

The EU through the Eyes of Asia



Natalia Chaban, Martin Holland, LAI Suet-yi, NCRE

EU External Perceptions: Global Project Geography



The Evidence



EU images in news media

104 media outlets monitored in the region from 2002-2009 on a daily basis, around 20,000 pieces of news collected (for Asia=12,218).



EU perceptions among general public

Public opinion surveys, conducted in 2002-10, involving 10,042 respondents in the region (for Asia=4,805)



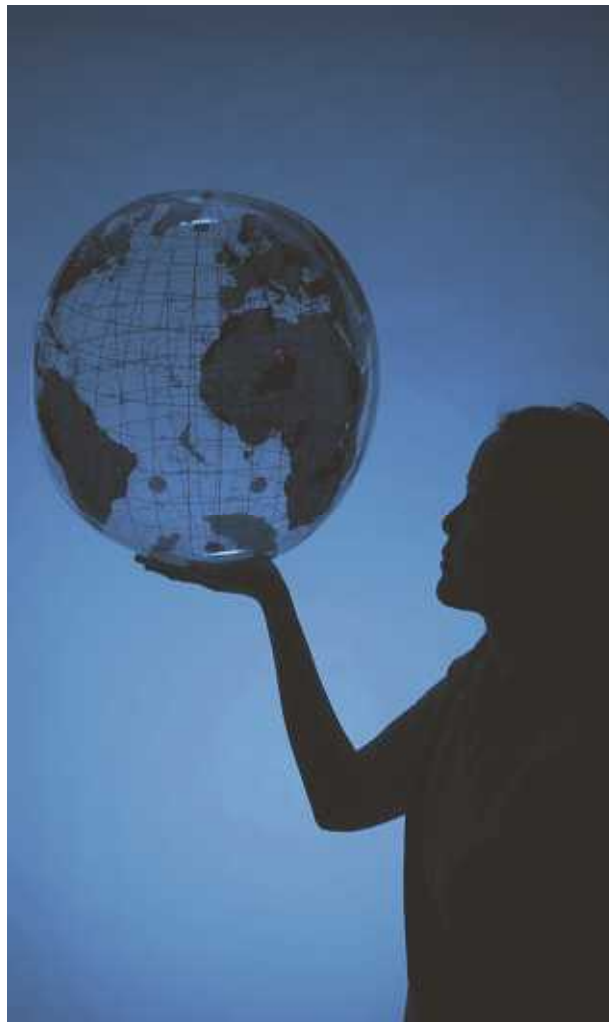
EU perceptions among decision-makers

628 face-to-face interviews conducted in 2002-10, with political, business, civil society and media cohorts (for Asia=428)

In each location, the study has followed an identical scientifically rigorous methodology involving three elements:

- Media analysis – 6-12 month analysis of the EU representations in the national mainstream press and prime time television news broadcasts on a daily basis.
- Public opinion survey – 400 respondents in each location.
- Elite interviews – Face-to-face interviews of business, political, media and civil society decision-makers.

The Asian Media Studied



	Popular Daily	Business Daily	English-Language Daily	TV News
Mainland China	<i>People's Daily</i>	<i>International Finance</i>	<i>China Daily</i>	CCTV
Hong Kong SAR	<i>Oriental Daily</i>	<i>Hong Kong Economic Journal</i>	<i>South China Morning Post</i>	TVB Jade
Japan	<i>Yomiuri</i>	<i>Nikkei Shimbun</i>	<i>Japan Times</i>	N/A
South Korea	<i>Chosun Daily</i>	<i>Maeil Business</i>	<i>Korea Herald</i>	KBS
Singapore	<i>Lianhe Zaobao</i>	<i>Straits Times</i>	<i>Business Times</i>	channel 8
Thailand	<i>Thai Rath</i>	<i>The Manager</i>	<i>Bangkok Post</i>	ITV
Indonesia	<i>Kompas</i>	<i>Bisnis Indonesia</i>	<i>Jakarta Post</i>	TVRI
The Philippines	<i>Philippines Daily Inquirer</i>	<i>Business World</i>	<i>Manila Bulletin</i>	GMA 7/ 24 Oras
Vietnam	<i>Youth</i>	VNET	<i>Vietnam News</i>	VTV1
India	<i>Dainik Jagaran</i>	<i>The Economic Times</i>	<i>Times of India</i>	N/A
Macau SAR	<i>Macau Daily News</i>	<i>Hong Kong Economic Journal</i>	<i>Macau Daily Times</i>	Teledifusao de Macau
Malaysia	<i>Utusan Malaysia</i>	<i>The Edge Financial Daily</i>	<i>The Star</i>	TV3

