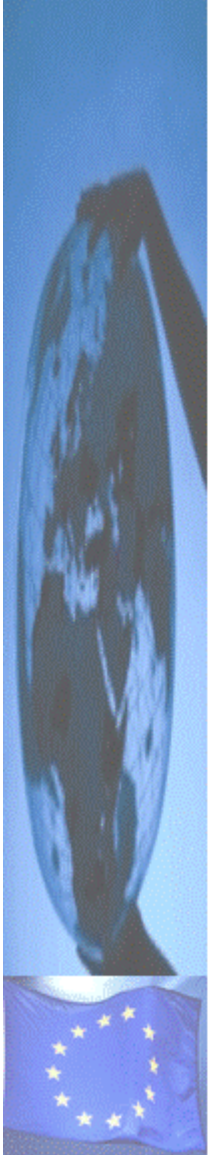


# The EU Through the Eyes of Asia

## “ Back to the Future? ”

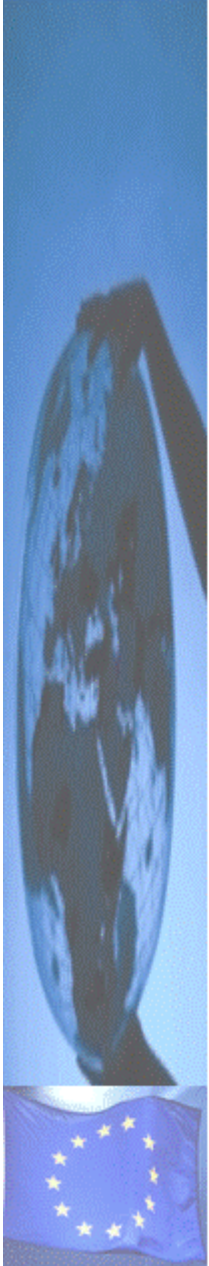
LAI Suet-yi, Cher  
PhD candidate  
NCRE, University of Canterbury

September 25<sup>th</sup>, 2008  
EUCN/ NCRE Conference 2008

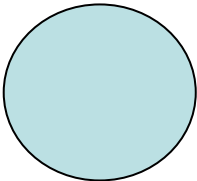
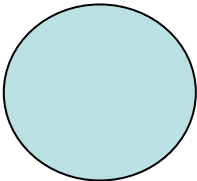
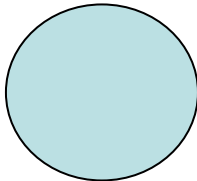
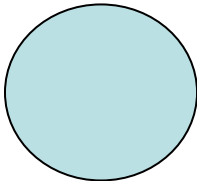
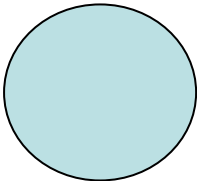
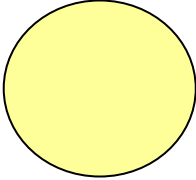
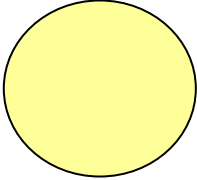
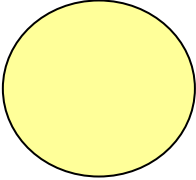
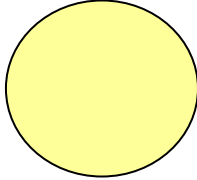
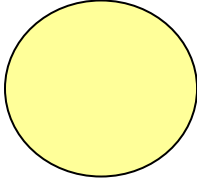
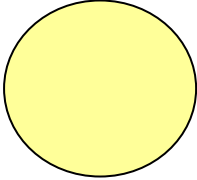
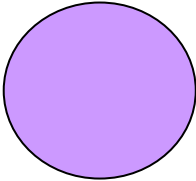
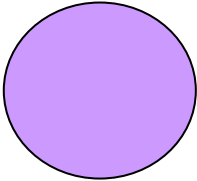
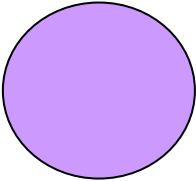
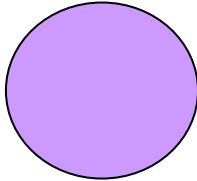
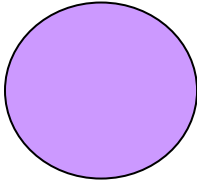


