

**EU Textbooks for the South Korean Public:  
Three Ways to Learn about Europe.  
(On the Materials of the South Korean  
Public Survey on the EU Perceptions, 2004-2006)**

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# Research Design

## ■ AIM

Exploring the generators of the EU perceptions of the Korean general public.

## ■ Four Hypotheses for This Research

1. The Korean media are the main source of generating Korean public perception towards the EU.
2. There must be the Korean public's preferred specific items of news media (both visual and print media).
3. The EU and its related issues are not still a popular topic of discussion among the members of Korean general public.
4. The connectivity between Korea and the EU are getting improved over the period of the public opinion surveys (2004-2006).

# Data & Method

## ■ Survey 2004

400 respondents were chosen for interview

Conducted by the Asia-Pacific Perceptions Project (APPP) Team.

Four locations were chosen – Australia, New Zealand, Korea and  
Thailand

Hired professional research group for Korea -- Synnovate

Margin of Error --  $\pm 4.9\%$

Telephone survey by Computer-Assisted Telephone Interview  
(CATI)

# Data & Method

## ■ Survey 2006

400 respondents were chosen for the interview

Conducted by the European Studies in Asia (ESiA) team

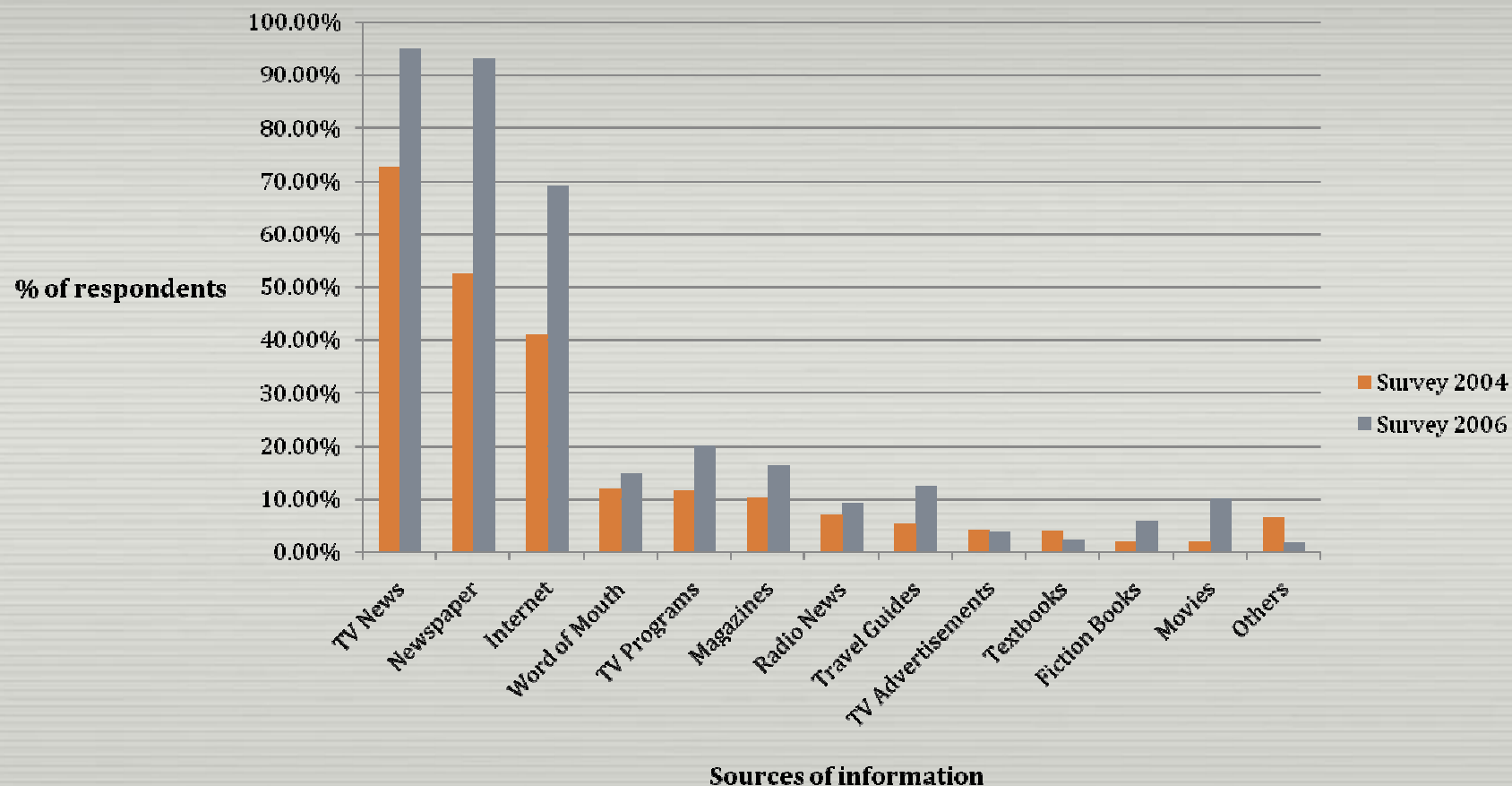
Six locations were chosen: Japan, Singapore, Korea, Thailand,  
Hong Kong SAR and Mainland China

