

The EU through the Eyes of the Asia-Pacific
public perceptions and media representations

Edited by Natalia Chaban and Martin Holland

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About this Booklet and its Authors

This booklet is the result of a unique collaboration between nine researchers from six countries—Australia, China (Hong Kong), New Zealand, the USA, South Korea, and Thailand. This team was created to undertake the research agenda of an innovative trans-national comparative research project: *Public, Elite and Media Perceptions of the EU in Asia-Pacific Region*. The project was launched in January 2004 by the National Centre for Research on Europe, University of Canterbury, New Zealand, and supported by three other research centres: the Multidisciplinary Department of European Studies, Chulalongkorn University, Thailand; the Contemporary Europe Research Centre, University of Melbourne, Australia, and the Graduate School of International Studies, South Korea. The project was initiated through the four EU studies associations in the region—EUSANZ, EUSA-Thai, CESAA, and EUSA-Korea—all of whom are members of the world ECSA body.

The project had a tripartite structure employing multiple methodologies—the content analysis of the EU representations in local news media sources; a broad public opinion survey of EU perceptions; and in-depth interviews with media, political and business elites on attitudes towards and perceptions of the EU.

The first section of this booklet, “*The EU and Public Opinion in the Asia-Pacific*”, presents the results of a quantitative survey of the perceptions of the EU among Australian, New Zealand, South Korean, and Thai citizens. The second section, “*The EU in the Mirror of the Asia-Pacific Media*”, presents the results of a quantitative and qualitative study of EU representations in Australian, New Zealand, South Korean, and Thai news media (20 newspapers and 8 primetime television news bulletins). There have been no previous studies that explore public opinion and media representations of the EU in the countries concerned. It is hoped that this report will be useful to all those interested in the EU-Asia-Pacific dialogue, and will be instrumental in identifying problems and opportunities in the EU’s relations with the Asia-Pacific.

We would like to extend our gratitude to the team of researchers who collaborated on this booklet—Dr. Kenneth Chan, Associate Professor, Department of Government and International Studies, Hong Kong Baptist University, Hong Kong; Ms. Pui-Ki Cheung, Project Assistant, Hong Kong Transition Project, Hong Kong Baptist University, Hong Kong; Dr. Brad Jones, Associate Professor,

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THE EU AND PUBLIC OPINION IN THE ASIA-PACIFIC

introduction

EU-Asia-Pacific interconnections and influences have grown significantly over the last decades. Considering the 'Asian' angle in the dialogue, the EU's relations with principal and emerging partners in Asia have concentrated on trade, human rights dialogue, as well as programmes on economic, commercial and development cooperation. In recent years, security and political cooperation have contributed to a broader dialogue, involving new opportunities for diplomatic manoeuvre. A key aspect of the EU's strategy towards Asia has been to strengthen further the mutual awareness between Europe and Asia and to reduce persisting stereotypes. What is needed is more than analyses of trade figures, tourist numbers, policy issues, common stances or areas of discord. Public opinion, in particular, has received almost no attention due to the conventional emphasis on the activities of political and business elites.

Considering the 'Pacific' perspective of the interaction between the two regions, the EU plays a central economic role in both Australia and New Zealand. For both countries, the EU has a dominant role in trade relations, being one of the largest and the most stable long-term partners. Yet apart from the demonstrable mercantile connection, the EU, and in particular, Great Britain, are prominently woven into Australia's and New Zealand's social fabric. This historical connection has served as a larger gateway into Europe, with EU countries prime tourist destinations for Antipodean travellers. Moreover, both Australia and New Zealand are home to many Europeans, particularly "transplanted" Brits.

Given the Asia-Pacific's economic, political, cultural, and historical ties to Europe, it seems natural to ask how Australians, New

Zealanders, South Koreans and Thais perceive the EU. What do individuals know about the EU? How does the EU “stack up” against other regions and countries in the world? How much “connectivity” is there between these nations and Europe? And what issues do the four nations see as important in relation to the EU?

The objectives of this section are to present the key survey findings and to inform and to clarify the following questions. What are:

- 1) the current perceptions of the EU in contemporary Australia, New Zealand, South Korea, and Thailand and what are they based on?
- 2) the perceptions and attitudes towards the EU and individual European countries among Australian, New Zealand, South Korean, and Thai citizens?
- 3) the levels of knowledge and understanding of the EU and its evolution within the general public of Australia, New Zealand, South Korea, and Thailand?
- 4) the public’s sources of information about the EU?

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Technical Specifications

Institute responsible for conception, analysis and summary:

National Centre for Research on Europe, University of Canterbury, New Zealand

Institutes responsible for fieldwork:

“Synnovate” group implemented the survey in Thailand and South Korea;

“Infield” group implemented the survey in New Zealand and Australia

Fieldwork:

Data collection was carried out during December 2004.

Methods:

Telephone interviews (lasting on average 15 minutes) using Computer-Assisted Telephone Interview (CATI) technology.

Pre-tested questionnaire.

Up to five call backs to respondents at different times and on different days of the week.

Interviewing during weekdays, evenings and weekends to ensure a representative sample of the population.

Completed data file in SPSS format.

Coverage:

Australian, New Zealand, South Korean, and Thai citizens/residents aged 18 and over.

Sample size:

405 respondents in Australia

425 respondents in New Zealand

401 respondents in South Korea

411 respondents in Thailand

The margin of error for each survey was $\pm 4.9\%$

Portrait of the Survey Respondents

Population

The United Nations' Department of Economic and Social Affairs' Population Division has estimated Australia's 2005 population to be about 20.2 million (10 million males, 10.2 million females).¹ The median age in Australia is 36.6 years and the life expectancy at birth is about 81 years. About 13 percent of the population is aged 65 and older while about 37 percent is 24 years or younger. About 93 percent of Australians live in urban areas (18.7 million). Owing to its large size, population density in Australia is extremely low, approximately 3 people per square kilometre.

New Zealand's 2005 population is estimated to be about 4.03 million (1.98 million males, 2.05 million females). The median age in New Zealand is 35.8 years and the life expectancy at birth is about 79 years. About 12 percent of the population is aged 65 and older while about 36 percent of the population is 24 years or younger. About 86 percent of New Zealanders live in urban areas (3.45 million) and the population density per square kilometre is approximately 15 people.

South Korea's population is estimated to be 48.2 million in 2005. There are 100.5 males per 100 females. The median age is 35.1 years. Almost eleven percent of the population is aged 65 years and over. Life expectancy is 74.5 years for males and 81.9 years for females. Urban population accounts for 81 percent of the total population. Population density per square kilometre is approximately 480 people.

Thailand's population is estimated to be 64.2 million in 2005. There are 96.5 males per 100 females. The median age is 30.5 years. Eight percent of the population is aged 65 years and over. Life expectancy is 68.5 years for males and 75 years for females. Urban population accounts for 67.5 percent of the population. Population density per square kilometre is approximately 125 people.

Sample

A list of telephone numbers for the survey was randomly generated by computer in proportion to the distribution of the population by area.

One person per household was interviewed. If more than one person in the household qualified for the survey, the individual who was next to have a birthday was selected.

As random telephone interviewing normally produces a sample skew towards females and older people, the data for this survey have been re-weighted so that the final age and gender mix within each area represents the actual population based on 2001 census statistics.

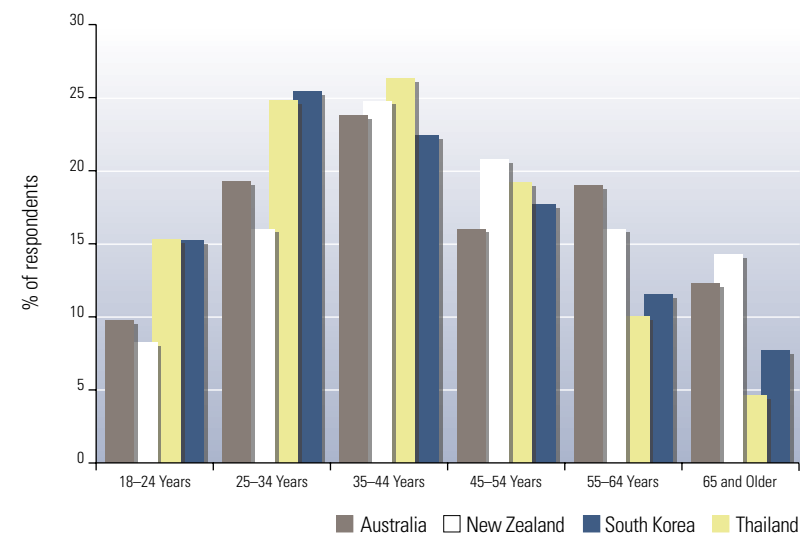
The demographical profile of the survey respondents reflects that of the population in four countries (Graphs 1–5).

Graph 1 gives the age distribution for the Australian, New Zealand, South Korean, and Thai samples. The modal age category in the four samples is 35–44 years, with the smallest sampled group coming from the age group 18–24 years in Australia and New Zealand, and 65 years and older in Thailand and South Korea.

In general, about 70 percent of the Australians sampled were aged 35 or older, and about 75 percent of the New Zealanders sampled were aged 35 or older. The percentage is lower in the two Asian countries with about 59 percent of the Korean and about 60 percent of the Thais respondents sampled aged 35 or older.

Graph 1: Age

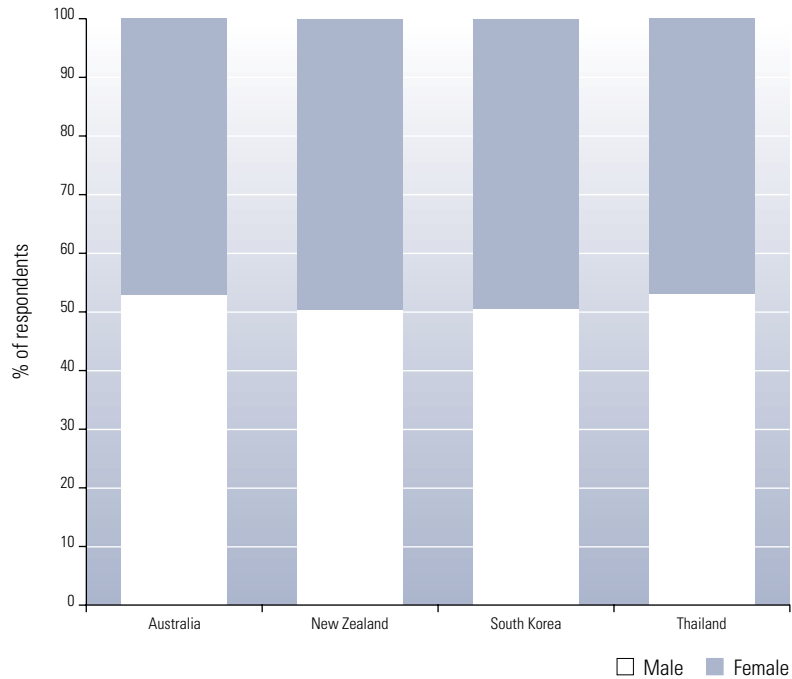
(Australia, New Zealand, South Korea, and Thailand)



1. Source: United Nations' World Population Prospects: The 2004 Revision Population Database (URL: <http://esa.un.org/unpp/>).

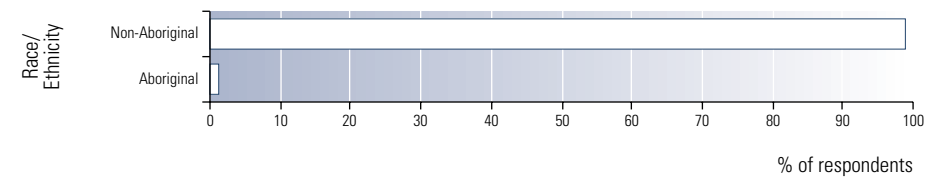
In terms of the distribution of males and females, more women than men were represented in the four samples (52.75 percent in Australia; 50.25 percent in New Zealand; 50.4 percent in South Korea and 53 percent in Thailand); however, the four samples are close to the expected “50-50 split.”

Graph 2: Gender
(Australia, New Zealand, South Korea, and Thailand)

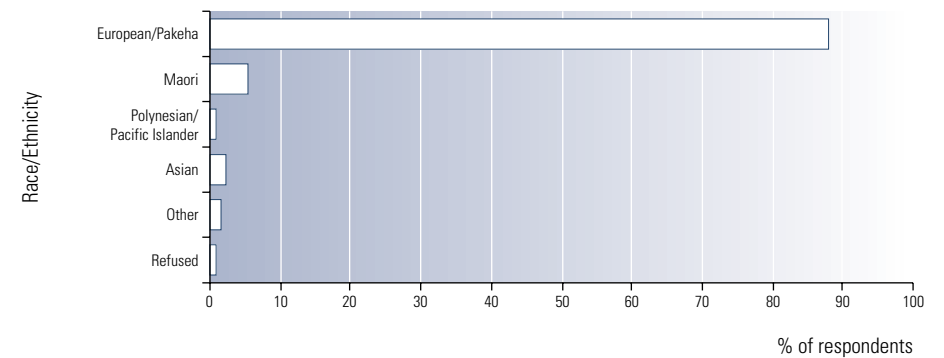


The ethnic profile of the respondents was different in the four countries. Survey responses indicated that the majority of the sample in New Zealand (88 percent) was of European/Pakeha background. Majority of Thai respondents (89 percent) was of Thai ethnicity, and almost 99 percent of the Australian sample declared its ethnicity as “non-Aboriginal” (Graphs 3–5). Data on the South Korean sample is absent (social research group conducting survey in Korea did not ask respondents this question assuming that “Koreans” is the leading ethnic group).

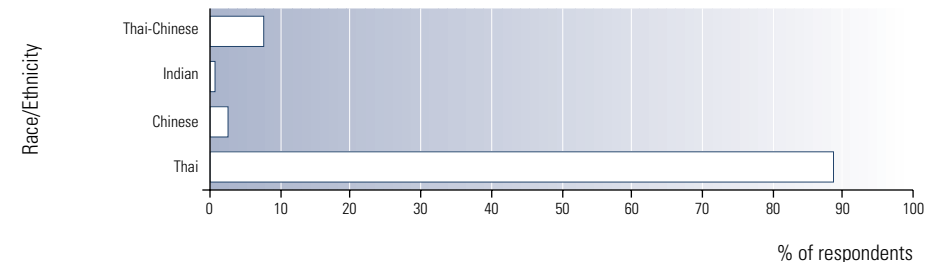
Graph 3: Ethnic Groups (Australia)



Graph 4: Ethnic Groups (New Zealand)



Graph 5: Ethnic Groups (Thailand)



Employment Status

As far as employment is concerned, respondents were asked about their current employment status. The employment status and occupations of the sample respondents are shown in Graphs 6–10.

About 36 percent of the Australian respondents and 46 percent of the New Zealand respondents reported full-time employment. In contrast, about 18 percent of the Australian sample and 16 percent of the New Zealand sample was categorized as retired. A small portion of the sample (4.5 for Australia and 1.75 for New Zealand) reported employment status as “unemployed/beneficiary.”

Of those indicating employment of some sort, occupational status was ascertained. The distribution across occupational categories for the four samples is shown in Graphs 7–10. The modal occupational category of Australian respondents was the “teacher/nurse/police” category. About 16.5 percent of the Australian sample fell in this category. Roughly 36 percent of the Australian sample was in the “business manager/executive”, “trained service worker”, and “clerical sales employee” categories.

Similar remarks apply to the New Zealand sample. The modal category was “teacher/nurse/police” (13.2 percent) while a little over 33 percent of the sample was in the “business manager/executive”, “trained service worker”, and “clerical sales employee” categories. Nearly 4 percent of the New Zealand sample and 6.5 percent of the Australian sample was characterized as “labourer” while nearly 11 percent of New Zealand respondents and 12.5 percent of Australian respondents reported themselves as being “self-employed” (either in a professional or trade category).

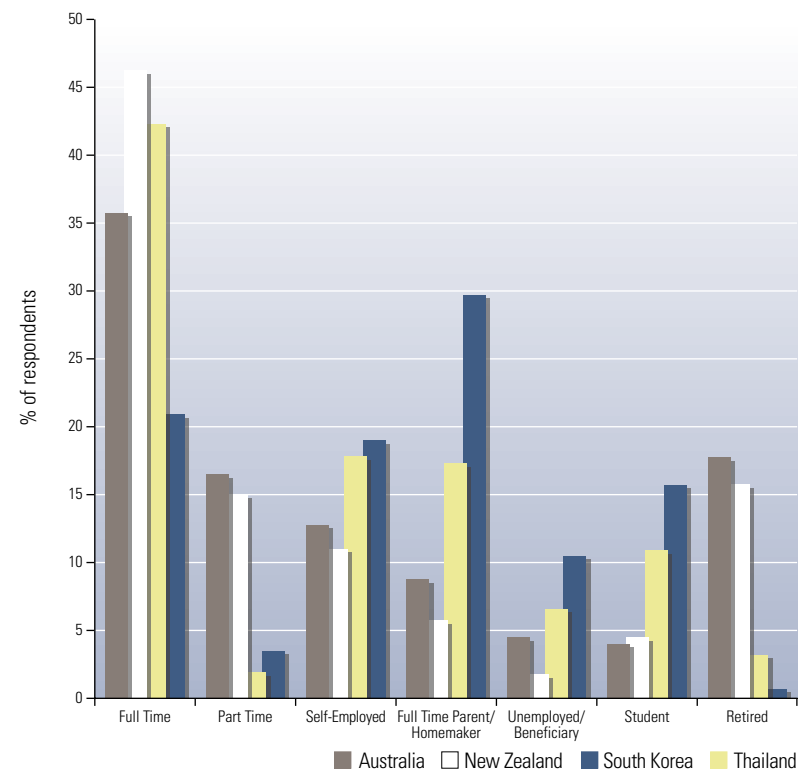
Notably, the biggest group among South Korean respondents were full time parents (30 percent). Other groups included full time employees (21 percent), self-employed (19 percent), students (16 percent), the unemployed (11 percent), part time employees (4 percent) and the retired (0.7 percent). While the self-employed formed the largest occupational group in the sample, there were also professional, managers, and executives (11 percent), white-collar workers (8 percent), and blue-collar workers (7 percent).

In Thailand, the full time employees accounted for 42 percent of respondents, followed by the self-employed (18 percent), full time parents (17 percent), students (11 percent), the unemployed (7 percent), retirees (3 percent) and part time employees (2 percent). Similar to the South Korean sample, the self-employed formed the

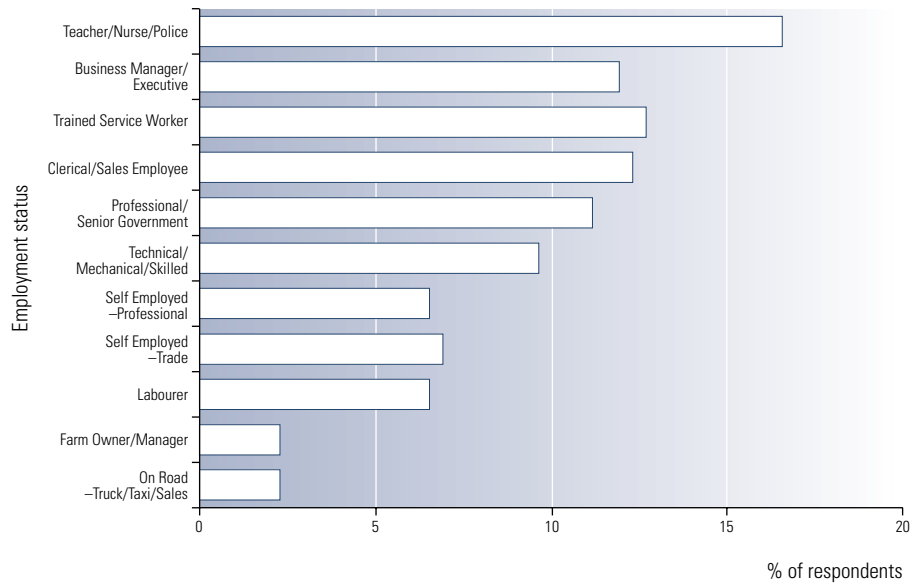
biggest occupation group amongst respondents in Thailand. More respondents claimed to be professional, managers, and executives (19 percent), white-collar workers (14 percent), and blue-collar workers (9 percent). There were far less full time parents among the Thai respondents than their South Korean counterparts.

Graph 6: Employment Status

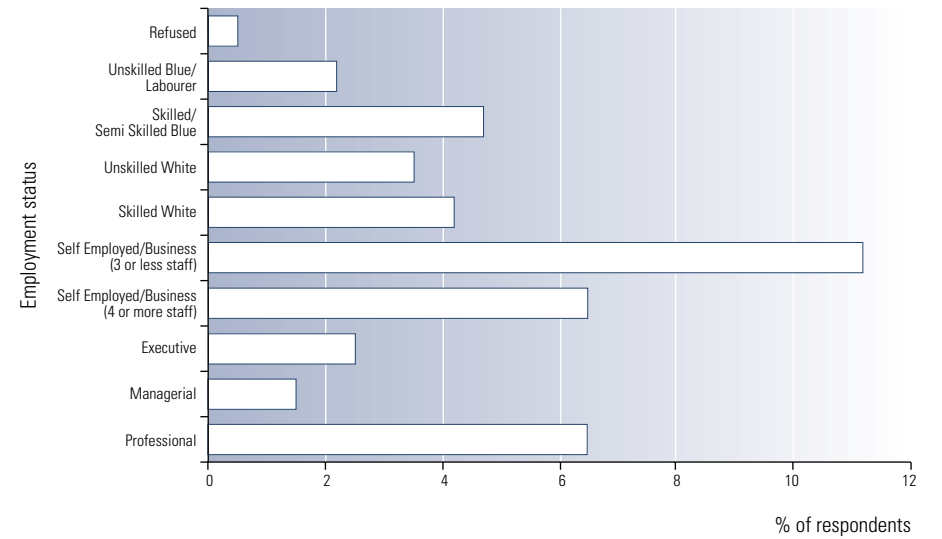
(Australia, New Zealand, South Korea, and Thailand)



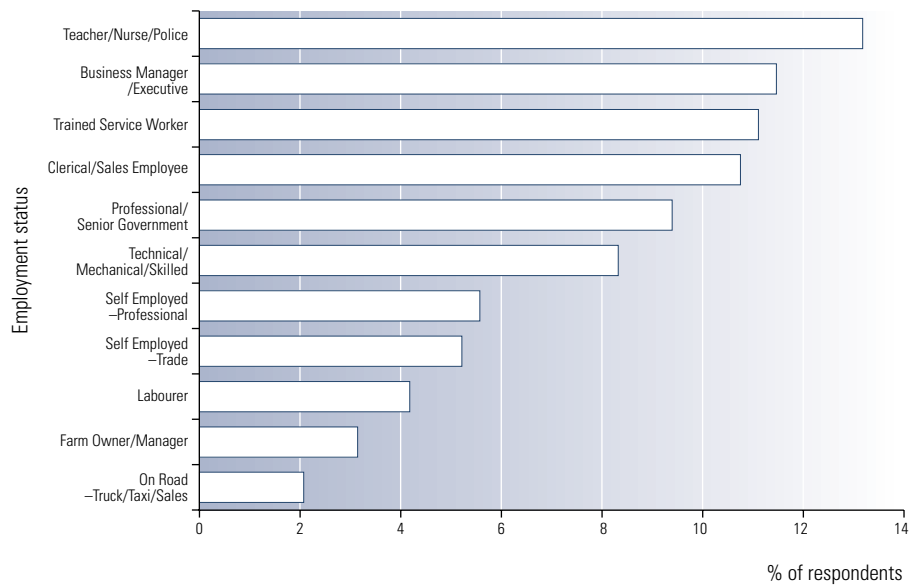
Graph 7: Occupation (Australia)



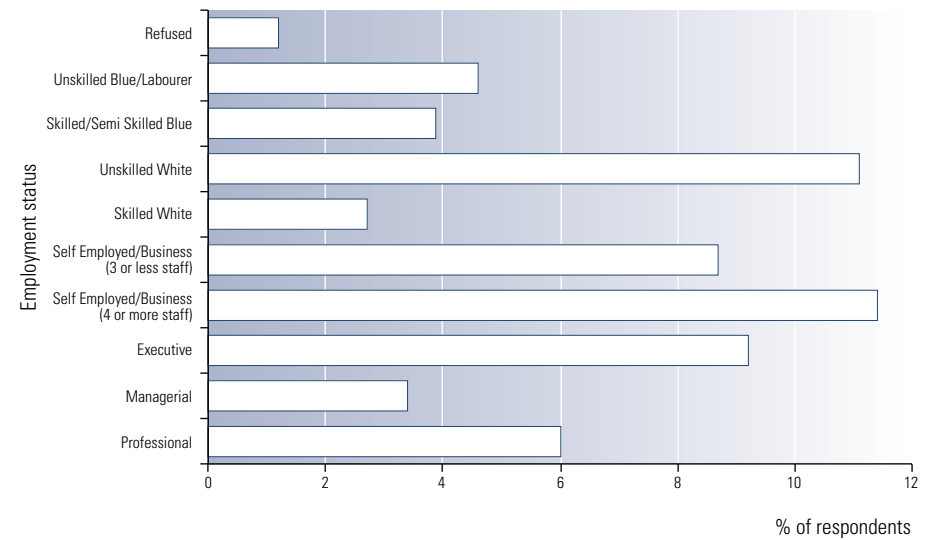
Graph 9: Occupation (South Korea)



Graph 8: Occupation (New Zealand)



Graph 10: Occupation (Thailand)



Household Income

According to the World Bank, Gross National Income per capita in Australia is estimated to be US\$21,950. GNI per capita in New Zealand is estimated to be US\$15,530. GNI per capita in Thailand is estimated to be US\$2,190 and in South Korea it is estimated to be US\$12,020².

