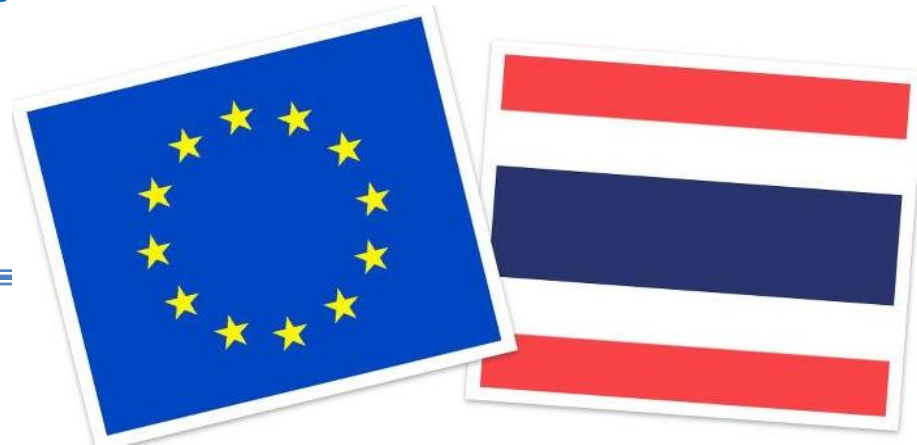


# Public, Media and Opinion Leader perceptions of the EU in Thailand

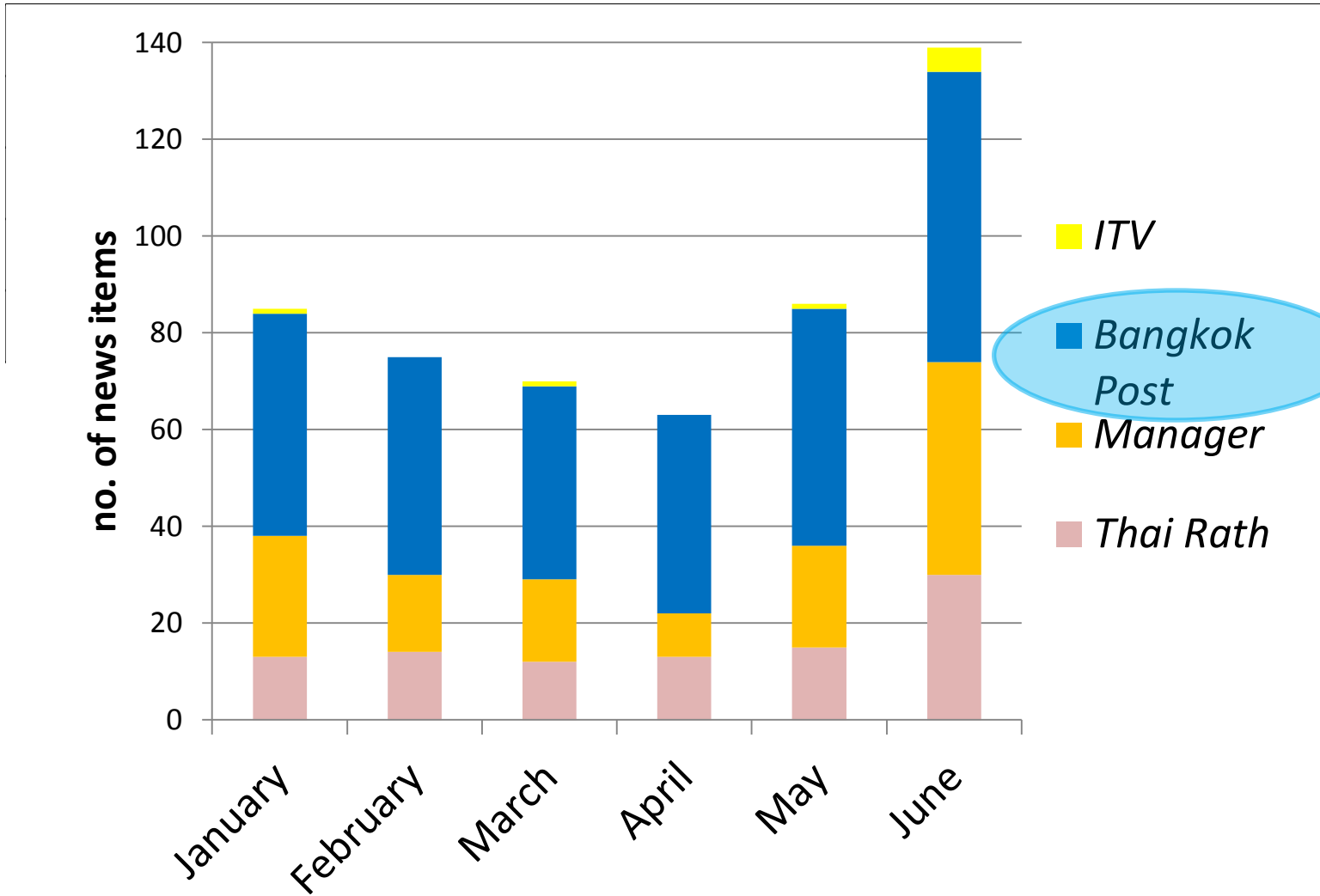


30 August 2012  
Chulalongkorn University

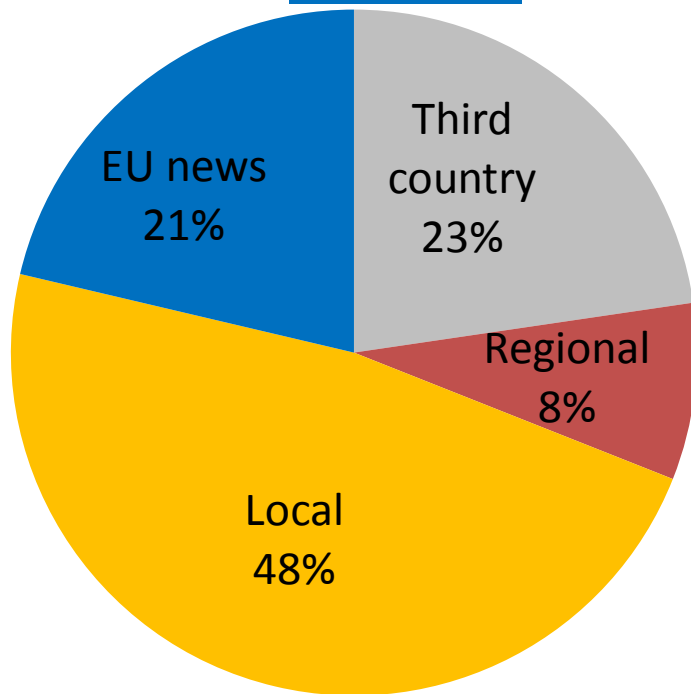
