National Development Imaginary

Section 2: Marketing the Global Imaginary

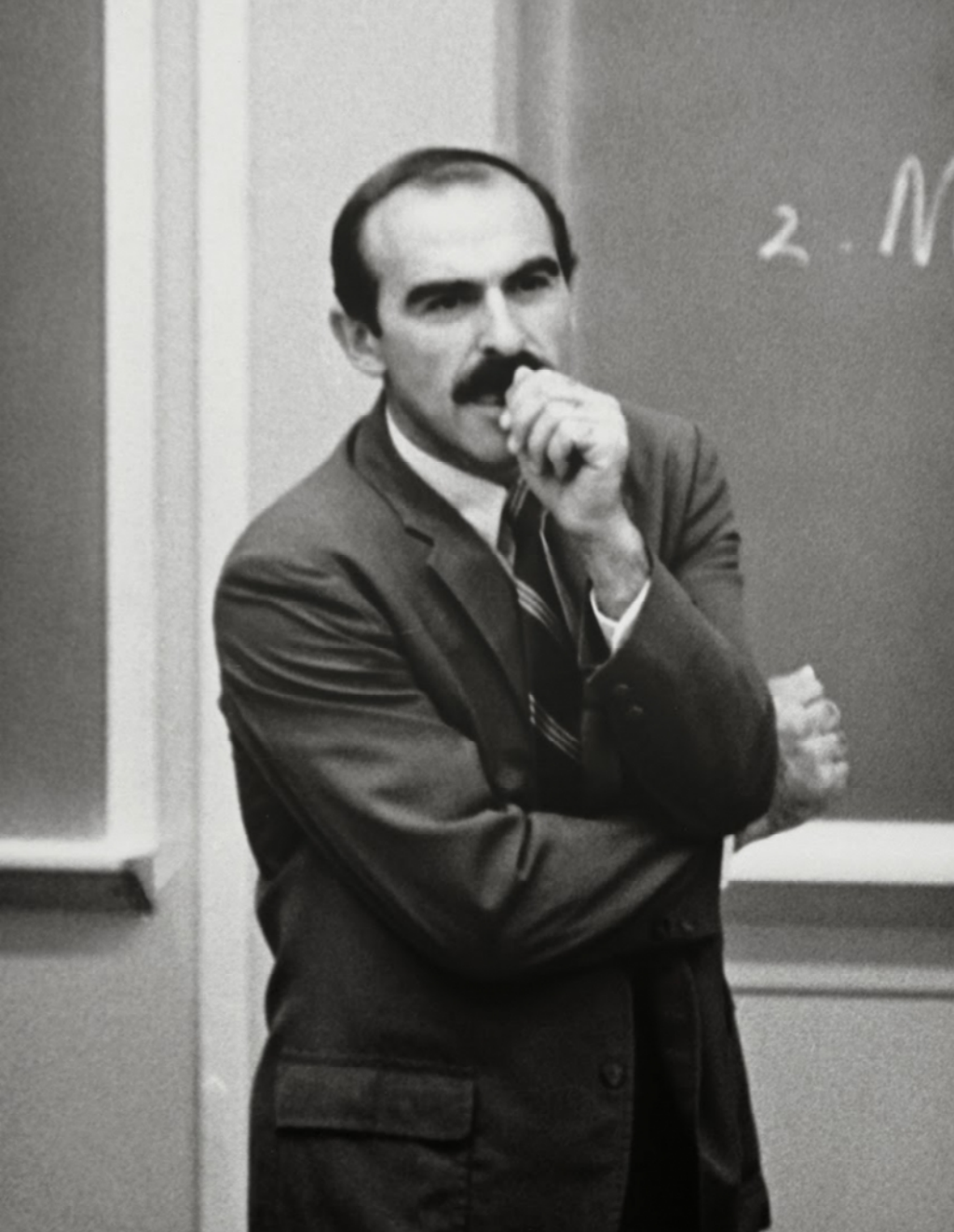
Chap 3: Theodore Levitt and Globalization as a Market Imaginary

Chap 4: A.W. Clausen and the Banker's Global Imaginary

Section 3: Reproducing the Global University

Chap 5: Kenneth Prewitt and the Defunding of Area Studies

Chap 6: John Sexton and the Global Network University



“people buy 1/4-inch drills bits but need 1/4-inch holes; they buy cosmetics but want ‘hope’”

“advertising is the poetry of becoming”

“Marketing can be magic”

“Things don’t have to be true to be so.”

