

Chinese Views of EU: Project Overview and Key Policy Implications



EUROPEAN
COMMISSION



SEVENTH FRAMEWORK
PROGRAMME

**EC Directorate-General of Research
Seventh Framework Programme (FP7) Project**

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Motivations--Policy

- The rapid rise of China
 - The slow emergence of coherence in a EU-wide China policy
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Motivations—People

- Development of China specialities among EU scholars
 - Understanding of EU issues by Chinese scholars
 - A EU-wide network of China study
 - Communication and integration of EU & China scholarly communities
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The Consortium

- University of Nottingham, UK
 - Chinese Academy of Social Sciences
 - Renmin University
 - Leiden University, Netherlands
 - Jacobs University, Bremen, Germany
 - Royal Institute of International Affairs, at Chatham House in London
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The Team



Multiple methods: May-Aug 2010

- 3,000 questionnaire surveys of residents in six cities
- 200 surveys of five elite groups: government officials, media workers, business people, intellectuals, NGO activists
- Interviews with these elite members
- Focus Group discussions in six cities
- History textbook analysis, media content analysis

Description of Samples



□ Gender

Gender	Case Number	Percentage
Male	1523	50.4%
Female	1496	49.6%
Total	3019	100.0%

Description of Samples

□ Age



Age	Case Number	Percentage
18-30	821	27.2%
31-40	602	19.9%
41-50	689	22.8%
51-60	622	20.6%
61-70	285	9.4%

Description of Samples



□ Degree of Education

Degree of Education	Case Number	Percentage
Junior secondary or below	688	22.8%
Senior secondary	1107	36.7%
College or above	1224	40.5%

Salient concepts



- When you think about Europe, which countries first come to mind?

Rank	Country
1	France (2064)
2	UK (2031)
3	Germany (1601)
4	Italy (712)
5	Other (333)
6	Russia (328)
7	Spain (309)

Salient concepts



- When you think about Europe, which cities first come to mind?

Rank	City
1	Paris (2194)
2	London (1958)
3	Berlin (918)
4	Rome (558)
5	Moscow (390)
6	Other (323)
7	Vienna (247)

Salient concepts



**What are you most interested in about Europe (first choice)?
Gender Cross-tabulation**

		gender		Sum
		male	female	
What are you most interested in about Europe? (First choice out of three)	Soccer	751	233	984
	Perfume	181	564	745
	Cars	171	91	262
	Fashion	45	184	229
	Music	52	79	131
	Nature	61	68	129
	Historical sites	50	36	86
	Technology	37	20	57
	Beer	10	1	11

Knowledge of the EU



- Have you ever heard about the EU?

Yes: 91.7%

No: 8.3%

- Using a 1-10 scale, how much do you feel you know Europe?