# The Plan

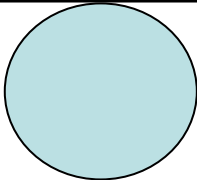
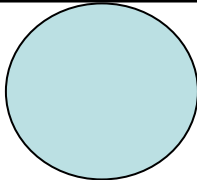
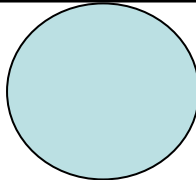
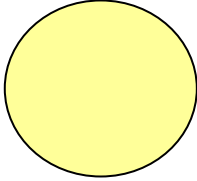
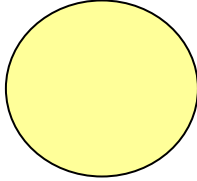
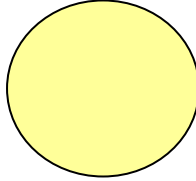
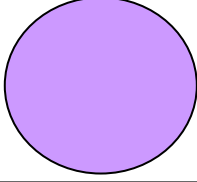
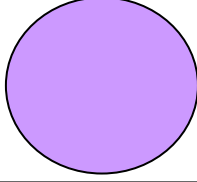
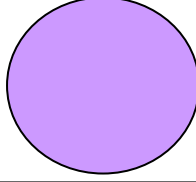
1. Quick overview of the data collection
2. Developments after data collection
  - attracting young academics and researchers
  - an example of incorporation the findings into a PhD thesis



# Back to... 2006-7: Data Collection

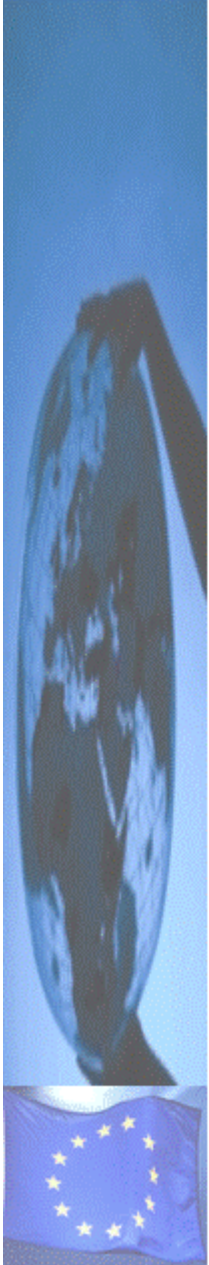
	Mainland China	Hong Kong SAR	Japan	South Korea	Singapore	Thailand
News Media			only available: July - December			
Public Opinion						
Elite Interview						Coup d'etat 2006

# Back to... 2008: Data Collection

	Indonesia	Philippines	Vietnam
News Media			
Public Opinion			
Elite Interview			

# The Future

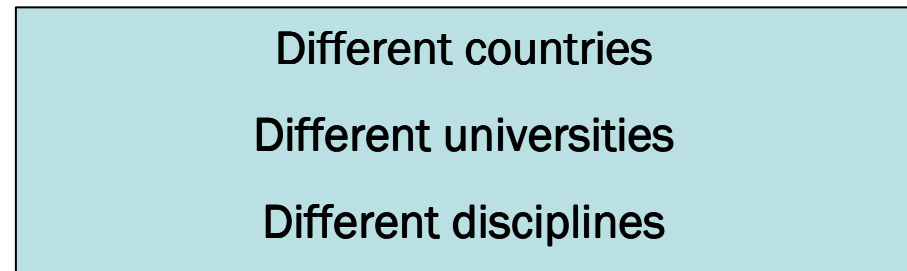
- To cover all Asian participants in ASEM
- To be established or interpreted in other research papers
- To attract new academic generation to use the data set
- To provide policy recommendation to ASEM participants



# The future generations

- 8 PhD students

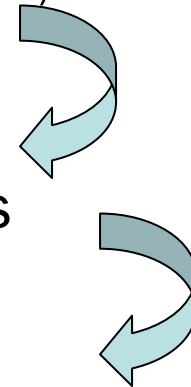
- 11 Master students



Workshop  
(1<sup>st</sup>-4<sup>th</sup> September, 2008)

