Asia and Europe
Coming together or drifting apart?
Findings from the ASEF research projects
“EU in the Eyes of Asia”
“Asia in the Eyes of Europe”

16th May 2012

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National Centre for Research on Europe
University of Canterbury, NZ
2010/11: “Asia” in the eyes of Europe

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

### Media analysis
- **EU** (8) 2 dailies + 1 TV News bulletin
  - Sept-Nov 2010
  - 2,770 news items

### Public opinion
- **EU** (8) On-line panel
  - Feb 2011
  - 6,155 respondents

### Elite interviews
- **EU** (8) April-July 2011
  - 103 interviews

### Asia (7)
- 3 dailies + 1 TV News bulletin
  - Jan-June 2011
  - 6,115 news items

### Public opinion
- **Asia** (7) On-line panel
  - March 2012
  - 7,040 respondents

### Elite interviews
- **Asia** (7) May-Dec 2011
  - 198 interviews
Levels of Media Reporting...

“EU” in Asian news coverage

“Asia” in European news coverage
Focus of EU News in Asian media

EU’s state of economy (debt crisis, exchange rate of euro); EU as a trade partner

- Neutral: 71%
- Positive: 11%
- Negative: 18%

Focus by country:
- China
- India
- Japan
- S.Korea
- Malaysia
- Singapore
- Thailand

Focus by category:
- Developmental
- Social
- Economic
- Environmental
- Political
Focus of Asian News in EU media

Evaluation of economic news

- Positive: 21%
- Neutral: 72%
- Negative: 7%

Evaluation of political news

- Positive: 4%
- Neutral: 77%
- Negative: 19%

Evaluation of social news

- Positive: 11%
- Neutral: 77%
- Negative: 19%

Asian economies as trading partners
Sports (Asia Games, Asia Championship, Asian representatives in international sporting events);
Asian lifestyle/culture
Economic powerhouse (well-being of Asian economies; investment, business opportunities for European companies);
Politics
### Asian Public Opinion - “Most Important Partners”

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<tr>
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<th>China</th>
<th>India</th>
<th>Japan</th>
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### EU Public Opinion - “Most Important Partners”

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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 arrogant?**
  - Yes: 24%
  - No: 22%
  - Not sure: 54%

- **Is the EU likeable?**
  - Yes: 37%
  - No: 13%
  - Not sure: 50%
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## Images of “Asia” in EU Public Opinion

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<tr>
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<td>Economic</td>
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<td>Germany</td>
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<td>People</td>
<td>Social &amp; Cultural</td>
</tr>
<tr>
<td>Italy</td>
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<td>Romania</td>
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“Countries within Asia do not have a regional identity and act out of national interests, which in turn influence the message, especially in political news. China never speaks about Asia, China speaks of China. India speaks of India. Only ASEAN countries speak of Asia....” (Le Monde, France)

“We can't judge Asia as a whole. I think that if we globalize Europe, under the form of the European Union, Asia is far from this situation. In Asia stands out China, at the moment.” (Dumitrescu, Romania)
The Lisbon Treaty Effect...?

“I think it is too diverse, too many competing interests inside to be able to form a persuasion, whether military or economic or otherwise.”
(civil society, Singapore)

“It is an artificial...is still country-based. There are two major nuclear powers, Britain and France. The economic power is Germany. So these are the dominant powers but EU also includes very poor countries. Some of the very poor countries of Eastern Europe or Southern Europe...”
(political elite, India)
In the Shadow of China...

China

- Rising China = key image of Asia
- China as a dominant emerging actor within the 'Asian' context (media analysis)
- China is perceived by the European public as the most important Asian country for Europe in the future
ASEM Awareness in Europe

Total news coverage of ASEM in European media

EU
UK No stories...

How familiar are you with ASEM?

Not very familiar Not familiar at all

Austria Belgium Denmark France Germany Italy Romania UK

Asia-Europe Meeting ASEM8 - BRUSSELS 2010

35 40 45 50 55

September-November 2010
ASEM Awareness in Asia

Are you aware of ASEM?

- China: 30%
- India: 60%
- Japan: 90%
- Malaysia: 80%
- Singapore: 70%
- South Korea: 50%
- Thailand: 40%

No
Thank You

Asia-Europe
Coming together or drifting apart?

www.euperceptions.canterbury.ac.nz