Mutual perceptions of Asia and the EU in a Changing Global Environment: The view from Malaysia

Friday, 30 November 2012, 10:00 – 11:30
Razak School of Government
Asia in the Eyes of Europe: Images of a Rising Giant

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Project Executive,
Asia-Europe Foundation
Methodology

<table>
<thead>
<tr>
<th>EU (8)</th>
<th>2 dailies + 1 TV News bulletin Sept- Nov 2010</th>
<th>On-line panel Feb 2011</th>
<th>April-July 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,770 news items</td>
<td>6,155 respondents</td>
<td>103 interviews</td>
</tr>
</tbody>
</table>

All data collected in original language and translated
<table>
<thead>
<tr>
<th>Country</th>
<th>Widely circulated daily (serious)</th>
<th>Tabloid/ 2nd serious daily</th>
<th>TV Primetime news</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>Der Standard</td>
<td>Kronen Zeitung</td>
<td>ORF2 20min/7:30pm</td>
</tr>
<tr>
<td>Belgium (W)</td>
<td>Le Soir</td>
<td>la Libre</td>
<td>RTBF 30min/7:30pm</td>
</tr>
<tr>
<td>Belgium (Fl)</td>
<td>De Standaard</td>
<td>De Morgen</td>
<td>VTM 30min/7:30pm</td>
</tr>
<tr>
<td>Denmark</td>
<td>Jyllands-Posten</td>
<td>Ekstra Bladet</td>
<td>TV2 30min/7pm</td>
</tr>
<tr>
<td>France</td>
<td>le Monde</td>
<td>le Figaro</td>
<td>France2 30min/8pm</td>
</tr>
<tr>
<td>Germany</td>
<td>Süddeutsche Zeitung</td>
<td>Bild</td>
<td>Tageschau-ARD 15min/8pm</td>
</tr>
<tr>
<td>Italy</td>
<td>Corriere della Sera</td>
<td>Il Giornale</td>
<td>TG1 30min/8pm</td>
</tr>
<tr>
<td>Romania</td>
<td>the Adevarul</td>
<td>Libertatea</td>
<td>Antena1-Observator 1hour/7pm</td>
</tr>
<tr>
<td>UK</td>
<td>Daily Telegraph</td>
<td>the Daily Mail</td>
<td>BBC 30min/6pm</td>
</tr>
<tr>
<td>EU</td>
<td>European Voice</td>
<td>Euro News</td>
<td>30min/7pm</td>
</tr>
<tr>
<td>Analysis</td>
<td>6 days</td>
<td>7 days</td>
<td></td>
</tr>
</tbody>
</table>

Electronic versions/archives (same to hard copies) available
Volume of News

Volume of articles per country

N = 2,770 articles, collected between 1 September to 30 November 2010
N = 2,770 articles, collected between 1 September to 30 November 2010
Volume of News

Weekly average

N = 2,770 articles, collected between 1 September to 30 November 2010
Sources of News

- N/A
- Local Newswires
- Local Correspondents
- Non-Local Correspondents
- Non-Local Newswires
Framing of Asian actions

- Austria
- Belgium (W)
- Belgium (Fi)
- Denmark
- France
- Germany
- Italy
- Romania
- UK
- EU

- Politics
- Development
- Environment
- Economic
- Social
Asia as an economic powerhouse (well-being of the Asian economies; investment, business opp. in Asia for European companies); Asian economies as trading partners
Framing of Asian actions

Politics: Security issues, Afghanistan, Obama tour of Asia, territorial disputes, Asia’s rising role in International Politics

Sports (Asia Games, Asia Championship, Asian representatives in international sporting events); Asian lifestyle/culture
Evaluation of News total

- Positive: 13%
- Negative: 13%
- Neutral: 74%
Positive and negative news total

Evaluation of Social news
- Positive: 11%
- Neutral: 72%
- Negative: 17%

Evaluation of Economic news
- Positive: 21%
- Neutral: 72%
- Negative: 7%

Evaluation of Political news
- Positive: 4%
- Neutral: 77%
- Negative: 19%
Imagery: Social Asia
Imagery: Economic Asia
Imagery: Political Asia
Imagery: The US-Factor
The Media’s “Face” of Asia

N = 2,770 articles, collected between 1 September to 30 November 2010
How is Malaysia represented in the context of Asia?