Survey respondents were asked about their annual household income. Income was recorded in intervals and the distribution of respondents within these intervals is given in Graphs 11–14.

The modal category for the Australian survey was \$20,001–\$35,000 (Australian dollars); 19.25 percent of the sample fell into this category. There was wide variability in reported household income: 13.75 percent of the respondents had household incomes \$100,001 or greater while 11 percent of respondents reported household income less than \$20,001.

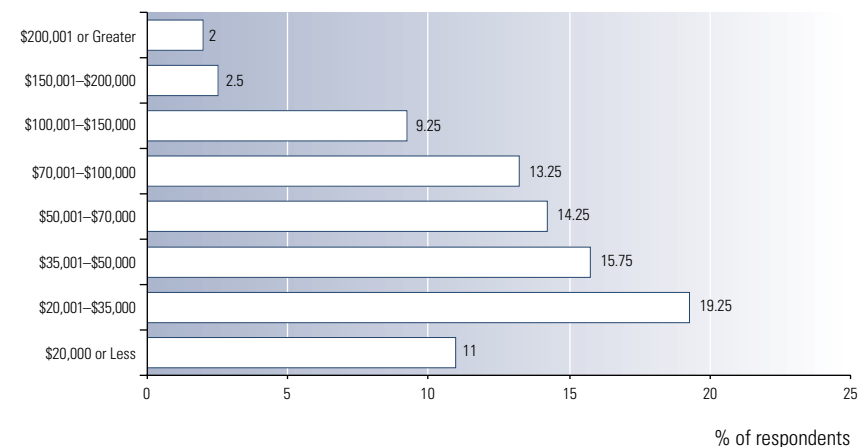
The coding for income levels is slightly different for the New Zealand sample; however, the distribution was similar to Australia. 16.75 percent of respondents reported household income to be NZ\$100,000 or greater while 11.25 percent reported household income to be less than NZ\$20,000. About 22 percent reported family income between NZ \$20,000 and NZ\$39,000.

The modal category for the Korean survey was household income of 4m Won or greater. The two other leading categories were 2–2.49 m Won and less than 1.49 m Won—each of them accounted for 15.7 percent of the respondents in the sample.

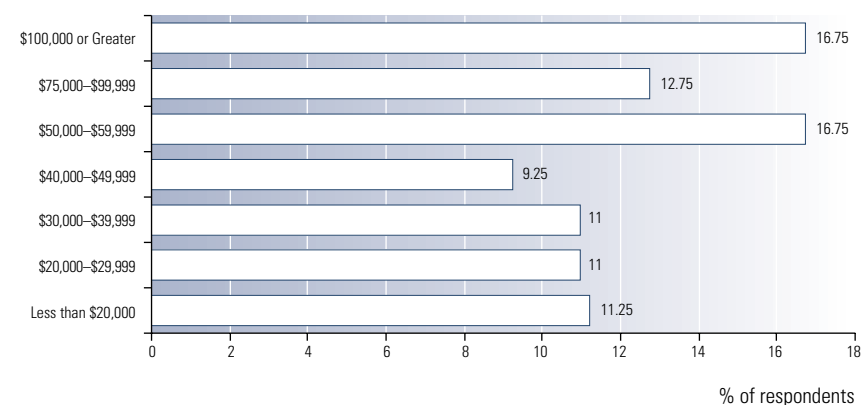
The modal category for Thai survey is 10,000–19,000 Baht; almost 21 percent of the sample fell into this category. This was followed by the category less than 10,000 Baht (17.8 percent of the respondents); 20,000–29,000 Baht (14.4 percent), and 50,000 Baht and more (about 14 percent).

² GNI per capita is calculated using the World Bank Atlas method. See *World Development Indicators* database, April 2005.

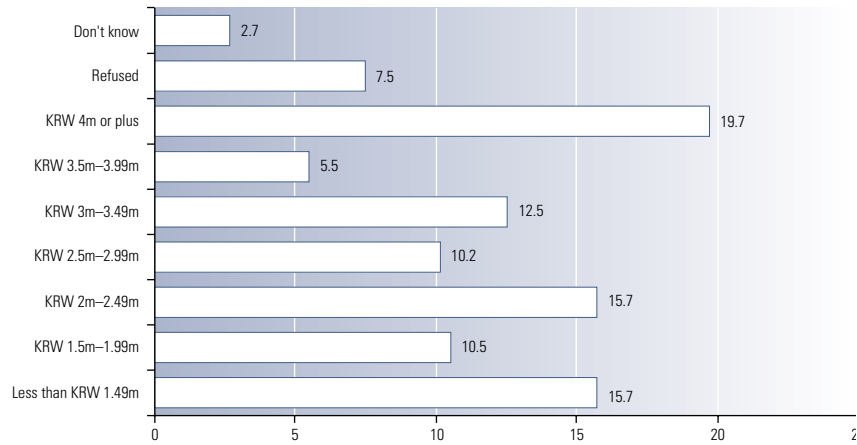
Graph 11: Total Household Income (Australia)



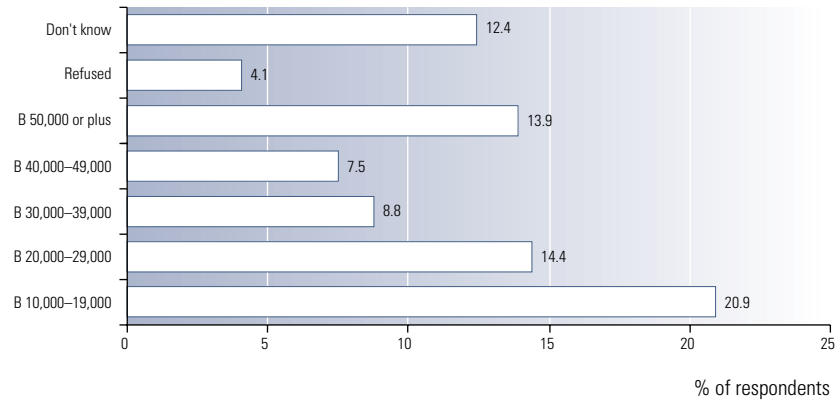
Graph 12: Total Household Income (New Zealand)



Graph 13: Total Household Income (South Korea)



Graph 14: Total Household Income (Thailand)

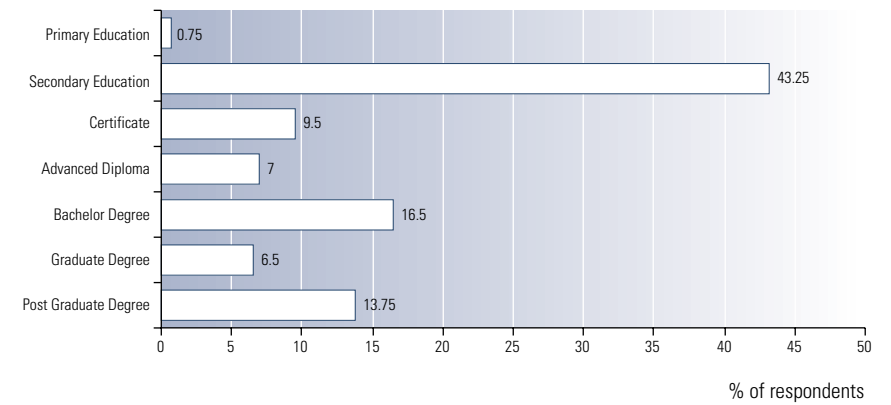


Levels of Education and Political Activity

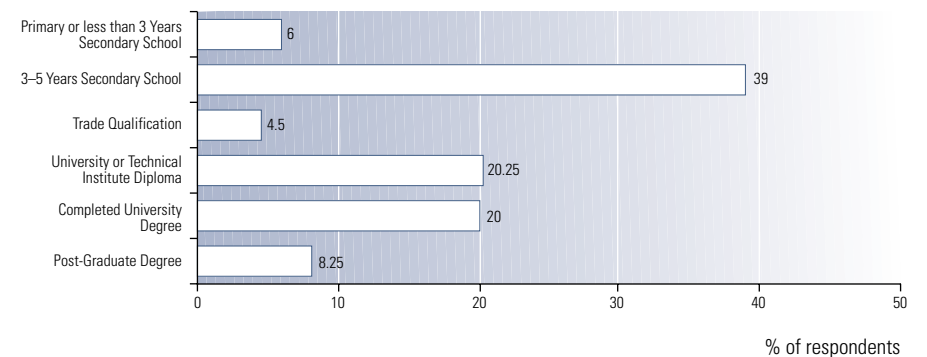
The education levels in the two samples are shown in Graphs 15–18. The modal category in three samples (Australian, New Zealand, and Korean respondents) was “secondary education”; the modal category in Thai sample was “completed university degree”. However, consistent with the OECD population estimates, the level of tertiary education in the Australian sample is about 36 percent; in the New Zealand sample it is about 28 percent; and in the Korean sample about 32 percent. These estimates are considerably larger than the mean level of tertiary education in the 30 OECD nations. For 2002, this estimate is 23 percent.³ In general, the samples appear to capture variation in education attainment in the four countries.

3. Source: “Education Levels Rising in OECD Countries but Low Attainment Still Hampers Some.” Organization for Economic Cooperation and Development (2004). (URL: http://www.oecd.org/document/31/0,2340,en_2649_201185_33710751_1_1_1_1,00.html).

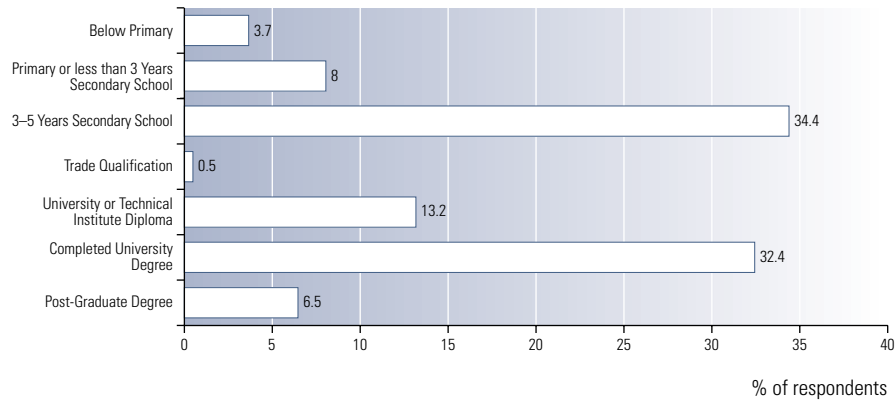
Graph 15: Levels of Education (Australia)



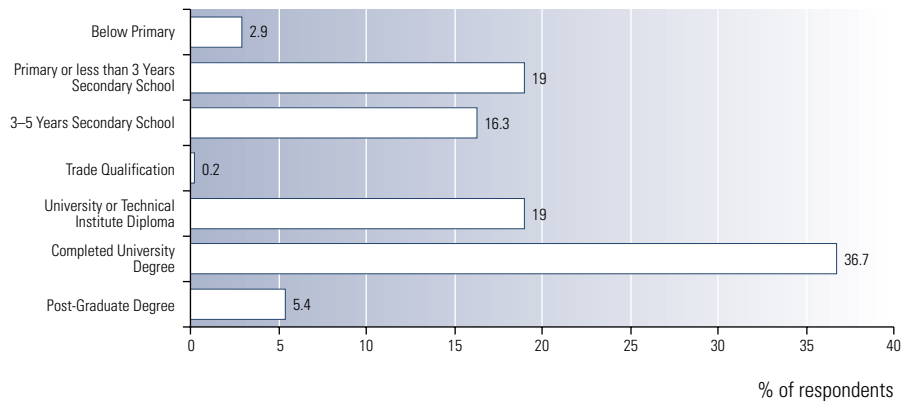
Graph 16: Levels of Education (New Zealand)



Graph 17: Levels of Education (South Korea)

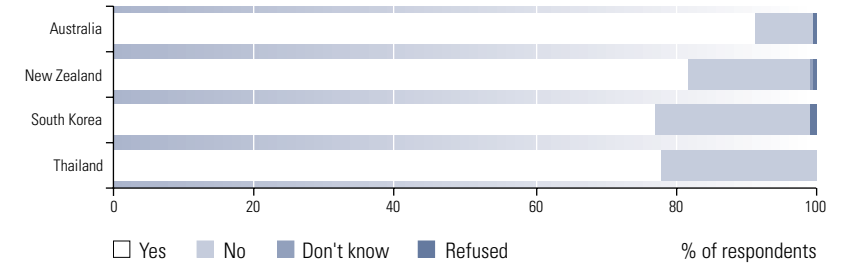


Graph 18: Levels of Education (Thailand)



Graph 19: Voted in Last Election

(Australia, New Zealand, South Korea, and Thailand)



Summary

The Australian, New Zealand, South Korean, and Thai samples accurately describe population characteristics of the four nations. With regard to age, gender, and income, the sample characteristics map the general population well.

In Australia, 37 percent of respondents were between 25 and 44 years old, 49 percent were full-time employees and self-employed, 36 percent had a university degree, 70 percent of respondents had a household income over AUS\$35,000, and 91.5 percent voted in the last election.

In New Zealand, 41 percent of respondents were between 25 and 44 years old, 28 percent had a university degree, 57 percent were full-time employees and self-employed, 67 percent had a household income over NZ\$40,000, and almost 82 percent voted in the last election.

In South Korea, 48 percent of respondents were between 25 and 44 years old, 45 percent had a university degree and/or university/technical institute diploma, 40 percent were full time employees and self-employed, 48 percent had a household income over KRW2.5 million per year, and 76 percent voted in the last election.

In Thailand, 51 percent of respondents were between 25 and 44 years old, 56 percent had a university degree and/or university/technical institute diploma, 60 percent were full time employees and self-employed, 32 percent had a household income over B30,000 per year, and 78 percent voted in the last election.

Knowledge and Perceptions of the EU

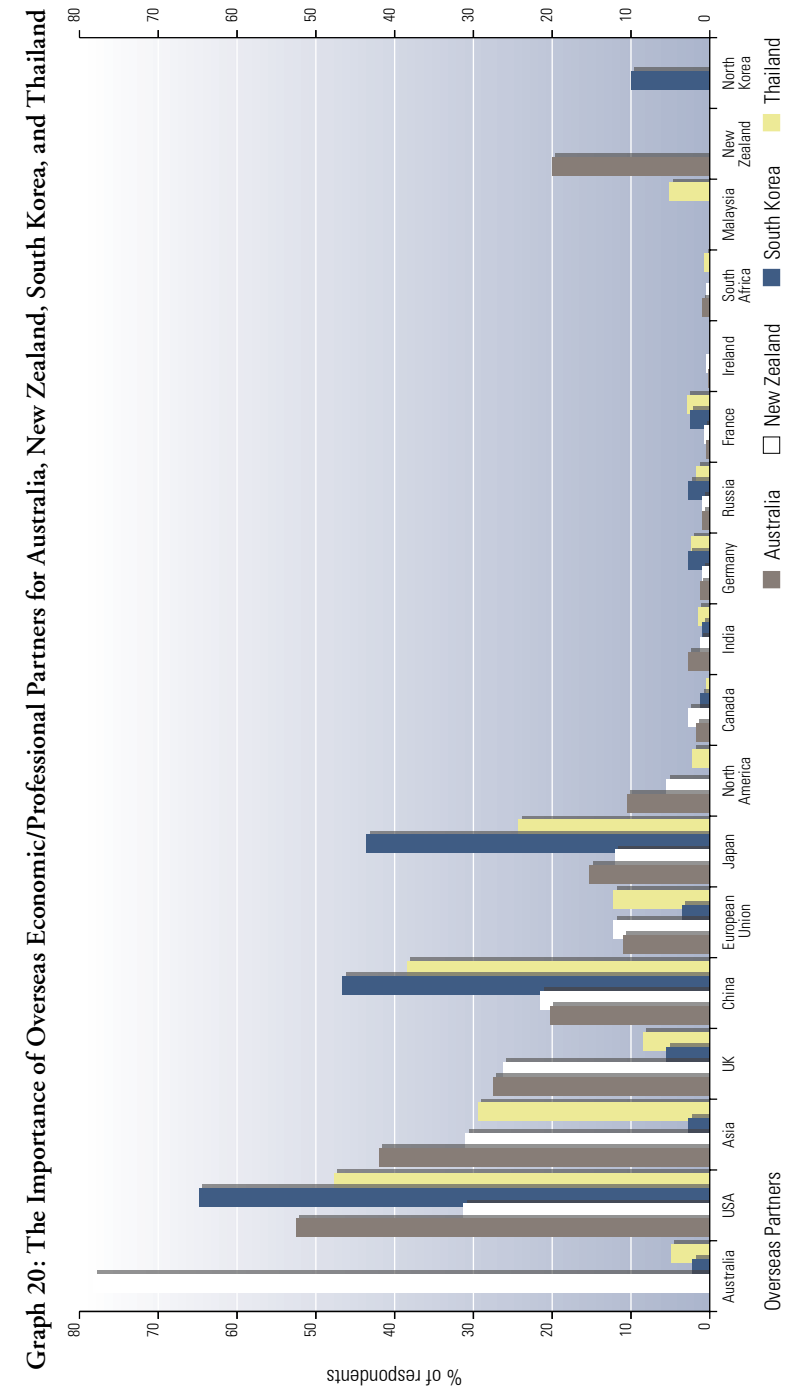
The Comparative Importance of the EU

In order to assess how individuals view the EU in comparison to other countries/regions, respondents were asked the following question: “Can you please tell me which overseas countries or regions, you think, are the most important partners for (Australia/New Zealand/South Korea/Thailand)?” Graph 20 gives the proportion of respondents who indicated if the region or country was perceived as an important partner.

The survey results show that the most important economic/professional partners for Australia were considered to be (in order of significance): the USA (52.5 percent), Asia (42 percent), the UK (27.5 percent), China (20 percent), New Zealand (20 percent), and Europe/EU (11 percent). For New Zealand, the most important economic/professional partners were Australia (78 percent), the USA (31 percent), Asia (31 percent), the UK (26 percent), China (21.5 percent), and Europe/EU (12 percent). In terms of “ranks,” the top four countries/regions (excluding Australia or New Zealand) for Australia and New Zealand were: USA, Asia, the UK, and China. The EU, Japan, and North America were rated far behind these top four areas.

The survey results show that the most important economic/professional partners for South Korea were considered to be (in order of significance): the USA (65 percent), China (47 percent), Japan (44 percent), North Korea (10 percent), the UK (5 percent), and Europe/EU (3.5 percent). For Thailand, the most important economic/professional partners were the USA (48 percent), China (38 percent), Asia (30 percent), Japan (24 percent), Europe/EU (12 percent), the UK (8.5 percent), and Malaysia (5 percent). In terms of “ranks,” the top four countries/regions for South Korea and Thailand were: USA and Asia (represented in terms of China, Japan, and North Korea). The EU, the UK and Australia trailed far behind these top four areas.

About 12 percent of respondents in New Zealand and Thailand, 11 percent of respondents in Australia, and only 3.5 percent of respondents in South Korea rated the EU as an important partner, despite the apparent strong economic connection between the four countries and the EU.



The Future Importance of the EU

To address the “weight” afforded to regions/countries in terms of the impact on Australia, New Zealand, South Korea, and Thailand, the survey measured people’s perception of the major world regions’ importance to the future of the four countries. The survey respondents were asked the following question: “On a scale of 1–5, where 1 is not important at all and 5 is very important, tell me how important to your country’s future do you consider the following regions are?” Respondents were asked to rate Asia, Europe, North and South America, the UK, China, Japan, and Russia.

Graph 21 displays of the mean responses to this question. The dots of the line correspond to the mean rating of each country.

In Australia, the most important regions to the country’s future were considered to be China (mean score=4), Japan (3.77), and Asia (3.74), followed by North America (3.69), Europe (excluding the UK) (3.55), the UK (3.52), Russia ((2.44), and South America (2.41).

In New Zealand, the regions that were considered to be most important to the country’s future were China (3.82), the UK (3.61), Europe (excluding the UK) (3.58), followed by Japan (3.54), North America (3.45), and Asia (3.32).

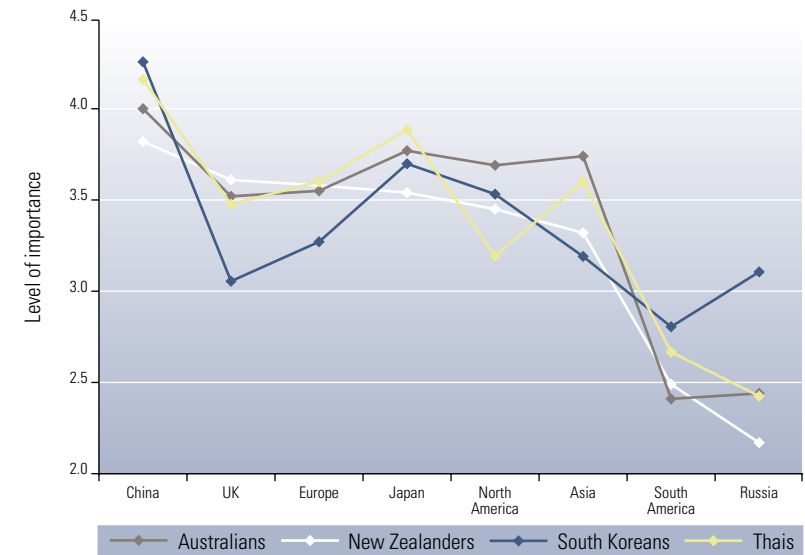
In South Korea, the most important regions in the future were considered to be China (4.3), Japan (3.7), and North America (3.5), followed by Europe (excluding the UK) (3.3), Asia (3.2), and Russia (3.1).

