



**“Asia in the Eyes of Europe”**



## Introduction

- Ongoing European financial crisis only highlights powershift from West to East based on the relocation of economic growth
- How does Europe perceive Asia's rise?
- Perceptions matter as a foundation for understanding expectations, choices and decisions of others.
- Research on perception is not concerned with the study of facts but with the question of how facts are constructed and understood.
- Evidence-based knowledge on Asia-Europe perceptions helps to overcome stereotypes and avoids incorrect decision making within and between both regions.



## The Asia-Europe Perception Project

- Establishment of the Asia-Europe Foundation (ASEF) in 1997 within the Asia-Europe Meeting (ASEM) process to facilitate cooperation.
- ASEF supports the European Studies in Asia (ESiA) Network with its centrepiece being the ongoing comparative study of EU and ASEM imagery in Asia, a project called „The EU through the Eyes of Asia“.
- „Asia in the Eyes of Europe“ (ASiE) complements the already established research agenda. The projects are the two sides of the overarching inter-regional „Asia-Europe Perception Project“.

## The Team

- The ASiE research project consortium consists of ASEF, the National Centre for Research on Europe (NCRE), the German Council on Foreign Relations (DGAP), the Konrad-Adenauer-Stiftung (KAS) and Tsinghua University, Beijing, as well as eight national research partner institutions.





## National Partners:

Austria: Austrian Institute of International Affairs

Belgium: Brussels Institute of Contemporary  
Chinese Studies

Denmark: Copenhagen Business School - Asia Centre


France: Institut Français des relations international -  
Centre Asie

Germany: German Council on Foreign Relations

Italy: University of Siena

Romania: Romanian Institute of European-Asian  
Relations

UK: London School of Economics



## Asia in the Eyes of Europe (ASiE)

### Aim:

- Analysis of Europe's cognitive outlook towards Asia and the Asia-Europe Meeting (ASEM)
- Track existing landscape of perceptions of Asia within the EU and seek to contribute, deepen and enhance Asia-Europe understanding

# Members of ASEM and the Enlargement Process



# The ASEMap





The research methodology differentiates between a regional and a national/domestic level both on European and Asian side:

- (1) The EU's image of Asian regional organisations/institutions;
- (2) The EU's image of particular Asian countries;
- (3) The EU member states' image of Asian regional organisations/institutions;
- (4) The EU member states' image of particular Asian countries.

(1) and (3) are linked to the capacity of Asian regionalism for regional governance.

(2) and (4) are linked to the perceived regional assignment of individual states.



Size of ASEM membership (28 on European side) made selection of countries necessary.

- Austria, Belgium, Denmark, France, Germany, Italy, Romania and the UK

Image and attitude of Europeans towards Asia is measured on three perception levels:

- (1) Media Analysis: The study of Asia's image in news mass media production
- (2) Public Opinion Survey: A survey on general public perceptions and attitudes on Asia
- (3) Stakeholder / Elite Interviews: A survey on the media elite perceptions of Asia



**Media  
Analysis**



**Public  
Opinion  
Analysis**



**Elite  
Interviews**



# **The media analysis**

**Choices of media outlets to be monitored**

	Widely circulated quality daily	Tabloid/ 2 <sup>nd</sup> quality daily	TV Primetime news	
<b>Austria</b>	Der Standard	Kronen Zeitung	ORF2	20min/7:30pm
<b>Belgium (W)</b>	Le Soir	la Libre	RTBF	30min/7:30pm
<b>Belgium (FI)</b>	De Standaard	De Morgen	VTM	30min/ 7:30pm
<b>Denmark</b>	Jyllands-Posten	Ekstra Bladet	TV2	30min/7pm
<b>France</b>	le Monde	le Figaro	France2	30min/ 8pm
<b>Germany</b>	Süddeutsche Zeitung	Bild	Tageschau-ARD	15min/8pm
<b>Italy</b>	Corriere della Sera	Il Giornale	TG1	30min/ 8pm
<b>Romania</b>	the Adevarul	Libertatea	Antena1-Observator	1hour/7pm
<b>UK</b>	Daily Telegraph	the Daily Mail	BBC	30min/6pm
<b>EU</b>	European Voice (weekly)		Euro News	30min/7pm
<b>Analysis</b>	<b>6 days</b>		<b>7 days</b>	
<b>Electronic versions/ archives (same as hard copies) available</b>				



# The public opinion survey

The public opinion survey includes the above mentioned eight EU member states. The number of respondents varied between 1000 and 2000 each, with the following breakdown: Austria (1000), Belgium (2000), Denmark (1000), France (2000), Germany (2000), Italy (2000), Romania (1000) and UK (2000). Belgium includes 1000 respondents from each of the French and Flemish speaking population.



# **The public opinion survey**

Over 100 interviews conducted with opinion leaders from the media sector of the eight sample countries.

The image is a composite graphic. At the top, a portion of a globe is visible against a blue background. Below this, a large, close-up image of a human eye is shown. The iris of the eye is replaced by a detailed image of the Earth, showing continents and oceans. The eye is set against a background of a world map, which is slightly faded and serves as a backdrop for the eye. The overall color palette is dominated by blues, greens, and yellows, giving it a global and analytical feel.

# **The case of Austria**