The Views of the Public and Decision-makers



	Public Opinion Surveys			Decision-makers Interviews (political, business, civil society and media respondents)	
	Size	Date	Method	Size	Date
Mainland China	400	Dec.: 2006	On-line	32	Apr-Jul 2007
Hong Kong SAR	400	Nov. 2006		31	Apr-Jul 2007
Japan	400	Nov. 2006		32	Apr-Jul 2007
South Korea	400	Nov. 2006		47	2005/2007
Singapore	400	Nov. 2006		32	Apr-Jul 2007
Thailand	400	Nov. 2006		38	2005/2007-8
Indonesia	405	Nov. 2008	Face-to-face	32	May-Sep 2008
The Philippines	400	Nov. 2008	Telephone	31	May-Sep 2008
Vietnam	400	Nov. 2008		33	May-Sep 2008
India	400	Feb. 2010		40	Feb-Sep 2010
Macau SAR	400	Feb. 2010		40	Feb-Sep 2010
Malaysia	400	Feb. 2010		40	Feb-Sep 2010
TOTAL	4805			428	

Invisibility?

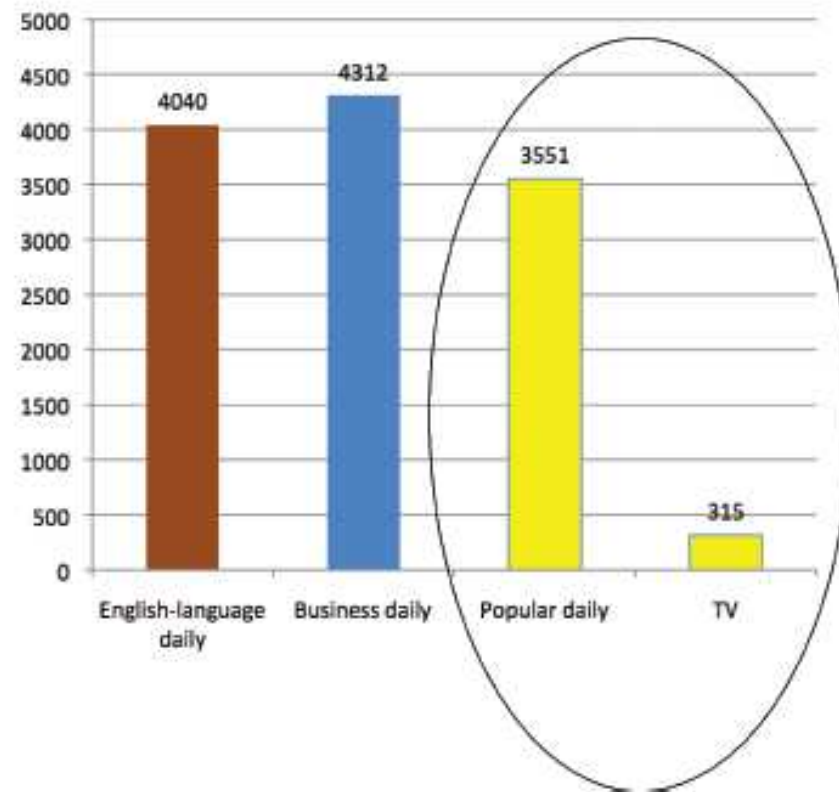


Figure 1: Monitored 41 news outlets in Asia (12,218 pieces of news referencing the EU in 2006-09)