In Thailand, the regions that were considered to be most important in the future were China (4.2), Japan (3.8), Asia (excluding China and Japan) and Europe (excluding the UK) were tied for third place (3.6), while the UK was fourth (3.5), followed by North America (3.2).

Respondents in the four countries highly rated the importance of China and rated lowly that of South America. Interestingly, three sets of respondents rated the importance of Britain about as highly as Europe—it seems apparent that when Australians, New Zealanders, and Thais were asked about “Europe,” the UK served as a close proxy for the region.

In comparative perspective, regions other than the EU—particularly Asia and the United States—were perceived as being more important to Australia, New Zealand, South Korea, and Thailand. Nevertheless, when asked to weight the importance of region, we find that the respondents in the four countries *did* rate the EU relatively strongly.

Graph 21: Importance of Regions to the Future of Australia, New Zealand, South Korea, and Thailand



The State of the Relationship with the EU

Respondents in the four surveys were asked to think about the relationship between their country and the EU. Specifically, individuals were asked “how (they) would rate the state of the relationship between Australia/New Zealand/South Korea/Thailand and Europe/the European Union?” Respondents were given the option of responding: “improving”, “steady”, “worsening”, “difficult to say”, “don’t know”, and “no opinion”.

The distributions of responses across the four surveys were broadly similar (Graph 22).

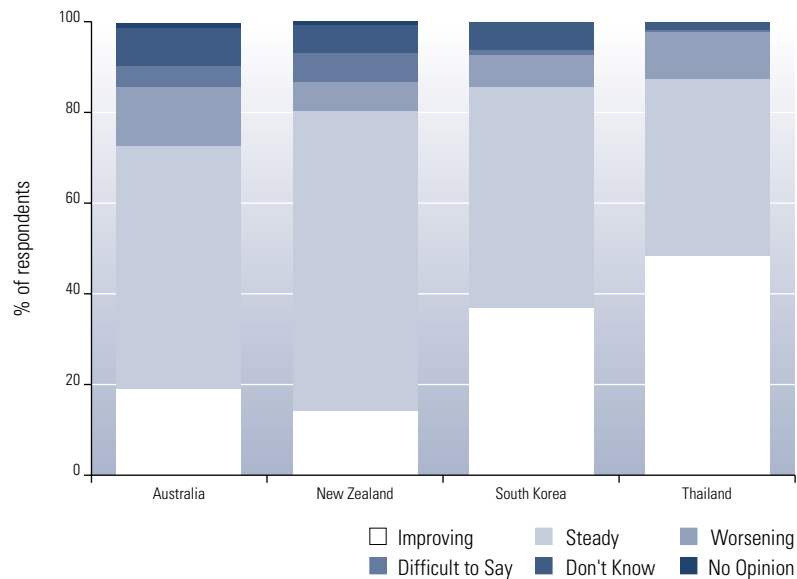
The dominant perception of the state-of-the-relationship between the EU and the Asia-Pacific grouping was one of status quo. Among Australians, 54 percent viewed the relationship as being “steady” or “improving” (19 percent). The status quo perception was even higher among New Zealanders. A full two-thirds of respondents (66 percent) saw the New Zealand—EU relationship as “steady” and 14 percent considered it improving. In South Korea, most respondents considered the relationship with the EU as steady (49 percent) or improving (37 percent). Similarly, respondents in Thailand were by and large positive about this relationship and it was regarded as

steady (39 percent) or improving (49 percent).

13 percent of respondents in Australia, 10 percent in Thailand, 7 percent in South Korea, and 6.5 percent of respondents in New Zealand regard their relationship with the EU as worsening.

Comparatively few individuals gave the “don’t know” or “no opinion” or “difficult to say” responses. For Australia, only about 14 percent of the sample fell into these categories; for New Zealand, about 13 percent, South Korea, about 7 percent; and Thailand, 2.6 percent. Generally, it seems that individuals *do* have *some* opinion about the state-of-the relationship with their country and the EU.

Graph 22: The State of the Relationship with the EU
(Australia, New Zealand, South Korea, and Thailand)

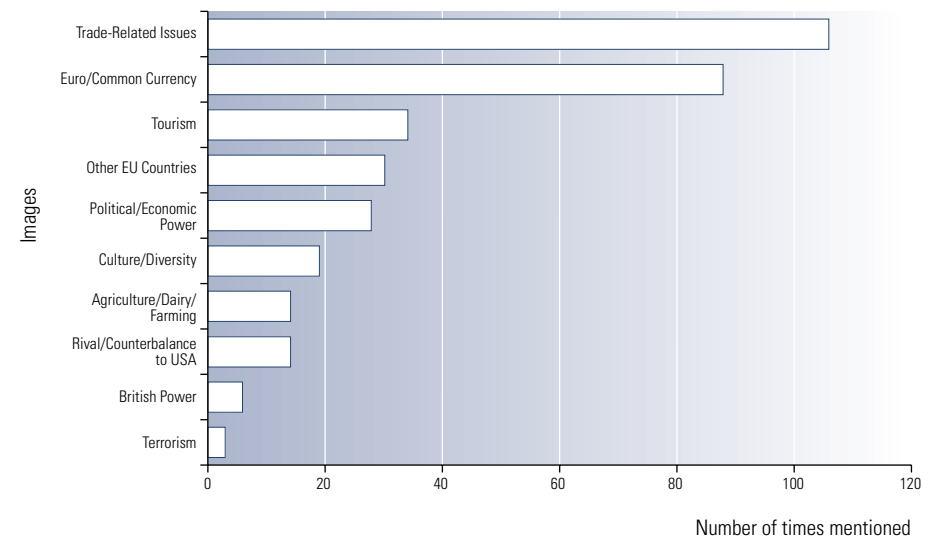


Spontaneous Images of the EU

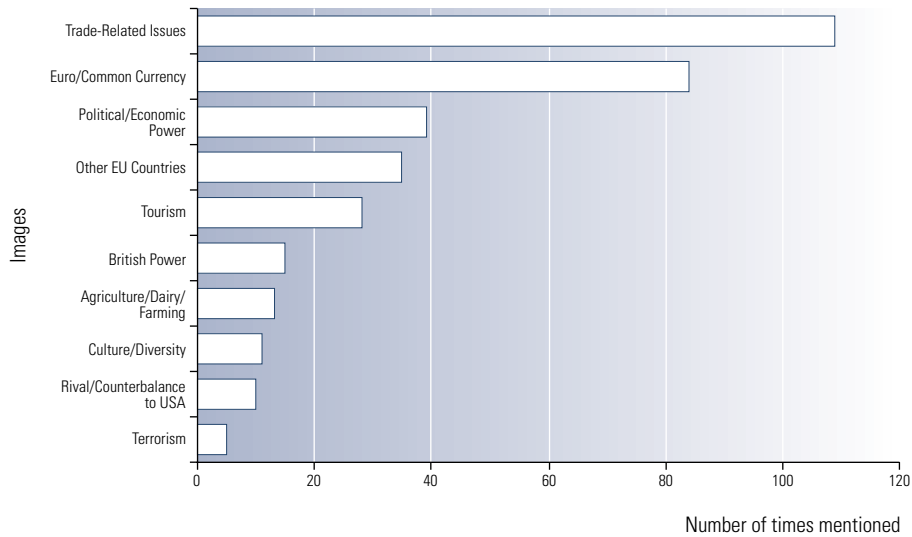
To understand what Australian, New Zealand, South Korean, and Thai people think of the EU, it is important to identify the spontaneous images they have of the EU. Respondents were asked about the thoughts that come to mind when thinking about the European Union.

Individuals could offer up to three open-ended responses. These responses were analyzed and broadly categorized. The distribution of responses is shown below in Graphs 23–26.

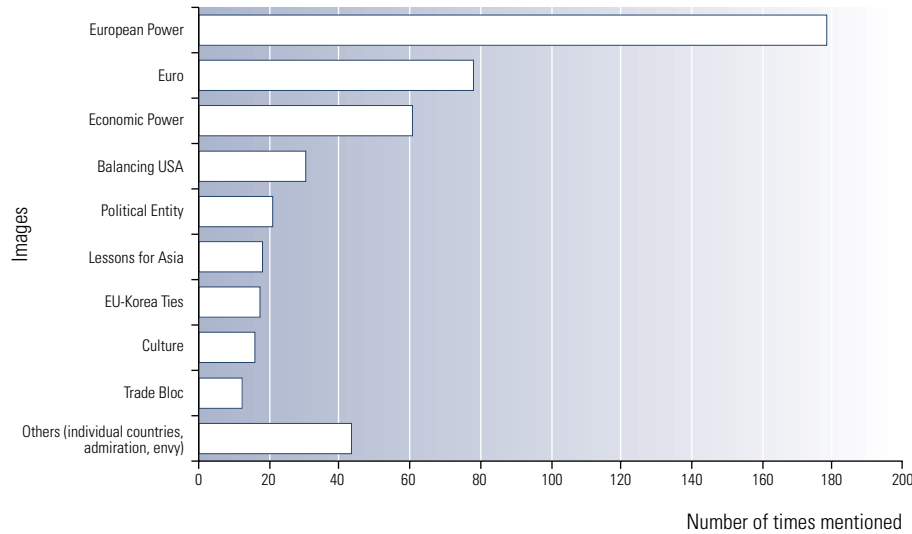
Graph 23: Spontaneous Images of the EU (Australia)



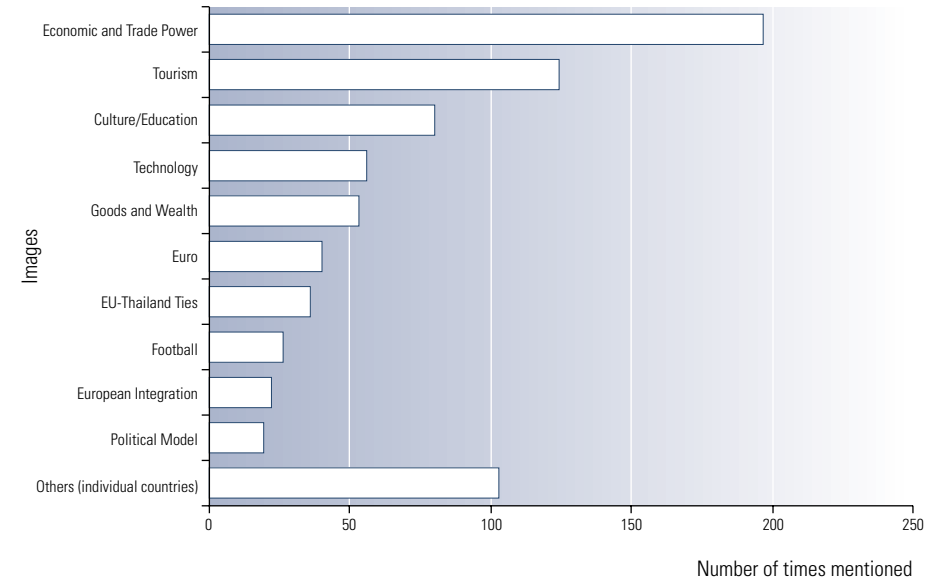
Graph 24: Spontaneous Images of the EU (New Zealand)



Graph 25: Spontaneous Images of the EU (South Korea)



Graph 26: Spontaneous Images of the EU (Thailand)



Ten broad categories were identified in the responses in each country. Remarkably, the pattern of open-ended responses is virtually *identical* among Australian and New Zealand respondents. The variation over categories is trivial, amounting to only minor differences. The most frequently mentioned issue involved trade. Responses varied from concern about a closed EU market to enthusiasm about how the EU will enhance trade with Australia and New Zealand. The second most mentioned item involved the Euro/common currency. Over 20 percent of the two samples commented on the emergence of a common currency the Euro. After these two issues, there are only slight differences in ranking among New Zealanders and Australians.

The remaining items included mentions of the growing/emerging power of the EU as both a political and economic entity. Respondents frequently commented that the sheer size of the EU would make it a “superpower.” Respondents also were apt to mention other specific EU countries. Usually, respondents just named a country (commonly it was Britain, France, or Germany) without giving an explanation as to why that country came to mind. Tourism was an image that frequently occurred for both Australians and New Zealanders. Respondents often noted how the

EU makes “it easier travel” to and from Europe.

The category called “British Power” is an interesting one. Several respondents remarked that the EU was “bad” for Britain, some going so far as to claim Britain “sold out.” Typically, references to Britain were negative inasmuch as respondents seemed concerned and upset that the EU would hurt British hegemony. Mentions of agriculture, dairy, and farming were also common. Given the economies of Australia and New Zealand, this is not surprising. Many were concerned about agricultural subsidies in the EU hurting Antipode markets.

A number of respondents commented—usually positively—on the diversity of culture in the EU. In this vein, respondents viewed the size of the EU as being mostly beneficial to fostering cultural exchanges and enhancing diversity. Some, on the other hand, viewed this negatively, noting that the EU was “doomed to fail” because of language and cultural differences. Nonetheless, for the most part, responses of this item were positive.

To the extent the United States was referenced, it was with respect to the EU supplanting it as a world leader or at least, providing a counterbalance to American hegemony. In general, respondents viewed this role of the EU in a positive light. Finally, a handful of respondents mentioned the role the EU could play in curbing terrorism as an important attribute of the EU.

Conversely, there are different concerns and feelings towards the EU in South Korea and Thailand. Respondents in South Korea tend to view the EU’s economic power and growing political influence with mixed feelings. For some respondents, the EU, together with the process of European integration, constituted a positive model for Asian integration. For others, the EU was seen as an exclusive club for a number of powerful countries. While the EU was seen as a powerful international actor, South Koreans paid little attention to its material wealth, culture and industries. Some respondents expected the EU to act as a counterbalance to the hegemonic position of the USA.

Respondents in Thailand largely saw the EU in a positive light. Europe stood for strong economy, a powerful trading bloc with a single currency, prosperity, democracy, human rights and rule of law, the welfare state, good education systems, tourist industry in both Europe and Thailand, culture, technological innovations and, quite importantly, football teams! EU restrictions on Thai products (in response to the outbreak of bird flu) received most complaints.

Impact of the EU (coded list)

Respondents were asked to evaluate a number of statements about the EU and then rate the statements on a scale of 1–10, where a 1 meant “no impact at all” and a 10 meant “a huge impact.” The idea behind this measure was to gauge how respondents perceived the impact the EU has over a variety of contexts (domestic politics, international affairs, financial institutions, etc.). The mean rating and standard deviation for these items are shown in Graphs 27–30.

The list of statements was generated from a separate media content analysis (see Section 2 of this booklet). It included the most frequently mentioned topics.

The list of issues common to all four countries covered a wide range of areas including

- (a) EU actions as a political power
- (b) EU enlargement
- (c) Adoption of EU Constitution
- (d) Appointment of the new European Commission
- (e) European Parliament 2004 elections
- (f) EU’s role in the Middle East and Iraq
- (g) EU dealings with the USA
- (h) EU action against international terrorism
- (i) EU support for Kyoto Treaty
- (j) EU economic growth
- (k) EU actions as a world trade power
- (l) EU agricultural subsidies
- (m) The Euro
- (n) EU and debates about genetically modified organisms
- (o) EU anti-trust regulations
- (p) EU migration regulations
- (q) EU advocacy of human rights and democracy.

There were also a few country-specific issues.

In Australia, these included

- EU dealings with Pacific countries,
- EU new accounting regulations, and
- EU banking.

In New Zealand, these included

- EU dealings with Pacific countries,
- EU as a market for New Zealand agricultural produce, and
- EU economic relations with the USA.

In South Korea, these included

- EU's overly accommodating position on North Korea,
- competition with the EU car industry, and
- investments in South Korea.

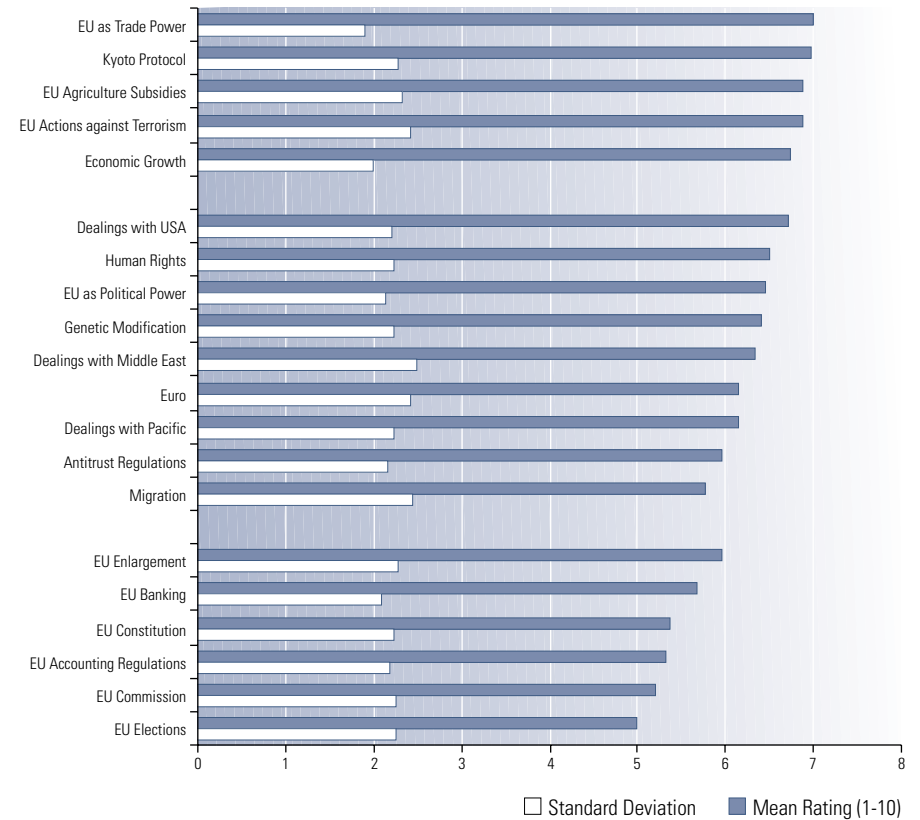
In Thailand, these included

- EU dealings with ASEAN,
- EU computer and IT industry, and
- EU response to bird flu.

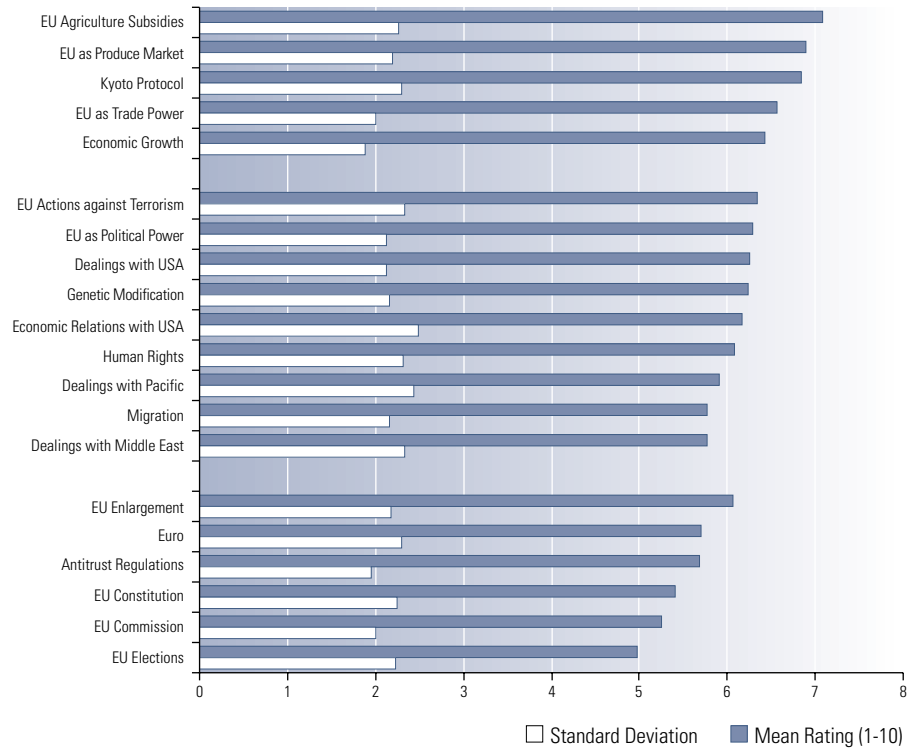
The issues can be grouped into three categories: (I) economic, trade and agricultural issues, (II) international role and (III) internal issues. The interviewees were asked to indicate which ones most concerned them (Graphs 27–30).

Overall, it appeared that respondents in Australia, New Zealand, South Korea, and Thailand perceived the EU as having important and substantial impacts on their respective countries. Moreover, there was a clear self-interest component to these results: issues most directly tied to “home” were precisely the issues respondents rated most highly.