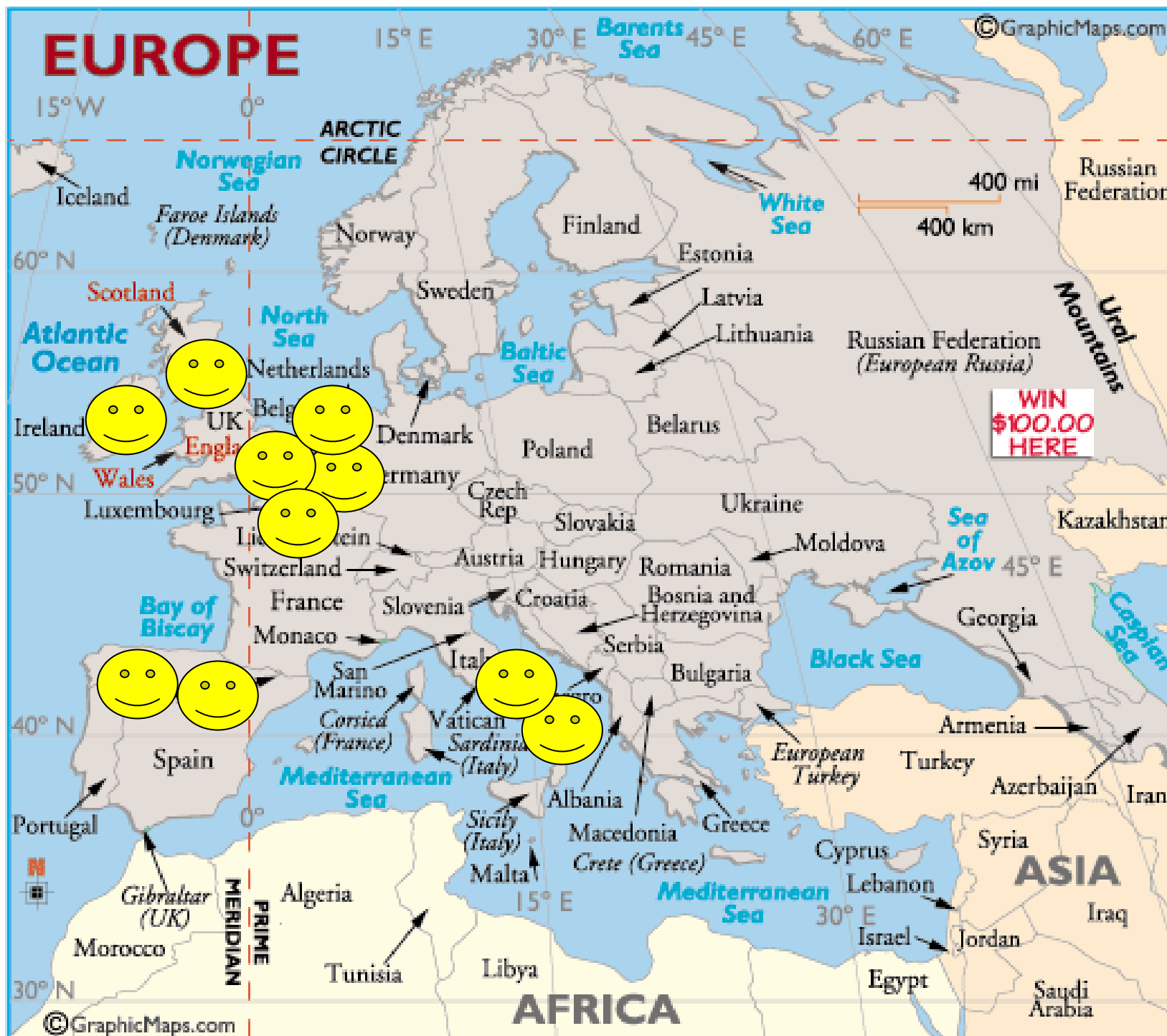
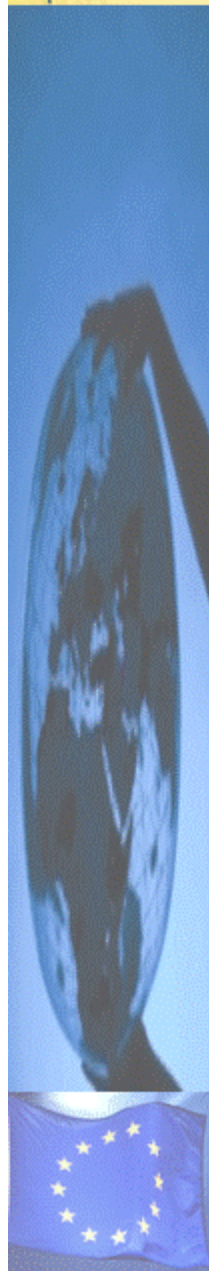
Research articles