Mean: 4.25

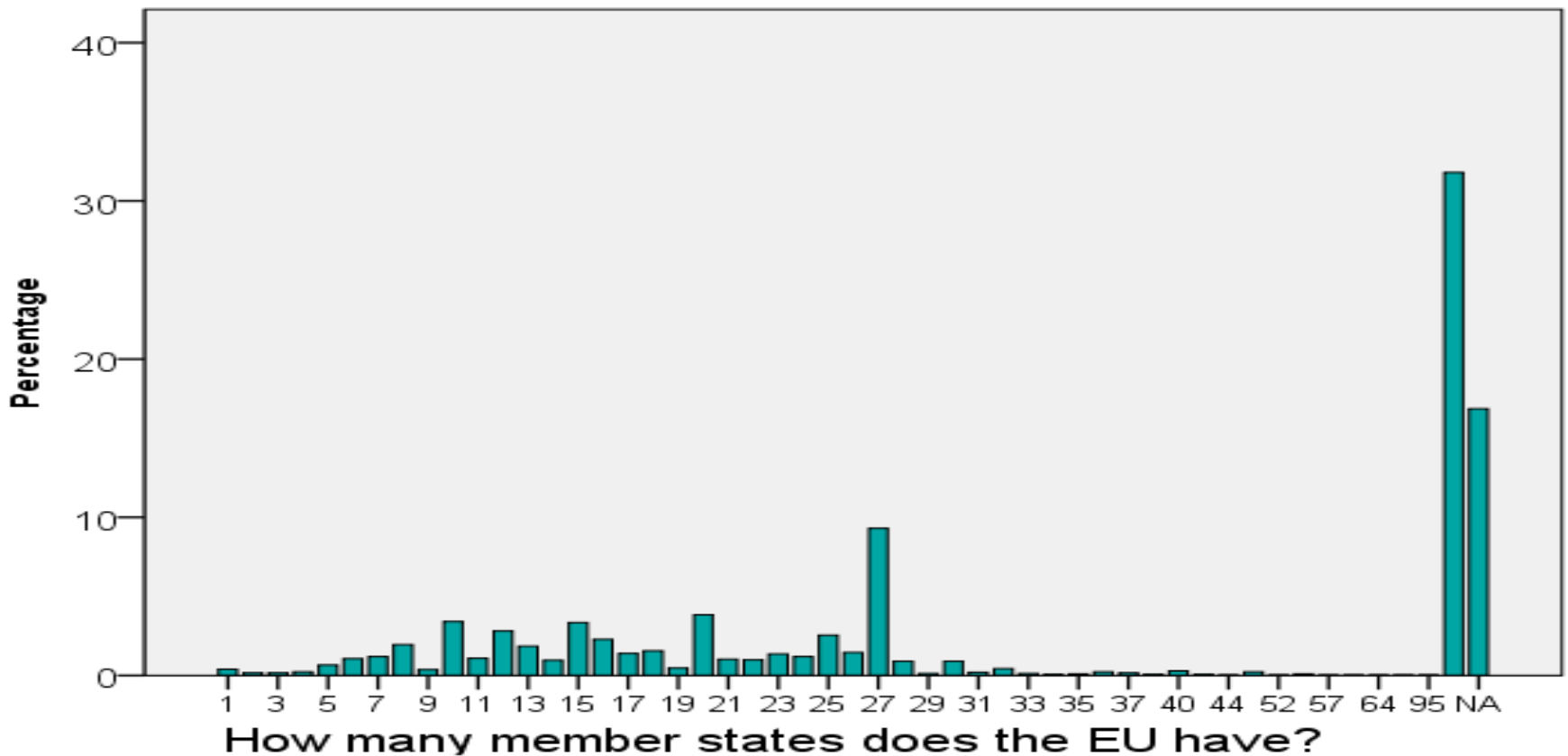
- Using a 1-10 scale, how much do you feel you know about the European Union?

