Asia in the eyes of Europe
Report on media analysis
Case: Flanders Belgium
1 Introduction
Belgium: Wallonia and Flanders
1 Introduction

Used media sources

: Quality np. 355.000 readers
  Ideology: to make the complex reality reachable.

: Quality np. 265.000 readers
  Ideology: to stay progressive, open-minded and independent

: News bulletin on state television
  Objective
## Volume of News

<table>
<thead>
<tr>
<th></th>
<th>Absolute numbers</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>De Standaard</td>
<td>146</td>
<td>57.03</td>
</tr>
<tr>
<td>De Morgen</td>
<td>99</td>
<td>38.67</td>
</tr>
<tr>
<td>VRT Journaal</td>
<td>11</td>
<td>4.30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>256</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Total Coverage of Asia (13 weeks)

- De Standaard: 57%
- De Morgen: 39%
- VRT Journaal: 4%

*Asia in the eyes of Europe (case Flanders)*
2. 1 Average coverage of Asia

Average coverage per week

- **De Standaard**: 11.23
- **De Morgen**: 7.62
- **VRT Journaal**: 0.85

*Asia in the eyes of Europe (case Flanders)*
3 Distribution of sources

3.1 Distribution according to int and dom sources for the newspapers

De Standaard
- Int sources: 24.00
- Domestic Sources: 64.00
- N/A + unknown: 12.00

De Morgen
- Int Sources: 5.00
- Domestic Sources: 64.00
- N/A+ unknown: 31.00
3.1 Distribution according to int and dom sources for the news bulletin

VRT:

- Int Sources: 63.64%
- Domestic Sources: 0%
- N/A+ unknown: 36.36%
3.2% of the most frequent news agencies against the total coverage of Asia (np)

**De Standaard**
- De Standaard
  - Belga (Local news wire)
  - Handelsbald (Non-local news wire)
  - 6.16
  - 6.16

**De Morgen**
- De Morgen
  - De Tijd (Local news wire)
  - Handelsblad, Bloomberg, 1.00
  - 5.00

3.2% of the most frequent news agencies against the total coverage of Asia

VRT Journaal

Domestic

11

Asia in the eyes of Europe (case Flanders)
4 Distribution of the foci of domesticity for nps

**De Standaard**
- Asia: 19.87
- World (3rd): 30.46
- Regional: 31.79

**De Morgen**
- Asia (3rd): 36.54
- World: 31.73
- Regional: 12.50
- Local: 19.23

Asia in the eyes of Europe (case Flanders)
4 Distribution of the foci of domesticity for nb

VRT Journaal

- **Asia**: 35.71%
- **World (3rd)**: 14.29%
- **Regional**: 21.43%
- **Local**: 28.57%

Asia in the eyes of Europe (case Flanders)
5 Distribution of degree of centrality (nps)

De Standaard
- Main: 6.16
- Secondary: 32.88
- Minor: 60.96

De Morgen
- Main: 16.16
- Secondary: 38.38
- Minor: 45.45
5 Distribution of degree of centrality (nb)

VRT Journaal

- Main: 36.36
- Secondary: 18.18
- Minor: 45.45
6 Distribution of the locus of evaluation for nps

De Standaard

De Morgen

Asia in the eyes of Europe (case Flanders)
6 Distribution of the locus of evaluation (nb)

VRT Journaal

- Negative
- Neutral
- Positive

Asia in the eyes of Europe (case Flanders)
7 Overall framing newspapers

De Standaard

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>41.10</td>
</tr>
<tr>
<td>Social Affairs</td>
<td>34.97</td>
</tr>
<tr>
<td>Politics</td>
<td>18.40</td>
</tr>
<tr>
<td>Environment</td>
<td>2.45</td>
</tr>
<tr>
<td>Development</td>
<td>1.84</td>
</tr>
<tr>
<td>Humanitarian</td>
<td>1.23</td>
</tr>
</tbody>
</table>

De Morgen

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>33.93</td>
</tr>
<tr>
<td>Social Affairs</td>
<td>38.53</td>
</tr>
<tr>
<td>Politics</td>
<td>20.18</td>
</tr>
<tr>
<td>Environment</td>
<td>3.67</td>
</tr>
<tr>
<td>Development</td>
<td>2.75</td>
</tr>
<tr>
<td>Humanitarian</td>
<td>1.83</td>
</tr>
</tbody>
</table>
7 Overall framing news bulletin