Thesis/ Dissertations











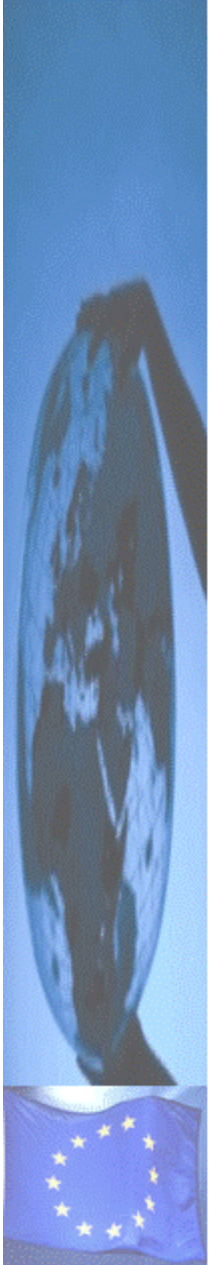
# How to use the dataset?

- Topic of thesis or dissertations  
(2 😊)
- Chapters in thesis/ dissertation  
(9 😊)
- Extension to new regions  
\*applying the same methodology  
(5 😊)
- Research papers (3 😊)

# An Example

- Incorporation of findings of “EU Through the Eyes of Asia” into a PhD thesis

1) Who are the recognized actors in the Asia-Europe interregional interaction (ASEM)?  
2) What form of interaction is actually taking place?