Hired professional research group for Korea: TNS

Margin of Error --  $\pm 4.9\%$

Online Household Panel Survey

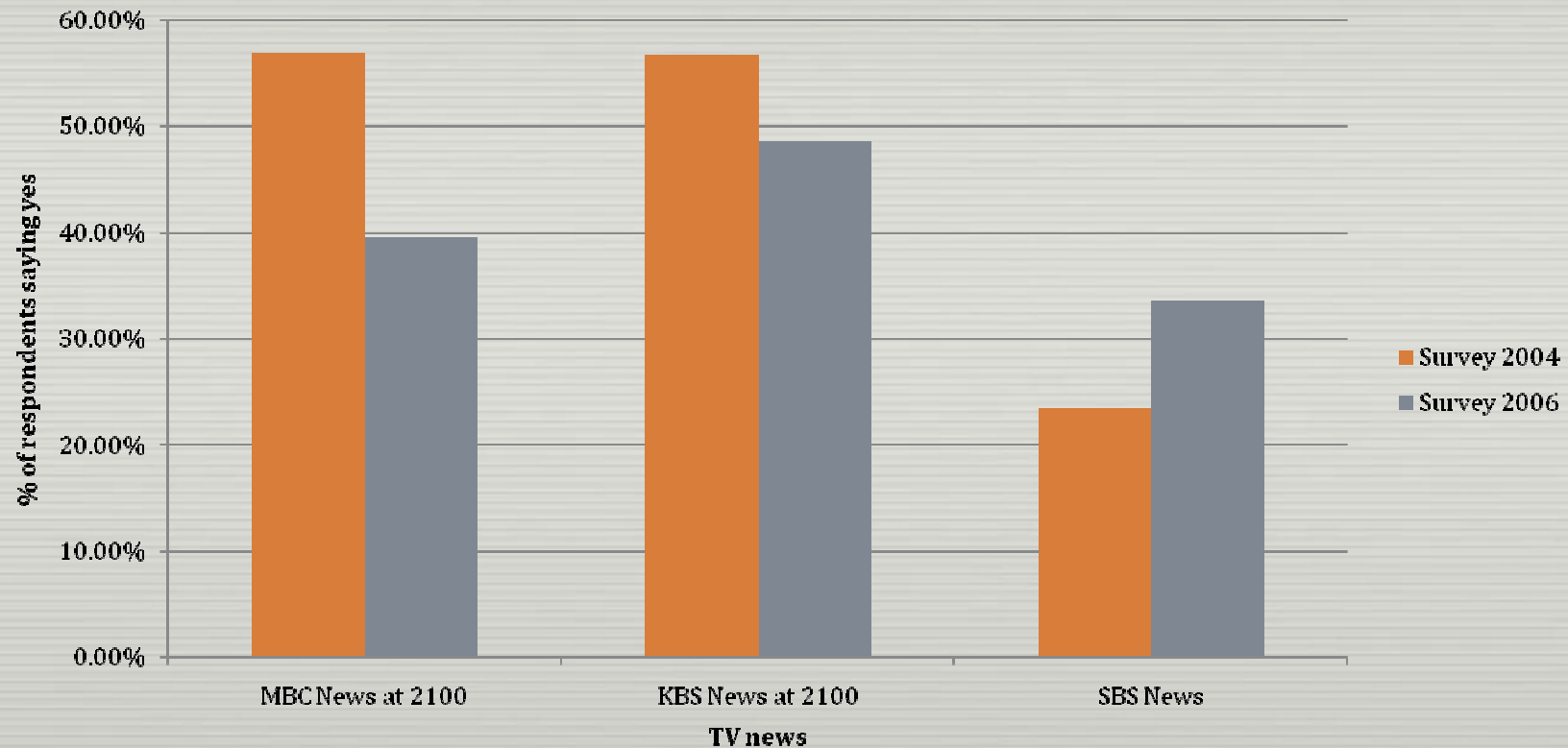
# Sources of the Information



**Figure 1 : Sources of Information on the EU for