Mean: 4.00

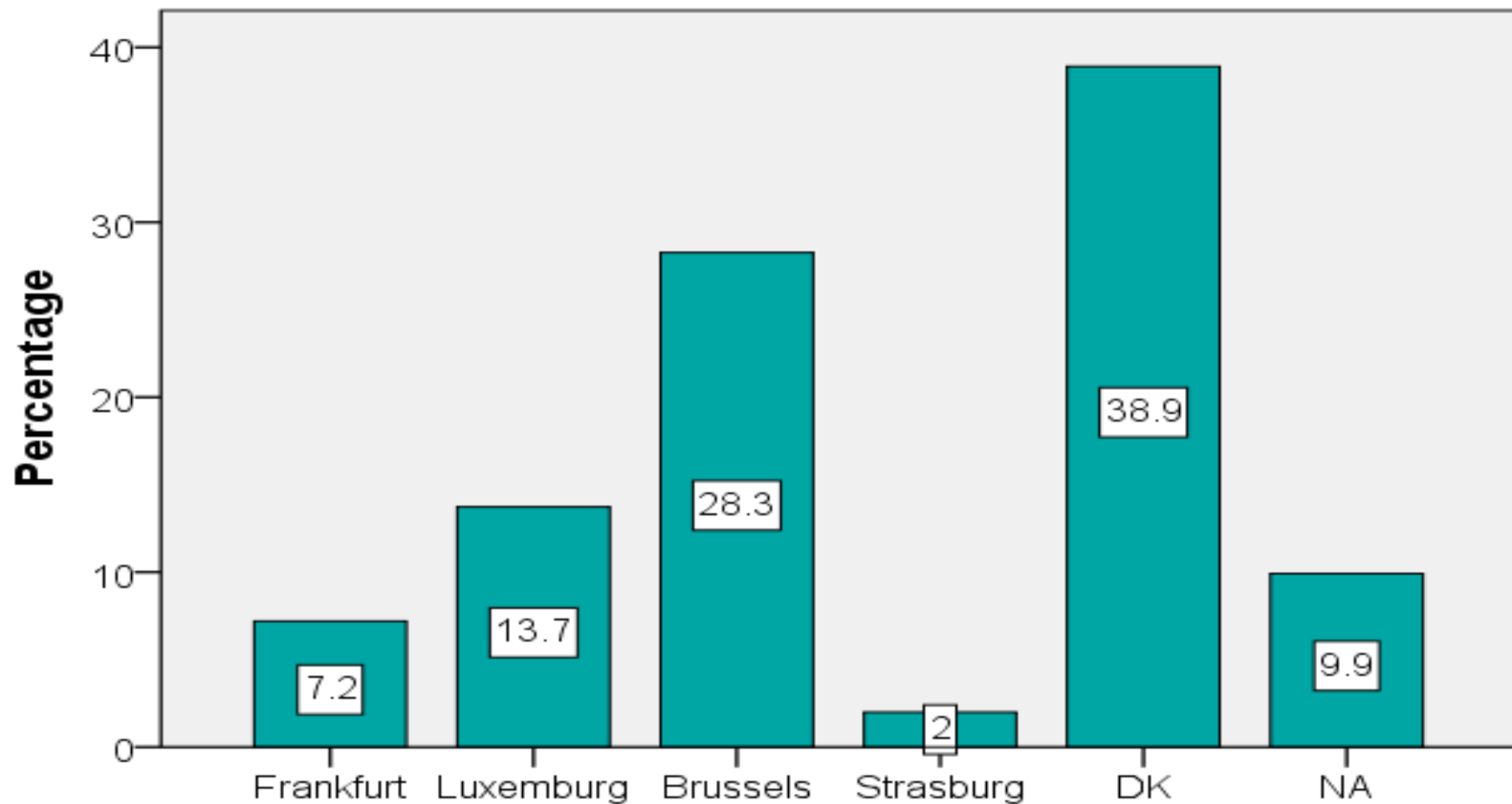
Knowledge of the EU



□ Currently, how many member states does the EU have?



Knowledge of the EU



Where is the headquarters of the EU located?