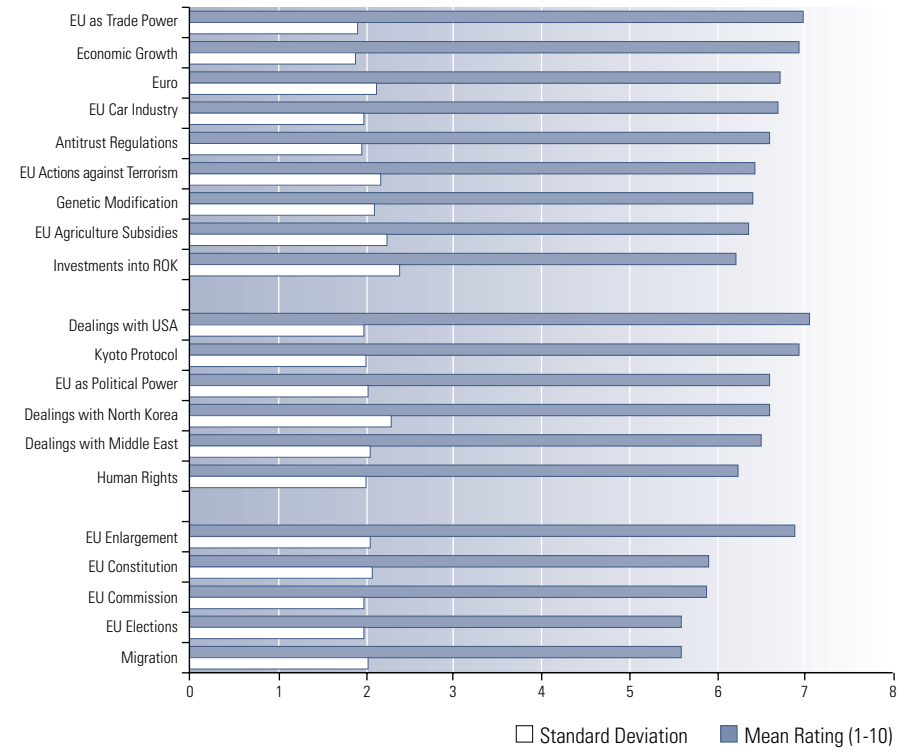
Graph 27: Levels of Perceived Impacts of the EU on Australia



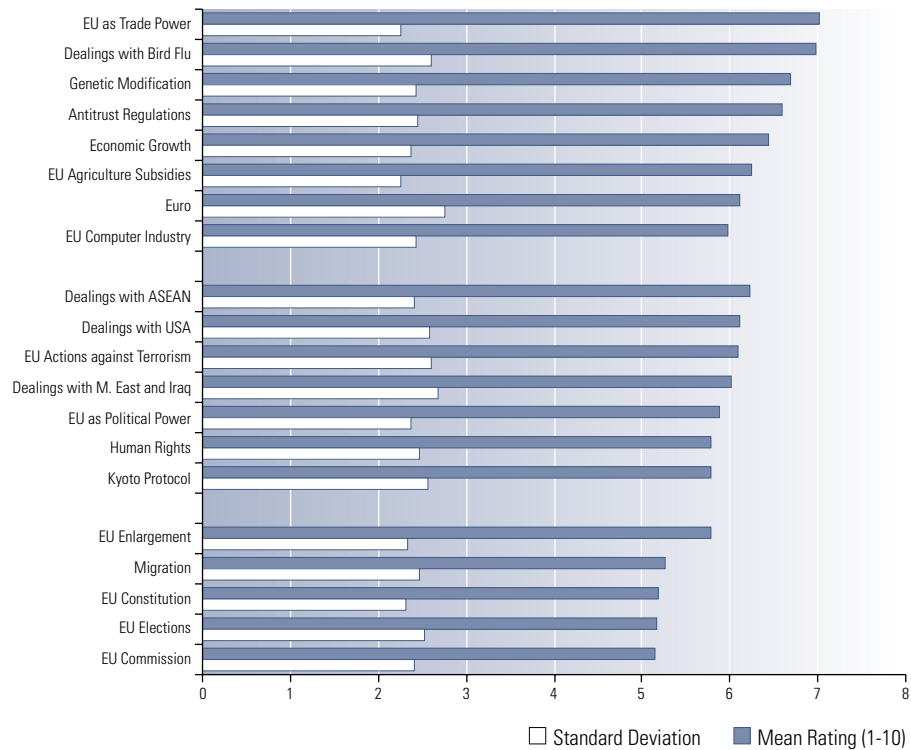
Graph 28: Levels of Perceived Impacts of the EU on New Zealand



Graph 29: Levels of Perceived Impacts of the EU on South Korea



Graph 30: Levels of Perceived Impacts of the EU on Thailand



Impact of Other EU Issues (open list)

Respondents were also asked to list any other issues relating to the EU that could have a significant impact on their country. The major categories of other EU issues in all four countries were predominantly trade-related (Graphs 31–34).

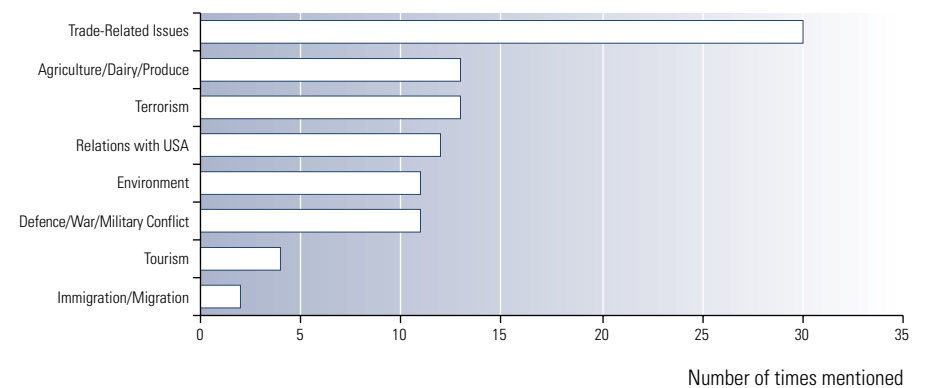
In Australia, after trade, the environment, agriculture issues, and military issues (war in Iraq, Middle East, and conflict in general) were equally mentioned. Australian respondents were more concerned about EU relations with the USA than New Zealanders

New Zealanders were much more prone to mention immigration/migration issues than Australians. Environment, migration, agricultural issues and conflict related themes received almost equal mentioning.

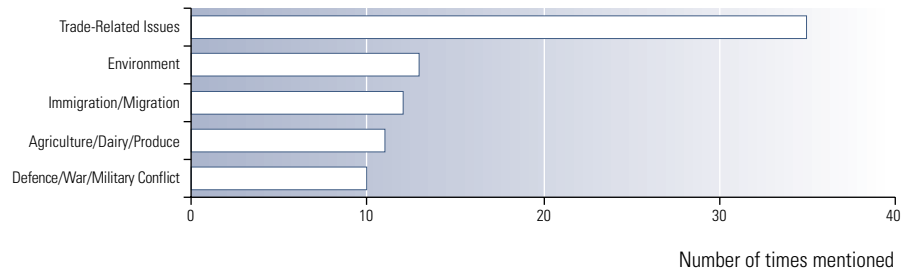
In South Korea, respondents were most concerned about trade-related issues and the growing economic and political power of the EU. The EU’s contact with North Korea and its nuclear projects naturally raise serious concerns and, in some cases, critical comments. There was some interest in the European model and lessons for South Korea and Asia.

Similarly, in Thailand trade/economic/agricultural issues remained the most emphasised items. But respondents were also concerned about inflation due to high EU import prices, environmental issues and perceived EU interference in Thai political affairs (such as human rights and civil society development).

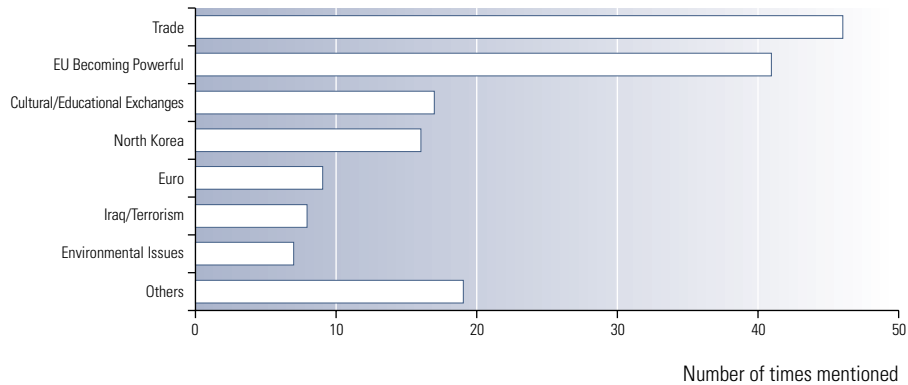
Graph 31: Other EU Issues That Impact (Australia)



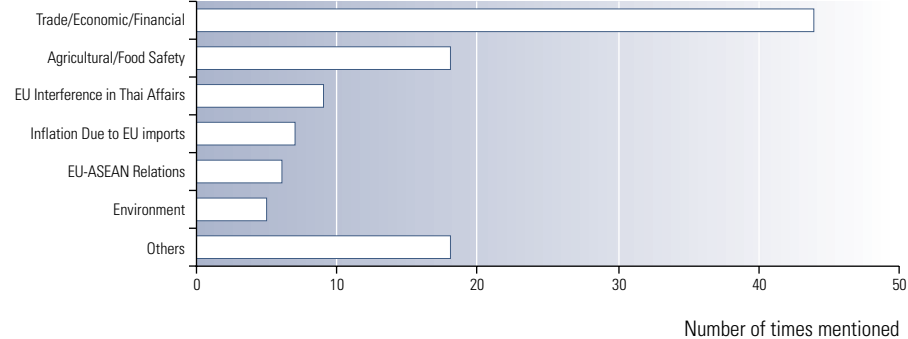
Graph 32: Other EU Issues That Impact (New Zealand)



Graph 33: Other EU Issues That Impact (South Korea)



Graph 34: Other EU Issues That Impact (Thailand)



As can be seen from the evidence of spontaneous images and perceived impact, respondents in Australia, New Zealand, South Korea, and Thailand viewed the EU foremost in economic terms—trade, agriculture, and economic themes were country-specific during the time of the survey. Respondents in the four countries afforded considerable weight to the impact the EU will have on domestically relevant issues, for example, trade, the environment (via Kyoto), agriculture, and economic growth.

The EU’s international role received some attention as well. In Australia, respondents were also concerned with the EU’s dealings with the USA, its role in advocating human rights and democracy, and the growth of the EU as an international political power. In New Zealand, issues of EU actions against terrorism, the growth of the EU as an international political power, migration and the EU’s dealings with the USA led the list of concerns. Respondents in South Korea were mostly concerned with the EU-USA relationship and the prospects for the Kyoto Treaty, followed by the EU’s dealings with North Korea. In Thailand, respondents were mostly concerned with the relationships between the EU and ASEAN. EU-USA relations and the fight against terrorism were the other key areas of concern.

Looking at those items rated the lowest, there were again similarities across the four surveys. In general, respondents in the four countries perceived EU internal politics (e.g. EU constitution, the commission, EU elections, etc.) as having considerably less impact when compared to other issues (for example domestic issues or foreign affairs). The one notable exception to this was the perception the impact of EU enlargement would have on Australia, New Zealand, South Korea, and Thailand. Compared with the other EU “internal” items, this one was more highly rated in terms of impact. Although it is speculative, perceptions about enlargement may relate back to perceptions about the EU as a trade power: as the size and geography of the EU enlarges, its power and influence in the trade and economic realm will likewise increase.

Personal & Professional Contacts with the EU Countries

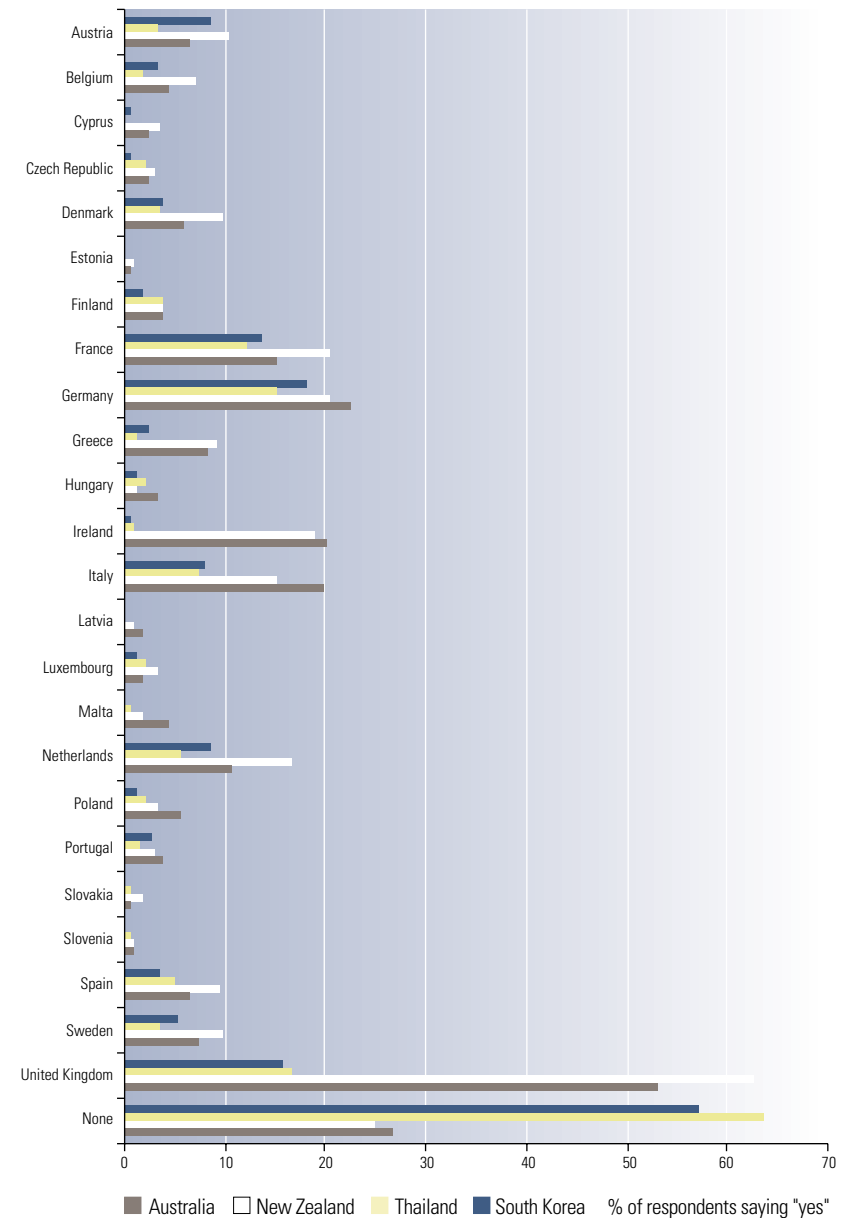
To what extent are Australians, New Zealanders, South Koreans, and Thais personally “connected” to Europe? Connectivity to European countries may motivate individuals to “think more” about the EU and Europe more generally. To assess how closely connected they were with Europe, individuals were asked to indicate if they had “personal or professional connections with” any EU Member State. Respondents could answer “yes” or “no.” Graph 35 presents the frequency of respondents answering “yes” for each country.

Looking at the location of respondents’ personal and professional ties with the 25 EU Member States, the survey revealed two patterns—a low level of such ties between both Asian countries and most of the EU Member States, and a much higher level of ties for the two Australasian countries. Almost 64 percent of respondents in South Korea and 57.4 percent in Thailand claimed to have no connections with any EU country.

The UK was the country most frequently cited among respondents in the four countries. A little over 60 percent of New Zealanders, over 50 percent of Australians, 16.5 percent of South Koreans and 15.6 percent of Thais claimed some sort of British connection. “None” (or no country) was the second highest response in Australia and New Zealand. France, Germany, Italy, and the Netherlands were the next highest countries cited as a source of connection between respondents in the four countries. Also prominent in Australian and New Zealand responses were connections with Ireland, and South Koreans mentioned Spain, while Thais noted Austria. Respondents in Thailand had marginally stronger connections with the EU than their South Korean counterparts.

Significantly, the new Member States were largely unknown to respondents in the four nations. Historical and commercial reasons may explain why the Asia-Pacific is more familiar with western than eastern Europe. Among the new Member States, the more prosperous central European states of Poland, Hungary, and the Czech Republic were better known than the others to our respondents.

Graph 35: Personal and Professional Connections with the EU Countries (Australia, New Zealand, South Korea, and Thailand)

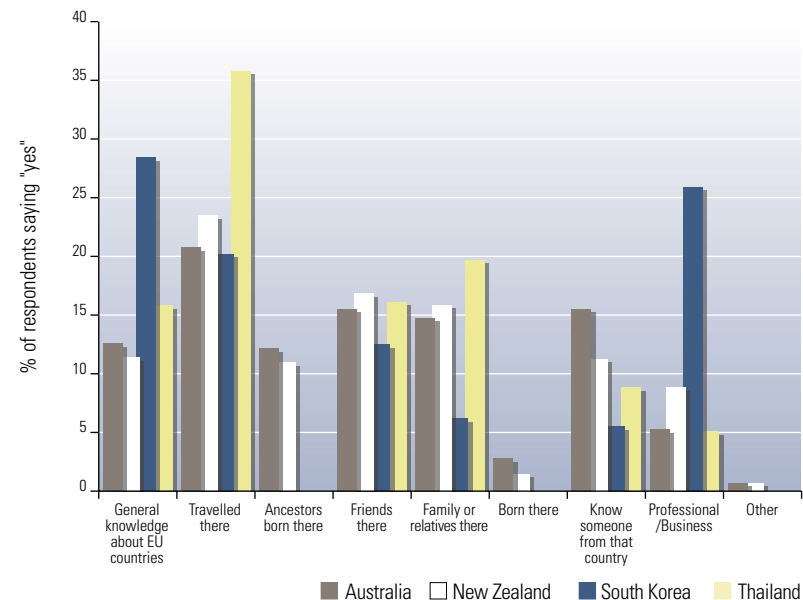


In addition to simple connectivity to a specific country, respondents were also asked about the nature of their connection. Specifically, individuals were asked if the connection/tie involved: “general knowledge”, “travelled there”, “have ancestors born there”, “have friends living there”, “have family/relatives living there”, being “born in that country”, knowing people “living in Australia (New Zealand) from that country”, “professional/business”, or “other”. The frequencies of response for each type are plotted in Graph 36.

For all countries, a major source of connectivity was travel. About 21 percent of the Australian sample, approximately 23 percent in New Zealand, 20 percent in South Korea and almost 36 percent of Thais reported a tie to Europe based on travel.

Knowing someone who lives in Europe (either friend or family) constituted the next two highest connections for Australia, New Zealand, and Thailand. In South Korea the highest connection was of a professional and business nature—almost 26 percent of the sample. Just 9 percent of New Zealanders and a little over 5 percent of Australians and Thais indicated a professional or business connection with a European country. Lastly, if unsurprisingly, a sizeable portion of the Australian and New Zealand samples indicated knowing someone from a European country who lived in Australia/New Zealand. None of South Korean or Thai respondents were either born or had ancestors from Europe.

Graph 36: Nature of Connections with the EU Countries
(Australia, New Zealand, South Korea, and Thailand)

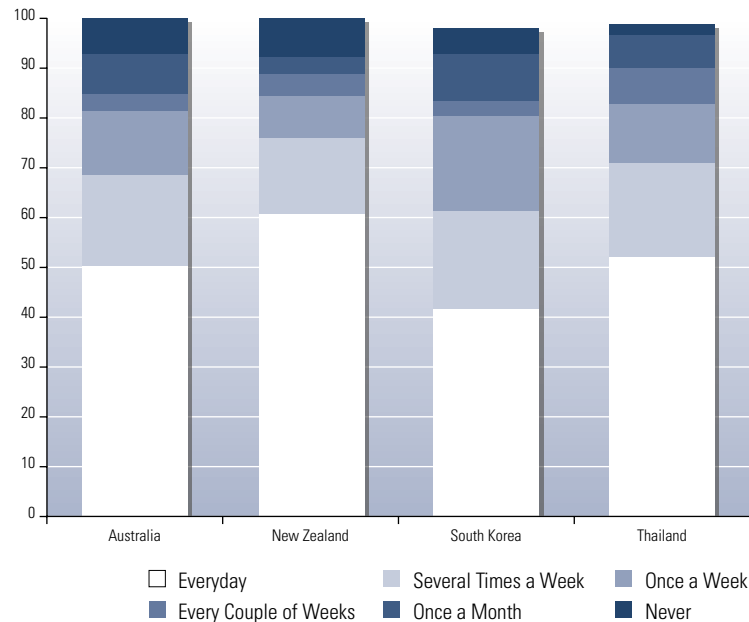


Sources of Information about the EU

As an initial evaluation of news acquisition, consider Graph 37. The graph shows the frequency with which Australians, New Zealanders, South Koreans, and Thais accessed the media for foreign news. Although responses to this item may be inflated because of social desirability effects—i.e. survey respondents may report a higher frequency than what is true—a sizeable proportion of the sample indicated a high frequency of foreign news acquisition.

For the Australian sample, about 68 percent indicated foreign news was accessed “every day” or “several times a week.” For the New Zealand sample, the percentage was even higher: about 75 percent claimed to access foreign news several times a week or more. For the Asian counterparts, 43 percent of South Korean respondents and 53 percent of Thais accessed the media for foreign news everyday.

Graph 37: Frequency of Accessing the Media for Foreign News
(Australia, New Zealand, South Korea, and Thailand)

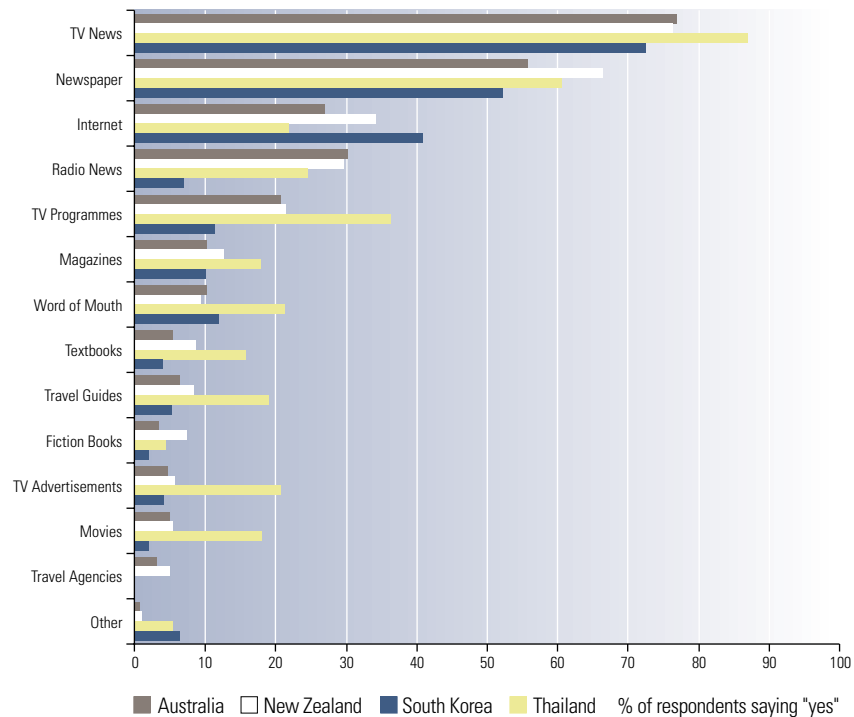


Given the high proportion of foreign news acquisition found in the four countries, it is useful to consider the *source* of foreign news information as it pertains to the EU. To address this, respondents were asked about the how they got the “most” information about the EU. The percentages of respondents saying “yes” to using given sources of news is plotted in Graph 38.

Undoubtedly the two dominant sources of information used by Australians, New Zealanders, South Koreans, and Thais were television news and newspaper coverage. 77 percent in both Australia and New Zealand, 73 percent in South Korea and 87 percent in Thailand claimed to rely on television news to learn about the EU. Furthermore, about 67 percent of New Zealand respondents, 56 percent of Australians, 52 percent of Koreans, and 61 percent of Thais mentioned an important reliance on newspaper coverage.

With respect to internet coverage, about 41 percent of the South Korean sample, 34 percent of the New Zealand sample, about 28 percent of the Australian sample, and 22 percent of the Thai sample indicated this source of news was used to acquire information about the EU. For New Zealanders, internet usage was “ranked” more highly than radio news, television programmes (excluding primetime news), and magazines. For Thais, television (excluding primetime news) was the third most popular source of information. For Australians and Thais, radio news still “outranked” internet usage; however, one suspects that in the coming years, internet news sources will rival conventional sources at an even higher rate.

Graph 38: Sources of Information on the EU
(Australia, New Zealand, South Korea, and Thailand)

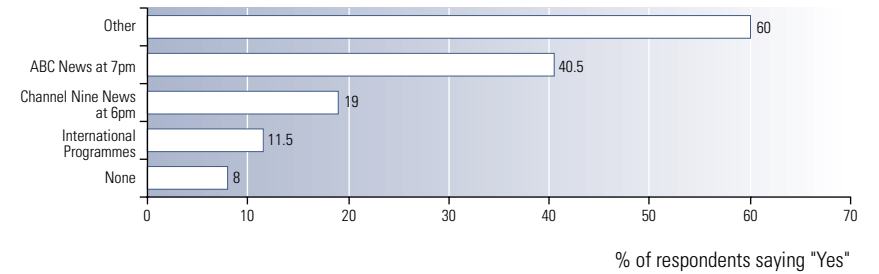


Broadcast Media as a Source of Information on the EU

The prevalence of television news and newspaper usage raises the question of the actual visual and print media sources utilized by Australians, New Zealanders, South Koreans, and Thais. To assess this, respondents were asked which newspapers and primetime news programmes they used to acquire information about the EU. The results are given in Graphs 39–46.