Korea**

# 1<sup>st</sup> Textbook: News Media

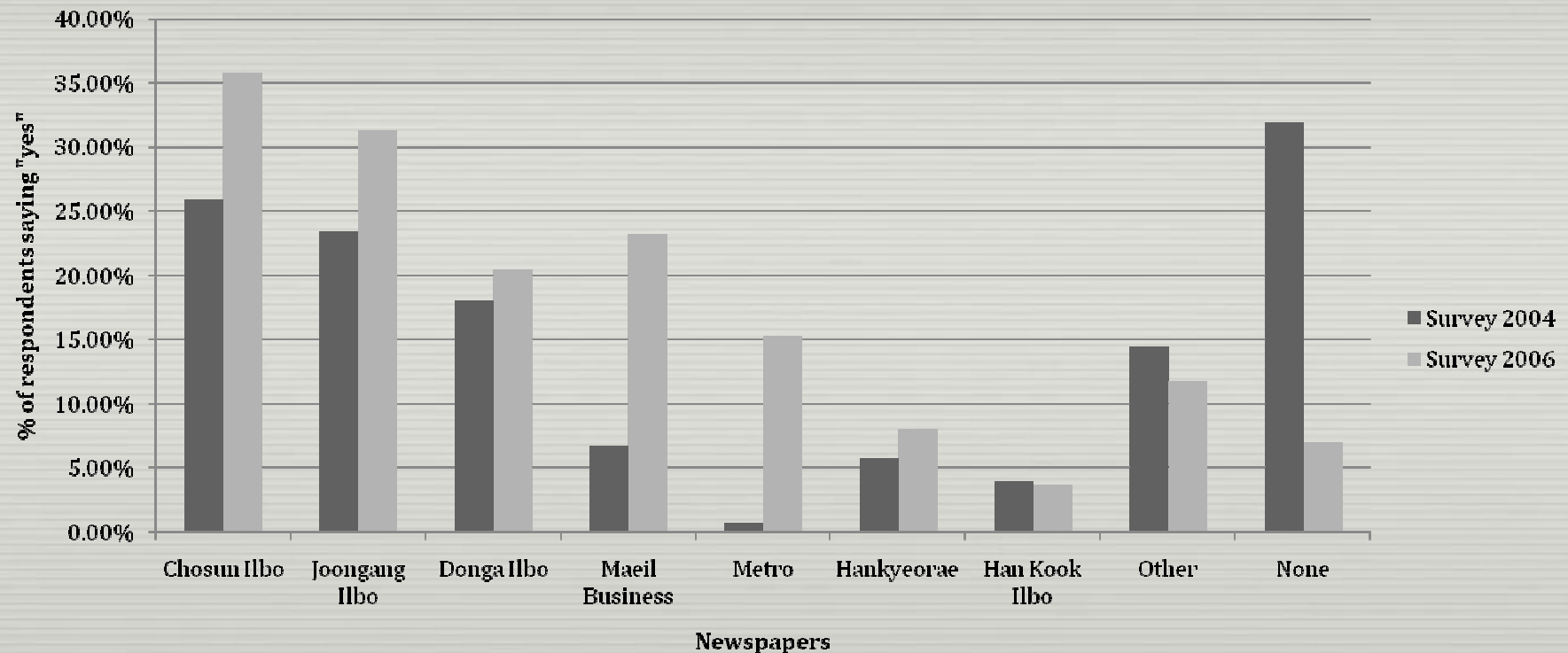
## ■ Visual Media



**Figure 2: Top Three TV news Accessed to Get Information on the EU for Korea**

# 1<sup>st</sup> Textbook: News Media

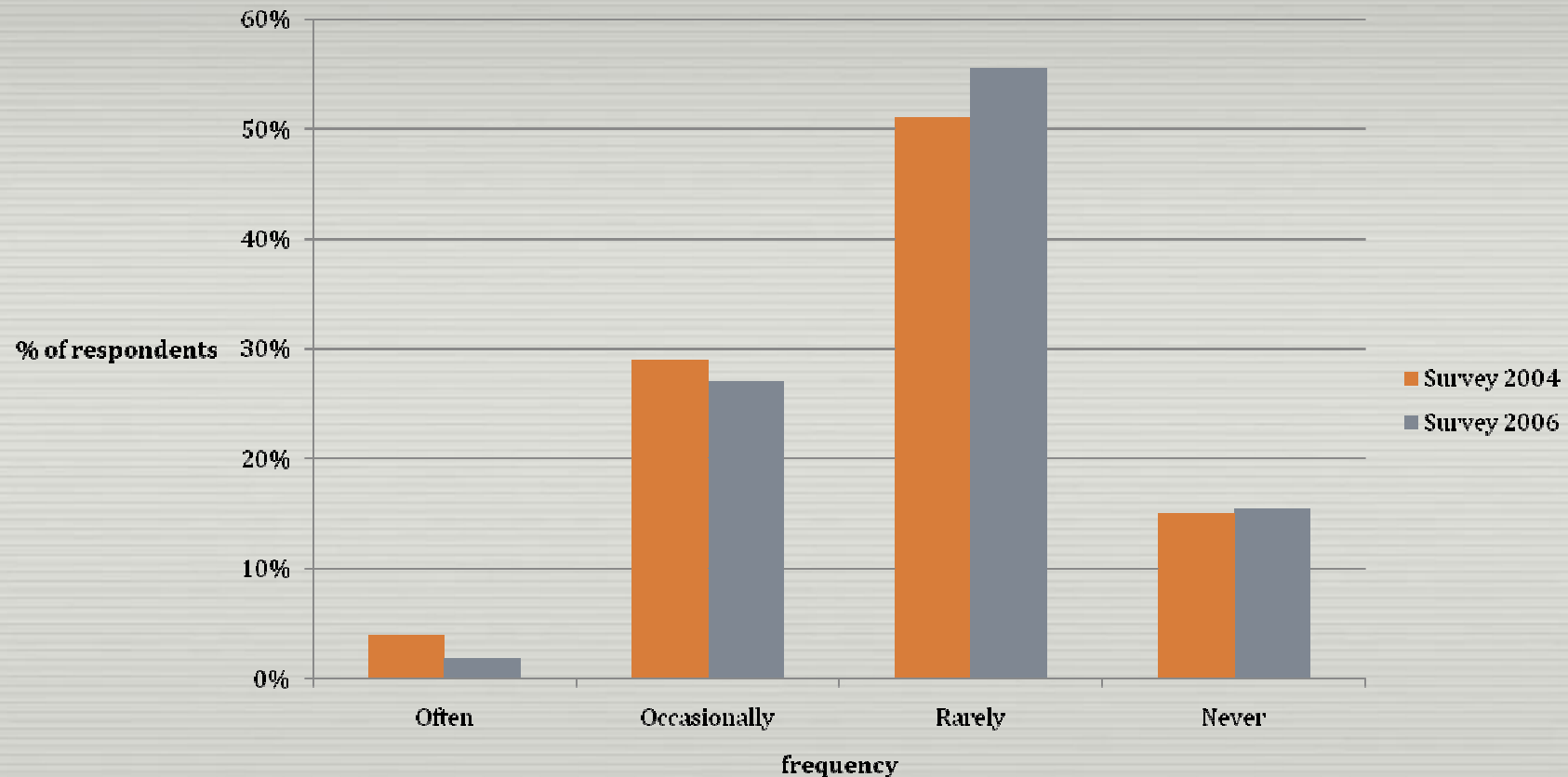
## Print Media



**Figure 3: Newspapers Accessed to Get Information on the EU for Korea**

(Note: some options (Chosun, Joongang and Donga Ilbo) in the survey 2006 were listed twice on the questionnaire)

