

# Country Image: What do people think about ones' own and other countries

## Cross-cultural Psychosemantic Research

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# Country Representation

- Image of the state, image of the nation
- Multidimensional characteristic
- Is shaped in the course of different social interactions
- Mass Media
- Personal experience

# Social Representation (Moskovich)

- Is shaped under the influence of scientific (objective) knowledge
- A “scientific myth” in itself, does not necessarily subdue to the the objective laws of logic (Losev)
- Is dynamic

 Geographical, historical, cultural, social and political, etc. knowledge about this or that country is reproduced in the the mind of a person via concrete concepts, habitual or everyday representations organized around a uniform central notion which in a sense can be compared to the idea of a **brand** (Arnholt) – something that has a positive impact on reputation and serves as a certain guarantee of expected quality.

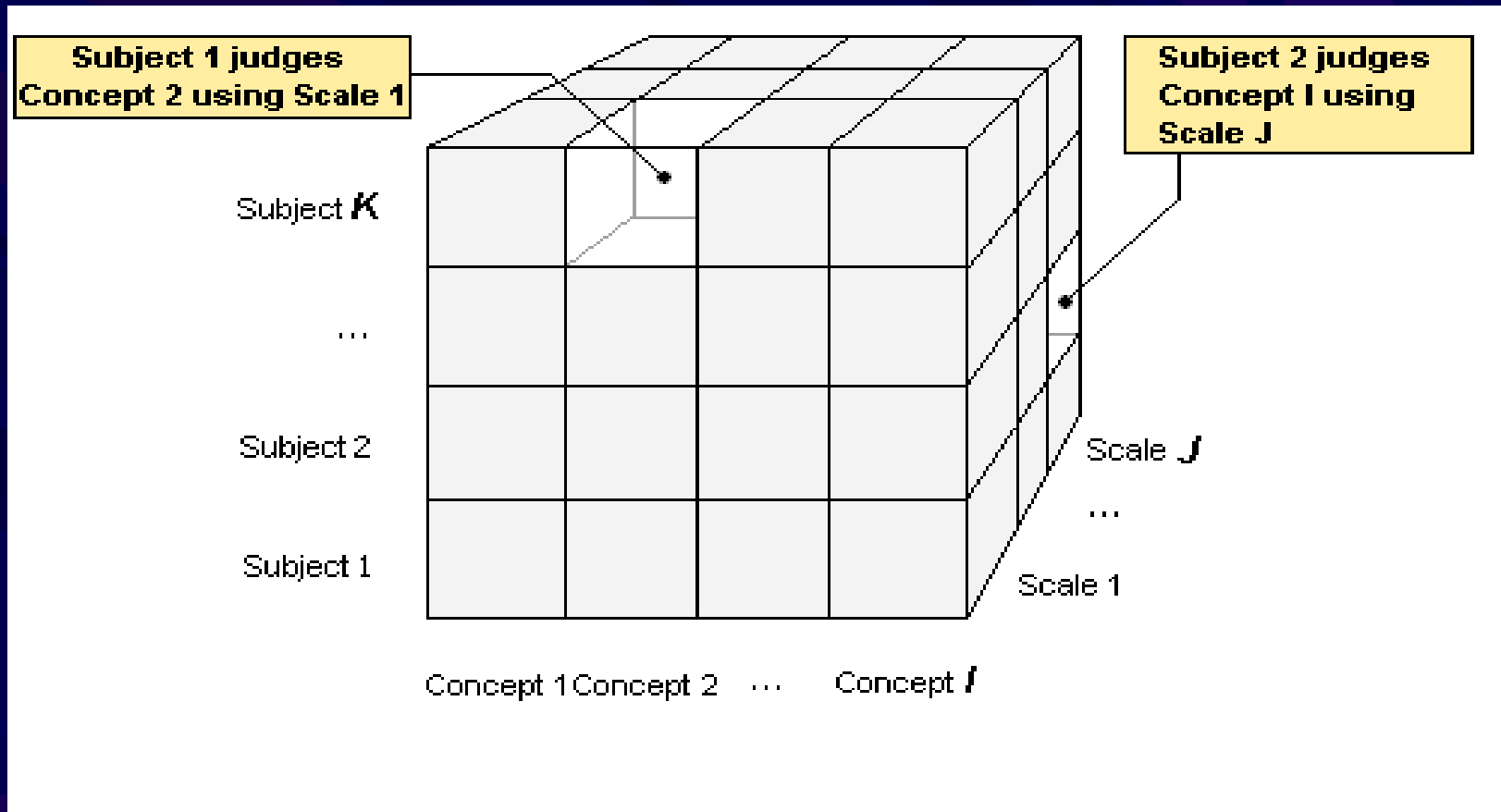
# Psychosemantic Approach

- When the deep, implicit concepts and representations that different people have are studying, psychosemantic methods are seen as the most adequate and effective. Their application results in building operational models that allow to describe and study categorical structures of the perceived image.

# The formal scheme of the psychosemantic experiment

- The subject scaled finite set of objects  $A_1, \dots, A_M$  to  $n$  scales (fixed for all objects). As a result, each object is assigned to  $A_j$   $n$ -dimensional vector whose coordinates are scores of the objects for each scale.

# Scheme of three-mode data



Scales X Concepts X Subjects

The element of analysis – evaluation  
one country by one subject





# The unity of analysis

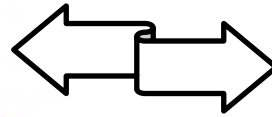


evaluation several countries by one subject



evaluation one country by several subjects

# The World evaluates the World



# Reconstructing the categorical system used by a person in the perceptions of global geopolitical space implies:

- The explication of categorical structures that mediate the perceptions of the image of geopolitical space.
- Categorical structures of citizens of one country in their perceptions of different countries (own ↔ strange, friendly ↔ hostile, immigrants ↔ emigrants ↔ native population)
