

We live in the age of globalization, fast travels and almost unlimited online contacts, as well as pressing global problems such as the COVID-19 pandemic or climate change, the solution to which is only possible on a global level. This makes the idea to make us all feel more like members of the community of people from all over the world is gaining popularity (in international organizations such as UNESCO, at various workshops or in science). Such a sense of being part of a global community, caring for its well-being, feeling connected with people all over the world is an example of what in psychology we call global social identifications, such as identification with people all over the world or identification with world citizens.

Researchers from various fields of science have been trying for some time different methods to activate such identifications in people and then check how it would affect their attitudes towards other people (e.g. minorities), the willingness to help others (e.g. from distant countries), willingness to forgive other nations (e.g. perpetrators of former war wrongdoings), but also for evaluating and buying various local and global products. Some of them use the context of identification with people all over the world in their research, while others use identification with world citizens.

Research on these two types of identifications proceeds quite independently of each other, and the review of the results shows that in the area of their experimental activation there is a lot of ambiguity, discrepancies in conclusions or gaps. Therefore, the first goal of our project is a meta-analysis of existing research in this area. The second goal is checking what emerges in people's minds from different countries when they hear labels such as *people all over the world* or *citizens of the world*; Do these terms evoke similar associations and are similarly understood in different countries, or maybe we can find cultural differences? This is an important issue because research using these labels is gaining in popularity, yet we do not know what they actually mean for people. So far, research in this area has been done only in Portugal and the USA, while our project will cover research in over 20 countries, not only from Europe or the USA, but also from Asia, Africa and South America.

The third and fourth goals are to investigate who, regarding different psychological characteristics, is most susceptible to different methods of evoking global identifications and how long these effects persist. These important issues have previously been studied sporadically or, most often, not at all. The fifth goal of our project is to experimentally test the effectiveness of different methods of evoking global identifications (already used in this context and new ones), and to compare them with each other, starting with checking if there are differences when using the terms *people all over the world* vs. *citizens of the world*, what is the effectiveness of using various types of visual stimuli (e.g. pictures or movies), as well as cognitive, mixed or more complex methods, such as real or imaginary contact between people of different ethnicities. Among cognitive methods we will also check what is the significance of using message framing, such as describing advantages and disadvantages of globalization. We will check the effectiveness of all these methods through online and laboratory experiments in relation to various areas or social effects: attitudes towards others and dehumanization, tendencies to help others, concern for global issues and taking collective action.

Our project is novel and has a chance to be groundbreaking. This is the first such a broad project in the field of experimental activating of global identifications, which is to systematize the results of research to date and examine the effectiveness of various, old and new methods of their activation, comparing them with each other, in order to finally prepare a summary: which methods are the most effective and which are the least, whom they effect more strongly and whom - weaker, how long such effects last and in what social areas. It is also the first project to take up this subject with such broad international cooperation.