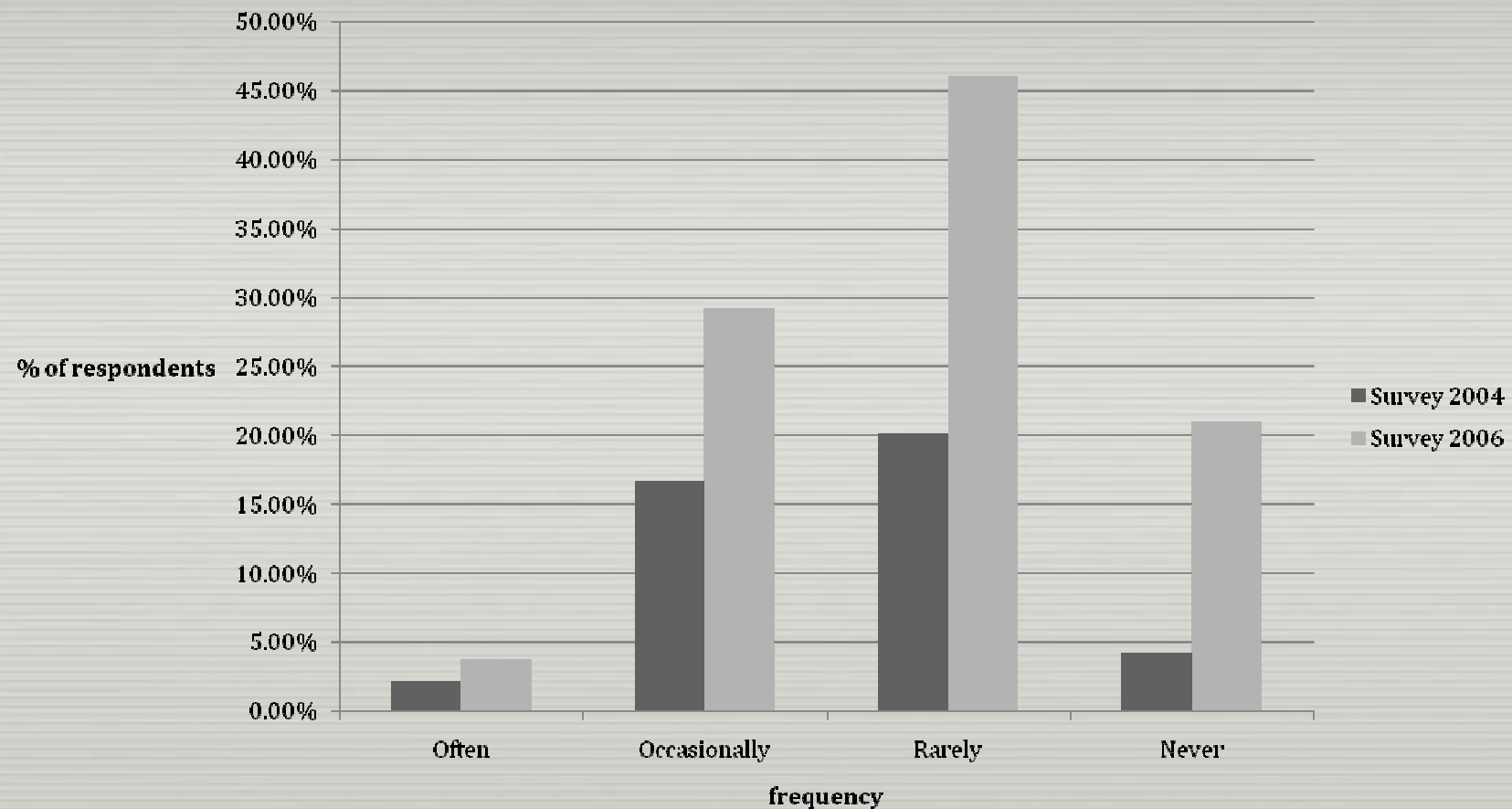
## 2<sup>nd</sup> Textbook : Interpersonal Communication