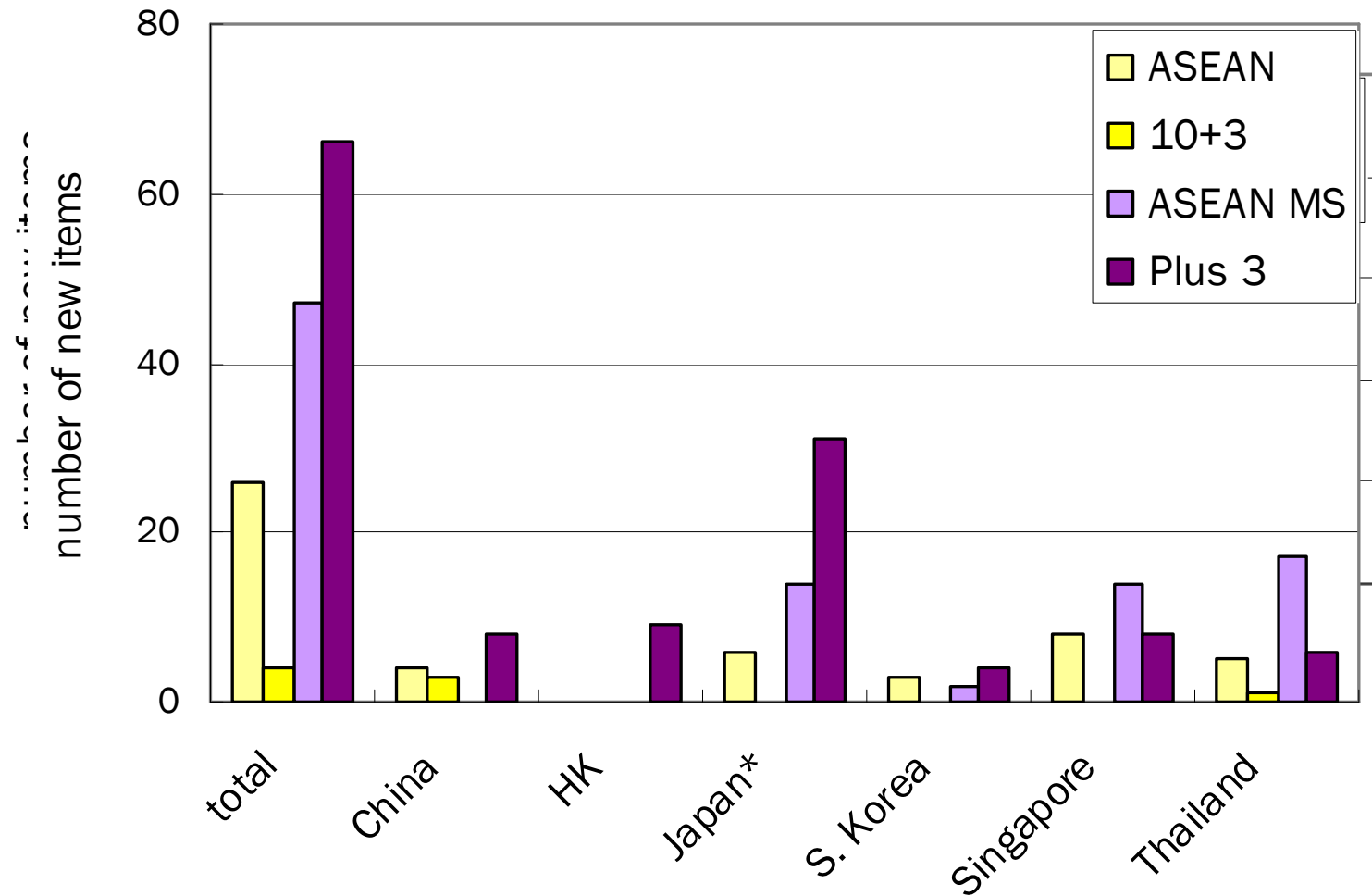


# Who are the recognized actors in ASEM?

- Nation states
- Sub-national groups such as NGOs, MNCs, interest groups
- Regions as actors
- “Inter-regional actor”