VRT Journaal

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>9.09%</td>
</tr>
<tr>
<td>Social Affairs</td>
<td>27.27%</td>
</tr>
<tr>
<td>Politics</td>
<td>63.64%</td>
</tr>
</tbody>
</table>
8 Subframing economy (nps)

De Standaard

De Morgen

Asia in the eyes of Europe (case Flanders)
9 Sub-Subframing economy

De Standaard

De Morgen

Asia as a market
Asian investments
Asian economic growth
Foreign investments in Asia
Foreign exchange/Asian currencies
IT industry
Import/Export
Others

31.17
5.19
7.79
9.09
6.49
1.30
10.39
30.95
4.76
4.76
4.76
9.52
16.67

%
10 Actor representation
10.1 Asia/Asian (nps)

De Standaard

De Morgen

<table>
<thead>
<tr>
<th>Region</th>
<th>De Standaard</th>
<th>De Morgen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>82.89</td>
<td>85.05</td>
</tr>
<tr>
<td>East Asia</td>
<td>2.63</td>
<td>0.93</td>
</tr>
<tr>
<td>North East Asia</td>
<td>0.66</td>
<td>-</td>
</tr>
<tr>
<td>South East Asia</td>
<td>5.92</td>
<td>3.74</td>
</tr>
<tr>
<td>North Asia</td>
<td>3.29</td>
<td>5.61</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Central Asia</td>
<td>-</td>
<td>4.67</td>
</tr>
<tr>
<td>Europe</td>
<td>0.66</td>
<td>-</td>
</tr>
<tr>
<td>West Asia</td>
<td>0.66</td>
<td>-</td>
</tr>
</tbody>
</table>
10 Actor representation
10.1 Asia/Asian (nb)

VRT Journaal

- Asia: 76.92%
- South East Asia: 15.38%
- South Asia: 7.69%

Asia in the eyes of Europe (case Flanders)
10 Actor representation
10.2 Asian organisations (nps)

De Standaard

De Morgen

Asia in the eyes of Europe (case Flanders)
10 Actor representation
10.2 Asian organisations (nb)

VRT Journaal

Percentages (%)

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>ASEAN</td>
<td></td>
</tr>
<tr>
<td>ASEM</td>
<td>27.27</td>
</tr>
<tr>
<td>APEC</td>
<td></td>
</tr>
<tr>
<td>ADB</td>
<td></td>
</tr>
</tbody>
</table>
11 Metaphors

Asian tigers

Asian giants

Asian growth

Asia in the eyes of Europe (case Flanders)
12 Visual imagery
12.1 Political frame
12 Visual imagery

12.2 Social frame

Asia in the eyes of Europe (case Flanders)
12 Visual imagery
12.3 Economic frame
Dutch Belgium

PART 2: COMPARISON BY FRAME
1 Volume of news

De Standaard

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<td>Development</td>
<td>1.84</td>
</tr>
<tr>
<td>Humanization</td>
<td>1.23</td>
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</table>

De Morgen

<table>
<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>Economics</td>
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</tr>
<tr>
<td>Politics</td>
<td>20.18</td>
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<tr>
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<td>1.83</td>
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</table>

VRT

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
<td>63.64</td>
</tr>
<tr>
<td>Economics</td>
<td>9.09</td>
</tr>
<tr>
<td>Social Affairs</td>
<td>27.27</td>
</tr>
</tbody>
</table>

Asia in the eyes of Europe (case Flanders)
2 Distribution of sources

### Political frame
- Int sources: 15.25%
- Domestic Sources: 67.80%
- N/A + unknown: 16.95%

### Social frame
- Int sources: 15.53%
- Domestic Sources: 62.14%
- N/A + unknown: 22.33%

### Economic frame
- Int sources: 15.60%
- Domestic Sources: 63.30%
- N/A + unknown: 21.10%
3 Distribution of the foci of domesticity

**Political frame**

- Asia: 42.86
- World (3rd): 23.81
- Regional: 20.63
- Local: 12.70

**Social frame**

- Asia: 27.88
- World (3rd): 27.88
- Regional: 12.50
- Local: 31.73

**Economic frame**

- Asia: 16.82
- World (3rd): 34.58
- Regional: 21.50
- Local: 27.10
4 Distribution of degree of centrality