- Malaysia features in 3.3% of articles (91 in total) referencing ‘Asia’ and its actors
- Articles focused on Malaysia in the context of:
  - **European economic links in Malaysia** (opening up markets for European companies, Tesco, Carrefour)
  - **Sports** (commonwealth games, Asian Games)
  - **ASEAN level interactions** – Territorial disputes – economic stability
  - **Others** – Tiger Conservation and Hillary Clinton
- Europeans personal and professional ties – very low 1.9% - Malaysia ranked 8/19 – travelled there – have friends there

*N = 2,770 articles, collected between 1 September to 30 November 2010*
Feelings Towards ‘Asian’ Countries

On a scale from 1 to 5, where 1 is very negative and 5 is very positive, how do you feel towards each of the following countries?

- Australia (#1) - 4.15
- New Zealand (#2) - 3.9
- USA (#3) - 3.88
- Japan (#4) - 3.71
- China (#8) - 3.07
- Malaysia (#14) - 2.84
- ASEAN (Ave) - 2.83
### Future Importance of Asian Countries

#### Most cited Asian countries in politically framed news

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
<th>Number of articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>43.1</td>
<td>232</td>
</tr>
<tr>
<td>Japan</td>
<td>25.5</td>
<td>137</td>
</tr>
<tr>
<td>India</td>
<td>22.7</td>
<td>122</td>
</tr>
<tr>
<td>South Korea</td>
<td>22.1</td>
<td>119</td>
</tr>
<tr>
<td><strong>Selected others</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pakistan</td>
<td>10.6</td>
<td>57</td>
</tr>
<tr>
<td>Myanmar</td>
<td>6.9</td>
<td>37</td>
</tr>
</tbody>
</table>

#### Future importance of Asian countries – European average

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Future Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>7.4</td>
</tr>
<tr>
<td>2</td>
<td>Japan</td>
<td>7.0</td>
</tr>
<tr>
<td>3</td>
<td>Russia</td>
<td>6.9</td>
</tr>
<tr>
<td>4</td>
<td>India</td>
<td>6.8</td>
</tr>
<tr>
<td>5</td>
<td>Australia / Singapore</td>
<td>5.6</td>
</tr>
<tr>
<td>14</td>
<td>Malaysia</td>
<td>4.5</td>
</tr>
<tr>
<td></td>
<td>USA</td>
<td>7.9</td>
</tr>
<tr>
<td></td>
<td>ASEAN (Average)</td>
<td>4.6</td>
</tr>
</tbody>
</table>
Most Important Areas for cooperation

- Trade Co-operation: 35%
- Environmental Co-operation: 12%
- Human Rights and Democracy Co-operation: 16%
- Security and Anti-Terrorism Co-operation: 16%
- Energy and Natural Resources Co-operation: 6%
- Social Welfare Co-operation: 3%
- Cultural Co-operation: 3%
- Development Co-operation: 6%
Images of Asia in EU Public Opinion
Views from the media gatekeepers

„My impression is that **ASEAN is seen as one big block.** But I am **located in China,** and here it seems like **China is the only state that matters.**“ (Financial Times Deutschland)

„The **greater region is a rising power, especially economically.** And **politically, it’s one of the new hot spots,** especially because of all the tensions between the states.” (FAZ)

„**When you write about Asia, you write about China.** This is one of the **clearest tendencies** I see at the moment.“ (Kristligt Dagblad)
Views from the media gatekeepers
Key Trends

• Europeans are aware of the rising importance of Asia.

• The public perception is diverse with no unifying images to represent Asia as a region.

• ‘Rising Asia’ means China ...

• Media coverage and resources remains focused on “monitoring the centres of power” – regional dynamic and Asian voices are missing