**Panyapat Piyathamsawat**

Researcher, EU through the Eyes of Asia

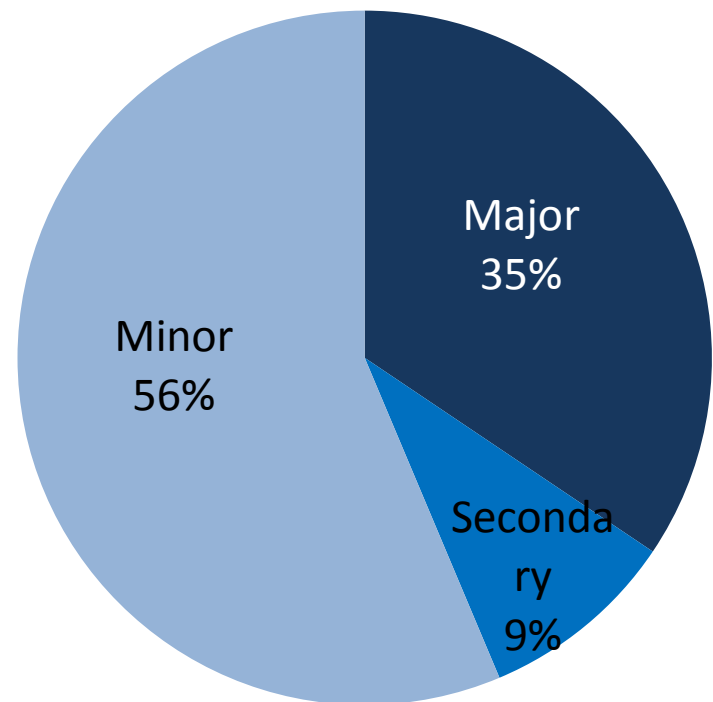
# Media analysis: monitored Thai news outlets



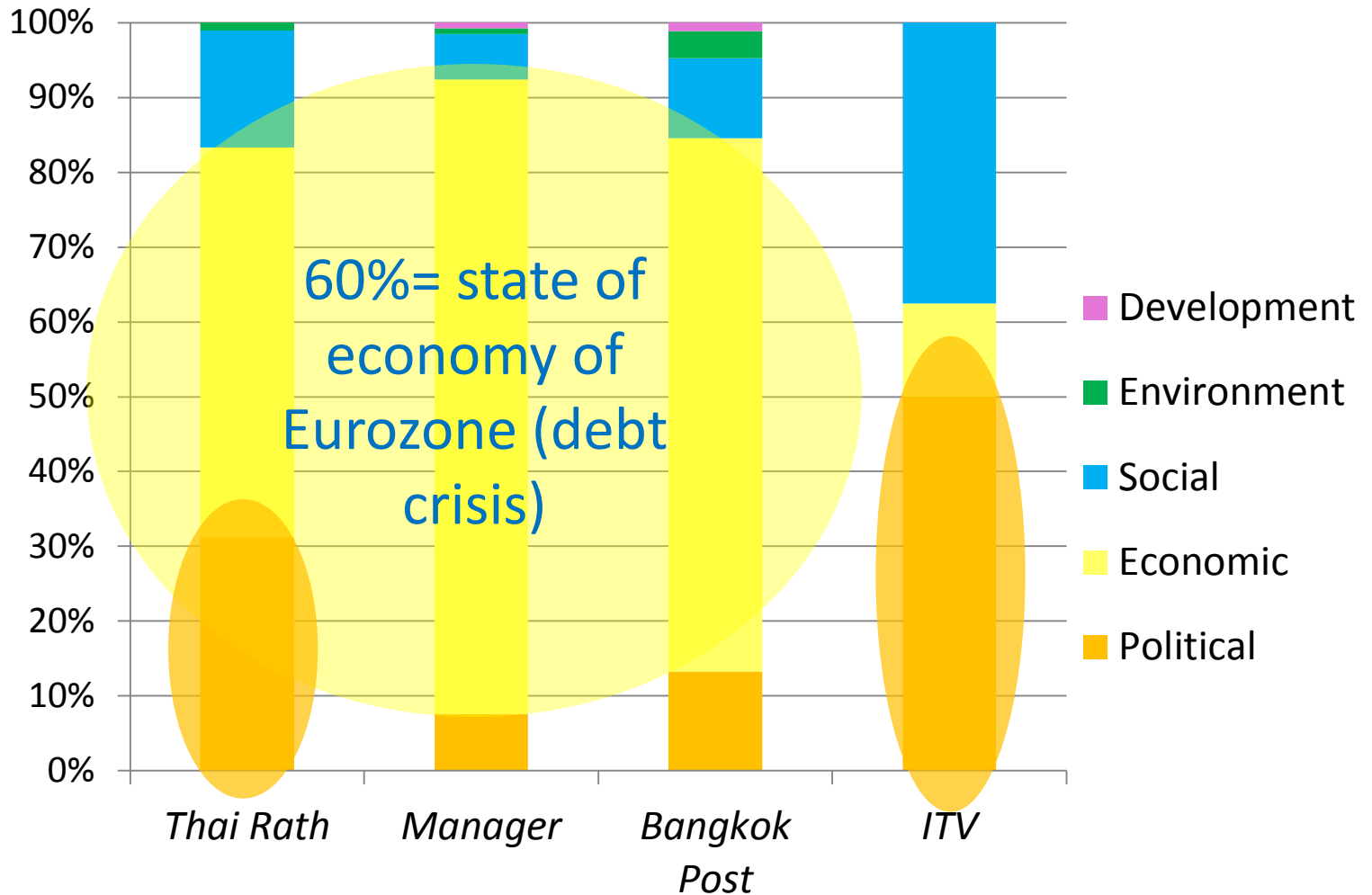
# Media analysis: Where was EU's action found?