Press and TV Visibility

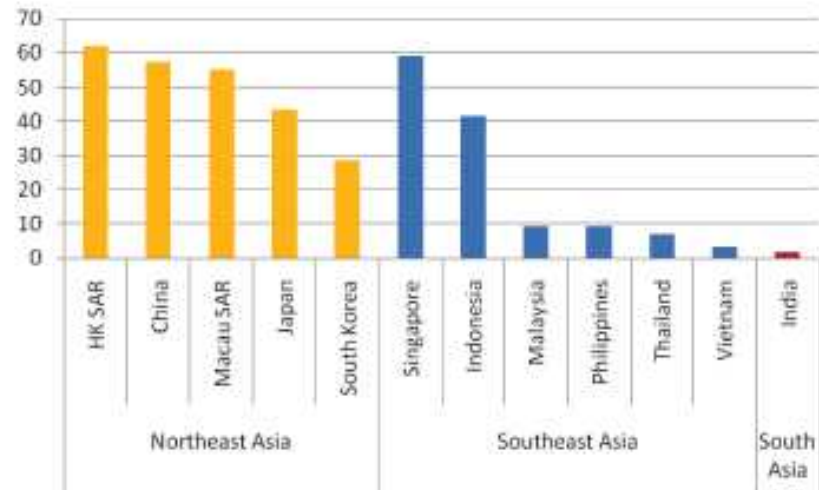


Figure 3: Monthly average of EU presence in 12 popular dailies

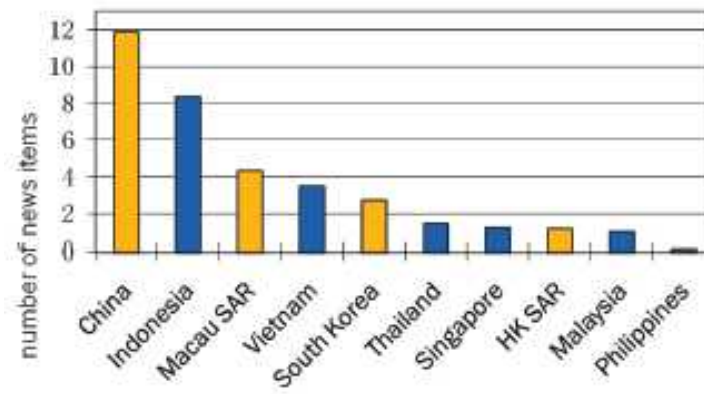
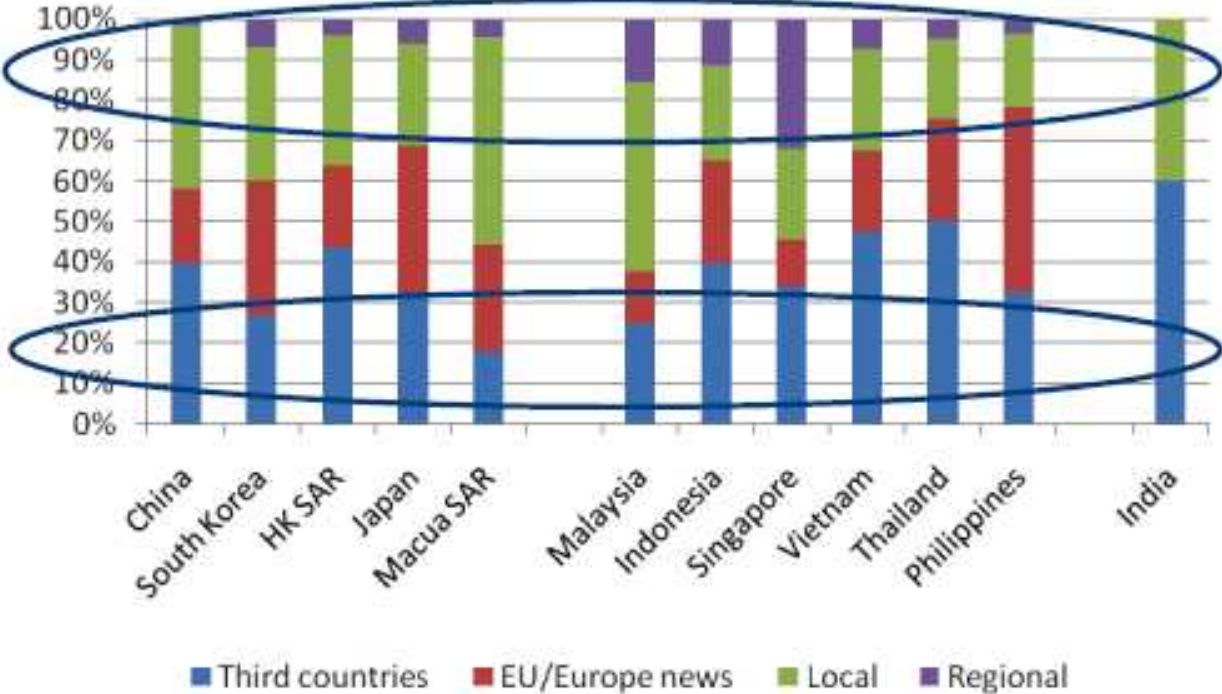