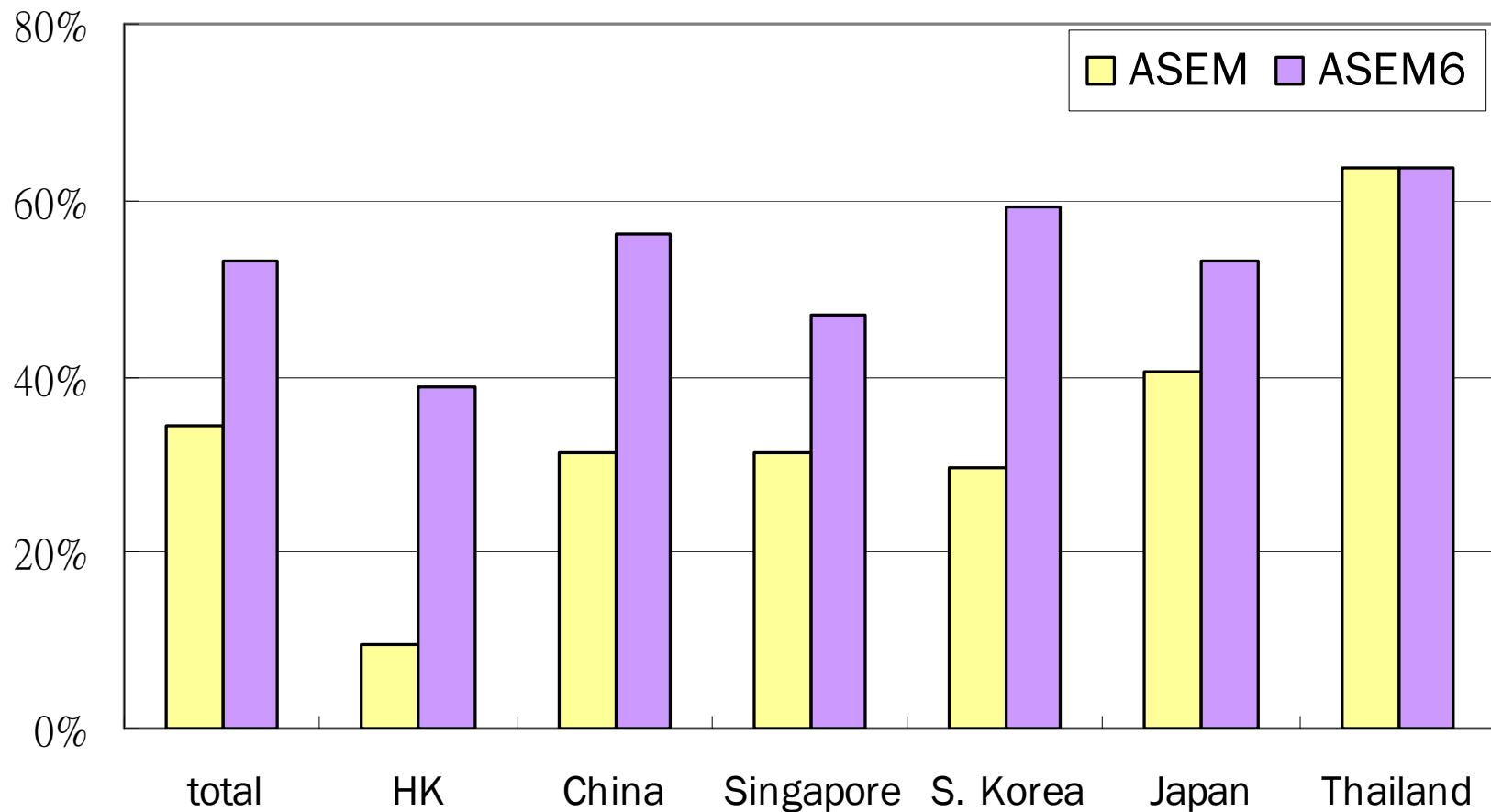
## Who are the recognized actors in ASEM news items?

- MS appear much more