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

30 August 2012
Chulalongkorn University

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Media analysis: monitored Thai news outlets

<table>
<thead>
<tr>
<th>Type of News outlets</th>
<th>Selected outlets</th>
<th>Circulation</th>
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<tbody>
<tr>
<td>Popular daily</td>
<td>Thai Rath</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Business daily</td>
<td>The Manager</td>
<td>100,000</td>
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<tr>
<td>English-language daily</td>
<td>Bangkok Post</td>
<td>80,000</td>
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<td>TV news</td>
<td>ITV</td>
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![Graph showing news items by month for different outlets]

- **January**: Bangkok Post (40), Manager (30), Thai Rath (10)
- **February**: Bangkok Post (50), Manager (40), Thai Rath (20)
- **March**: Bangkok Post (60), Manager (50), Thai Rath (30)
- **April**: Bangkok Post (70), Manager (60), Thai Rath (40)
- **May**: Bangkok Post (80), Manager (70), Thai Rath (50)
- **June**: Bangkok Post (90), Manager (80), Thai Rath (60)
Media analysis: Where was EU’s action found?

- Local: 48%
- EU news: 21%
- Third country: 23%
- Regional: 8%

Media analysis: Centrality of EU’s action

- Major: 35%
- Minor: 56%
- Secondary: 9%
Media analysis: Framing of EU’s actions

60% = state of economy of Eurozone (debt crisis)
Media analysis: Evaluation of EU’s actions

- Development: 100% positive
- Environment: 60% positive, 40% neutral
- Social Affairs: 20% positive, 60% neutral, 20% negative
- Politics: 10% positive, 90% neutral
- Economics: 20% positive, 80% negative
Media analysis: Who represent EU?

- Merkel: 11 news items
- Sarkozy: 7 news items
- Papandreou: 6 news items
- Cameron: 5 news items
- Ashton: 12 news items
- Trichet: 11 news items
- Barroso: 2 news items
- van Rompuy: 2 news items
**Public Opinion (n=1001):** How important is the EU as a partner of Thailand? (scale of 1 to 5)

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<thead>
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<th></th>
<th>Present</th>
<th>Next 10 years</th>
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<tbody>
<tr>
<td>1st</td>
<td>China (4.69)</td>
<td>China (4.76)</td>
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<tr>
<td>2nd</td>
<td>Japan (4.56)</td>
<td>Japan (4.63)</td>
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<tr>
<td>3rd</td>
<td>US (4.43)</td>
<td>US (4.43)</td>
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<tr>
<td>4th</td>
<td>Asia (4.23)</td>
<td>Asia (4.37)</td>
</tr>
<tr>
<td>5th</td>
<td>EU (4.22)</td>
<td>EU (4.29)</td>
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</table>
Public Opinion (n=1001):
On the whole, how positive or negative is your perception of the EU?

- Very positive: 6%
- Positive: 58%
- Neither positive nor negative: 27%
- Negative: 8%
- Very negative: 1%
Public Opinion (n=1001)

Is the EU Aggressive?
- Yes: 14%
- No: 28%
- Not sure: 58%

Is the EU Arrogant?
- Yes: 27%
- No: 16%
- Not sure: 57%

Is the EU Likeable?
- Yes: 43%
- No: 7%
- Not sure: 50%
Public Opinion (n=1001):
Do you have any professional/personal connections with the EU MS

- Yes: 14%
- No: 86%
Public Opinion (n=1001):
When you think of “the EU” what three thought come to your mind?

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<th>4&lt;sup&gt;th&lt;/sup&gt;</th>
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<td>€</td>
<td>“EU”</td>
<td>UK</td>
<td>France</td>
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Elite interview (n=27)

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

- **Civil society:** 90% Yes, 10% No
- **Business:** 80% Yes, 20% No
- **Political:** 70% Yes, 30% No
- **Media:** 60% Yes, 40% No
Elites interviews (n=27)

NGO elite: “Although, by definition, great power means the one who can dictates 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?

- Civil society: 90% No, 10% Yes
- Business: 70% No, 30% Yes
- Political: 60% No, 40% Yes
- Media: 100% No
**Elite interview (n=27):**

*Is EU delegation in Bangkok helpful to you?*

| Civil society | - Useful  
|               | - Recommending, center to contact with other members. |
| Business      | - Do not have direct contact  
|               | - Get information of EU via chamber of commerce and industrial federation. |
| Political     | - Meet regularly and exchange opinions on politics.  
|               | - Complained paid attention to them only when they were in government. |
-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 too distant or 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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