Figure 4: Monthly average of EU presence in 10 prime-time TV news bulletins

Focus of Domesticity



Region the EU Interacts with	N. of Stories
Middle East	473
Asia	102
EU Neighbours	205
North America	40
Africa	40
South America	9
Pacific	7
Caribbean	6

Figure 5: Focus of domesticity of EU representations in Asian 'popular' news media (22 outlets, 2006-09)

Leading or Supporting? – EU as a Main or Minor Actor

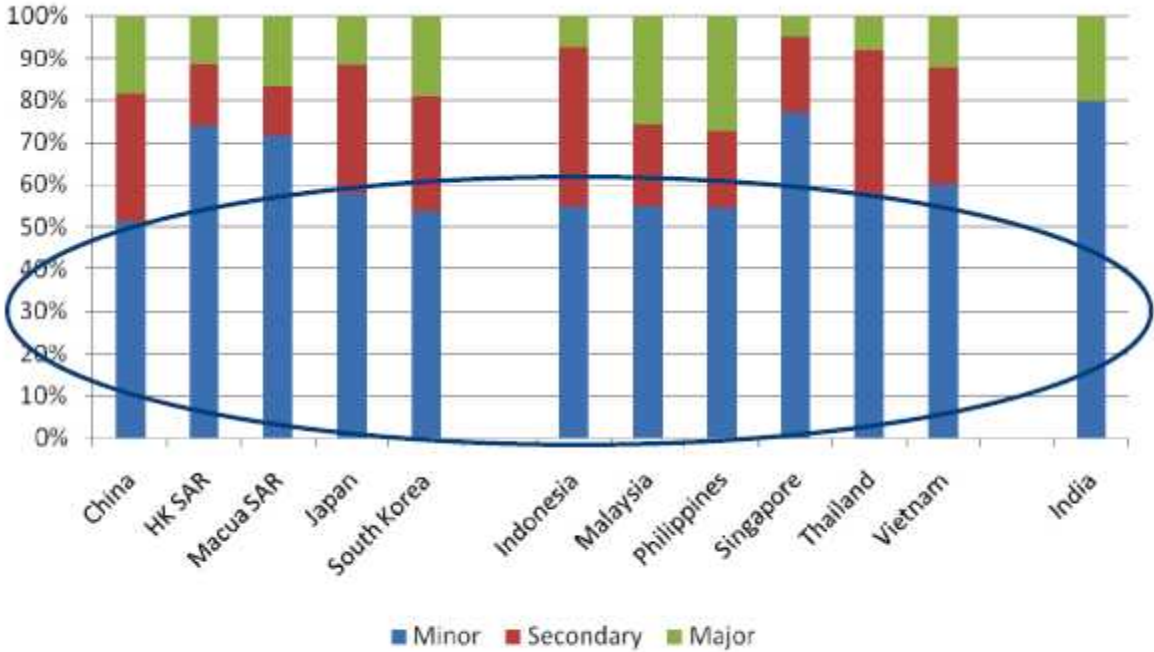


Figure 6: Centrality of EU representations in Asian 'popular' news media (22 outlets, 2006-09)