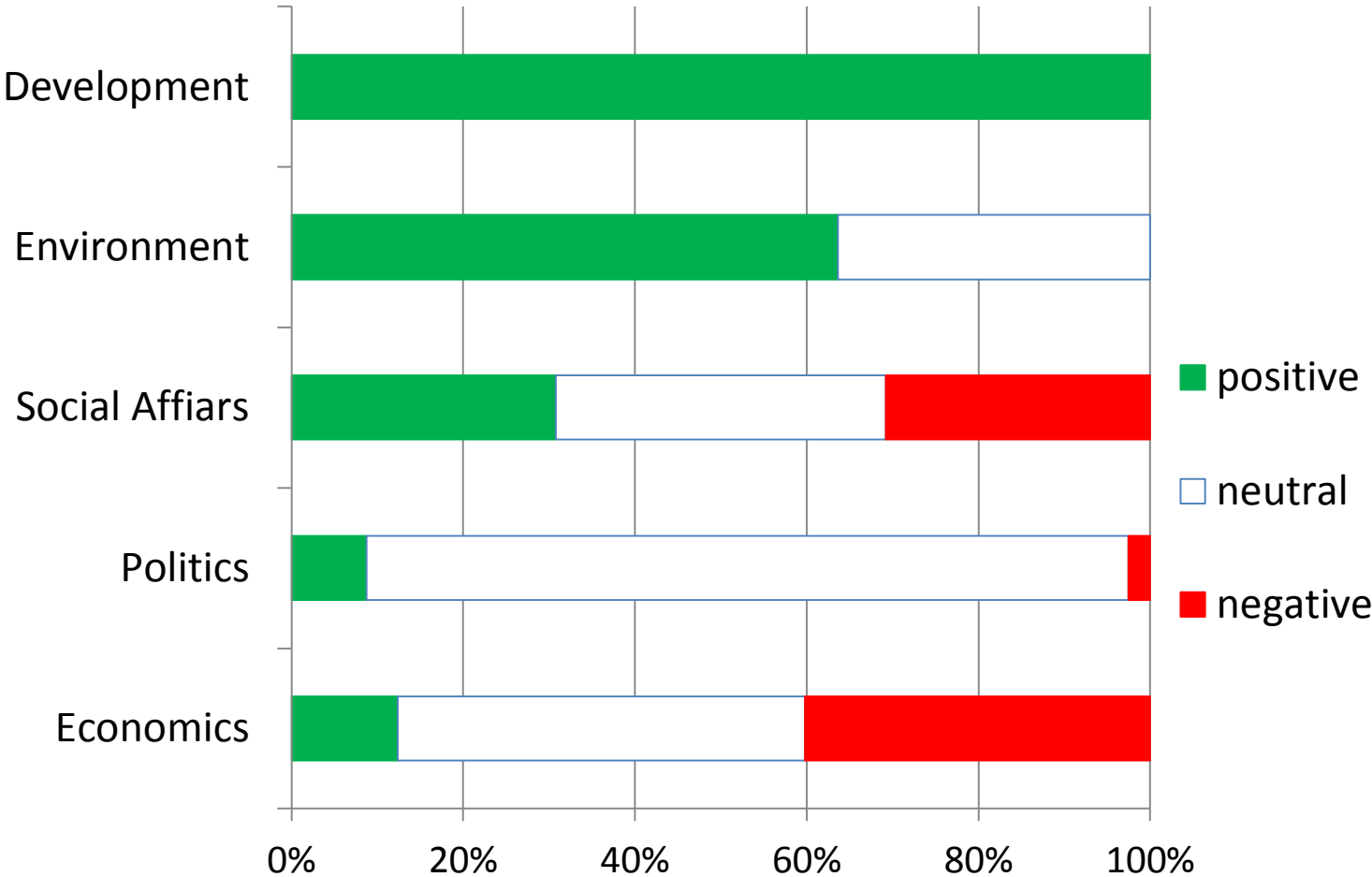
# Media analysis: Centrality of EU's action