**Figure 4: How Frequently Korean Respondents Discuss Europe/EU related Issues with Family and Friends**



## 2<sup>nd</sup> Textbook : Interpersonal Communication



**Figure 5: How Frequently Korean Respondents Discuss Europe/EU related Issues with Colleagues at Work**

# 3<sup>rd</sup> Textbook: Connections

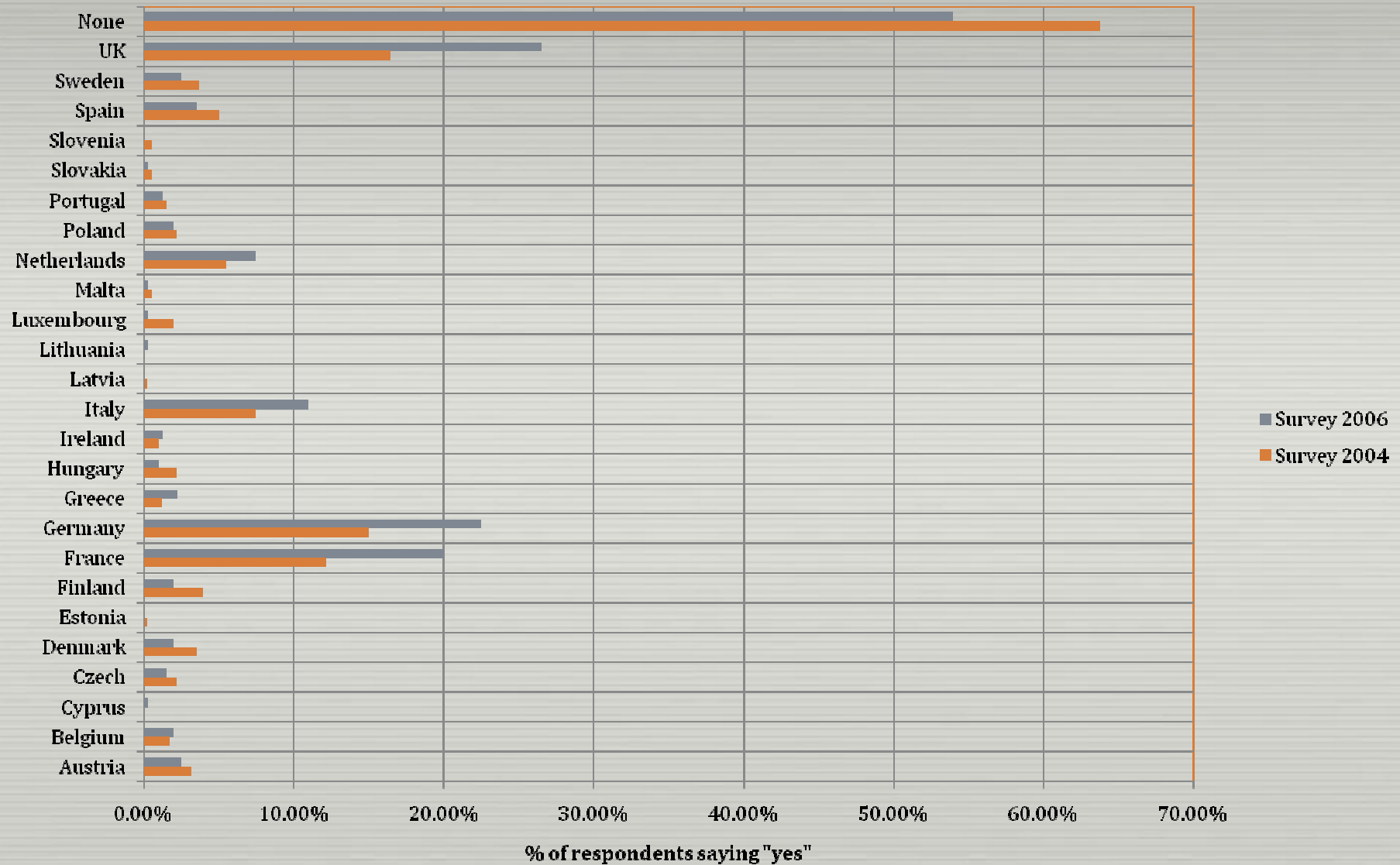


Figure 6: Personal and Professional Connections with the EU for Korea

