“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

1996

26 members

**Asia:**
Brunei, China, Indonesia
Japan, Malaysia, Philippines,
South Korea, Singapore,
Thailand, Vietnam

**Europe:**
Austria, Belgium,
Denmark, Finland, France,
Germany, Greece, Ireland,
Italy, Luxembourg, Netherlands,
Portugal, Spain, Sweden, UK,
European Commission

2004

39 members

**Asia:**
Cambodia, Lao, Myanmar

**Europe:**
Czech Republic, Cyprus, Estonia,
Hungary, Latvia, Lithuania,
Malta, Poland, Slovenia,
Slovakia

2008

45 members

**Asia:**
ASEAN Secretariat,
India, Mongolia, Pakistan

**Europe:**
Bulgaria, Romania

2010

48 members

„Third category“:
Australia, New Zealand, Russia

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Australia, New Zealand, Russia
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
The media analysis

Choices of media outlets to be monitored
<table>
<thead>
<tr>
<th>Country</th>
<th>Widely circulated quality daily</th>
<th>Tabloid/ 2nd quality daily</th>
<th>TV Primetime news</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>Der Standard</td>
<td>Kronen Zeitung</td>
<td>ORF2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>20min/7:30pm</td>
</tr>
<tr>
<td>Belgium (W)</td>
<td>Le Soir</td>
<td>la Libre</td>
<td>RTBF</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>30min/7:30pm</td>
</tr>
<tr>
<td>Belgium (Fl)</td>
<td>De Standaard</td>
<td>De Morgen</td>
<td>VTM</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>30min/7:30pm</td>
</tr>
<tr>
<td>Denmark</td>
<td>Jyllands-Posten</td>
<td>Ekstra Bladet</td>
<td>TV2</td>
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<td></td>
<td></td>
<td>30min/7pm</td>
</tr>
<tr>
<td>France</td>
<td>le Monde</td>
<td>le Figaro</td>
<td>France2</td>
</tr>
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<td></td>
<td></td>
<td>30min/8pm</td>
</tr>
<tr>
<td>Germany</td>
<td>Süddeutsche Zeitung</td>
<td>Bild</td>
<td>Tageschau-Ard</td>
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<td></td>
<td></td>
<td></td>
<td>15min/8pm</td>
</tr>
<tr>
<td>Italy</td>
<td>Corriere della Sera</td>
<td>Il Giornale</td>
<td>TG1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>30min/8pm</td>
</tr>
<tr>
<td>Romania</td>
<td>the Adevarul</td>
<td>Libertatea</td>
<td>Antena1-Observato</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>1hour/7pm</td>
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<tr>
<td>UK</td>
<td>Daily Telegraph</td>
<td>the Daily Mail</td>
<td>BBC</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>30min/6pm</td>
</tr>
<tr>
<td>EU</td>
<td>European Voice (weekly)</td>
<td>Euro News</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>30min/7pm</td>
</tr>
<tr>
<td>Analysis</td>
<td>6 days</td>
<td></td>
<td></td>
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<tr>
<td>EU</td>
<td>European Voice (weekly)</td>
<td>Euro News</td>
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<td></td>
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<td>Electric versions/ archives (same as hard copies) available</td>
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</tr>
</tbody>
</table>
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 case of Austria