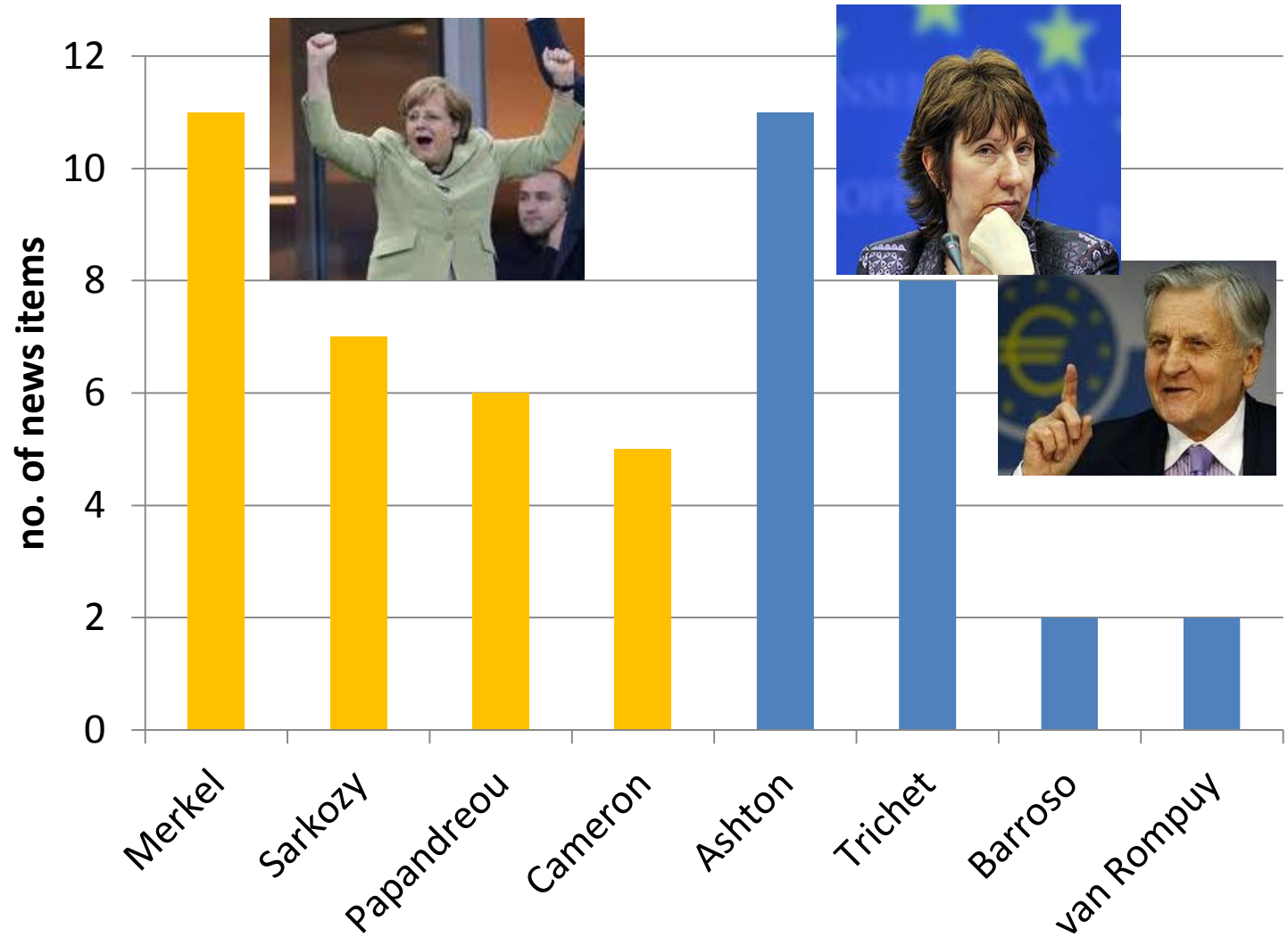
# Media analysis: Framing of EU's actions



# Media analysis: Evaluation of EU's actions



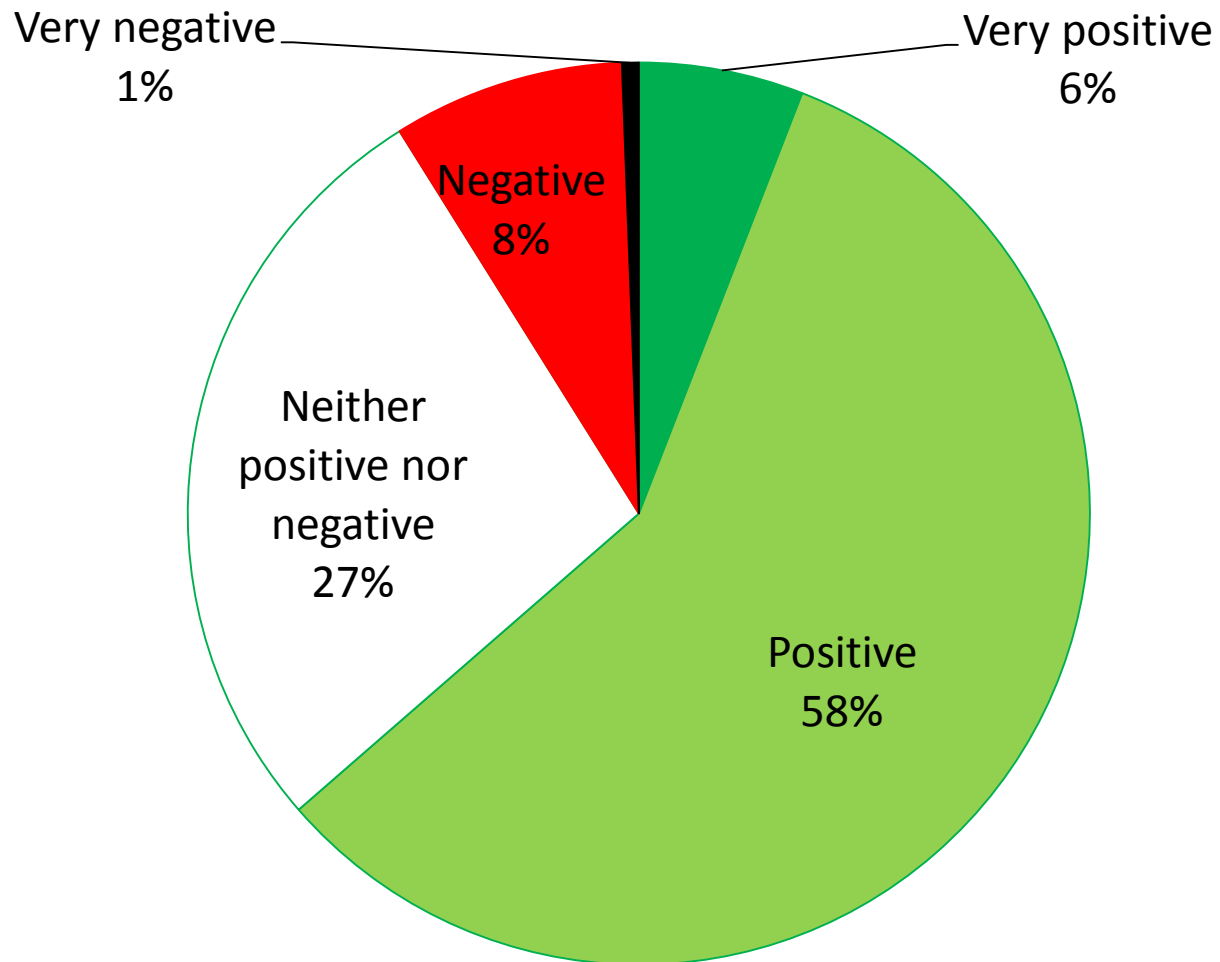
# Media analysis: Who represent EU?