Sources of EU News Stories

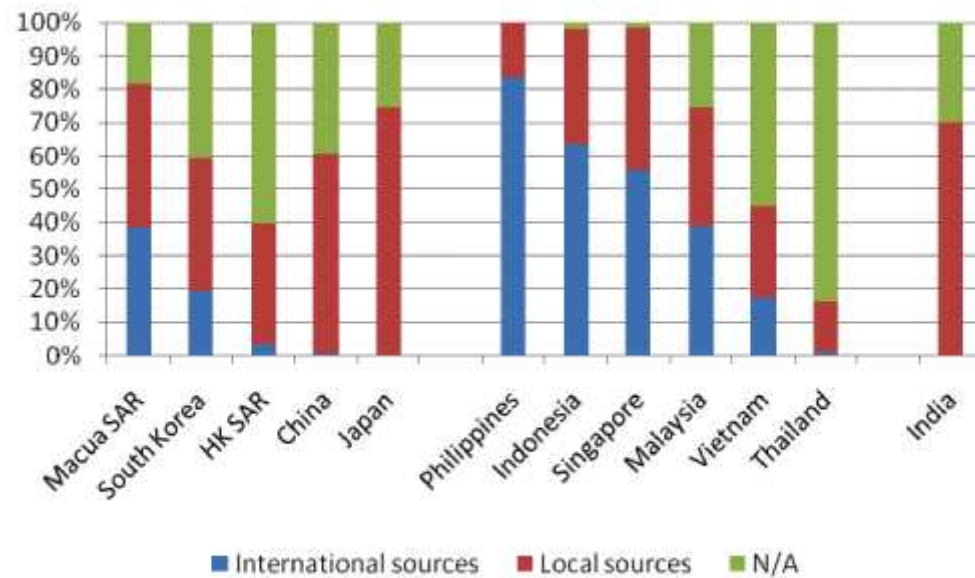


Figure 7: Sources of EU news stories in Asian media (22 'popular' news outlets, 2006-09)

Breaking the Stereotypes?

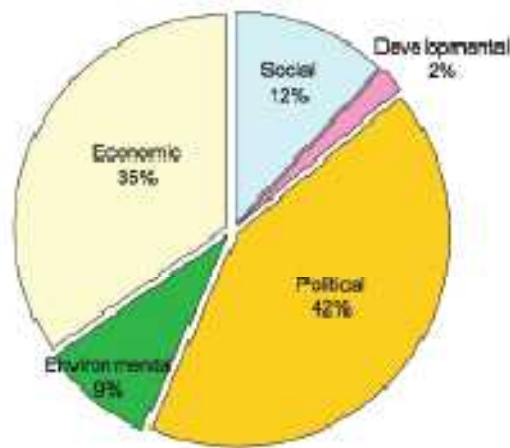


Figure 9: Main themes in EU reportage in Asian media

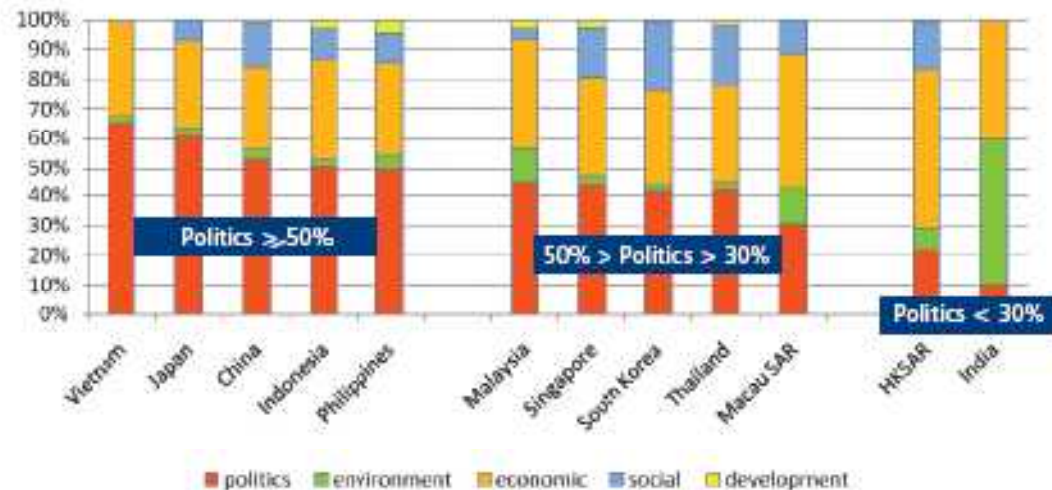


Figure 8: Figure 10: Main themes in EU reportage by country (22 'popular' news outlets, 2006-09)

How Hard is it to 'Sell' EU News Stories?

The demand for the EU news is low

“I would say it's harder than selling a story about the US or a story about Asia because of Singaporeans' connections to China, India and Southeast Asia. The countries are not familiar as they are far away and they don't have direct impact on their lives.”

– Media respondent in Singapore

“I think the EU is still fairly short of strength and action on politics especially high-class politics and diplomacy. So there is very few news about EU on our newspaper.”

– Media respondent in Mainland China

EU diversity also makes it harder to report and to consume EU news

“Europe is wide, with many different languages, English can't handle everything ... Europe has many countries. There are many economic and political systems. It is difficult for our colleagues to master the situation.”