than regional groups



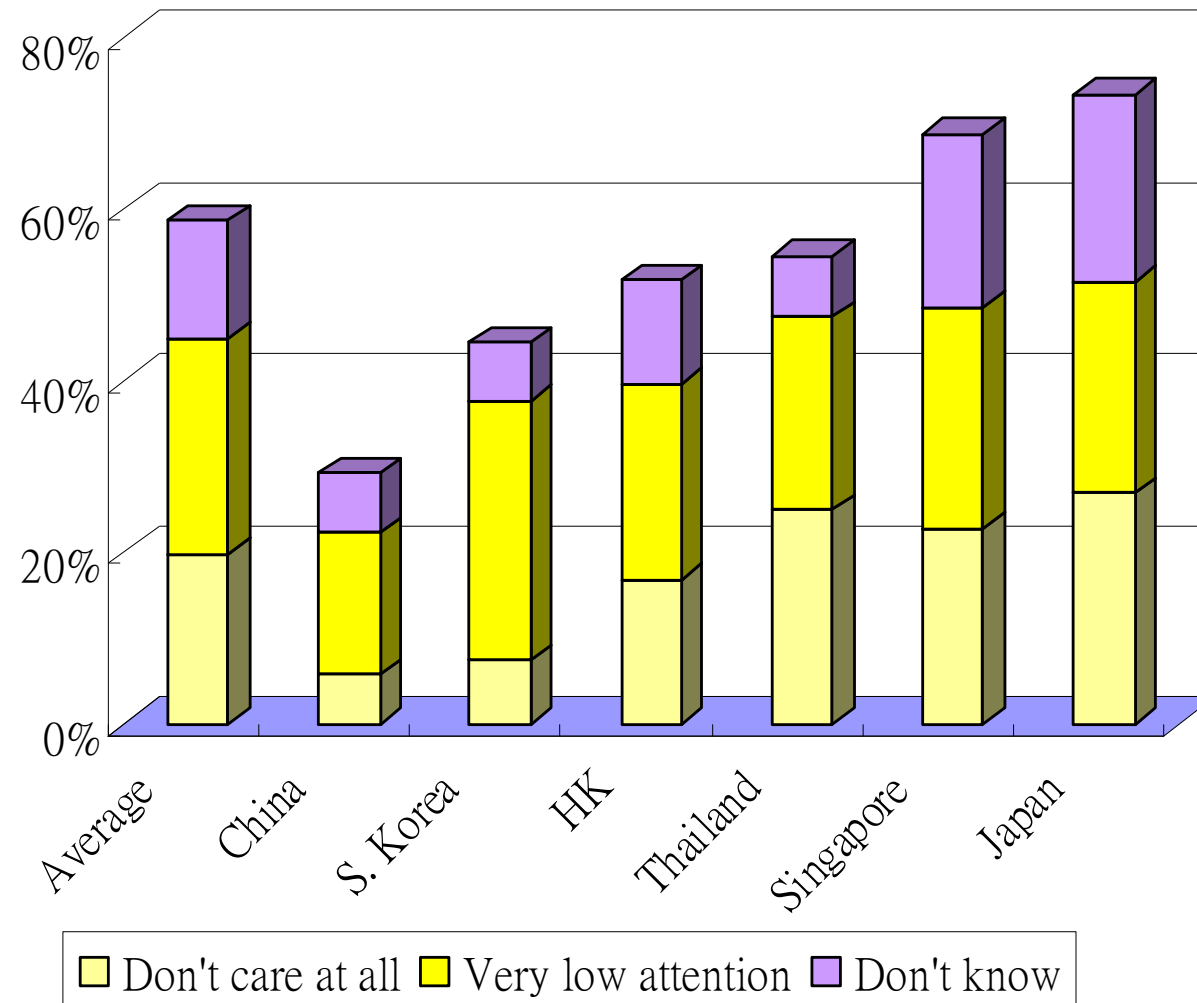
## Who are the recognized actors in ASEM news items?