# 3<sup>rd</sup> Textbook: Connections

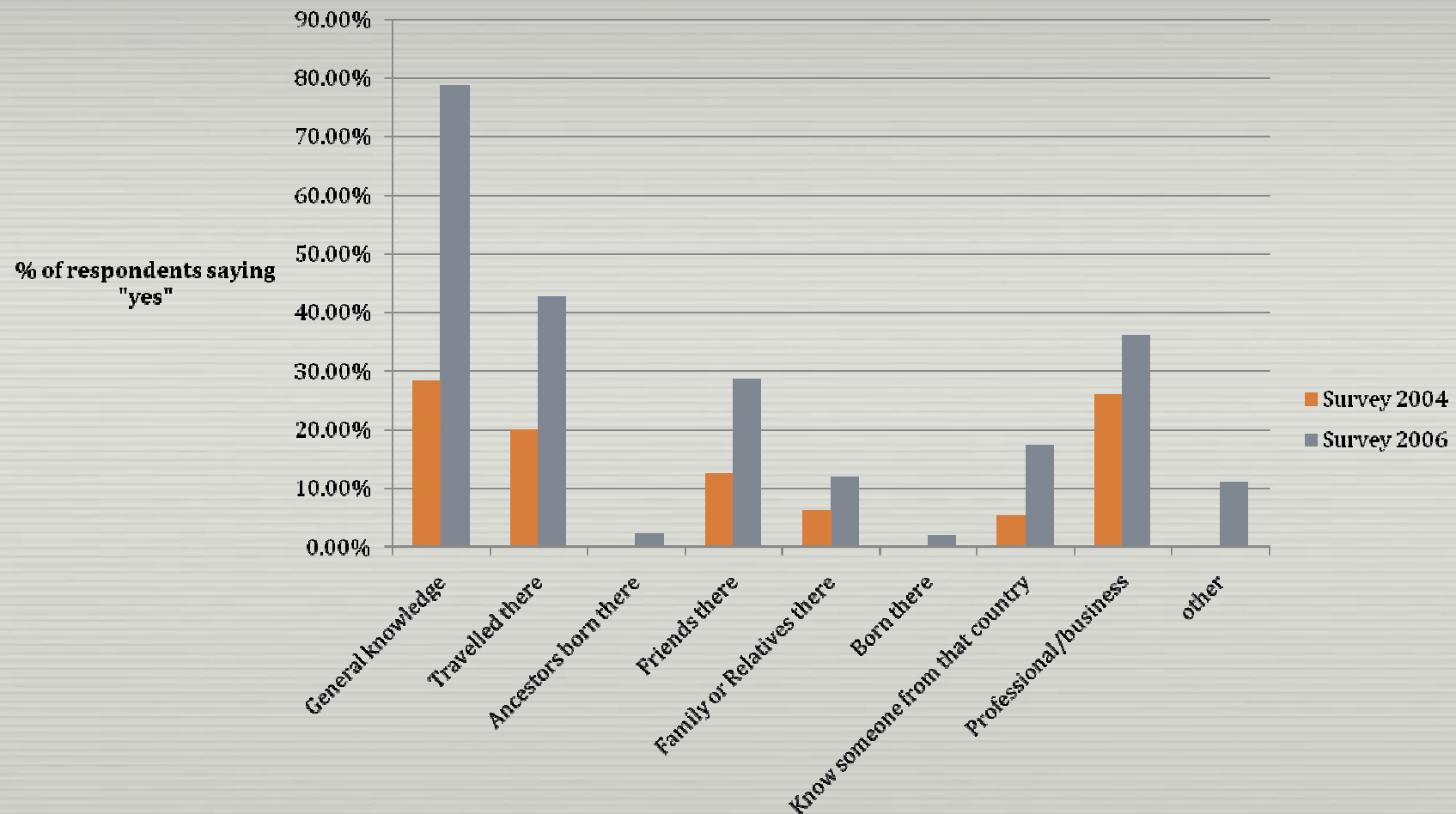


Figure 7: Nature of Connections with the EU countries for Korea

# THE END

감사합니다,

thank you, merci, danke, gracias,  
grazie, dziękuję, obrigado, go raibh  
maith agat,

Ευχαριστώ, děkuju, благодаря, tak,  
dank u, tänan, kiitos, Köszí, paldies,  
grazzi, mersi, ďakujem, Hvala, tack, ačiū