**Public Opinion (n=1001):**  
**How important is the EU as a partner of**  
**Thailand? (scale of 1 to 5)**

	<b>Present</b>	<b>Next 10 years</b>
<b>1<sup>st</sup></b>	<b>China (4.69)</b>	<b>China (4.76)</b>
<b>2<sup>nd</sup></b>	<b>Japan (4.56)</b>	<b>Japan (4.63)</b>
<b>3<sup>rd</sup></b>	<b>US (4.43)</b>	<b>US (4.43)</b>
<b>4<sup>th</sup></b>	<b>Asia (4.23)</b>	<b>Asia (4.37)</b>
<b>5<sup>th</sup></b>	<b>EU (4.22)</b>	<b>EU (4.29)</b>

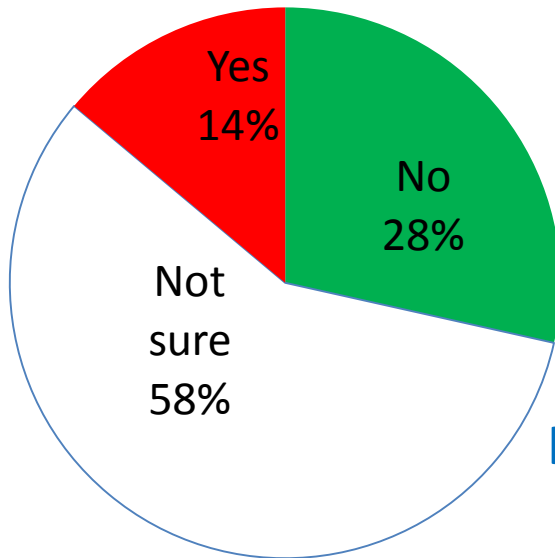
**Public Opinion (n=1001):**  
**On the whole, how positive or negative is**  
**your perception of the EU?**



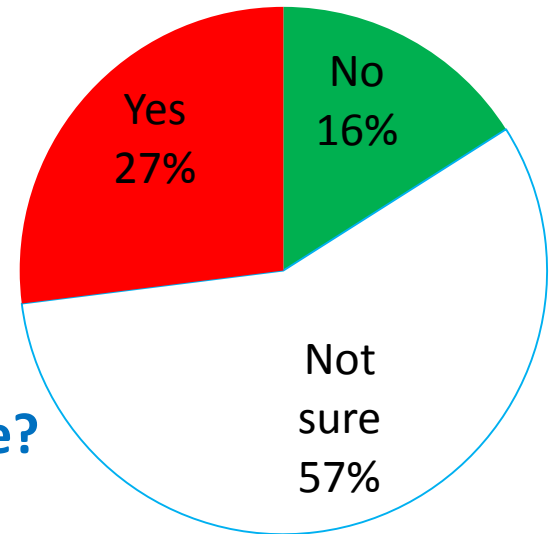


# Public Opinion (n=1001)

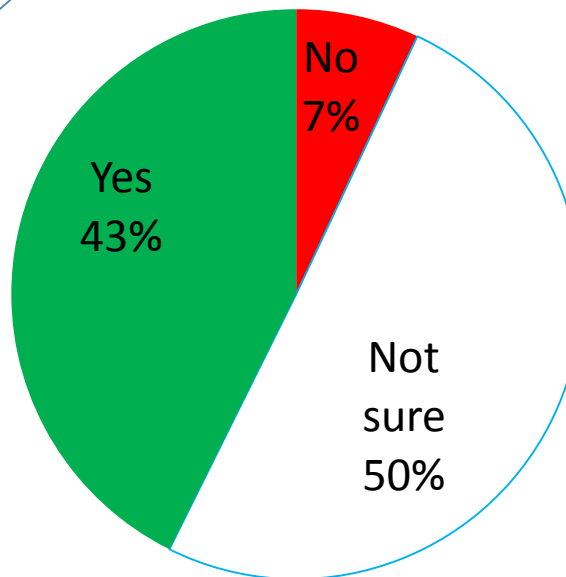
Is the EU Aggressive?



