

Advantages of using the KOF index of globalisation

1. Allows for comparisons to be made;
 - for one country over time
 - between countries at any given time
2. Has been calculated for a very large number of countries over a long time period (since 1970).
3. Makes use of 24 variables covering three main areas of globalisation (economic, social & political) so covers a wide range of globalisation data.
4. Uses data that is likely to be readily available eg number of McDonalds.
5. Employs a weighting system that reduces the affect that missing data would otherwise have on the total score for any given country.

Disadvantages of using the KOF index of globalisation

1. Smaller countries seem to be over-represented at the top of the rankings suggesting there may be some bias in how the final values are calculated. Eg distances to neighboring countries are short making it easier to engage in foreign travel (eg Belgium), or there are few places to visit at home (Luxembourg).
2. Relevance of using international mail seems low given the rise of e-mail and the Internet.
3. Trade in books and newspapers is falling in many places due to the rise of e-books and online news sites. Also, in some countries people may access books and newspapers through libraries. This is not reflected in the KOF data.
4. Internet users is based on people with access to the Internet, but how can this be found accurately (ie Internet cafes vs home connections).
5. Trade calculations often ignore the informal economy which can account for a large proportion of actual trade.
6. Many countries have large numbers of illegal foreign migrants. They are not counted in the KOF.
7. Some countries share diplomatic offices. This means that although they may have a presence in another country, the KOF index does not recognise this.

8. Some countries choose to be neutral and do not participate in UN peacekeeping missions or other international organisations as a result. This does not mean they are less globalized than those that do.

9. By publishing ranking KOF seem to be implying that those at the top are 'better' than those at the bottom. This is not necessarily true as globalisation brings problems as well as benefits to countries.