- Categorical structures of citizens of one country in their perceptions of one given country (citizens ↔ foreigners ↔ immigrants ↔ emigrants)
- The analysis of perceptual country images (preferences ↔ rejections)

# Standard survey design

- *Studied objects*: countries of the world (fixed ↔ open list)
- *Evaluation scales*: variables (descriptors) that characterize the state of affairs in these countries in different branches of economy, culture, education, internal and foreign policy, etc.

In accordance with hypotheses – not less than 3 scales per potential factor.

- *Evaluation process*: 7-point scales used with values ranging from 3 to -3 (3, 2, 1, 0, -1, -2, -3) where 3 stands for respondent's maximum country rating, and -3 stands for the opposite, antonymous characteristic.

## ■ *Respondents*:

- ✿ General criteria. Respondents should be qualified to answer questions at the level of common knowledge (as a rule, college or university students or people with BA and higher education)
- ✿ Survey-specific criteria, e.g.
  - Immigrants or native citizens,
  - Citizens of a specific country or a geopolitical region
  - Of a certain age,
  - Of a certain occupation
  - Have visited the country
  - Of certain professions, etc.

- *Data analysis* (analytic methods for psychosemantic data)

- Survey objectives included the reconstruction of the system of categories used by the social consciousness in the perception of the countries of world.
- We reconstructed the implicit model of geopolitical space among population of different countries, including the following sub-tasks:
  - ✿ The explication of categorical structures mediating the perceptions of world countries by respondents
  - ✿ Analysis of concrete ethnic stereotypes of the different countries by people from different countries

# Current Survey design (2009)











- 📊 *Studied objects*: countries of the world – a general list of countries
- 📊 Each respondent chose at least 10 countries for evaluation from the list: based on better knowledge of the country, ability to answer questions about it.  
They were also offered to include respondent's own country.
- 📊 *Evaluation scales*: 40 descriptive scales
- 📊 *Respondents*: The majority – university students of social or political science
- 📊 *Method of data analysis*: different kind of multivariate statistics