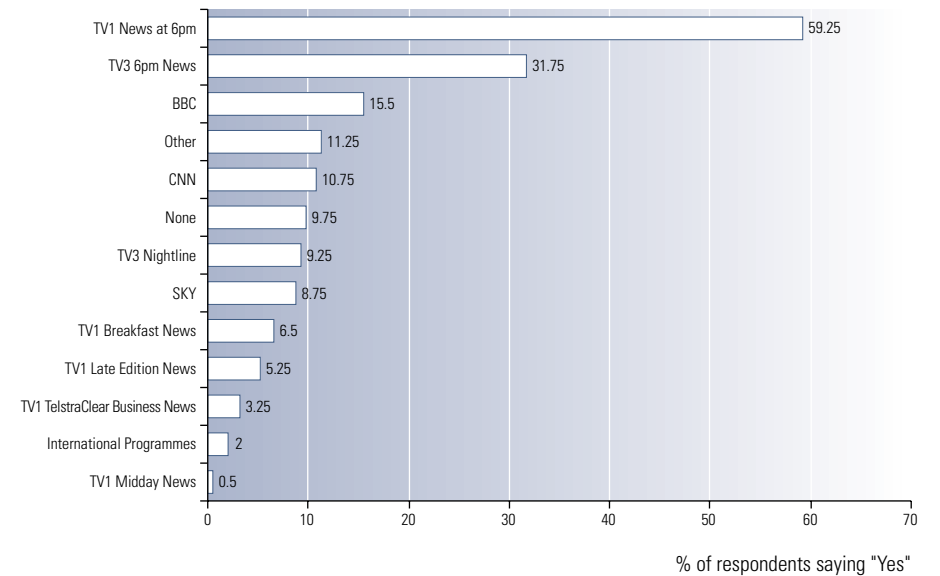
As far as television news programmes were concerned, 40.5 percent of Australians said *ABC News at 7* was their source of information followed next by *Channel Nine News at 6* (19 percent). The “other” category was most frequently mentioned (60 percent).

Graph 39: TV News Accessed to Get Information on the EU
(Australia)



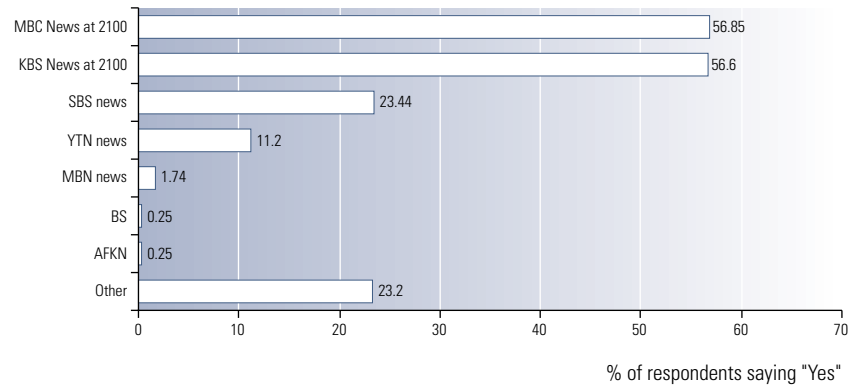
For the New Zealand sample, Graph 40 shows that one primetime news programme was most frequently mentioned as a source of news: *TV1 News at 6*. About 59 percent of the sample indicated this broadcast to be the main source of television news regarding the EU. This programme was followed next by *TV3 6 pm News* (31.75 percent).

Graph 40: TV News Accessed to Get Information on the EU
(New Zealand)



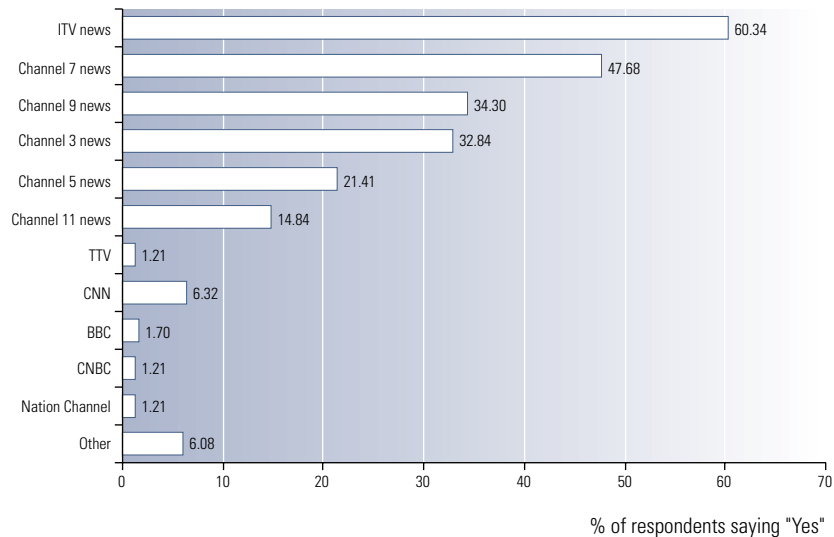
The most popular television news programme for accessing information about the EU in South Korea were *KBS News at 9pm* and *MBC News at 9pm* (both with almost 57 percent) (Graph 41).

Graph 41: TV News Accessed to Get Information on the EU (South Korea)



In Thailand, 60 percent of respondents said that the most popular television news programmes to access information about the EU was *ITV News* (60 percent of respondents) followed by *Channel 7 News* (48 percent of respondents) (Graph 42).

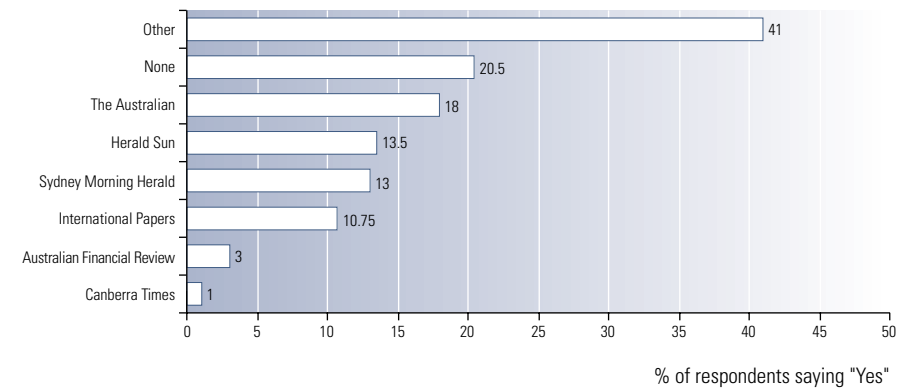
Graph 42: TV News Accessed to Get Information on the EU (Thailand)



Print Media as a Source of Information on the EU

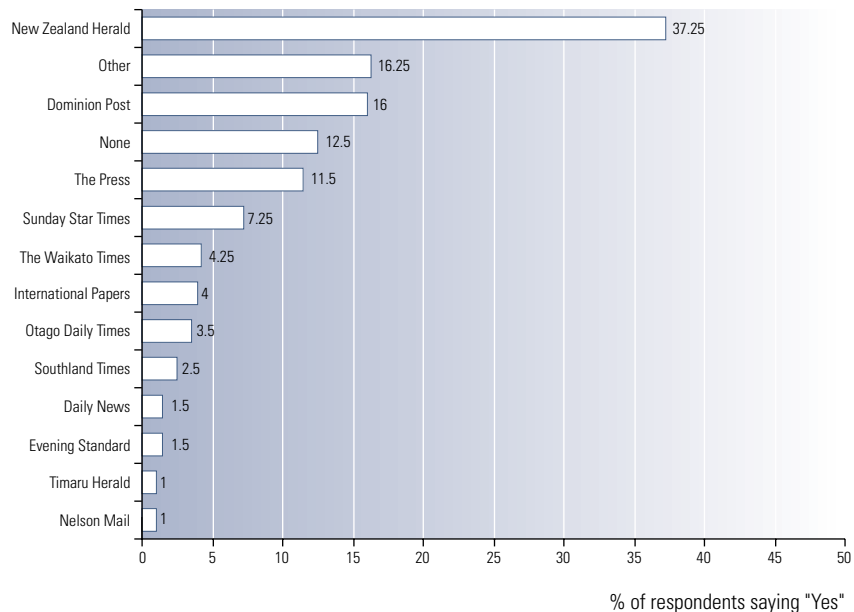
With respect to newspaper coverage, *The Australian* was the single newspaper most frequently mentioned by Australian respondents; however, the “none” and “other” categories were the two most frequently given responses. Following *The Australian*, the *Herald Sun*, and the *Sydney Morning Herald* were the next two leading specified papers. The category “international papers” also was given by about one in ten respondents (Graph 43).

Graph 43: Newspapers Accessed to Get Information on the EU (Australia)



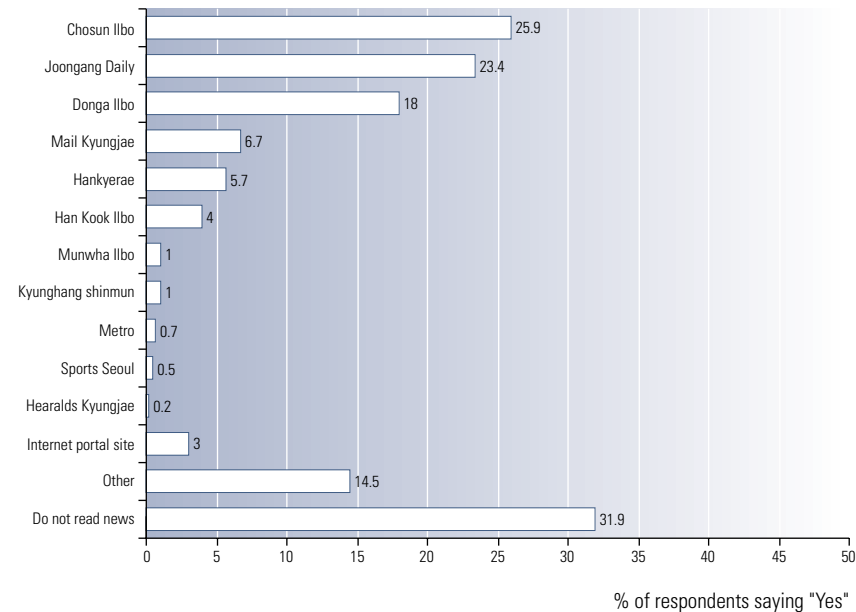
For New Zealand, Graph 44 shows that the *New Zealand Herald* was the most frequently cited newspaper (37.25 percent). Other papers like *The Dominion Post*, *The Press*, and the *Sunday Star Times* were also frequently mentioned, though at a much lower rate, reflecting to a degree the population distribution across the country.

Graph 44: Newspapers Accessed to Get Information on the EU (New Zealand)



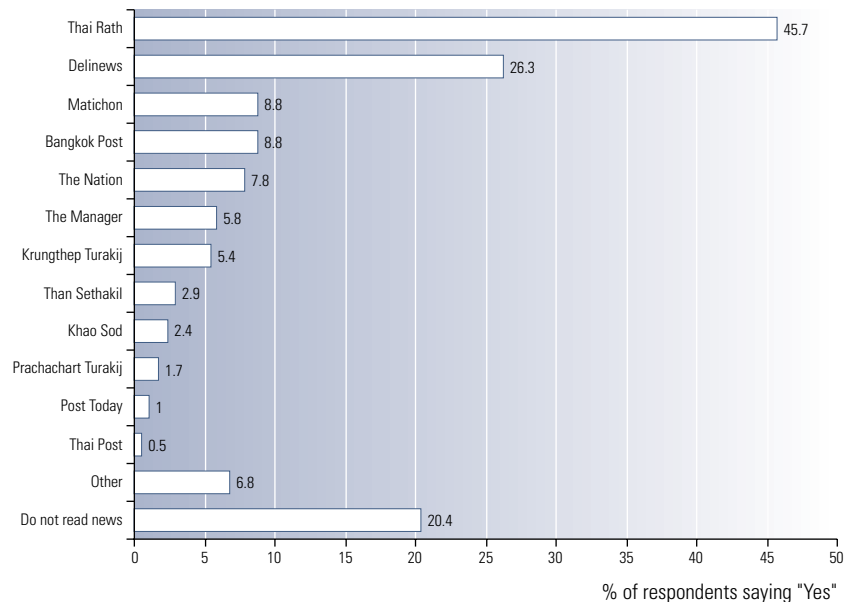
The most popular newspapers in South Korea to obtain the EU news were *Chosun Ilbo* (26 percent of respondents), *Joongang Daily* (23 percent), and *Donga Ilbo* (18 percent). However, almost one-third of the respondents admitted that they did not use newspapers at all as a source of news information in general.

Graph 45: Newspapers Accessed to Get Information on the EU (South Korea)



In Thailand, the most popular newspapers for those who wanted to obtain information on the EU were *Thai Rath* (46 percent of respondents) and *Delinews* (26 percent) (Graph 46). The third highest category of response was “do not read news”—20.4 percent.

Graph 46: Newspapers Accessed to Get Information on the EU (Thailand)



Interpersonal Communication

To assess how interpersonal communications influence public opinion on the EU, the respondents were asked to answer the questions: “How often do you discuss Europe/EU related issues with your family and friends?”; “How often do you discuss Europe/EU related issues with your colleagues at work?”; and “What Europe/EU related issues have you recently discussed?”.

The results showed that only 4 percent respondents in South Korea and Thailand often discussed EU-related issues with their family and friends. In contrast, almost 12 percent in New Zealand and Australia often discussed EU/Europe related issues with their family and friends.

19 percent of the interviewees in Australia, 20 percent in New Zealand, 28 in Thailand, and 15 percent in South Korea never discussed the EU within their intimate circles.

Australian and New Zealand respondents revealed a similar level of responses when reporting that the EU entered the interpersonal communication occasionally—35 percent and 34 percent respectively. Their two Asian counterparts also displayed similar distributions of responses—29 percent of South Korean respondents and almost 30 percent of Thai respondents occasionally discussed EU matters with their family and friends.

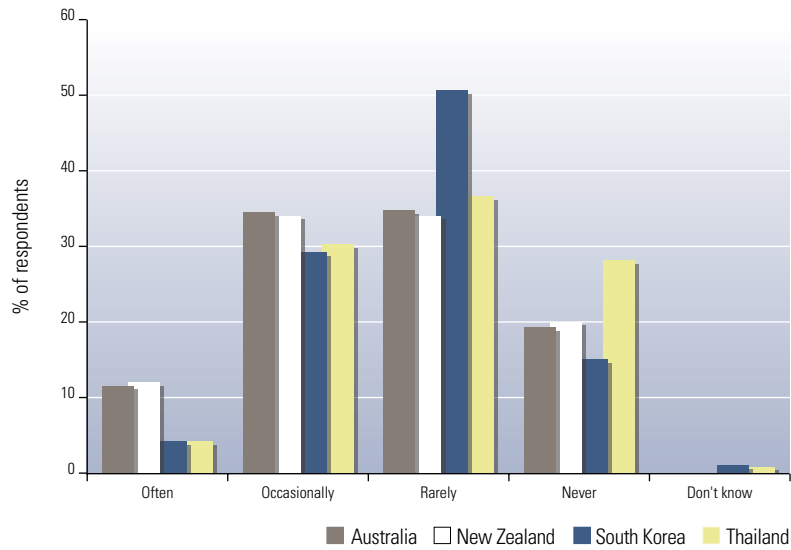
The EU-related issues were reported as discussed rarely in 51 percent of South Korean responses, and in between 34 and 37 percent of responses in the other three countries (Graph 47).

EU-related issues received hardly any attention in the workplace. In New Zealand 52 percent of respondents never discussed the EU at work, 19 percent rarely, and almost 7 percent just occasionally. In Australia the respective figures were 48 percent, 27 percent with almost, and 20 percent occasionally. In Thailand, 18.5 percent of respondents never discussed the EU at work, 22 percent rarely, and 18 percent occasionally. Surprisingly perhaps, only 4.2 percent of respondents in South Korea never discussed the EU at work, 20.2 percent rarely, and 16.7 percent occasionally.

However, only a mere 3 percent of Thai respondents and 2.2 percent of South Korean respondents claimed to often discuss EU-related matters with colleagues at work. The corresponding figures reported for Australia and New Zealand were slightly higher at 5 and 6 percent respectively (Graph 48).

Graph 47: How Frequently Respondents Discuss EU-related Issues (With Family and Friends)

(Australia, New Zealand, South Korea, and Thailand)



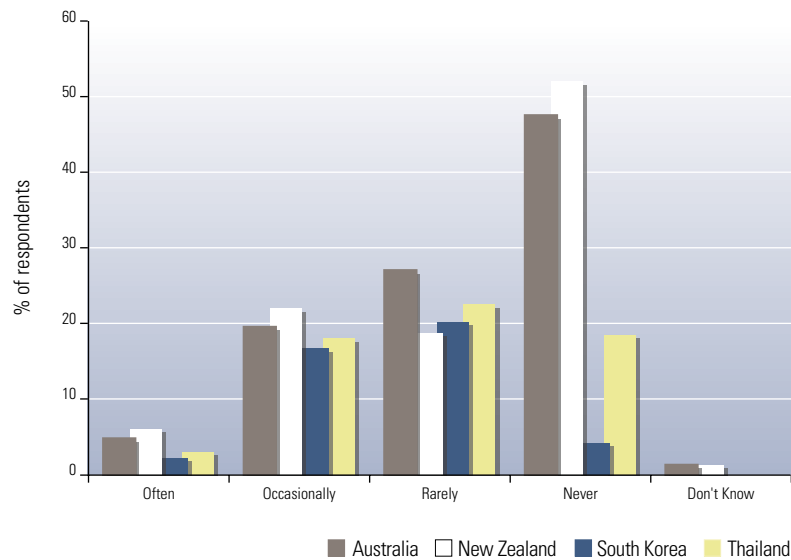
The findings suggest that respondents were somewhat interested in a multitude of issues concerning the EU or Europe.

Both Australians and New Zealanders most often discussed the EU in relation to wars, foreign affairs, conflicts, and terrorism issues. Trade and agricultural concerns also entered the list of typically discussed issues. The respondents also reported discussing individual EU countries in the context of the EU, with most references being either about the UK or Ukrainian elections which occurred around the time of the survey.

In South Korea, respondents reported discussing further education in Europe, football, the war in Iraq, as well as trade and economic situations in Europe. In Thailand, discussions included the war in Iraq, terrorism, EU-Thailand relations (especially the EU's restrictions on Thai exports), the Euro, tourism in Europe and, quite commonly, football!

Graph 48: How Frequently Respondents Discuss EU-related Issues (With Colleagues at Work)

(Australia, New Zealand, South Korea, and Thailand)



Enhancing the Presence (and Relevance) of the EU in the Asia-Pacific

Respondents interviewed were asked what issues should be kept in mind when their governments were developing diplomatic ties with the EU (Graphs 49–52).

Australians, New Zealanders, South Koreans, and Thais think trade-related issues were the dominant concerns for their respective governments when defining EU policy. For Australia, New Zealand, and Thailand agriculture-related concerns were second in ranking. However, since all of the agricultural references were in a sense trade issues as well, trade remained the key.

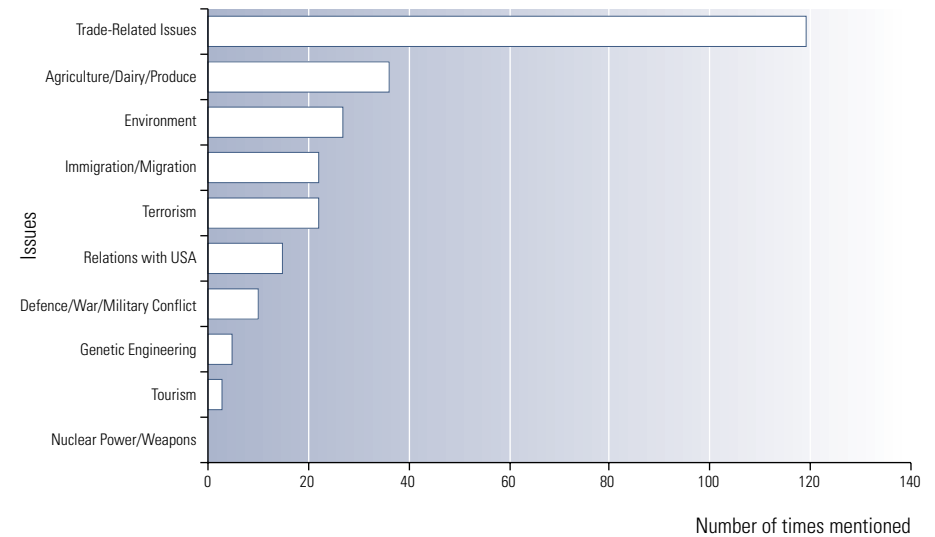
There were some important differences, however. In general, Australians were more concerned about foreign affairs, terrorism and relations with the USA, than compared with the respondents from the other three countries.

New Zealanders, on the other hand, expressed greater concern about GE and nuclear weapons and were slightly more interested in migration than their Australian counterparts, while environment was stressed more by Australians than New Zealanders or South Koreans.

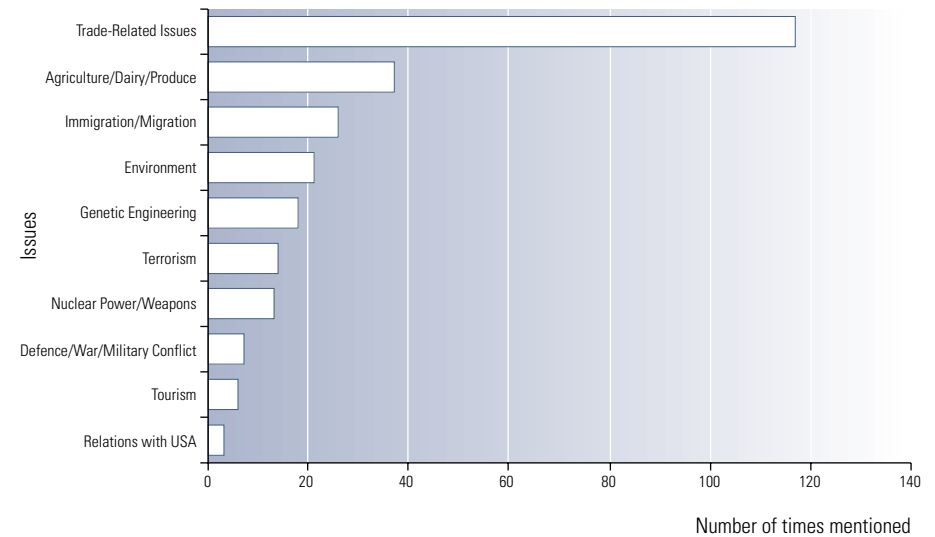
South Koreans were mostly concerned with trade, economic competition, and investments. They were also interested in cultural and educational exchanges. EU dealings with the USA and North Korea were also high on the agenda. Finally, there were calls for better treatment of Koreans in Europe.

In Thailand, the respondents were mostly concerned with EU-Thai political relations/diplomacy, educational exchanges, and the influence of terrorism on tourism. Monetary issues (the value of Thai Baht), inflation caused by EU imports, and jobs for Thai citizens in the EU were also noted.