Knowledge of the EU



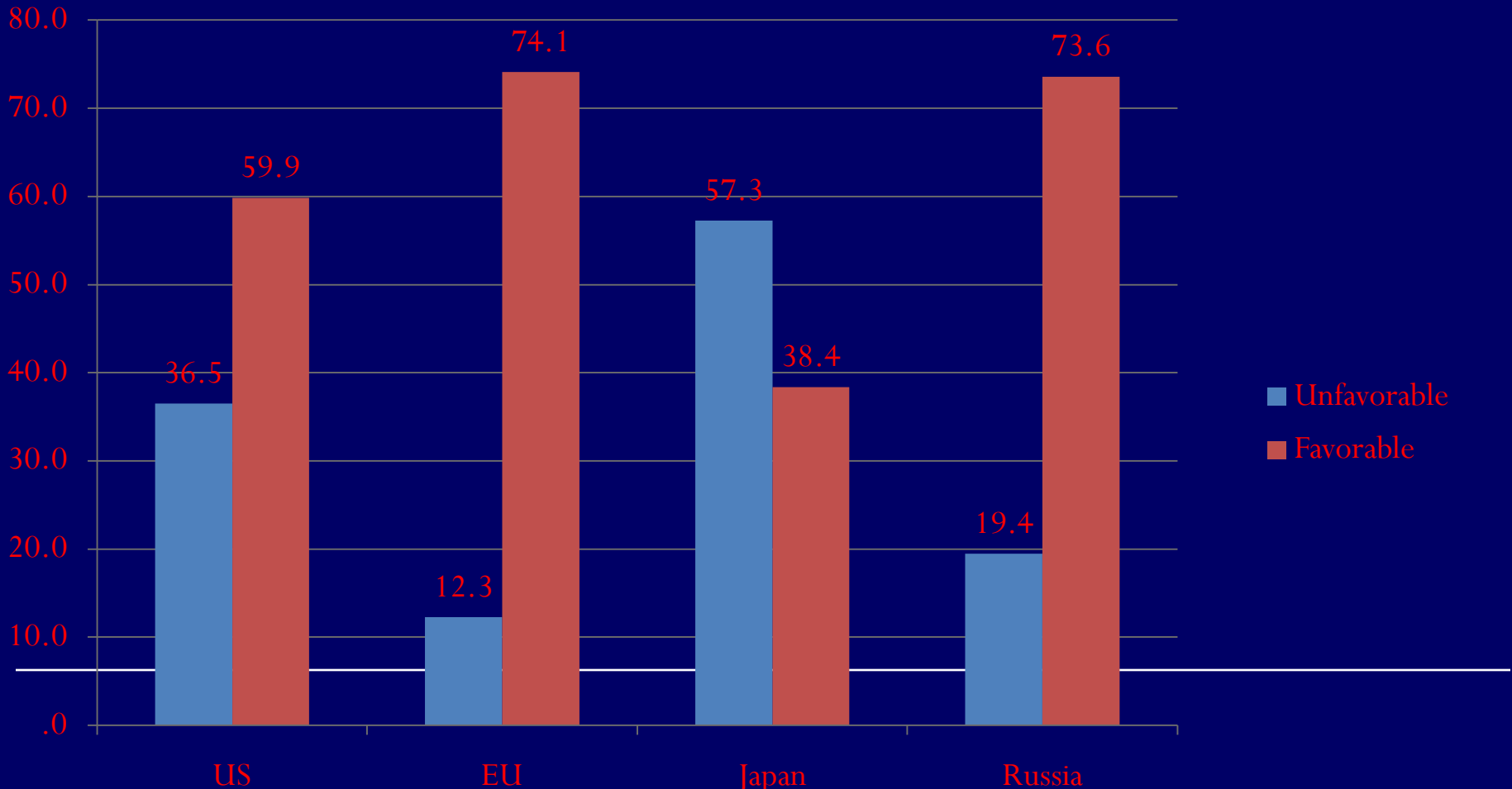
- Which one of the following countries does not use the Euro?

		Use Euro	%	Does not use Euro	%	Do not know	%	No answer	%
France	2035	67.4	494	16.4	240	7.9	249	8.2	
Germany	2109	69.9	351	11.6	308	10.2	249	8.2	
UK	993	32.9	1461	48.4	315	10.4	249	8.2	
Netherland	1830	60.6	400	13.2	540	17.9	248	8.2	