Participants:  
people from  
10 countries

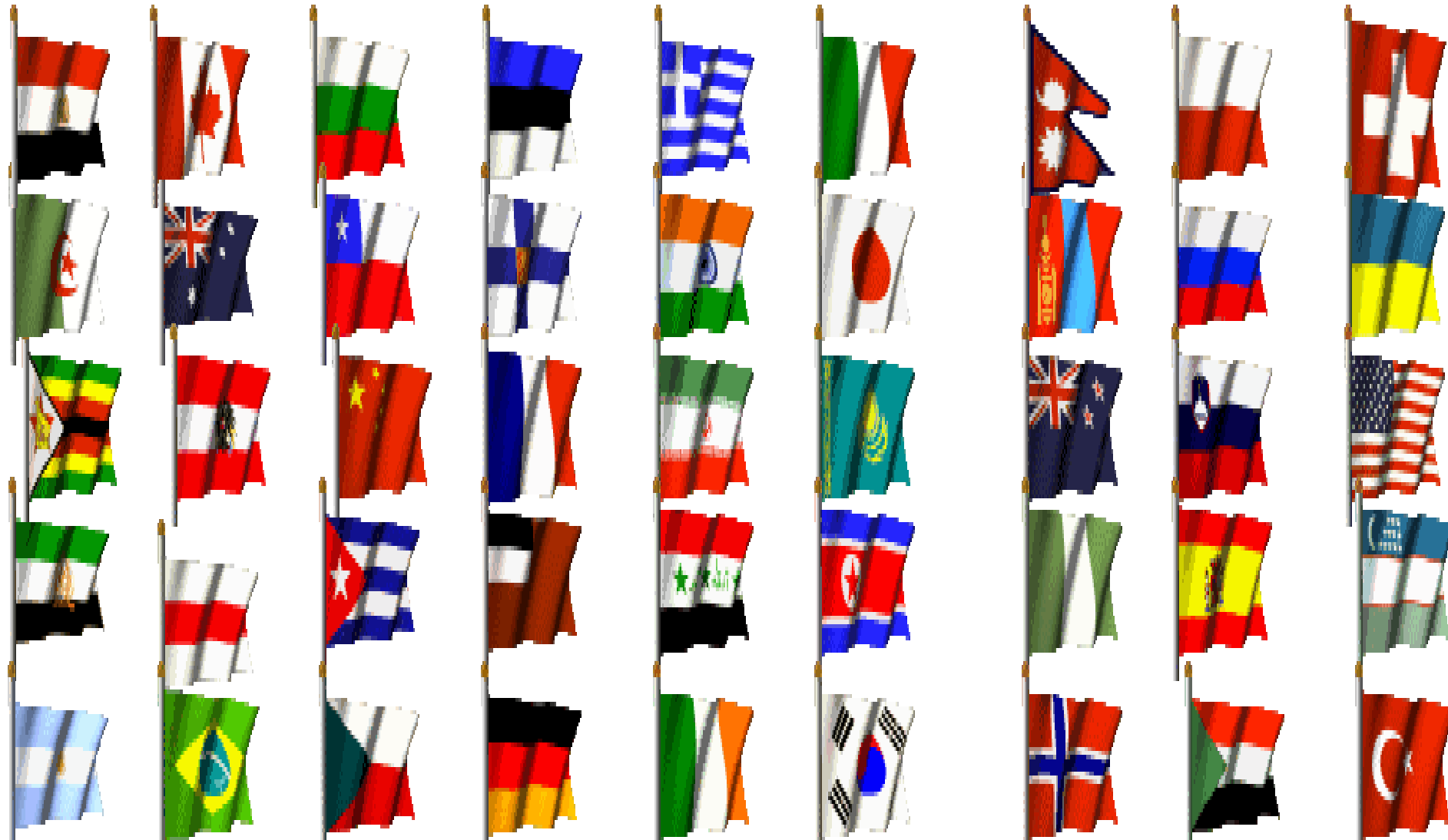


# Samples description

Evaluating countries	Males	Females	Total	Age		Number of Elements
				Mean	Stand.deviation	
 Bulgaria	17	13	30	46,50	15,75	320
 Germany	12	67	79	21,84	5,48	787
 Israel	17	14	41	29,47	9,44	404
 Mongolia	23	80	103	21,97	5,41	1586
 Ukraine (Sevastopol)	43	56	99	35,48	14,58	1048
 USA	13	22	35	39,51	13,34	381
 Uzbekistan	65	68	133	38,26	18,33	1537
 Russia	123	213	337	22,80	10,63	4729
 China	18	13	31	22,36	2,32	316
 Japan	9	0	9	28,22	1,64	90
Total			897			11198