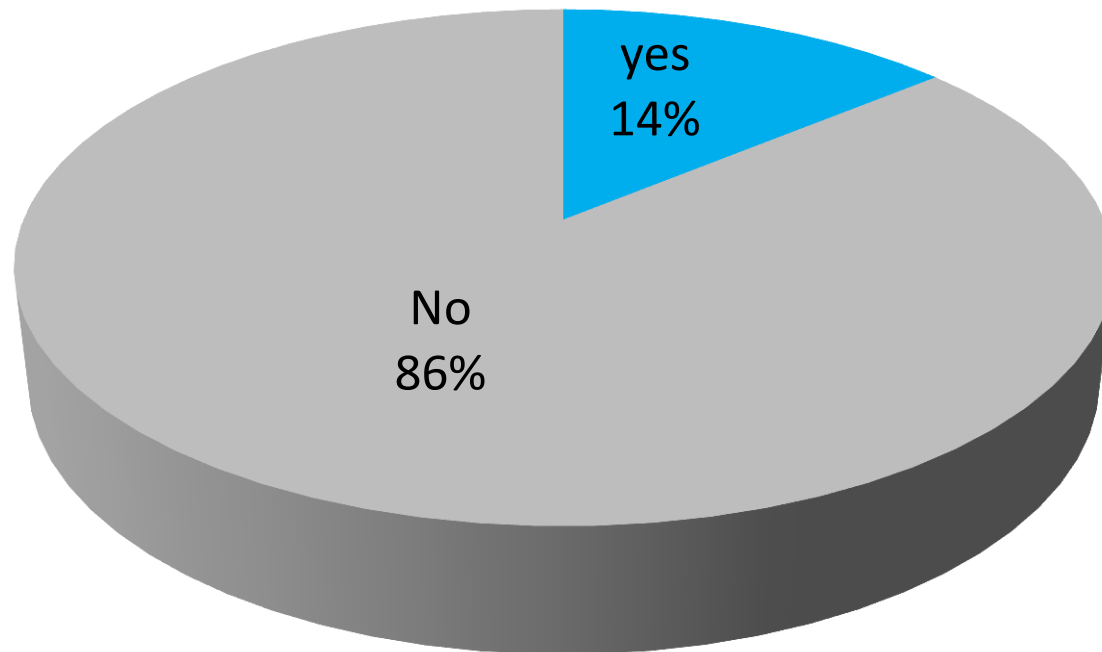
Is the EU Arrogant?



Is the EU Likeable?



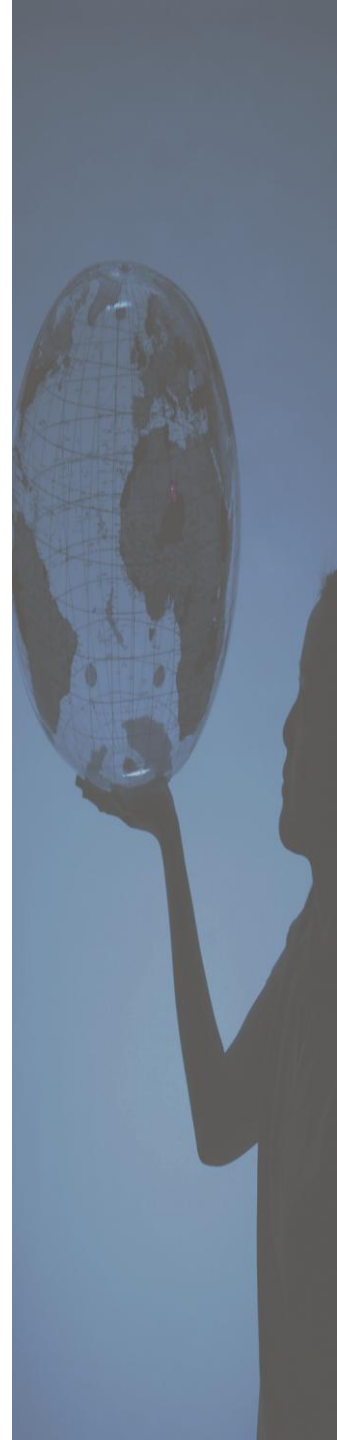
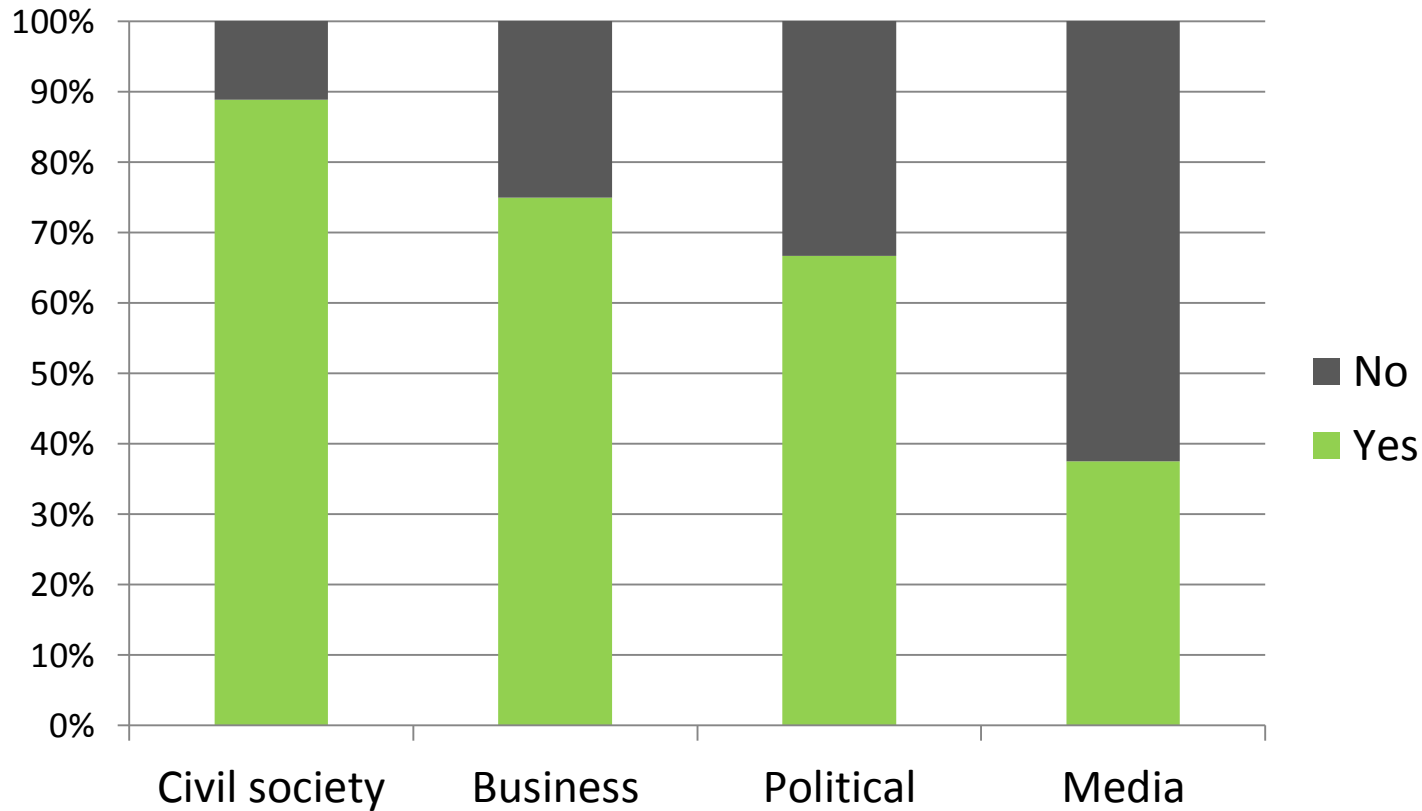
Public Opinion (n=1001):  
Do you have any professional/personal  
connections with the EU MS