– Media respondent in Hong Kong SAR

However, the EU coverage has potential to grow

“As for the EU... [N]ow the trading interaction between China and the EU is expanding day after day, as well as other exchanges such as tourism and cultural communication, and the Chinese government has the intension to expand and cultivate such exchanges between the parties, so I believe attention on this part will increase.”

– Media respondent in Mainland China

How Important is the EU? – Decision-makers' View

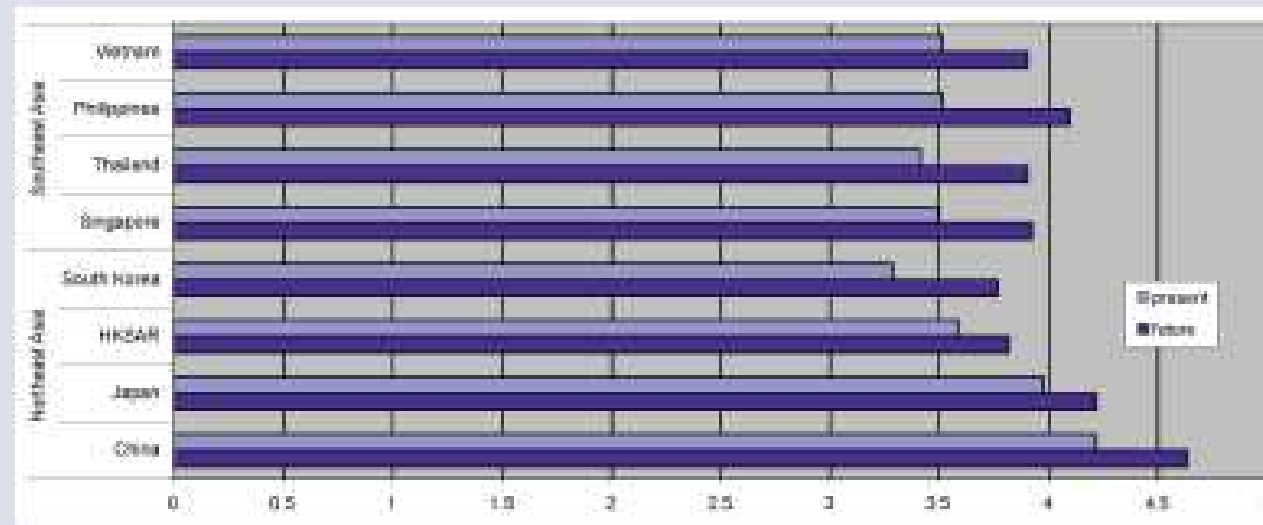


Figure 11: Evaluation of the EU importance as a partner for Asian states by decision-makers (1= Not important at all, 5 = Very important)

EU Images – Decision-makers' View

	1st	2nd	3rd	4th
Mainland China	Economic power	€	World/ regional power	Union/ integration
Hong Kong SAR	€	Economic power	EU flag	Union/ integration
Japan	€	Brussels	Union/ integration	Environment
Singapore	Economic power	Union/ integration	Culture	Freedom of movement
South Korea	€	Economic power	Union/ integration	Diplomatic power
Thailand	Economic power	€	Trade	Tourism
The Philippines	Economic power	Union/ integration	Democracy, good governance, rule of law	Culture
Vietnam	Economic power	Culture / history / civilization	Union/ integration	Political power

The Euro – Decision-makers' View

Enlargement – Decision-makers' View

The Role of European Commission Delegation –
Decision-makers' View

How Important is the EU? – Public Opinion

	Currently 1st Place	EU rank	In Future 1st Place	EU rank
Mainland China	USA	2nd	EU	1st
Thailand	China	5th	China	5th
Hong Kong SAR	China	5th	China	5th
Macau SAR	China	6th	China	5th
Singapore	China	6th	China	5th
South Korea	USA	4th	China	4th
Japan	USA	6th	USA	4th
Indonesia	USA	8th	USA	5th
Vietnam	China	4th	China	5th
The Philippines	USA	5th	USA	2nd
Malaysia	China	9th	Japan	5th
India	USA	6th	USA	2nd