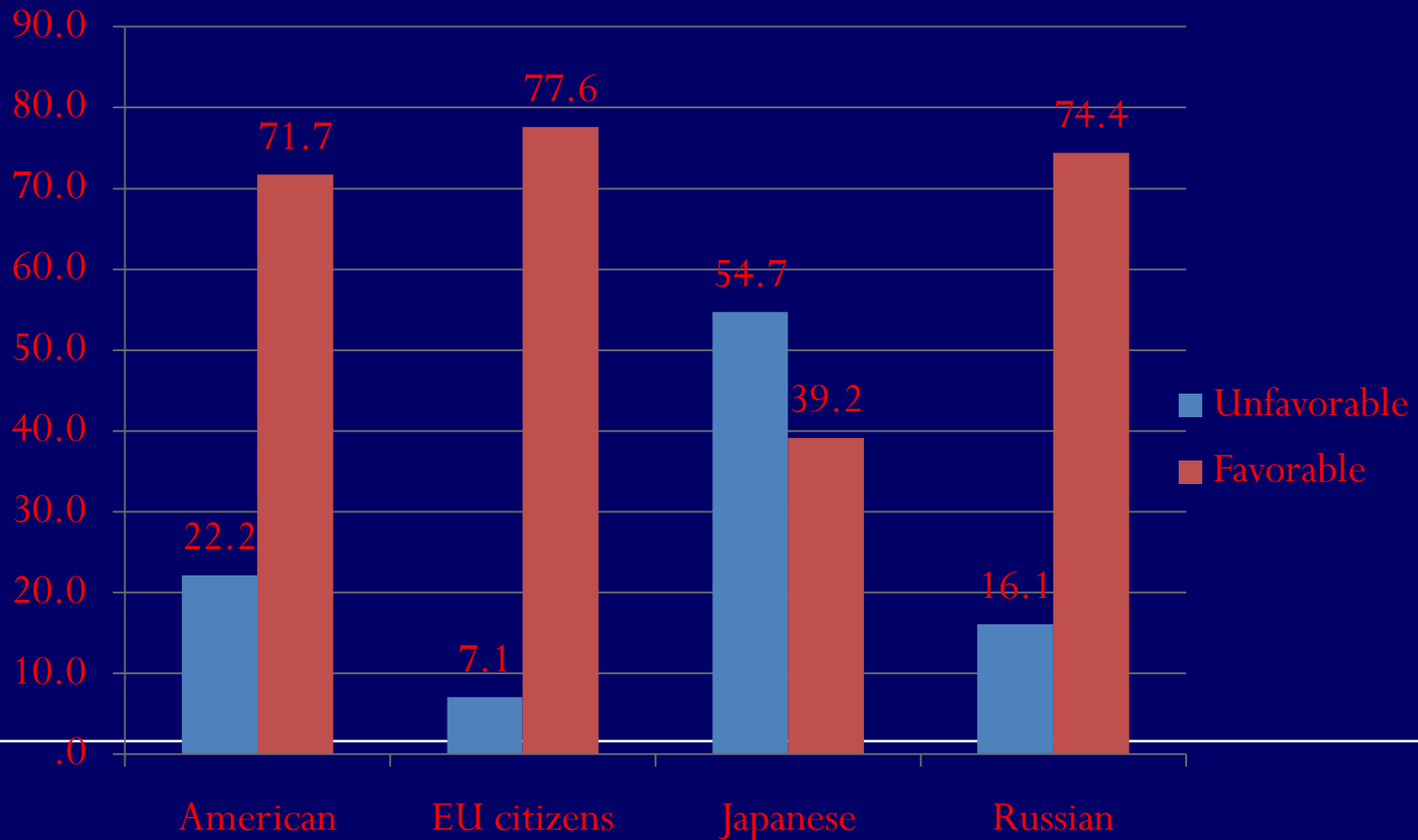
Affect towards EU



favorable or unfavorable impression of the US, the EU, Japan, and Russia.



favorable or unfavorable impressions of Americans, EU citizens, Japanese, and Russians.