# Elite interview (n=27)

Civil society	Business	Political	Media
<b>Do you think the EU is a great power?</b>			
9	4	6	8



## Elites interviews (n=27)

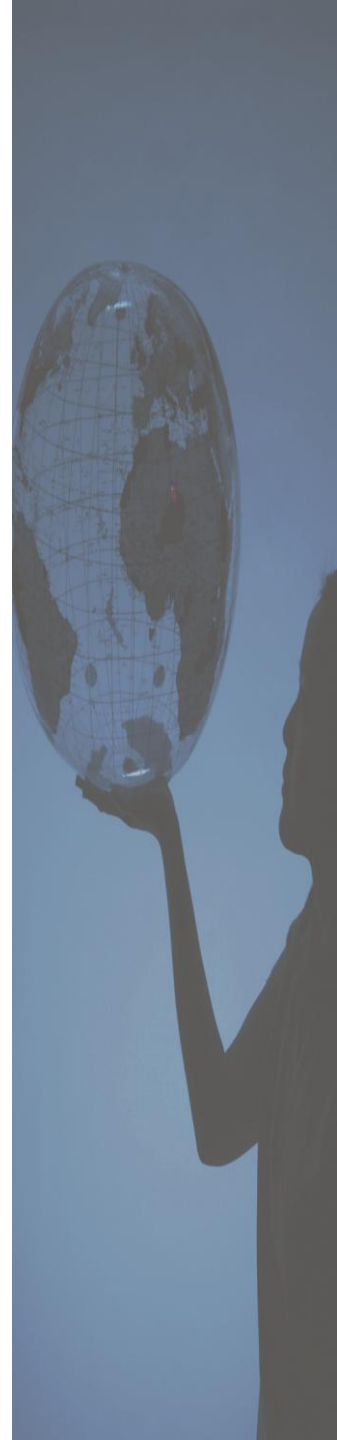
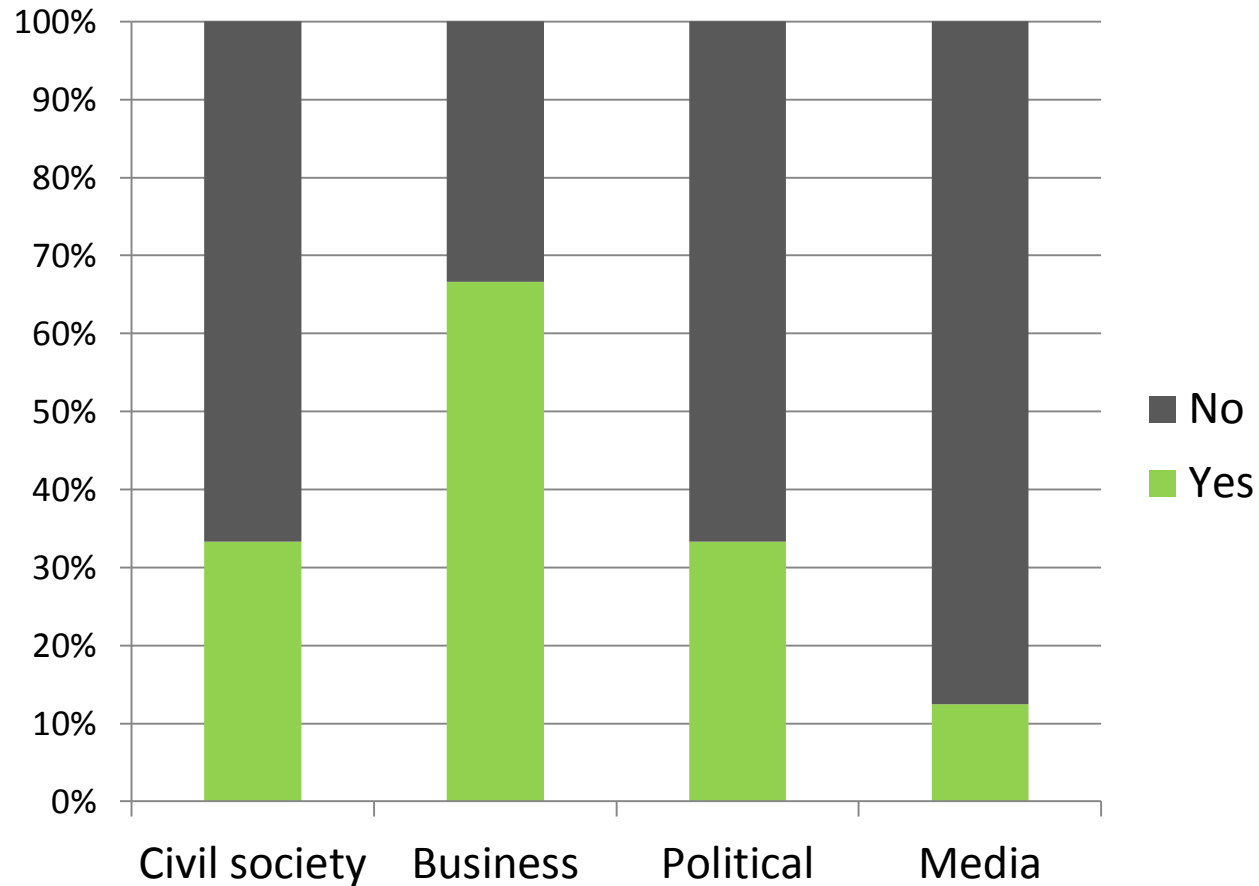
NGO elite: “Although, by definition, great power means the one who can dictate the fate of a small country, a country or a grouping giving aids to a nation where human rights has been violated can be considered as a great power to me as well.”