EU Images – Public Opinion

	1st	2nd	3rd	4th
Mainland China	Euro	Enlargement	Union/Integration	Trade
Hong Kong SAR	EUU	Trade	Union/Integration	Individual countries
Macau SAR	Union/Integration	euro	economic power	Business/Trade
Japan	Euro	Union/Integration	Individual countries	Disparities/ Unfairness
South Korea	Union/Integration	EUU	Individual countries	
Indonesia	Monetary/Economic Union	Trade	Euro	Democracy, Good Governance, Rule of law
Malaysia	Sports (Football, Wrestling, Badminton and F1)	Union/Integration	Advancement (esp technology)	Freedom and Democracy
The Philippines	Union/Integration	Monetary Union	Development Aid - Jono	Employment
Singapore	Union/Integration	Euro	Economic power	Individual countries
Thailand	Individual countries	Economic power	Trade	Euro
Vietnam	Union/Integration	Monetary/Economic Union	euro	Democracy, Good Governance, Rule of law
India	Business/Trade	Union/Integration	Tensions	Economic Power

What is NOT Seen?

“I see the EU as a great power only in the economic sense. It is too diverse to be a military power though it has the potential to be one.”

– Business respondent in Singapore

“No, the EU is just a group of many states. Although state members are willing to cooperate, there is some doubt about the EU’s capacities to become the United States of Europe.”

– Civil society respondent in Vietnam

“The global political clout and significance of the member countries are uneven. Even at the UN, The EU still has to find ways to become a significant power player, apart from the ones being played by its individual members.”

– Civil society respondent in the Philippines

What is NOT Seen?

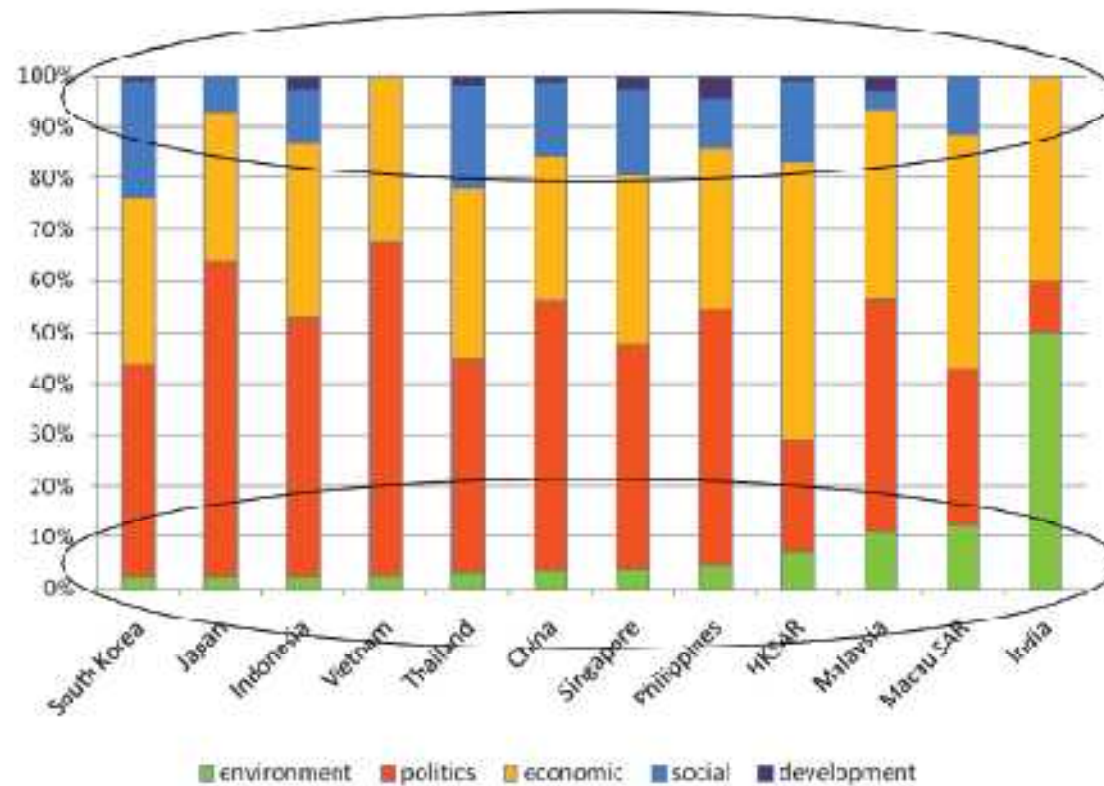


Figure 12: Media representation of the EU as a DEVELOPMENTAL ACTOR and ENVIRONMENTAL ACTOR in Asian states