- ASEM as an actor? Asian elites unaware of ASEM



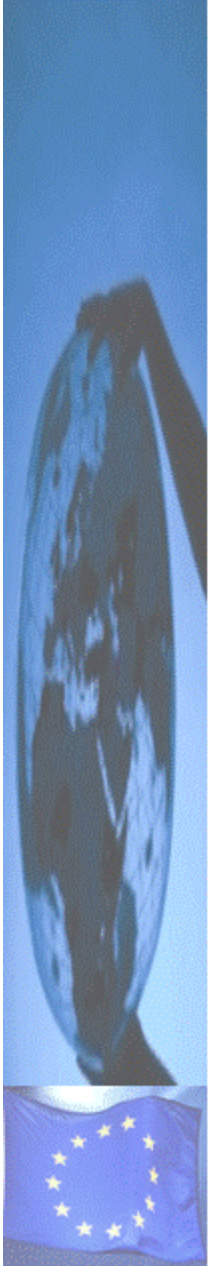
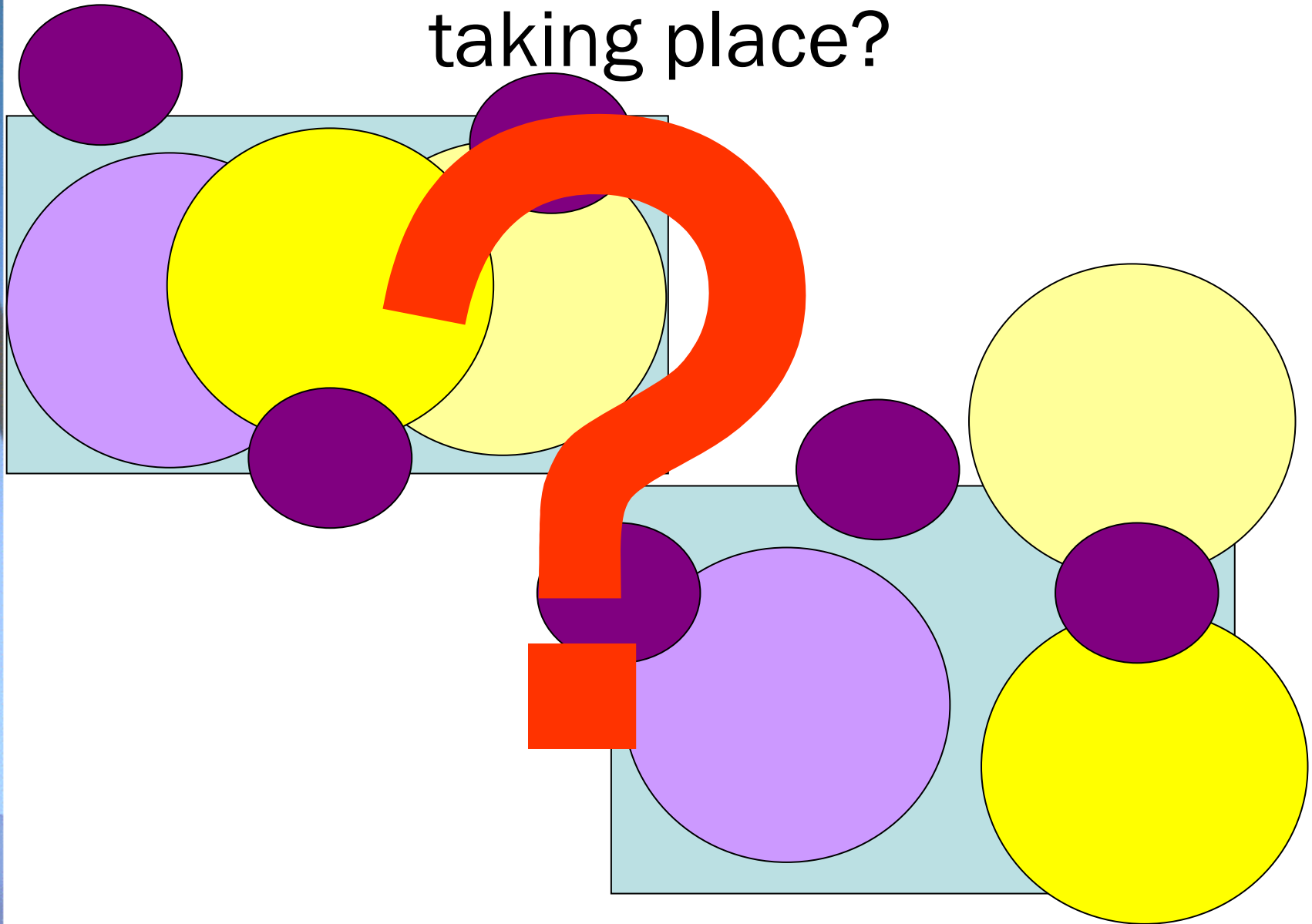
Who are the recognized actors in ASEM news items?

## Asian public attention to ASEM 6





# What form of interaction is actually taking place?



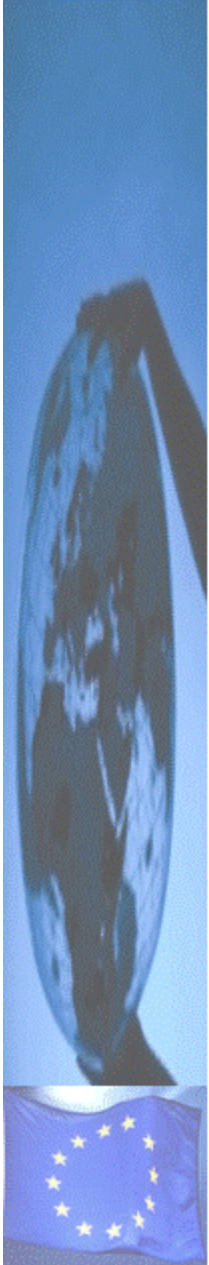
What form of interaction is actually taking place?

Obstacles when using the dataset

- Existing coding system
- SPSS
- Language (media analysis)
- Time
- Locations

# Solutions

- Workshop in Bruges (explanation of methodology and SPSS)
- Analysis the instantiations of actions in the dataset
- Focus on the English-language news outlet
- Compare along timeline for certain locations e.g. Korea and Thailand
- Reliable institutions joining the project



This is the end of my presentation!

Email and facebook

[cherlai1212@yahoo.com.hk](mailto:cherlai1212@yahoo.com.hk)