EU in the World



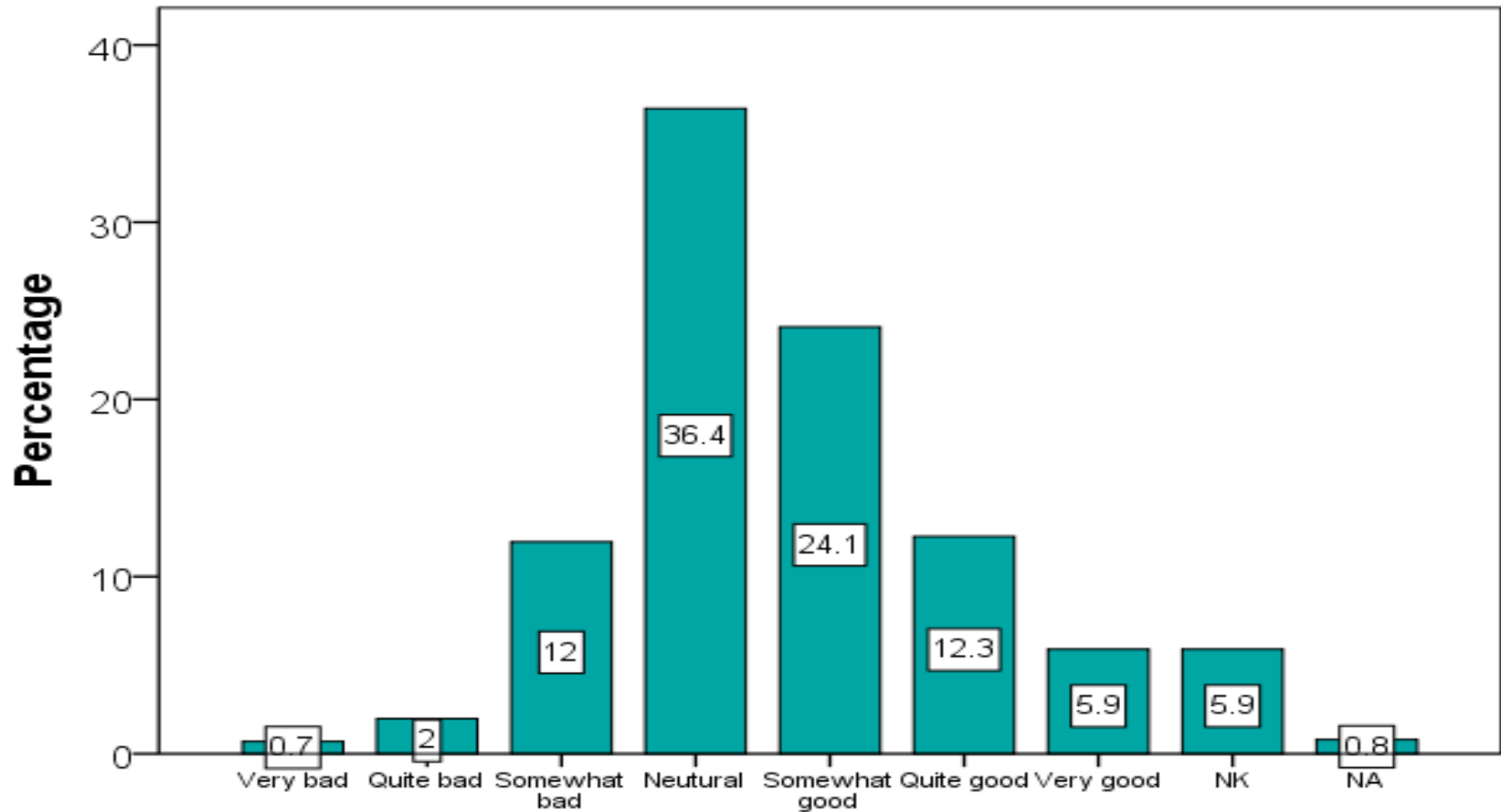
- Attitudes towards the EU's role regarding international issues (percentage)

	Positive	Negative	It depends	Do not know	No answer
Peace in the world	69.8	8.3	12.0	8.7	1.3
The international economy	75.4	5.8	9.2	8.0	1.6
Protection of the environment	81.6	3.6	6.5	7.0	1.4
Scientific progress	85.2	1.9	5.1	6.4	1.5
Fighting poverty in the world	62.2	10.5	13.2	12.3	1.9
Fighting international terrorism	62.9	10.3	12.3	12.2	2.2

