Current Path
Globalisation and the sense of relative deprivation

Jakkie Cilliers
Globalisation and the sense of relative deprivation

From this high-level perspective, the world has generally become much more prosperous and slightly less unequal, reflected in Chart 4 that presents the size of the economies of India, China and the combined size of the African economy. With this comparison it is important to remember that the chart obscures the fact that Africa consists of 54 small economies. Nigeria is Africa’s largest economy but accounts for less than 0.6% of the world GDP.

The period of globalisation after the end of the Cold War appears to have seen a convergence among a group of wealthy states, slow growth in a group of middle-income countries (the so-called middle-income trap) and stagnation among poor countries. Also, wealth is shifting from West to East as middle-class Westerners have seen less income growth than their (comparatively poorer but more populous) Asian counterparts.

It is as if hyper-globalisation reached a tipping point with the 2007/08 global financial crisis, which temporarily turbocharged income inequality within and between countries. These trends have accelerated in the wake of the COVID-19 pandemic, as advanced economies (and a few emerging markets) recover faster than developing countries, partly because of better vaccine access. In 2020, the economic contraction associated with COVID-19 probably saw about 55 million additional people classified as extremely poor compared with no-COVID forecasts—with almost half being African. The youth, low-skilled individuals, and those active in the informal sector have been disproportionately affected by the pandemic. In the words of the head of the International Monetary Fund (IMF): ‘The convergence between countries can no longer be taken for granted.’

The numbers and percentages tell one story. Still, our interconnected world and access to information have intensified a sense of relative deprivation among large swathes of the global populace, from India and China to the American Midwest and Afghanistan. It is particularly evident in Africa.

The 2007/08 financial crisis initially led to anti-establishment protests such as the ‘Occupy Wall Street’ movement, although with significant regional variations. Financial benefits seem to flow to small urban elites, financial institutions and a handful of large corporations with little change for the middle class. Income is increasingly concentrated among top earners in almost all countries with data on income distribution—the poor (and often the middle class) are not doing very well, while the rich are getting richer. The political impact of middle-income disenchantment has most prominently seen the rise of
populist political parties and leaders in the West, perhaps best reflected by the election of Donald Trump as president of the US for a single term and, after losing to President Joe Biden, is running again the November 2024 elections.

The sense of absolute and relative deprivation—i.e. actual improvements in living standards being vastly out of kilter with expectations—is rising. Although people in high-income countries have never enjoyed a better living standard, they seem to feel particularly insecure, scared that they will not be able to maintain their standard of living and that migrants from poor countries will somehow overwhelm them. The result is a rise in developed world identity politics (or nationalist populism). All reflect a view, for different reasons, that the neoliberal model of globalisation (and democracy generally) has not managed to hold the fort against special interests. The trend is most evident in the US. Populism is accelerated by social media echo chambers such as Facebook and X that undermine democracy by serving as a platform for dis-, misinformation and conspiracy theories. We use nationalist populism vs the extent of globalisation as one of the two dimensions to present global scenarios in the theme Africa in the World.
Donors and sponsors

Reuse our work

- All visualizations, data, and text produced by African Futures are completely open access under the Creative Commons BY license. You have the permission to use, distribute, and reproduce these in any medium, provided the source and authors are credited.

- The data produced by third parties and made available by African Futures is subject to the license terms from the original third-party authors. We will always indicate the original source of the data in our documentation, so you should always check the license of any such third-party data before use and redistribution.

- All of our charts can be embedded in any site.

Cite this research

About the authors

Dr Jakkie Cilliers is the ISS's founder and former executive director. He currently serves as chair of the ISS Board of Trustees and head of the African Futures and Innovation (AFI) programme at the Pretoria office of the Institute. His 2017 best-seller Fate of the Nation addresses South Africa's futures from political, economic and social perspectives. His three most recent books, Africa First! Igniting a Growth Revolution (March 2020), The Future of Africa: Challenges and Opportunities (April 2021), and Africa Tomorrow: Pathways to Prosperity (June 2022) take a rigorous look at the continent as a whole.

About African Futures & Innovation

Scenarios and forecasting can help Africa identify and respond to opportunities and threats. The work of the African Futures & Innovation (AFI) program at the Institute for Security Studies aims to understand and address a widening gap between indices of wellbeing in Africa and elsewhere in the world. The AFI helps stakeholders understand likely future developments. Research findings and their policy implications are widely disseminated, often in collaboration with in-country partners. Forecasting tools inspire debate and provide insights into possible trajectories that inform planning, prioritisation and effective resource allocation. Africa's future depends on today's choices and actions by governments and their non-governmental and international partners. The AFI provides empirical data that informs short- and medium-term decisions with long-term implications. The AFI enhances Africa's capacity to prepare for and respond to future challenges. The program is headed by Dr Jakkie Cilliers.