Political frame
- Main: 16.95
- Secondary: 35.59
- Minor: 47.46

Social frame
- Main: 9.80
- Secondary: 30.39
- Minor: 59.80

Economic frame
- Main: 37.50
- Secondary: 50.96
- Minor: 11.54
5 Distribution of the locus of evaluation

**Political frame**
- Negative: 11.48%
- Neutral: 19.67%
- Positive: 68.85%

**Social frame**
- Negative: 18.63%
- Neutral: 60.78%
- Positive: 20.59%

**Economic frame**
- Negative: 9.62%
- Neutral: 38.46%
- Positive: 51.92%
6 Subframing
6.1 subframing politics

Subframe Politics

<table>
<thead>
<tr>
<th>external</th>
<th>internal</th>
</tr>
</thead>
</table>
| 81.97    | 18.03    | percentages (%)
6.1.1 Sub-subframing politics

![Bar chart showing percentages of sub-subframing politics topics.]

- ASEM 2008 in Brussels: 40.68%
- Asia as a rising power: 27.12%
- Denying/Rejecting/Politicians in Asia: 6.78%
- North Korea: 8.47%
- Unstable situation in Asia: 3.39%
- EU-China: 1.69%
- Others: 8.47%
6.2 Subframing social affairs

percentages (%)

- Entertainment: 12.15%
- Crime: 6.54%
- Sports: 13.08%
- Education/Research: 12.15%
- Energy/Divorcy/Migration: 8.41%
- Lifestyle: 9.35%
- Tourism: 11.21%
- Environment/Nat. Disasters: 15.89%
- Health/Safety: 4.67%
- Human Rights: 3.74%
- Others: 2.80%

Asia in the eyes of Europe (case Flanders)
6 Sub-subframing social affairs

<table>
<thead>
<tr>
<th>Topic</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>History/architecture/art</td>
<td>6.86%</td>
</tr>
<tr>
<td>Interest in sport/sport events</td>
<td>11.76%</td>
</tr>
<tr>
<td>Nordic/Asian event, with Asia as a theme</td>
<td>8.82%</td>
</tr>
<tr>
<td>Weather/geographical position</td>
<td>3.92%</td>
</tr>
<tr>
<td>Tourism in Asia</td>
<td>2.94%</td>
</tr>
<tr>
<td>Diseases/mortality</td>
<td>11.76%</td>
</tr>
<tr>
<td>Unstable situation/complex conflicts</td>
<td>13.73%</td>
</tr>
<tr>
<td>Research</td>
<td>1.96%</td>
</tr>
<tr>
<td>Poverty/rural development/human rights</td>
<td>3.92%</td>
</tr>
<tr>
<td>Working in Asia</td>
<td>2.94%</td>
</tr>
<tr>
<td>Gender/Gender equality/animal diseases</td>
<td>2.94%</td>
</tr>
<tr>
<td>Climate change/animal diseases</td>
<td>1.96%</td>
</tr>
<tr>
<td>Corruption</td>
<td>1.96%</td>
</tr>
<tr>
<td>Others</td>
<td>12.75%</td>
</tr>
</tbody>
</table>

Asia in the eyes of Europe (case Flanders)
6.3 Subframing economics

Asia in the eyes of Europe (case Flanders)
6.3.1 Sub-subframing economics

- Asia as a market: 34.23%
- Asia as a growing power: 26.13%
- Investments in Asia: 7.21%
- Asian investments in Europe: 6.31%
- Asia and financial crisis: 8.11%
- M. industry: 8.11%
- Import/export: 4.50%
- Other: 2.70%

Asia in the eyes of Europe (case Flanders)
7 Actor representation
7.1 Economic frame

<table>
<thead>
<tr>
<th>Region</th>
<th>ASEAN</th>
<th>ASEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>91.74</td>
<td></td>
</tr>
<tr>
<td>Central Asia</td>
<td>3.67</td>
<td></td>
</tr>
<tr>
<td>South East Asia</td>
<td>1.83</td>
<td>1.83</td>
</tr>
<tr>
<td>East Asia</td>
<td>1.83</td>
<td></td>
</tr>
<tr>
<td>South Asia</td>
<td>0.92</td>
<td>0.96</td>
</tr>
</tbody>
</table>

Asia in the eyes of Europe (case Flanders)
7.2 Political frame

Asia in the eyes of Europe (case Flanders)
7.3 Social frame

Asia in the eyes of Europe (case Flanders)