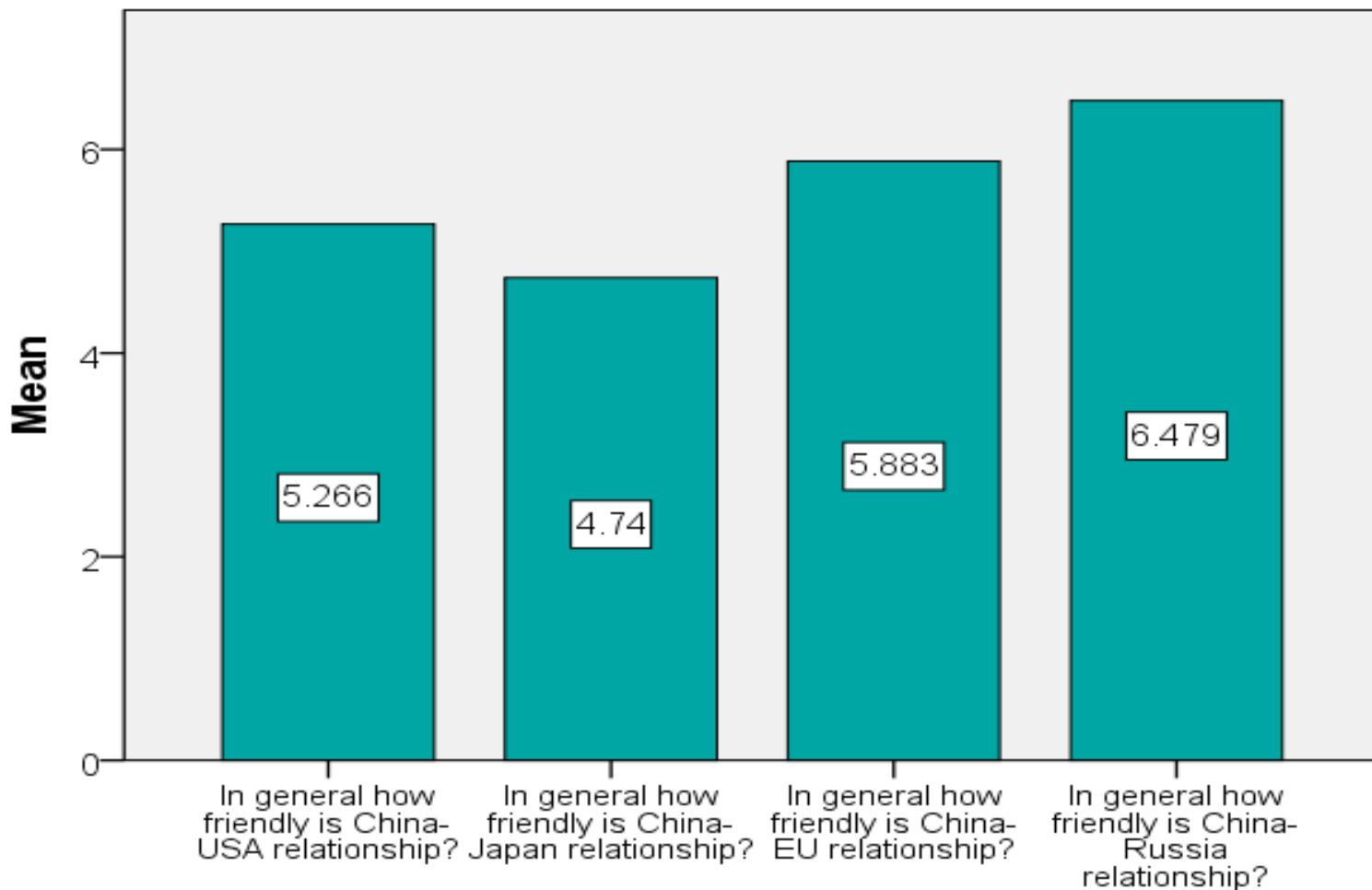
China and the EU



Do you think in general, China-EU relationship at the moment is good or bad?