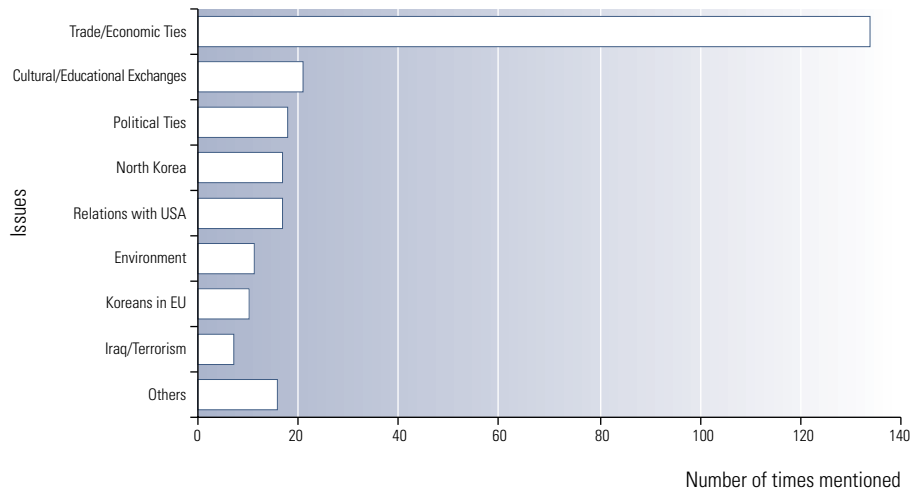
Graph 49: Issues to Keep in Mind (Australia)



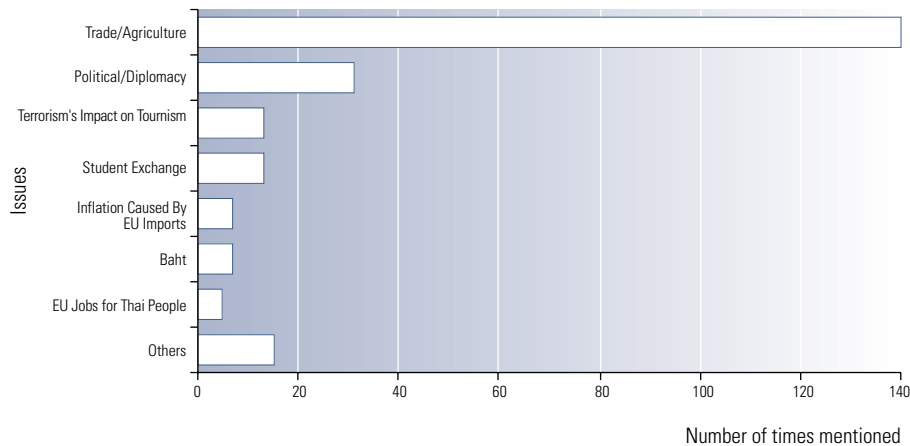
Graph 50: Issues to Keep in Mind (New Zealand)



Graph 51: Issues to Keep in Mind (South Korea)



Graph 52: Issues to Keep in Mind (Thailand)



Summary

Overall, the findings suggest that respondents' knowledge about the EU was at a reasonable level. They were mostly concerned about the EU's economic roles in trade, agricultural issues, and monetary areas to which they could relate more or less directly.

Respondents primarily relied on the mass media (primetime news, newspapers, and television programmes) for news and information about the EU. In South Korea, the internet was another significant source of information. A high proportion of respondents in all four countries paid attention to foreign or international news on daily basis.

The findings here seem to support the claim that the EU is perceived by respondents as an economic bloc using a soft power approach to international affairs. Europe's cultural heritage attracts tens of thousands of students and tourists from Asia every year. Apart from the demonstrable mercantile connection, the EU, and in particular, Great Britain, are prominently woven into Australia's and New Zealand's social fabric. The most obvious touchstone between the Antipodes and Europe is of course the colonial heritage shared with Great Britain. This historical connection has served as a larger gateway into Europe.

There are areas of contention, of course. For Australia and New Zealand major issues include the EU's approach towards trade liberalization and reduction of its agricultural subsidies. As far as Thailand is concerned, these included the EU's position on bird flu during the time of the survey and other trade restrictions on Thai exports to the EU. In South Korea, these included EU policy on North Korea, the EU car industry, its exclusivity as a trade bloc, and the Common Agricultural Policy.

China's emergence in the Asia-Pacific region was widely perceived to have strong implications for the four countries in the survey. The USA and 'Asia' in general are rightly regarded as exerting considerable influence on the changing regional order. Consequently, in comparison the EU was hardly seen to be a power to reckon with in this part of the world.

Survey interviewees in the two Asian countries were less acquainted with the Member States of the EU, when compared with Australia and New Zealand. The UK was the EU country with which most of the respondents in all four samples had contacts, followed by France, Germany, Italy, and the Netherlands. The recent round

of enlargement to include eight former communist countries in Eastern Europe, Malta and Cyprus meant little to the respondents whose connections and knowledge about the traditional, western part of Europe were clearly stronger.

There was, however, some interest in the internal workings of the EU and its institutions—such as the European Parliament elections and the ill-fated ratification of the EU Constitution. Although of interest, it is beyond the scope of this analysis to examine how well Asia-Pacific respondents understand the political and economic debates arising from the process of European integration.



THE EU IN THE MIRROR OF THE ASIA-PACIFIC MEDIA

introduction

The media plays a crucial role in civil society and public education and has the power to direct both elite and public perceptions and opinions. News media is argued to be a principal source of information on foreign events and central to informing public opinion on international affairs.

This section looks at the media's role in informing understandings of the European Union in Australia, New Zealand, South Korea, and Thailand by analyzing the representations of the EU as an economic, political and social actor in national print and broadcast media. For the news items to be included in the sample they had to deal with events or situations in the EU outside the home country, or events in the home country in which EU takes part, or which are presented as having relevance to the EU situations. News on the EU is defined as stories mentioning the EU at least once, even marginally.

The objectives of this section are to systematically present the key findings from the media analysis and to inform and to clarify the following issues:

- 1) The dynamics of interest towards the EU from the regional media gatekeepers, reflected in the visibility and status accorded to EU news;
- 2) Sources of news about the EU;
- 3) The content characteristics of current EU representations in the national news media; and,
- 4) The evaluations assigned by the newsmakers to the EU images in the media.

This section was written by:

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Technical Specifications

Institute responsible for conception, analysis and summary:

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Institutes responsible for fieldwork:

National Centre for Research in Europe, University of Canterbury, New Zealand

Multidisciplinary Department of European Studies, Chulalongkorn, University, Thailand

Contemporary Europe Research Centre, University of Melbourne, Australia

Graduate School of International Studies, South Korea

Fieldwork:

Data collection was conducted over an entire 12 month period—1 January–31 December 2004.

Method:

Monitoring of the daily coverage of the EU in the selected media outlets. Completed data file in Excel format.

Search Engines Utilized:

Australia: Lexis Nexis, Factiva, Fairfax electronic archives (limited access), Media Monitors transcripts of television news items.

New Zealand: Newstext, Factiva databases, the *Otago Daily Times*

search engine, Newztel, recorded and manually transcribed television news.

South Korea: Electronic search engines for all newspapers and television news bulletins.

Thailand: Manual research on the *Bangkok Post*, the *Nation* and the *Thai Rath*; the *Manager* and the *Matichon* search engines, and a mixture of manual and electronic searches for the two television stations.

Sample size:

Australia:	2056 print items 18 television news items
New Zealand:	650 print items 29 television news items
South Korea:	220 print items 69 television news items
Thailand:	864 print items 82 television news items

Portrait of the Media Outlets Monitored

Given the extremely diverse media backgrounds of Australia, New Zealand, South Korea, and Thailand, it is critical to explore EU representations in the preferred sources of news information on the EU. Given the prevalence of television news and newspapers for accessing news on the EU (see Graph 38 in Section 1 of this booklet), five leading newspapers and two television primetime news bulletins were chosen for the analysis in each country (Tables 1 and 2).

The sample was necessarily limited in scope and nature in order to facilitate the execution of a large scale, trans-national, comparative project. Sampling criteria included the influential reputation of the media outlet in a country, the high circulation numbers or audience ratings, ownership, political diversity, national and regional distribution, a range of styles and formats (tabloid/broadsheet), and even linguistic diversity (Thai or Korean vs. English). Sampled news outlets were also identified as the preferred outlets for news about the EU in the public opinion survey analysed in Graphs 44-7 in Section 1 of this booklet.

Table 1: Television News Bulletins Selected for Analysis
(Australia, New Zealand, South Korea, and Thailand)

	TV News Bulletin	Owner and Type of Ownership	Reach
Australia	ABC News at 7 pm	The ABC (Australian Broadcasting Corporation), state-owned	national
	Channel Nine News at 6pm	Packer's Channel Nine, commercial	national
New Zealand	TV 1 news at 6 pm	Television New Zealand, state-owned	national
	TV 3 news at 6 pm	CanWest, commercial	national
South Korea	KBS news at 9 pm	Korean Broadcasting System, state-owned	national
	MBC news at 9 pm	Munhwa Broadcasting Corporation, commercial	national
Thailand	Channel 7 news from 6 to 6.30 pm and from 7.30 to 8.30 pm	The Royal Thai Army, operated by the concessionaire, Bangkok Entertainment, state-owned	national
	ITV news at 6.00 pm	Siam Infotainment Co. Ltd, commercial	national

Table 2: Newspapers Selected for Analysis
(Australia, New Zealand, South Korea, and Thailand)

	Newspaper	Owner	Reach	Daily Circulation
Australia	Herald-Sun	News Limited	Victoria (Melbourne)	547,902
	Sydney Morning Herald	Fairfax	New South Wales (Sydney)	223,277
	The Australian	News Limited	National	133,000
	Australian Financial Review	Fairfax	National	87,500
	Canberra Times	Independent	ACT (Canberra)	39,189
New Zealand	New Zealand Herald	Wilson and Horton /APN	Regional/Auckland	211,000
	Waikato Times	INL/Fairfax	Regional/Hamilton	41,000
	Dominion Post	INL/Fairfax	Regional/Wellington	99,000
	The Press	INL/Fairfax	Regional/Christchurch	92,000
	Otago Daily Times	Allied Press	Regional/Dunedin	45,000
South Korea	Donga Ilbo	Donga Corporation	National	2,068,647
	Joongang Daily	Joongang Corporation	National	2,076,958
	Chosun Ilbo	Digital Chosun Corporation	National	2,320,191
	Korea Times	The Hankook Ilbo	International/in English	2,000,000
	Metro	Metro Seoul Holdings Inc.	City (Seoul)	530,000
Thailand	Thai-Rath	Watcharapol Company Limited	National	1,000,000
	Matichon	Matichon Public Company Limited	National	600,000
	The Manager	The Manager Media Group Public Company Limited	National	280,000
	Bangkok Post	The Post Publishing Public Company Limited	National / in English	80,000
	The Nation	The Nation Multimedia Group Public Company Limited	National / in English	50,000

The Dynamics of Media Interest Towards the EU

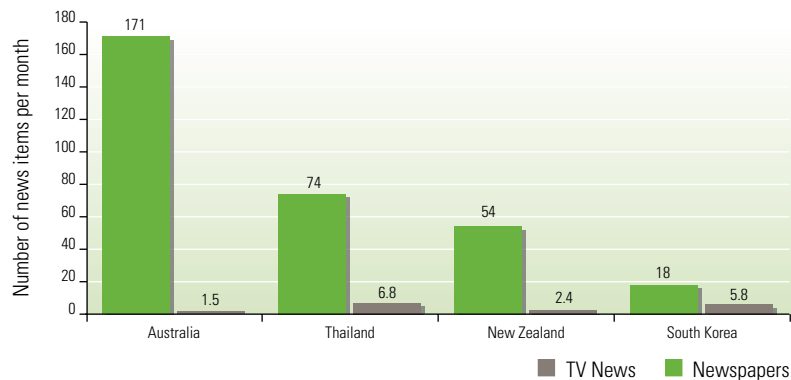
Volume of Coverage

The volume of news focused on the EU differed significantly between Australia, New Zealand, South Korea, and Thailand (Graph 53). In 2004, Australian newspapers featured the highest average per month—171 articles. Thailand followed with 74 articles per month. However, if we consider only Thai language newspapers read by the broader public, and remove both English newspapers, the *Bangkok Post* and *The Nation*, which are mostly read by foreign and national elites, then the average in Thailand falls to 22 articles per month. New Zealand newspapers featured 54 items on the EU per month. South Korean newspapers featured 18 articles per month (including the English language *Korea Times*) or 15 articles per month (excluding the *Korea Times*).

However, for television news the two Asian countries featured a higher number of EU news items per month than their Australasian counterparts—6.8 news items per month in Thailand and 5.8 news items per month in South Korea, versus 2.4 news items in New Zealand and a meagre 1.5 news items per month in Australia.

Even though the volume of EU coverage differed in the four countries, a similar pattern of EU news distribution can be observed—a relatively high volume of EU news in newspapers, and very low level of EU news on primetime television news.

**Graph 53: Distribution of News Items Per Month in 2004,
Newspapers and Television**
(Australia, New Zealand, South Korea, and Thailand)

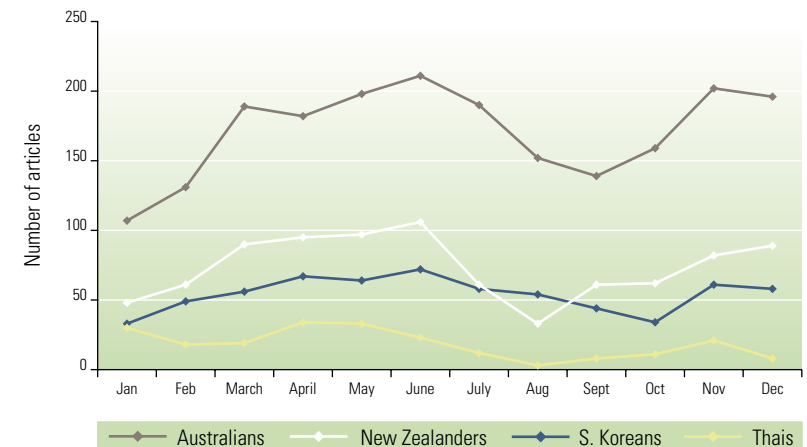


Monthly Distribution

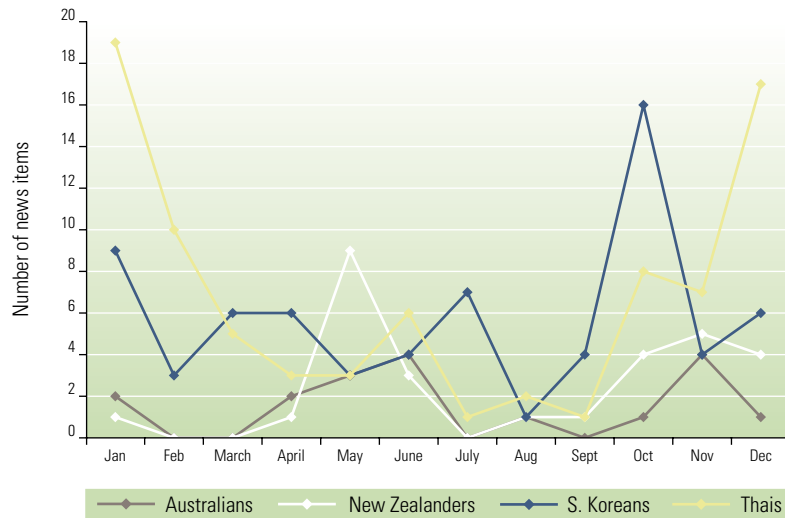
The monthly distribution of news referencing the EU in newspapers revealed a similarity across the four countries in terms of resonating ‘spikes’ in coverage corresponding to the EU’s ‘key’ events in 2004—e.g. EU reaction to the Madrid blast in March; EU enlargement in May; EU-WTO negotiations and European Parliament elections in June-July; and the decision on accession negotiations with Turkey in December (Graph 54).

The monthly distribution of news referencing the EU on primetime television revealed disparate patterns—national television prioritized only those items related to EU events that were grounded in their domestic affairs. In Thailand, this peak was at the beginning of 2004, and can confidently be attributed to the outbreak of bird flu in January, and the consequences of this epidemic on EU-Thai agricultural trade. New Zealand experienced a peak in May. The obvious event was EU enlargement. However, it was the visit by New Zealand’s Prime Minister to Europe during this month and the May commemorations of World War II battles in Europe which received extensive coverage. Korean coverage peaked in October, and this was largely due to the ASEM Summit held during this month and the Korean President’s visit to Europe in October. Reflecting the seeming disinterest of Australian television, there were no major spikes in coverage of the EU in Australia (Graph 55).

Graph 54: Monthly Distribution of EU News in Newspapers
(Australia, New Zealand, South Korea, and Thailand)



Graph 55: Monthly Distribution of the EU News on Television
(Australia, New Zealand, South Korea, and Thailand)



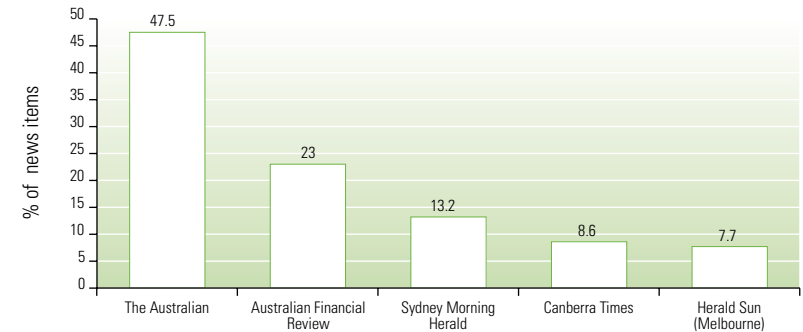
Distribution by Outlet

Given the prevalence of television news and newspaper usage to access news on the EU, it is useful to consider the relative proportions of EU news found in the sampled visual and print media sources. This indicator suggests which news outlets have editorial policies that favour covering news from the EU. The results are given in Graphs 56–63.

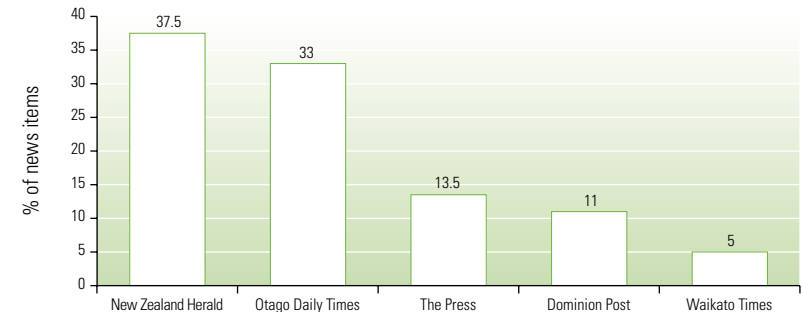
In terms of EU coverage in the print media, Australia and South Korea have one leading newspaper, with the rest comparatively far behind in their level of coverage (Graphs 56 and 58). In Australia, *The Australian* represented 47.5 percent of all sampled EU news. In South Korea, the *Joong Ang* represented 32 percent of all sampled EU news. In New Zealand and Thailand, two newspaper leaders were observed—the *New Zealand Herald* and the *Otago Daily Times* featured 37.5 percent and 33 percent of EU coverage respectively, and two Thai English-language papers, the *Bangkok Post* and *The Nation*, led the Thai coverage with 35 and 26 percent of the news respectively (Graphs 57 and 59). Three Thai language newspapers (the *Manager*, the *Matichon*, and the *Thai Rath*), and three New Zealand newspapers owned by INL/Fairfax (*The Press*, the *Dominion Post*, and the *Waikato Times*) covered the EU to a significantly lower degree.

As for the television coverage of the EU in 2004, Australian, New Zealand, and Thai primetime news broadcasts on state owned television channels led in the EU coverage—72 percent of all news on the EU was on *New Zealand TV1*, 61 percent on Thai *ITV*, and 72 percent on Australia’s *ABC*. In contrast, in Korea a private television station *MBS* primetime news led the EU coverage at 56 percent (Graphs 60–63).

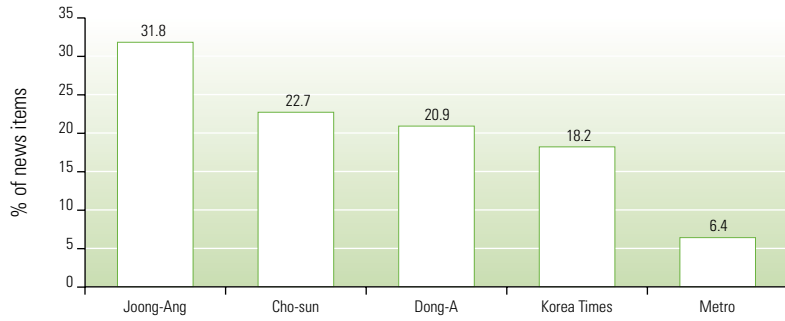
Graph 56: Distribution of the News Items in Newspapers
(Australia)



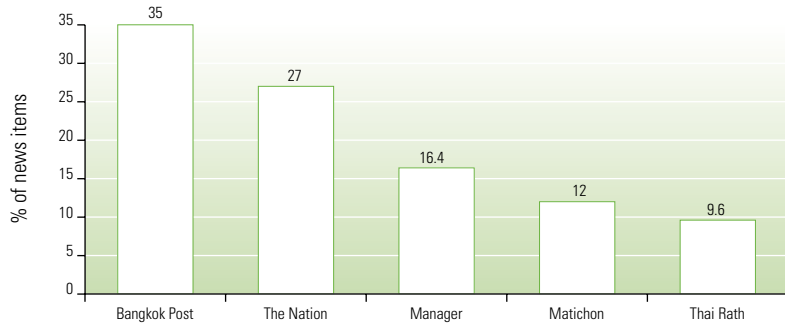
Graph 57: Distribution of the News Items in Newspapers
(New Zealand)



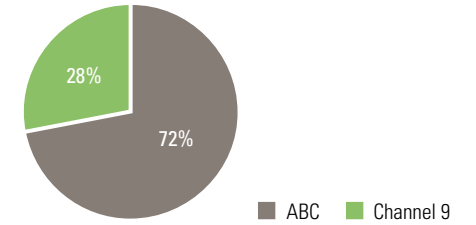
Graph 58: Distribution of the News Items in Newspapers (South Korea)



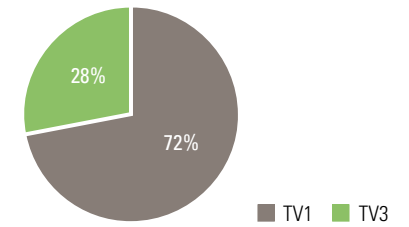
Graph 59: Distribution of the News Items in Newspapers (Thailand)



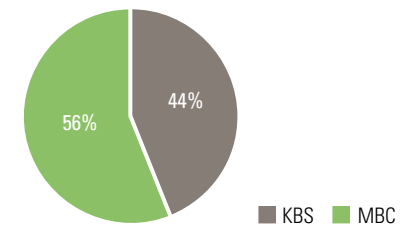
Graph 60: Distribution of the News Items on Television (Australia)



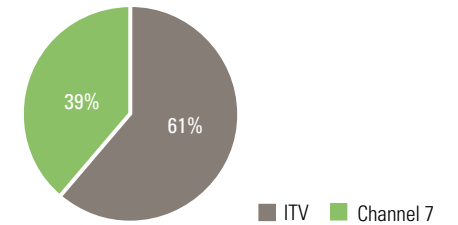
Graph 61: Distribution of the News Items on Television (New Zealand)



Graph 62: Distribution of the News Items on Television (South Korea)



Graph 63: Distribution of the News Items on Television (Thailand)



Sources of News

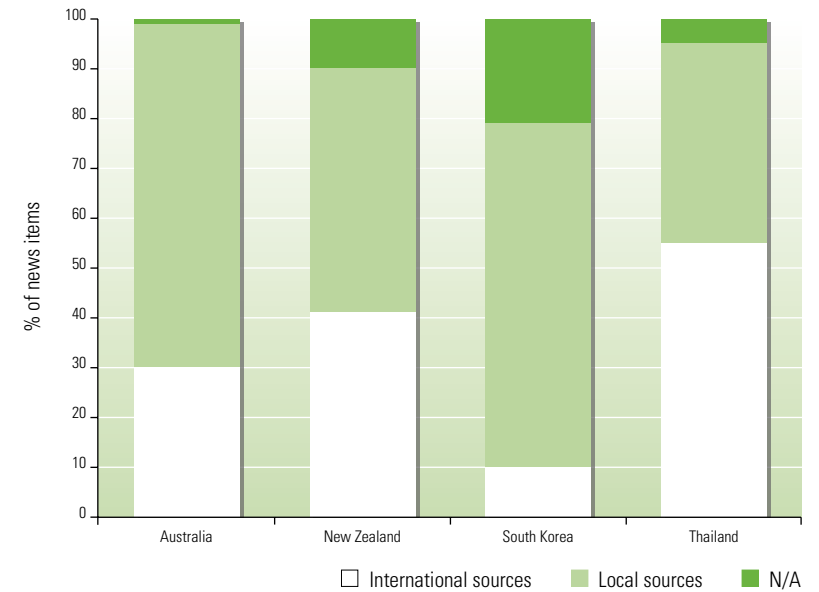
Given that information sources are critical in news production, it is helpful to consider what sources were used by the monitored news outlets.

