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

Thursday, 30 August 2012, 10:00am-noon
Chulalongkorn University

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2010/11: “Asia” in the eyes of Europe

2011/12: “EU” in the eyes of Asia
Methodology

Search Terms: EU, Euro, EU institutions
Search Terms: Asia, Asian, Asian regional organisations
Dataset: National press and TV News

Representative public online panels
Margin error: between 3% & 7% at a confidence level of 95%

Interviewees: decision-makers/ media*
Structured: semi-structured, identical protocol
Quantitative and qualitative
## Methodology

### EU (8)
- **2 dailies + 1 TV News bulletin**
  - Sept - Nov 2010
  - **2,770 news items**
- **On-line panel**
  - Feb 2011
  - **6,155 respondents**
- **April-July 2011**
  - **103 interviews**

### Asia (7)
- **3 dailies + 1 TV News bulletin**
  - Jan - June 2011
  - **6,115 news items**
- **On-line panel**
  - March 2012
  - **7,040 respondents**
- **May-Dec 2011**
  - **198 interviews**

All data collected in original language and translated.
The EU in the Eyes of Asia
New Findings from 2011-12

Professor Martin Holland
Jean Monnet Chair ad personam
National Centre for Research on Europe
University of Canterbury, NZ
## Dataset: 28 Mainstream Media Outlets in Asia

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All data collected in original language and translated
Media (In)Visibility by outlets

monthly average of news items (all outlets together)

- Japan
- China
- Singapore
- Malaysia
- Thailand
- India
- South Korea

- TV
- Popular daily
- Business daily
- English daily
International sources of EU news
25.6% of 6115 news items
Centrality of EU in Asian news reportages
Focus of EU News in Asian media (business dailies not included)
Focus of EU News in Asian media 
(business dailies not included)

State of economy:
State of economy of Eurozone, esp. sovereign debt crisis
EU as a trade partner

- China
- India
- Japan
- S. Korea
- Malaysia
- Singapore
- Thailand

- developmental
- social
- economic
- environmental
- political
Focus of EU News in Asian media (business dailies not included)

EU external actions: EU-Libya, EU-China, EU-own country

- Developmental
- Social
- Economic
- Environmental
- Political
The Lisbon Treaty Effect...?

Who speaks for the EU? (media)
How positively or negatively did Asian general publics perceive the EU?
Is the EU aggressive?
- Yes: 21%
- No: 26%
- Not sure: 53%

Is the EU likeable?
- Yes: 37%
- No: 13%
- Not sure: 50%

Is the EU arrogant?
- Yes: 25%
- No: 21%
- Not sure: 54%
Is the EU united?
- Yes: 34%
- Not sure: 47%
- No: 19%

Is the EU modern?
- Yes: 61%
- Not sure: 47%
- No: 7%

Is the EU efficient?
- Yes: 40%
- Not sure: 46%
- No: 14%
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Elite interviews: is EU a great power?
Elite interviews: is EU a leader in international politics?
Visual representation of EU in China (2011)
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