China and the world



Key Findings



- Chinese people think more favourably about EU than the US or Japan
- Only 42% think EU-China relations good, although 46% cautiously optimistic about relations in future
- 55% say they like European democracy
- Main controversial issues human rights, Tibet and intellectual property rights



Opinions of Chinese Government Officials on the EU

- Over 80% have a good impression of the EU, better than of the US, Japan and Russia
 - Most assess the EU's international influence as positive.
 - Most see the EU's concept of democracy and the spreading of European culture in China as positive
 - Most are unhappy with the EU's stance on climate change, about pressure for the appreciation of the RMB and the EU's stance on human rights
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Opinions of Chinese Government Officials on the EU

- ❑ Most say they lack knowledge on the EU's role in fighting poverty and international terrorism.
 - ❑ Most officials confirm the importance of EU-China cooperation in international affairs.
 - ❑ Most officials say they need to improve their understanding and study of the EU's democratic politics.
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Views of Elites on Most Controversial Questions

- Government officials, scholars, media practitioners and civil society activists surveyed.
 - Human rights and Tibet are the most controversial issues overall in the EU-China relationship
 - For officials, human rights, different political systems and Tibet are the most controversial issues.
 - For scholars, intellectual property, human rights and the environment are the most controversial issues
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Views of Elites on Most Controversial Questions

- For media practitioners and civil society activists, human rights, Tibet and a different stance on international affairs are the most controversial issues.
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Focus Group Interviews

- Focus Group Interviews were held in Beijing, Shanghai, Guangzhou, Nanning in Southwest and Xian in Northwest.
 - Timing: April – July 2010; responses showed impact of 2008 Tibet crisis and European protests at Olympic Torch rallies
 - Reveal much more negative view on controversial issues than the surveys.
 - Mainly involved educated young males of high social status
 - Despite this FGIs do not negate overall results
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Key Policy Implications



- EU has huge reservoir of goodwill in China, including, perhaps surprisingly, among officials, despite differences over human rights and democracy
- The more people know about the EU, the more positively they view it.
- EU has opportunity to build on this to improve relations with China across the board.
- Environment, civil society development and the internet are major opportunities for the EU to develop closer relations



Policy Implications – Caveat

- Important to acknowledge that the EU has already implemented a huge range of China-related policy initiatives on a broad range of issues from climate change to the rule of law, from trade to education and culture and civil society.
 - Assessing the effectiveness of EU policies in China was not within the remit of this research project.
 - Our research points to a number of areas where the EU could act to further improve and develop its China policies
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Policy Implications

- On the controversial issues, EU Institutions may want to assess how their own understanding of these differs from Chinese perceptions, and examine the policy options.
 - The EU could do further research on why these issues are so controversial in China.
 - Democracy in Europe is viewed positively, and there is a desire to study it more closely, for whatever reason. The EU can respond to that but needs to do so in a sensitive way.
 - On the promotion of human rights and democracy, the EU needs to adopt the role of friendly helper and partner rather than that of teacher, and rather than bringing pressure to bear.
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Policy Implications

- The EU should take note that government officials are generally more positive about it than the Chinese general public
 - The EU should consider intensifying its public information policy in China in a targeted way with an integrated communications strategy, clear measurable goals, prioritized actions and a suitable budget.
 - Internet strategy needed to target the young
 - The EU could review its way of receiving Chinese visitors to boost knowledge about the EU
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Policy Implications

- The EU has a major opportunity to help China build its civil society, and it should further expand its programmes in this field, taking into account the different nature of Chinese NGOs.
 - European NGOs should be encouraged to focus on China, taking into account China's special conditions and the role of the state, and the interweaving of state and society.
 - EU NGOs could help Chinese civil society develop capacity, in a non-politicised way.
 - Cooperation with GONGOs is not equivalent to supporting the Chinese state
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Policy Implications

- Establish a China-EU Young Leaders Training Programme under which groups of young officials from China would attend intensive three-month summer courses in Europe on the history and origins of European thought, and ideas, policies, institutions, and practices promoted by EU.
 - Further details of the policy implications are contained in the papers published on the EU website, and further work is being undertaken in the coming weeks and months
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