Media elites: “EU is no longer a great power due to the economic crisis.....In the past, people were interested in the West’s history, culture and lifestyle but now they are looking at the US and China instead.”

“Whether or not a country or grouping is a great power partly depends on their economic situation. EU was near becoming a great power until the economic crisis. Its economic crisis has impacted EU’s image as a great power.”

## Elite interview (n=27):

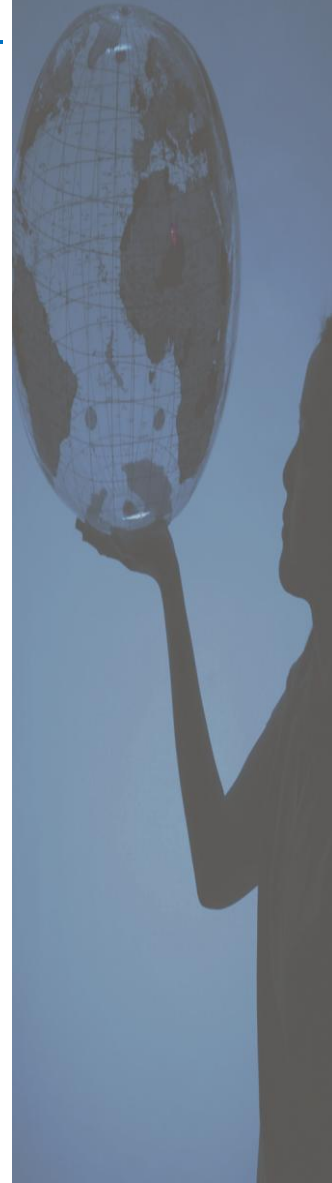
# Is the EU a leader in international politics?



## Elite interview (n=27):

### Is EU delegation in Bangkok helpful to you?

<b>Civil society</b>	<ul style="list-style-type: none"><li>- Useful</li><li>- Recommending, center to contact with other members.</li></ul>
<b>Business</b>	<ul style="list-style-type: none"><li>- Do not have direct contact</li><li>- Get information of EU via chamber of commerce and industrial federation.</li></ul>
<b>Political</b>	<ul style="list-style-type: none"><li>- Meet regularly and exchange opinions on politics.</li><li>- Complained paid attention to them only when they were in government.</li></ul>



# Conclusion

-Visibility of the EU in Thai media coverage remains low. Thai media sees US, China and Asean their priority for reporting. EU seems to be to distant of not relevant to Thai audiences.

-The survey on Thai public perception suggests the visibility of the EU in the minds of the Thai people is relatively limited, compared to such power as China, US and Japan.

-EU is seen as a great power by elite NGOs possibly due to sharing of beliefs in democracy and promotion of human rights issues as well as EU's financial assistance to the NGOs.

-Media elites is not positive about EU being great power due to EU economic crisis.

-EU delegation is recommended to pay equal attention to politicians from both sides, government and opposition.





# Mutual Perceptions of Asia and Europe in a Changing Global Environment – The Case of Thailand

Thursday, 30 August 2012, 10:00am-12:00pm  
Chulalongkorn University

Supporting partners:



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