“*An idea* is not responsible for who believes in it.”

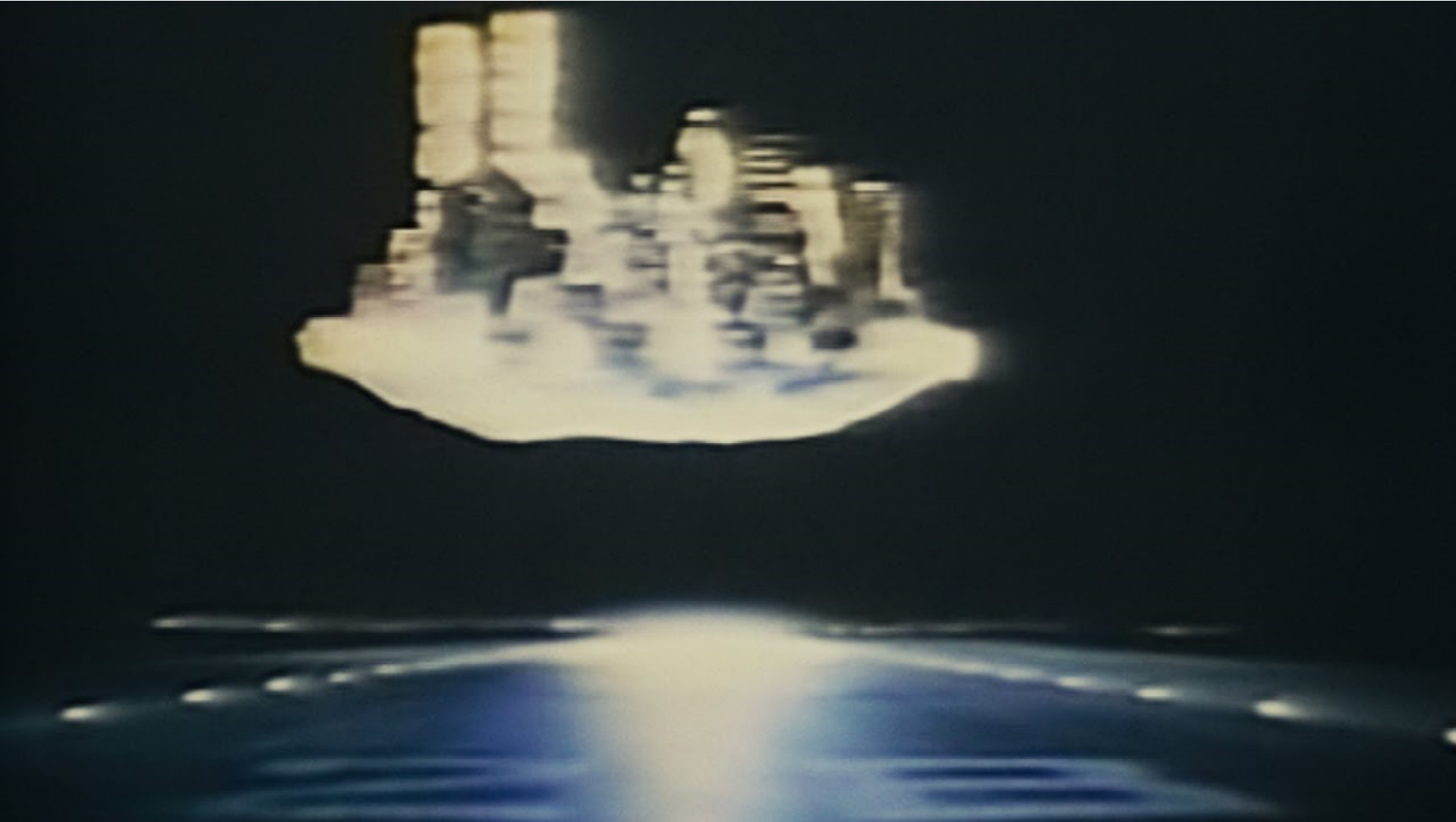




Image published at *Gulf News Report* (2021), supplied by NYU

Mythology, salesmanship, branding — it's all the same thing. . . . The greatest power of a university president is to be the Homer of the community.

— John Sexton