News sources can be classified according to international and local sources. International sources were identified as leading Western wires (e.g. *AFP*, *AP*, *Reuters*, *Bloomberg*, etc.) or reputable international outlets (e.g. the *New York Times*, the *Washington Post*, the *Los Angeles Times*, *The Economist*, etc.), as well as freelance foreign correspondents. Local sources were identified as the home news agency (e.g. NZPA), or the outlet staffers—either writers inside the country (e.g. editors, the regular opinion columnists, financial writers, etc.), or local correspondents posted to foreign locations. In some of the news items sampled the sources were unknown or were impossible to identify.

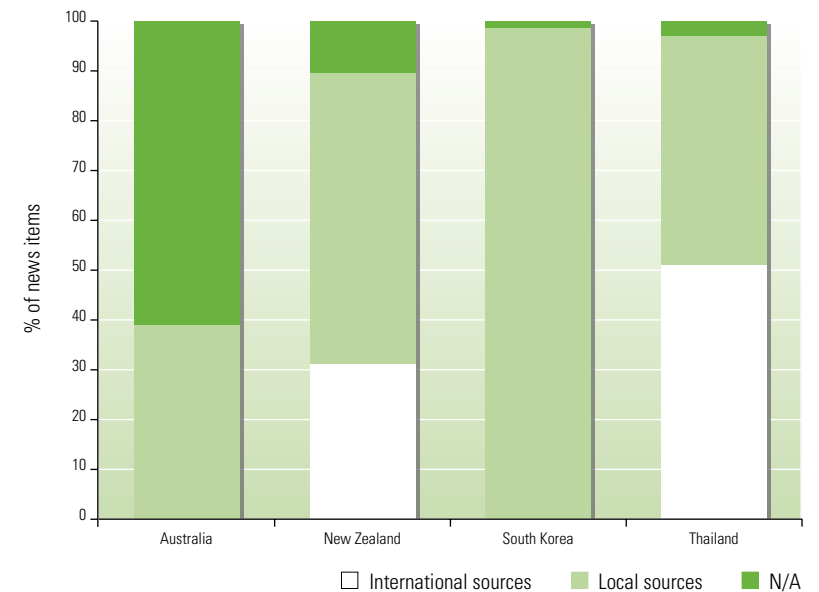
Two patterns of sourcing were observed in newspaper coverage of the EU (Graph 64). In their representation of the EU, Australian, New Zealand, and Korean newspapers relied more heavily on local sources. The share for local sources was 77 percent in South Korea, 74 percent in Australia, and 60 percent in New Zealand. International sources constituted 37 percent of all sources in New Zealand newspapers, 16 percent in Australian newspapers and 12 percent in Korean newspapers. In contrast, in their coverage of the EU Thai newspapers preferred international sources—55 percent of all sampled newspaper EU news. The share of local sources in Thailand was 40 percent.

Identification of television sources was challenging in some countries—for example, sources for 61 percent of television news in Australia were unknown. Local sources led the New Zealand television news (almost 59 percent) and dominated Korean television EU news (98.5 percent). In contrast, 51 percent of EU news on Thai television originated from international sources (Graph 65).

Graph 64: Sources of EU News, Newspapers
(Australia, New Zealand, South Korea, and Thailand)



Graph 65: Sources of EU News, Television
(Australia, New Zealand, South Korea, and Thailand)



Content Characteristics of EU Representations in Media

Focus of ‘Domesticity’

To address the contextualisation of EU issues in terms of how well they are grounded in the domestic discourses of Australia, New Zealand, South Korea, and Thailand, the study measured the “focus of domesticity” of news. To investigate this “focus of domesticity” of news, a distinction was made between:

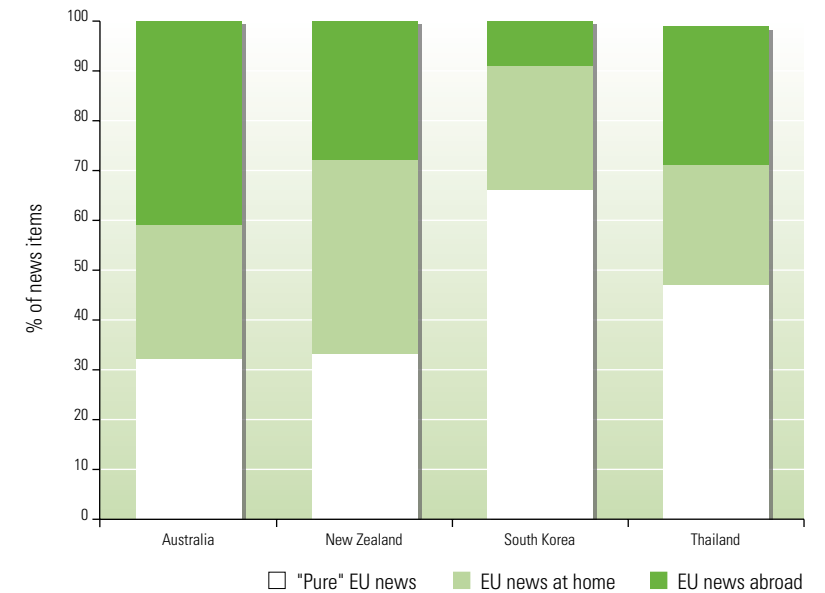
- “pure” EU news, or stories focused on the EU without any involvement of the country of the news outlet;
- “EU news at home”, or domestic news items that were characterized by the inclusion of information on the EU; and
- “EU news abroad”, or EU news within the context of the third party (neither EU nor the country of the news outlet)

In newspaper coverage of the EU, Korean newspapers featured the highest share of news categorized as “pure” EU news—66 percent. South Korea’s Asian “counterpart”, Thailand, followed with 47 percent. Australia and New Zealand revealed almost equal shares afforded to this focus—33 percent of New Zealand news on the EU and 32 percent of Australian news. Print news that “placed” the EU in a local context constituted 39 percent of the Australian sample, 27 percent in New Zealand, 25 percent in South Korea, and 24 percent in Thailand (Graph 66).

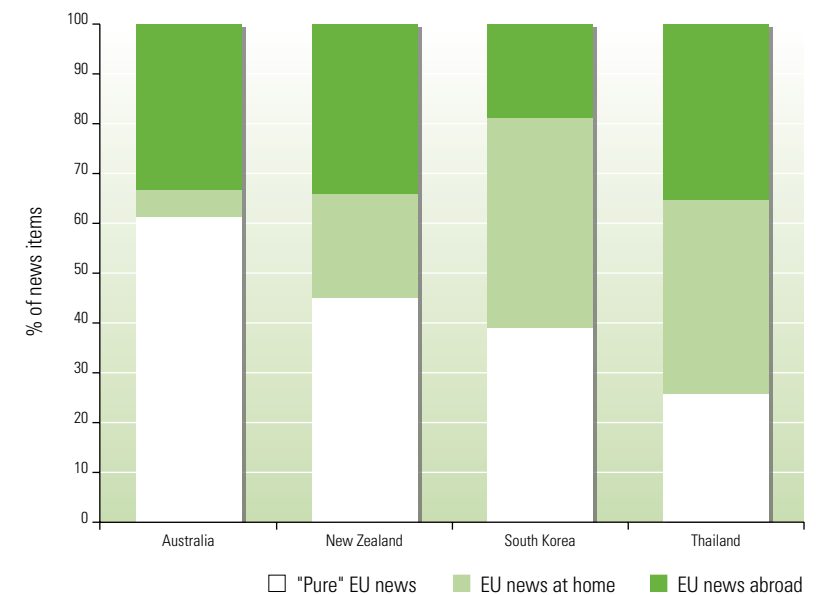
With respect to primetime television news, 61 percent of Australian news, 45 percent of New Zealand news, 39 percent of Korean news, and 25.6 percent of Thai news represented the EU as news grounded purely in the EU context.

The share of the news belonging to the category “EU news at home” was significantly higher in Asian primetime television news—42 percent of Korean news and 39 percent of Thai news. New Zealand television featured the EU in almost 21 percent of its news. The lowest share of this focus in reporting was in Australia—5.6 percent of all primetime news (Graph 67).

Graph 66: Focus of Reporting EU in Newspapers (Australia, New Zealand, South Korea, and Thailand)



Graph 67: Focus of Reporting EU on Television (Australia, New Zealand, South Korea, and Thailand)



Degree of ‘Centrality’

In order to assess the nature of visibility and the intensity of representation of EU issues in the Asia-Pacific media, the study measured the “degree of centrality” of the EU in the content of the sampled news items.

To assess the “degree of centrality”, a distinction was made between:

- the *main perspective*: e.g. a story that focused solely on the event in the EU;
- *secondary perspective*: events in the EU which were described as equally important to other events in the story; and
- *minor perspective*: the EU only alluded to in passing as a minor reference in the report.

With respect to newspaper coverage, the share of news which reported the EU from a main perspective was the highest in South Korean papers—58 percent. Thai and Australian news followed with 43 percent and 40 percent respectively. New Zealand news featured 29 percent of news reporting the EU from a main perspective.

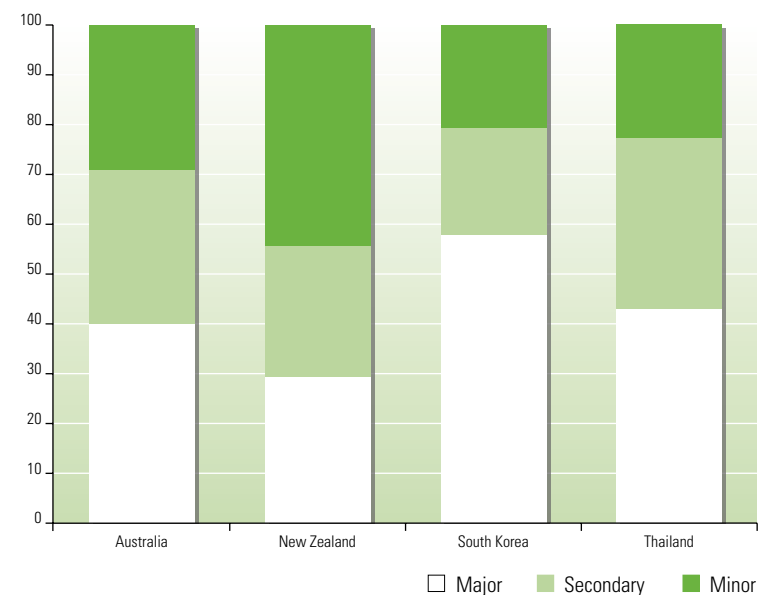
The share of news items which reported the EU from a minor perspective, usually as a brief fleeting remark in the body of the news, was highest in New Zealand—at 45 percent; Australia followed with a 29 percent share. The two Asian countries featured the EU from a minor perspective in 23 percent of Thai news and in 21 percent of Korean news (Graph 68).

Both Australian and New Zealand primetime television news included a high share of news where the EU was featured as the main focus—61 percent of news in Australia and almost 57 percent in New Zealand news. The Asian case was strikingly different, where a main focus in EU reporting was significantly lower at 29 percent for Korean television news and 17 percent for Thai television news (Graph 69).

In contrast to the print media, primetime television news in the two Asian countries featured a much higher share of news where the EU was reported as a minor perspective—43.5 percent in South Korea and 41.5 percent in Thailand. In comparison, both Australia and New Zealand featured a lower share of the news belonging to the “minor” category—17 percent in New Zealand and 5.6 percent in Australia. However, similar to their Asian counterparts, this share was in direct opposition to the foci distribution in print media.

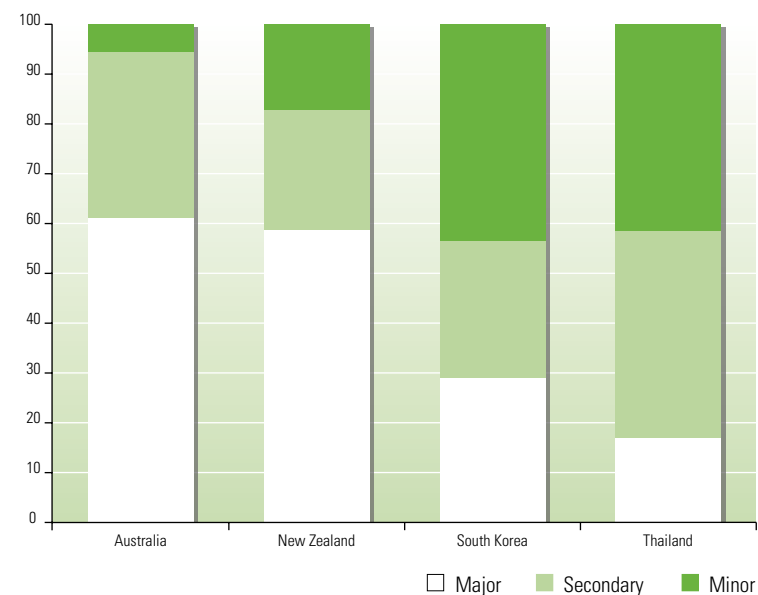
Graph 68: Centrality of EU in Newspapers

(Australia, New Zealand, South Korea, and Thailand)



Graph 69: Centrality of EU on Television

(Australia, New Zealand, South Korea, and Thailand)



Information Inputs

In order to assess the content of news in greater detail, the study systematically assessed the text of the news containing references to the EU. Every located sentence with this reference was treated as a proposition. Three clusters of propositions were discovered:

- the EU as a political power,
- the EU as an economic power, and
- the EU as an actor in the field of social affairs.

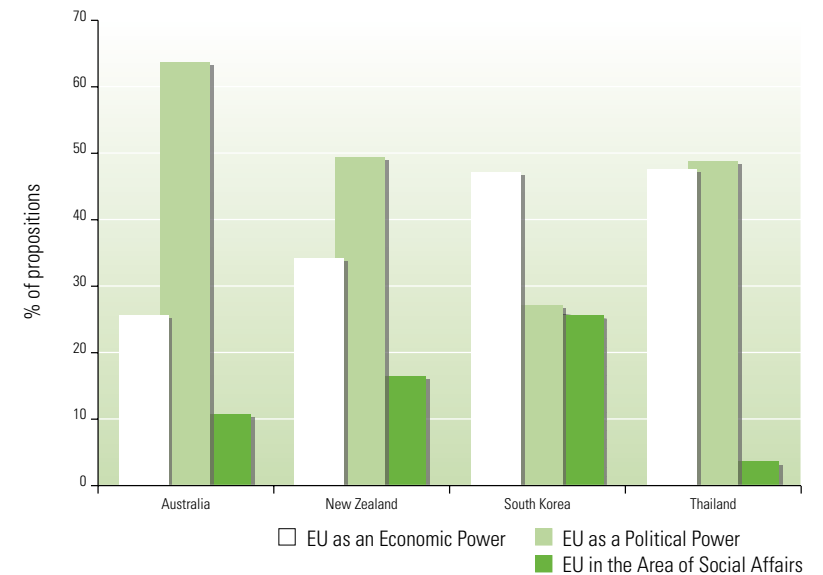
With respect to newspaper coverage, the representations of the EU as a political power led the EU coverage in Australia, New Zealand, and Thailand. The theme “EU as a political power” was associated with almost 64 percent of all propositions in Australia, 49.4 percent in New Zealand, and almost 49 percent in Thailand. In contrast, the theme “EU as an economic power” led South Korean coverage with 47.2 percent of all propositions. Propositions representing the EU as an economic power accounted for 25.6 percent in Australia, 34.6 percent in New Zealand, and 47.6 percent in Thailand.

Propositions representing the theme the EU as a social actor were the least numerous in all four countries. In Australia, New Zealand, and Thailand, they constituted 10.7 percent, 16.4 percent, and only 3.6 percent respectively. In contrast, South Korean newspapers almost equally divided their attention to the themes “EU as a political power” and “EU in the social affairs field”—the respective percentage shares being 27.2 and 25.6 percent of all propositions located in Korean coverage of the EU (Graph 70).

Televised representations of the EU as a political power were the most visible in all four countries. They were traced in almost 78 percent of propositions in Australia, 76 percent in New Zealand, 61 percent in Thailand, and 46.4 percent in South Korea. Propositions representing the EU as an economic power represented 22 percent of Australian television news, 7 percent in New Zealand, 13 percent in South Korea, but almost 38 percent in Thai news. The propositions representing the EU as a social affairs actor were the most prominent in South Korea—almost 41 percent—where they were ahead of EU economic representations. New Zealand coverage of EU actions in social affairs accounted for 17 percent of all propositions. Thai television news on this topic featured a miniscule 1.2 percent, and social representations of the EU were found to be completely absent in Australian prime-time television news (Graph 71).

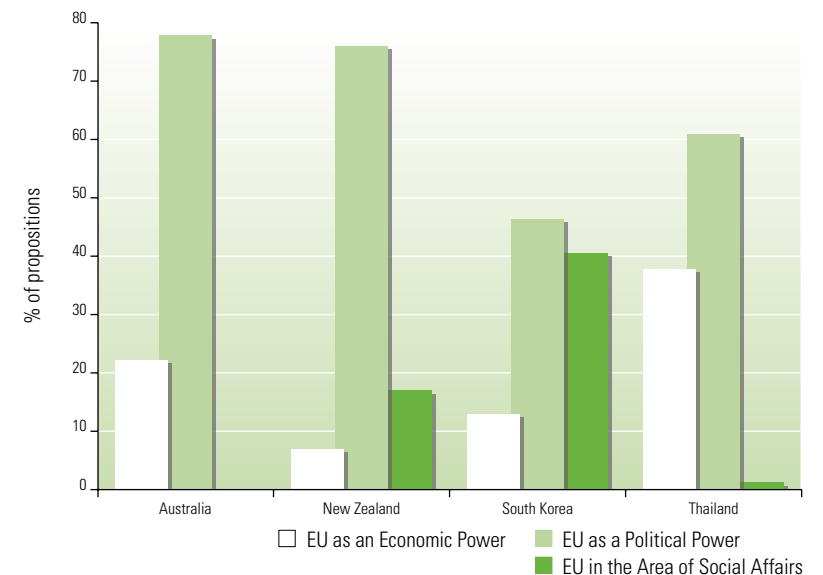
Graph 70: Information Inputs, Newspapers

(Australia, New Zealand, South Korea, and Thailand)



Graph 71: Information Inputs, Television

(Australia, New Zealand, South Korea, and Thailand)



Prototypical (Most Visible) Zones of the Information Inputs

Given that the news media in the four countries represented the EU across all three main themes—the EU as a political power, the EU as an economic power, and the EU as a social affairs actor, it was important to consider what topics within those themes were the most visible both in print and in broadcast media. It was also useful to compare the distribution of the most visible topics across the four countries.

EU as an Economic Power

Assessing the category “EU as an Economic Power” (Table 3), the study shows that the news in all four countries paid extensive attention to such topics as EU engagement in international trade in general and the EU’s role in the World Trade Organization in particular; EU economic growth and/or decline; the Euro; and the EU’s anti-trust business legislation and competition regulations.

Australian, New Zealand, and Thai media also prominently featured topics such as trade agreements and development of the EU aviation industry (however, each country stressed a different aspect of the industry’s development: Australian news was more interested in EU airlines, while New Zealand and Thai news stressed plane manufacturing in the EU and Airbus subsidies).

Australia and New Zealand news highlighted the topic of EU agricultural development in general and EU subsidies in particular (the CAP was also visible in Thai news). Australian and New Zealand newsmakers also paid extensive attention to the slow down of the German economy and its consequences for the EU economy, as well as to the EU’s energy and fishing industries and consequences of EU decisions and actions for Australia and New Zealand. The Thai and Australian media attenuated such topics as EU actions during the bird flu epidemic and the development of the EU’s IT industry.

The least commonality in the emphasized topics was found in South Korean coverage of the EU.

Table 3. The Most Visible Topics of the Information Input “EU as an Economic Power”

(Australia, New Zealand, South Korea, and Thailand)

	Australia	New Zealand	Thailand	South Korea
Agriculture	EU Agriculture in general			
	EU Subsidies/Protectionism			
	CAP			
	EU on GMO			
	Avian Flu		Avian Flu	
		Food Safety		
		Dairy		
	Meat/lamb			
Trade	EU in International Trade/WTO			
	Free Trade Agreements: AUSFTA, China, Thailand, ASEAN, Mercosur			
		EU as a market for NZ goods	EU-Thailand trade relations	EU-Korea trade
		EU economic relations with the US		
State of economy	EU economic growth/decline			
	Slow down of German economy			
	Euro			
Business/Finance	Anti-trust business legislation/Competition regulations			
	New accounting standards			Investments
		Car		Car
Industry	Aviation: Airlines, Plane manufacturing, Airbus subsidies			
	IT		Computer/IT	
	Energy			
	Mining			Textile
	Fishing		Shrimp/GSP scheme	
		Wine		
	Environment protection			

EU as a Political Power

With respect to the category “EU as a political power”, the most frequent topics found in the news in all four countries were EU enlargement, EU actions in the Middle East (EU’s role in the Israeli-Palestinian conflict), and EU dealings with the USA (Table 4).

The list of common topics most visible in Australia, New Zealand, and Thailand included Turkey within the context of EU integration and future enlargements; EU anti-terrorist actions and internal security measures; the EU and Kyoto protocol ratification; and EU dealings with Iran, Russia, and Ukraine.