Evaluated  
countries: 53



Russia	898
USA	811
Germany	807
Japan	689
China	622
India	583
France	569
Turkey	507
Italy	478
The Great Britain	439
South Korea	360
Canada	342
Ukraine	329
Israel	328
Mongolia	320
Poland	309
Kazakhstan	232
Australia	225
Brazil	225
Afghanistan	218
Belarus	211

## Frequency of countries' choosing. Total: 53

Egypt	181	Spain	6
Georgia	178	Czech Republic	4
Bulgaria	157	Sweden	3
Iraq	154	Austria	2
Cuba	147	Greece	2
Mexico	147	Finland	2
Uzbekistan	133	Slovenia	1
Iran	114	Switzerland	1
Buryatia	103	Norway	1
Estonia	98	Ireland	1
Venezuela	71	Argentina	1
Northern Korea	56	Nepal	1
Chile	52	Romania	1
Nigeria	48	Sudan	1
Philippines	26	Algeria	1
		UAE	1
		New Zeland	1
		Zinbabve	1

# Results

- Таблица по пунктам
  - Первичные баллы (Means of raw scores)
  - Стереотипы (Stereotypes)
- Описательная статистика
  - Structure of scales
  - Корреляции (Correlations) (предыдущий файл)
  - Scores on scales for each country
  - Auto- and outside image

# Psychometric indices for scales







Scales		CRONBACH'S ALPHA	CFI	RMSEA
1	Industry	0.802		
2	Tourism	0.661	0.990	0.035
3	Domestic Politics (Well being)	0.748	0.927	0.070
4	Investments and immigration	0.801	0.930	0.061
5	People	0.627		
6	Culture and history	0.708	0.929	0.113

# Partly working scales










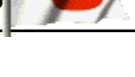
Country	Cronbach's alpha	
Scales	7 Military power	9 Secularism
1 Bulgaria	,653	,657
2 Germany	,623	,657
10 Japan	,703	,624

# Different constructs for different country:

## Scale 8. Advanced technology

Types		1	2
Countries		Alpha Cronbach	
1	 Bulgaria	,691	
2	 Germany	,626	
3	 Israel		,396
4	 Mongolia		,464
5	 Ukraine (Sevastopol)	,726	
6	 USA		,415
7	 Uzbekistan		,600
8	 Russia		,561
9	 China		,533
10	 Japan	,709	

# Different constructs for different country: Scale 10. Image in foreign policy

Types		1	2	3	4
Countries		Alpha Cronbach			
1	 Bulgaria	,869		,778	
2	 Germany			,820	
3	 Israel				
4	 Mongolia		,516		
5	 Ukraine (Sevastopol)		,758		
6	 USA				
7	 Uzbekistan		,779		
8	 Russia		,632		
9	 China		,641		
10	 Japan				,846

# Intervals limits for average scores on scales

Scores	Gradations	Color in the table
$<-2$	-3	Dark Blue
$[-2; -1)$	-2	Blue
$[-1;0)$	-1	Light Blue
0	0	White
$(0,1)$	1	Light Red
1	2	Red
$1<$	3	Dark Red

All relations  $<$ ,  $>$ ,  $=$  are statistically significant (t-test)



# Conclusions

- There are stereotypical countries' representations (stable correlations among characteristics)
- Mostly these stereotypes are determined by belonging to this or that country (by citizenship in "evaluating" country)
- But there are some representation which are determined by the image of evaluated country
- There is the limited set of stable social constructs for describing (characterizing) a country's image
- These constructs have universal and specific (from the culture) components
- There are some differences determined by cultures in either measured or structural models of geopolitical representations

Thank you for attention!

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