In addition, the New Zealand and Thai news media stressed such topics as adoption of the EU constitution (also visible in Korean news coverage); the EU as a model for international integration; EU diplomatic affairs; and EU relations with ASEAN (Myanmar issue). The EU’s relations with China were more prominent in the Australian and Thai news media. The EU’s dealings with Sudan received more attention in both Australian and New Zealand news.

The category “EU as a political power” was not as significant in the volume of representations in the South Korean case. This explains the limited diversity of examples of this particular information input in the South Korean sample.

Table 4: The Most Visible Topics of Information Input “EU as a Political Power”

(Australia, New Zealand, South Korea, and Thailand)

	Australia	New Zealand	Thailand	South Korea
Internal Affairs	EU Enlargement			
	Turkey			
	EU Anti-terrorist actions/Internal security measures			
	Adoption of EU Constitution			
	EU as a model for international integration			
			New EU Commission	
	Advocacy for human rights			
	Diplomatic affairs			
	EU and Kyoto protocol ratification			
	EU actions in the Middle East			
EU in the Israeli-Palestinian conflict				
EU and Iraq				
EU and Iran				
EU and ASEAN (Myanmar issues)				
External Affairs	EU and USA			
	EU and China		EU and China	
	EU and Russia			
	EU and Ukraine			
	EU and Sudan			
		EU and Pitcairn		
		EU and Pacific countries		
	EU and Indonesia			
				EU and North Korea
			EU External Aid/ Tsunami Relief	

EU as a Social Actor

The “EU as an actor in the social affairs field” is the least represented input category in the news in all four countries. However, one common topic found across the sample was EU actions in the field of social legislation. New Zealand, Thai, and South Korean news focused on the topics of EU approaches to safety and health as well as EU actions in the fields of research and science. The environment received attention from Australian and South Korean newsmakers and entertainment was highlighted by Australian and Thai news (Table 5).

Table 5: The Most Visible Topics of Information Input “EU as a Social Actor”

(Australia, New Zealand, South Korea, and Thailand)

Australia	New Zealand	Thailand	South Korea
Social Legislation			
	Immigration matters		
	People’s safety/Health		
Education			
	Multiculturalism		
Entertainment		Entertainment	
		Welfare	
			North Korea
	Research/Science		
EU Enlargement			
Environment			Environment
Sports			
Travel			Internet
	Crime		

Evaluations

Evaluations assigned to the EU representations in the news media were well balanced. Representations of the EU in the leading national newspapers carried a predominantly neutral evaluation—around 81 percent of all articles in South Korea, 72 percent in New Zealand, 63 percent in Thailand, and 43 percent in Australia.

Australian print news featured the highest share of negatively charged news on EU affairs—31 percent. Thailand followed with 25.4 percent. Conversely, New Zealand and South Korea were decidedly less critical in their reporting with only 10 and 7 percent of news respectively with visible negative connotations.

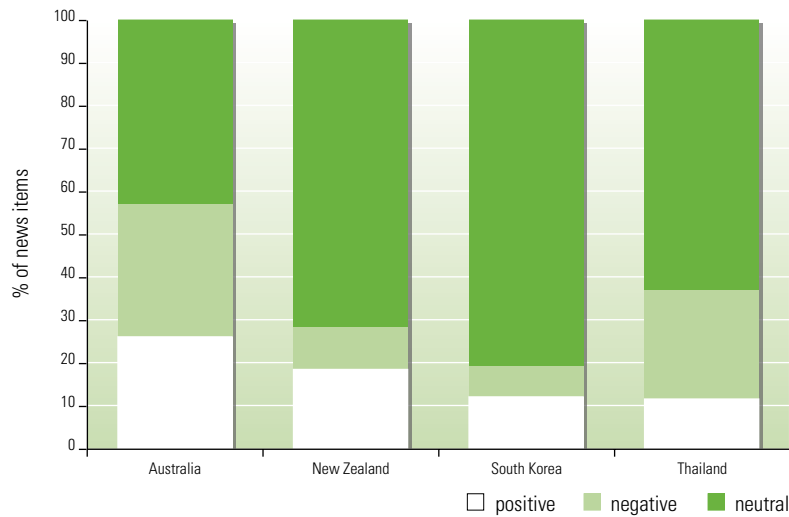
However, the Australian newspapers also showed the highest percentage of articles that represented the EU from a positive perspective—26 percent. This focus was found in 18.4 percent of New Zealand articles, 12 percent of Korean articles, and 11.5 percent of Thai articles. Evaluation distribution in newspaper news is shown in Graph 72.

Similarly to the print media, television news featured the EU from a predominantly neutral point of assessment. But the Asian-Australasian contrast was notable with the two Asian countries featuring a much higher share of neutral—91.4 percent of Thai news and almost 90 percent of South Korean news versus 50 percent in Australia and 48.3 percent in New Zealand.

Consequently, the two Asian countries also had a lower share of either positively or negatively coloured television news on the EU. Negative news was under 5 percent in Thai sample and just 1.4 percent in South Korea. In contrast, negative television news constituted 22 percent of the Australian sample and 24 percent in New Zealand. Positive evaluations of the EU were traced in almost 28 percent of primetime news both in Australia and New Zealand, but in just 9 percent of South Korean news and in less than 4 percent of Thai news (Graph 73).

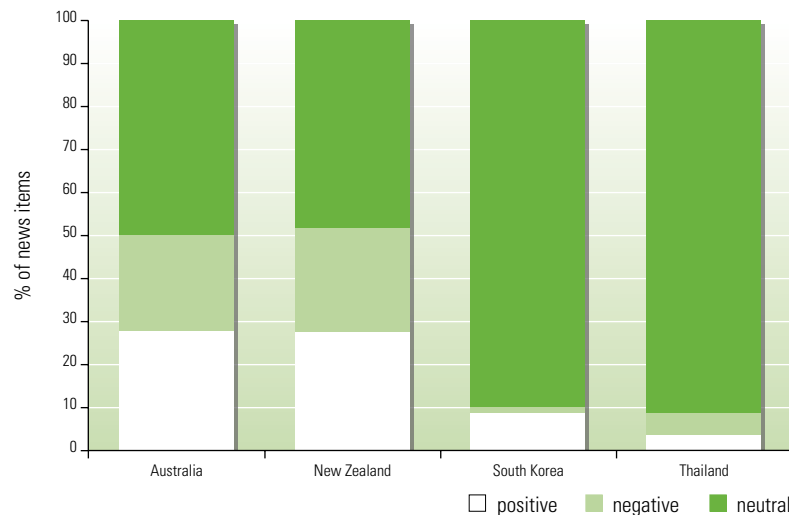
Graph 72. Evaluation Assigned to the EU Representations in Newspapers

(Australia, New Zealand, South Korea, and Thailand)



Graph 73. Evaluation Assigned to the EU Representations on Television

(Australia, New Zealand, South Korea, and Thailand)



Summary

Monitoring twenty leading newspapers and eight prime time television news bulletins in their daily coverage of the EU in 2004 in Australia, New Zealand, South Korea, and Thailand provided a unique insight into the processes of the meaning formation and representation of the complex concept “EU”.

Despite many differences in the media systems of the four countries, our analysis revealed several commonalities in framing the concept “EU” in Asia-Pacific media discourses. First, a similar news distribution pattern was noticed in the four countries, namely, a relatively high volume of EU news in newspapers, and very low level of EU news on primetime television news. This distribution pattern could be explained by the peculiarities of the different news media, common around the world. While print media possess an opportunity to elaborate and regularly monitor complicated topics (of which the EU is one), the television news format allows focusing only on shorter news stories of episodic nature. Given the prevalence of television news for accessing news on foreign counterparts among the general public, a low visibility of the EU in the primetime television news in the four countries arguably contributed to the lower ratings assigned by the public to the EU’s importance in the region.

Second, the factors determining the dynamics of EU news flow seem to be similar in the four countries. Monitored newspapers showed parallel ‘spikes’ in reporting the EU events corresponding to the news feeds from the leading Western news agencies. In contrast, ‘spikes’ in television EU news coverage related to EU events that were grounded in the domestic affairs of the four countries. With respect to the sources of news, local sources seem to lead in Australian, New Zealand, and South Korean coverage of the EU, while Thai print and television newsmakers relied more heavily in their reporting of the EU on international sources.

Third, monitored media in the four countries prioritized representations of the EU in terms of its political activities (both externally and internally). EU enlargement, EU actions in the Middle East, and EU dealings with the USA were the three most visible ‘political’ themes seen in the four countries. Representations of the EU as an economic power followed. EU engagement in international trade in general and the EU’s role in the World Trade Organization in particular; EU economic growth and/or decline; the Euro; and the EU’s anti-trust business legislation and competition regulations were the most visible ‘economic’ themes in EU representations in the four countries. The

“EU as an actor in the social affairs field” was the least represented input category in the news in all four countries with one common topic found across the sample—EU actions in the field of social legislation.

Finally, balanced neutral evaluations were the most visible in the media coverage of the EU in the four countries, although the two Australasian countries featured a higher share of both positively and negatively charged EU news than their Asian ‘counterparts’.

The Asia–Australasian divide was observed in the degree of “localizing” EU news as well as in the degree of intensity of EU representations. For example, Australasian newspapers seemed to balance EU reporting between local and “pure” European contexts, while Asian newspapers assigned a much higher share to EU representations in the “pure” EU context. In contrast, Australasian television news featured a higher degree of “pure” EU news, while two Asian countries devoted a higher share of television news situating the EU domestically. A similar “mirror reflection” between the two media was observed with respect to the intensity of the EU representations. Asian television news presented the EU mostly from a minor perspective, while their print media colleagues depicted the EU predominantly from a major perspective. In contrast, Australasian television news overwhelmingly presented the EU from a major perspective; however, print media featured the EU as a major theme much less frequently than Asian sources. This divide between different media could be speculatively explained by the competition between different media for a bigger audience. As a result, different media unintentionally balance each other, filling the gaps in information representation.

The complex nature of news from the EU makes it difficult to ‘sell’ it to the local audiences. In their mission to inform, educate, and entertain, regional news media face the challenging task of maintaining a delicate balance between introducing foreign news with a local “hook” (such news helps to bring foreign events close to home and thus attract local audiences) and “pure” foreign news, or news without much local grounding (such news reveals a more cosmopolitan orientation of a news outlet). On the one hand, an intensive inclusion of foreign news with a local focus risks overlooking important foreign news without such a focus. Yet, the reality is that much of the EU news are of this character—e.g. news on EU parliament elections, appointment of a new Commission, EU actions in the Middle East, etc. On the other hand, extensive coverage of “pure” foreign news risks detaching the audience for whom foreign news often deals with events, peoples and issues usually of a highly unobtrusive nature.

What’s Next?

The survey of the Asia-Pacific elites’ perceptions of the EU

The third and final stage of this project involved surveying the reactions to the EU on the level of national decision- and opinion-makers. The survey was undertaken between July–September 2005 and analysis of these elite perceptions and the compilation of the final report is currently under way. The findings will be accessible on www.canterbury.ac.nz/appp at the end of 2005.

The final Workshop “EU and Dialogue between Peoples and Cultures: Seeing the EU through the Eyes of Others”, Te Papa, Wellington, New Zealand, 24-25 November 2005

Building on the theme “EU and dialogue between peoples and cultures”, this workshop organised by the NCRE will present the final findings of the comparative trans-national research project *Public, Elite and Media Perceptions of the EU in Asia-Pacific Region: (Australia, New Zealand, Thailand, and South Korea): A Comparative Study*.

The report of the research team on the final findings will serve to launch the opening of discussion between two sides—the Asia-Pacific and the EU. Representatives of European Commission Delegations in the region, EU member state diplomats, Asia-Pacific policy-makers, leading news writers, and members of business community will be invited. The workshop organisers also intend to invite representatives of Asia-Europe Foundation, as well as members of academia from the Asia-Pacific and the EU.

The goal of the workshop is to facilitate an EU-Asia-Pacific dialogue at the level of key decision-makers with regard to the dominant images of and attitudes towards the EU in the Asia-Pacific. The workshop aims to provide an opportunity for an intense discussion between all those involved. The objective is to develop a set of recommendations and strategies for furthering the quality of the dialogue between the two regions by promoting an understanding of the dominant perceptions, attitudes, beliefs and opinions about each other.

Publication of the Volume “Public, Elite and Media Perceptions of the EU in Asia-Pacific Region: (Australia, New Zealand, Thailand, and South Korea)”

A final research outcome of the project will be an edited volume published by the internationally recognized publishing house. The volume will consist of six chapters and Introduction written by the members of the research team. The chapters will introduce the findings of media, public opinion, and elite stages of the project. The proposal has been submitted with a view of publishing the volume by the end of 2006.

Research Publications in Refereed Journals and Presentations at International Peer Reviewed Conferences

Appendix I and II list the publications and presentations that have already been produced by the research team for this project. During 2006 it is anticipated that additional publications will develop and further case studies involving other Asia-Pacific countries will be initiated.

Graduate Theses

In parallel to the project’s research team outputs, a number of graduate students have used the collected datasets as the basis for both Masters and PhD theses in Australia, New Zealand, and Thailand. The research team intends to encourage further use of the datasets for graduate theses in 2006/7.

APPENDIX I. Conference papers

Case 1: EU’s External Identity

Seeing Europe through the Eyes of Others: Asia-Pacific Perceptions of the European Union

Presenter: Natalia Chaban

Paper co-authored by Natalia Chaban, Martin Holland, Jessica Bain, Katrina Stats, and Paveena Sutthisripok

“Europe Inside Out”. IALIC 6th Annual Conference, Haute Ecole Francisoc Ferrer, Brussels, Belgium, December 9–11 2005

Perceptions of the EU in Asia-Pacific Region: Findings from a Survey of Public Opinion

Presenter: Martin Holland

Paper co-authored by Martin Holland, Natalia Chaban, Brad Jones, and Kenneth Chan

Multilateralism and Regionalism in Europe and Asia-Pacific, Asia-Pacific EUSA conference, Tokyo, Japan, 8–10 December 2005

From the Outside Looking In: Asia-Pacific Perceptions of the European Union

Presenter: Katrina Stats

Paper co-authored by Katrina Stats, Jessica Bain, Natalia Chaban, Martin Holland, Fiona Machin, Se Na Kim and Paveena Sutthisripok

Designing the European Union, 4th International Workshop for Young Scholars, Australia, 18–19 November 2005

Regional Cooperation and Identity in Asia

Presenter: Martin Holland

Paper co-authored by Martin Holland, Jessica Bain, Natalia Chaban, Fiona Machin, Kim Se Na and Paveena Sutthisripok

“EU-Asian Relations: State of affairs, problems, and perspectives”, NESCA conference, Macau, 11–12 November 2005

Perceptions of the EU in the Asia-Pacific Region

Presenter: Kenneth Chan

Paper co-authored by Michael E. DeGolyer and Kenneth Chan

The International Conference “EU-Asia Relations: Building Multilateralism?”, Hong Kong Baptist University, 20–1 May 2005

Case 2: Asia-Pacific Perceptions of the EU as an International Power

A mediator on the World-Stage? How the EU's Commitment in Foreign Affairs is Portrayed by New Zealand & Australian Media

Presenter: Maria Rogahn

Paper co-authored by Maria Rogahn, Katrina Stats, Natalia Chaban, Jessica Bain, Martin Holland, and Paveena Sutthisripok
Designing the European Union, 4th International Workshop for Young Scholars (WISH), Université Paul Cézanne, Aix-Marseille III, France, 18–19 November 2005

A Rising Star? Asia-Pacific Perceptions of the European Union

Presenter: Katrina Stats

Paper co-authored by Katrina Stats, Jessica Bain, Natalia Chaban, Martin Holland, and Paveena Sutthisripok
European Consortium for Political Research, 3rd ECPR Conference, Budapest, Hungary, 8–10 September 2005

The European Union and the World: How the EU as a Global Actor is Framed in Asia-Pacific Media

Presenter: Jessica Bain

Paper co-authored by Jessica Bain, Natalia Chaban, Martin Holland, Katrina Stats, and Paveena Sutthisripok
The European Union: Past and Future Enlargements, UACES 35th Annual Conference, Zagreb, Croatia, 5–7 September 2005

'Frenemies'?: Images of the US-EU Relations in Asia-Pacific Media

Presenter: Natalia Chaban

Paper co-authored by Natalia Chaban, Jessica Bain, and Katrina Stats
The Biases of Media, 6th Annual Convention of the Media Ecology Association, Fordham University, New York, USA, 22–26 June 2005

A 'New Political Giant' or an 'Old Dwarf': Metaphors in Constructing Images of the EU in Thai English Newspapers

Presenter: Paveena Sutthisripok

Paper co-authored by Paveena Sutthisripok and Natalia Chaban
ASIALEX, Singapore, 1–3 June 2005

Case 3: Asia-Pacific Perceptions of the EU enlargement

Lost in Translations?: Examining EU images in Thai and English Newspapers

Presenter: Paveena Sutthisripok

Paper co-authored by Paveena Sutthisripok, Jessica Bain, Natalia Chaban, Martin Holland, and Katrina Stats

Language, Communication and Culture, International conference at the School of Language and Communication at the National Institute of Development Administration (NIDA), Bangkok, Thailand, 19–21 October 2005

Images of Turkey in ANZAC media: past imperfect, present continuous, future indefinite?

Presenter: Natalia Chaban

Paper co-authored by Natalia Chaban, Jessica Bain, Katrina Stats and Fiona Machin

Australasian Political Studies Association Conference, Otago University, Dunedin, New Zealand, 28–30 September 2005

Watching Europe Grow: EU Enlargement from an Asia-Pacific Perspective

Presenter: Katrina Stats

Paper co-authored by Katrina Stats, Jessica Bain, Natalia Chaban, Martin Holland, and Paveena Sutthisripok

The European Union: Past and Future Enlargements, UACES 35th Annual Conference and 10th Research Conference, Zagreb, Croatia, 5–7 September 2005

Framing EU Enlargement in Asia-Pacific Media

Presenter: Paveena Sutthisripok

Paper co-authored by Paveena Sutthisripok, Jessica Bain, Natalia Chaban, Martin Holland, and Katrina Stats

The European Union and the World: Asia, Enlargement and Constitutional Change, Meeting of the International Political Science Association (IPSA) Research Committee 3 (RC-3) on European Unification (IPSA RC-3), Beijing, China, 5–6 May 2005

Case 4: The EU as a Model for Regional Integration

Reflection on the Perceptions of Asian Media on the EU Integration

Presenter: Paveena Sutthisripok

Paper co-authored by Paveena Sutthisripok, Jessica Bain, Natalia Chaban, Martin Holland, and Katrina Stats

Asian Regional Conference EU's Experiences in Integration: A Model for ASEAN+3?, EU-China European Studies Centres Programme (ESCP), Shanghai, China, 6–7 January 2006

Case 5: Framing concept “EU” by the Asia-Pacific Media

The European Union in Metaphors: Images of the EU in the Asia-Pacific

Presenter: Natalia Chaban

Paper co-authored by Natalia Chaban, Jessica Bain, Katrina Stats, and Paveena Sutthisripok

The 20th IPSA World Congress, Fukuoka, Japan, July 9–13, 2006

Hiding in the Shadows: Images of the EU in the Media and Minds of the Asia-Pacific

Presenter: Jessica Bain

Paper co-authored by Jessica Bain, Natalia Chaban, Martin Holland, Katrina Stats, and Paveena Sutthisripok

European Consortium for Political Research, 3rd ECPR Conference, Budapest, Hungary, 8–10 September 2005

Europe at 6.00: Images of the EU on NZ Television News

Presenter: Jessica Bain

European Consortium for Communications Research (ECCR) PhD Summer School, Tartu, Estonia, 23–28 August 2005

Outside Looking In: EU Media Coverage: A Comparative Analysis of Australia, Korea, New Zealand and Thailand

Presenter: Martin Holland

Paper co-authored by Martin Holland and Natalia Chaban

EUSA 9th Biannual Conference, Austin, Texas, USA, 31 March–2 April 2005

Images of the EU in Asia-Pacific Media: A 4-Country Comparative Analysis

Presenter: Natalia Chaban

Paper co-authored by Natalia Chaban and Martin Holland

Shifting Boundaries of Sovereignty: Governance and Legitimacy in the European Union and Australasia, Canberra, Australia, 22–24 March 2005

Reading Europe: Representations of the European Union in the Australian Media

Presenter: Katrina Stats

Interdisciplinary Postgraduate Conference, La Trobe University, Melbourne, Australia, 27 September 2004

Images of the EU as an Economic Partner for Asia-Pacific: Emerging Frames in National Media

Presenter: Katrina Stats

Outside Looking In: Multidisciplinary Perspectives on the European Union from the Asia-Pacific Region, 2nd International Conference of the Asia-Pacific EU Studies Association, Christchurch, New Zealand, 9–11 September 2004

Images of the EU in the Area of Social Policy for Asia-Pacific: Emerging Frames in National Media

Presenter: Se Na Kim

Outside Looking In: Multidisciplinary Perspectives on the European Union from the Asia-Pacific Region, 2nd International Conference of the Asia-Pacific EU Studies Association, Christchurch, New Zealand, 9–11 September 2004

Images of the EU as a Political Partner for Asia-Pacific: Emerging Frames in National Media

Presenter: Paveena Sutthisripok

Outside Looking In: Multidisciplinary Perspectives on the European Union from the Asia-Pacific Region, 2nd International Conference of the Asia-Pacific EU Studies Association, Christchurch, New Zealand, 9–11 September 2004

When Enough is Enough: Dynamics of the EU Representations in Asia-Pacific Media

Presenter: Natalia Chaban

Outside Looking In: Multidisciplinary Perspectives on the European Union from the Asia-Pacific Region, 2nd International Conference of the Asia-Pacific EU Studies Association, Christchurch, New Zealand, 9–11 September 2004

The Power of Television News: Images of the EU Asia-Pacific Broadcast Media

Presenter: Jessica Bain

Outside Looking In: Multidisciplinary Perspectives on the European Union from the Asia-Pacific Region, 2nd International Conference of the Asia-Pacific EU Studies Association, Christchurch, New Zealand, 9–11 September 2004

APPENDIX II. Research papers

Published:

Reading Europe: Representations of the European Union in the Australian Media

Stats, K.

Forum, the La Trobe Political Science Journal, 2005.

When Enough is Enough? Dynamics of the EU Representations in Asia-Pacific Print Media

Chaban, N., S. N. Kim, K. Stats, and P. Sutthisripok

Asia-Pacific Journal of EU Studies, Vol.2(2), 2004, 173-193.

Submitted:

'Frenemies'?: Images of the US-EU Relations in Asia-Pacific Media

Chaban, N., K. Stats and J. Bain.

Past imperfect, present continuous, future indefinite?: Images of Turkey in the context of EU integration in Australian and New Zealand media.

Chaban, N., K. Stats, J. Bain, and F. Machin

Metaphors in International News Production: Images of the EU Enlargement in New Zealand Newspapers

Chaban, N.

The EU through the Eyes of Others. Comparative Approach to the Study of the Asia-Pacific Perceptions of the EU.

Chaban, N. and M. Holland.

Ownership Effects on New Zealand Newspapers' Representations of EU Enlargement between January 2000 and May 2004.

Chaban, N. and M. Gibbons.

"Constellation" or a "Giant Star"?: Perceptions of the European Union by New Zealand national elites.

Chaban, N.

The EU through the Eyes of the Asia-Pacific

Holland, M. and N. Chaban.

Framing of the Concept "The European Union" in the Asia-Pacific Media

Chaban, N.

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