



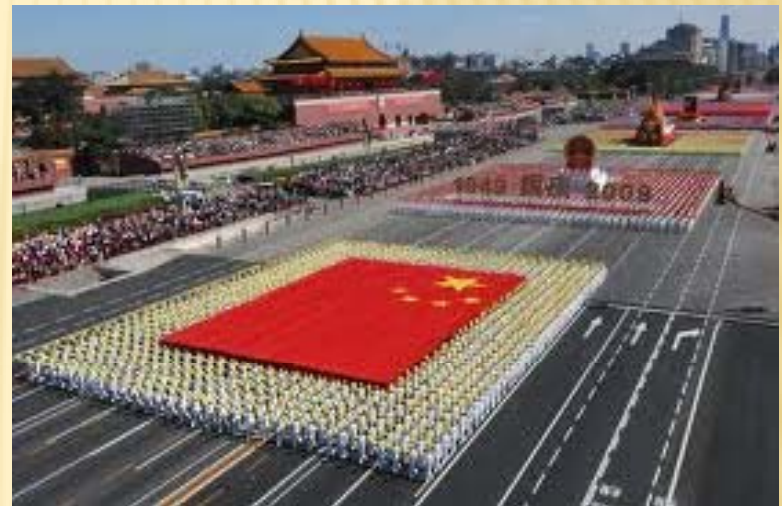
Follow the Leader? Soft Power of US
and China Compared

Min-Hua Huang, SJT University

*Bridget Welsh, Singapore
Management University*

TAKEAWAYS OF FINDINGS

- ✗ Questions: 1. Levels of soft power and 2. actors account for variation in these levels
- ✗ US Soft Power Assessment much higher than that of China
- ✗ Considerable variation in East Asia
- ✗ Factors that account for variation involve security tensions, elite promotion of models, political values and perceptions of China
- ✗ China's current actions pose threat to its soft power
- ✗ US' democratic base underscores its soft power.



ASSESSING THE 'SOFT POWER'

- ✗ Key questions: Levels, forms and impact
- ✗ Relationship to 'hard power'
- ✗ Idea of a competition
- ✗ Work from Asia Barometer Survey 2010-2012
- ✗ “Which country would you chose as a model to follow?” (China, US, India, Japan and Self)

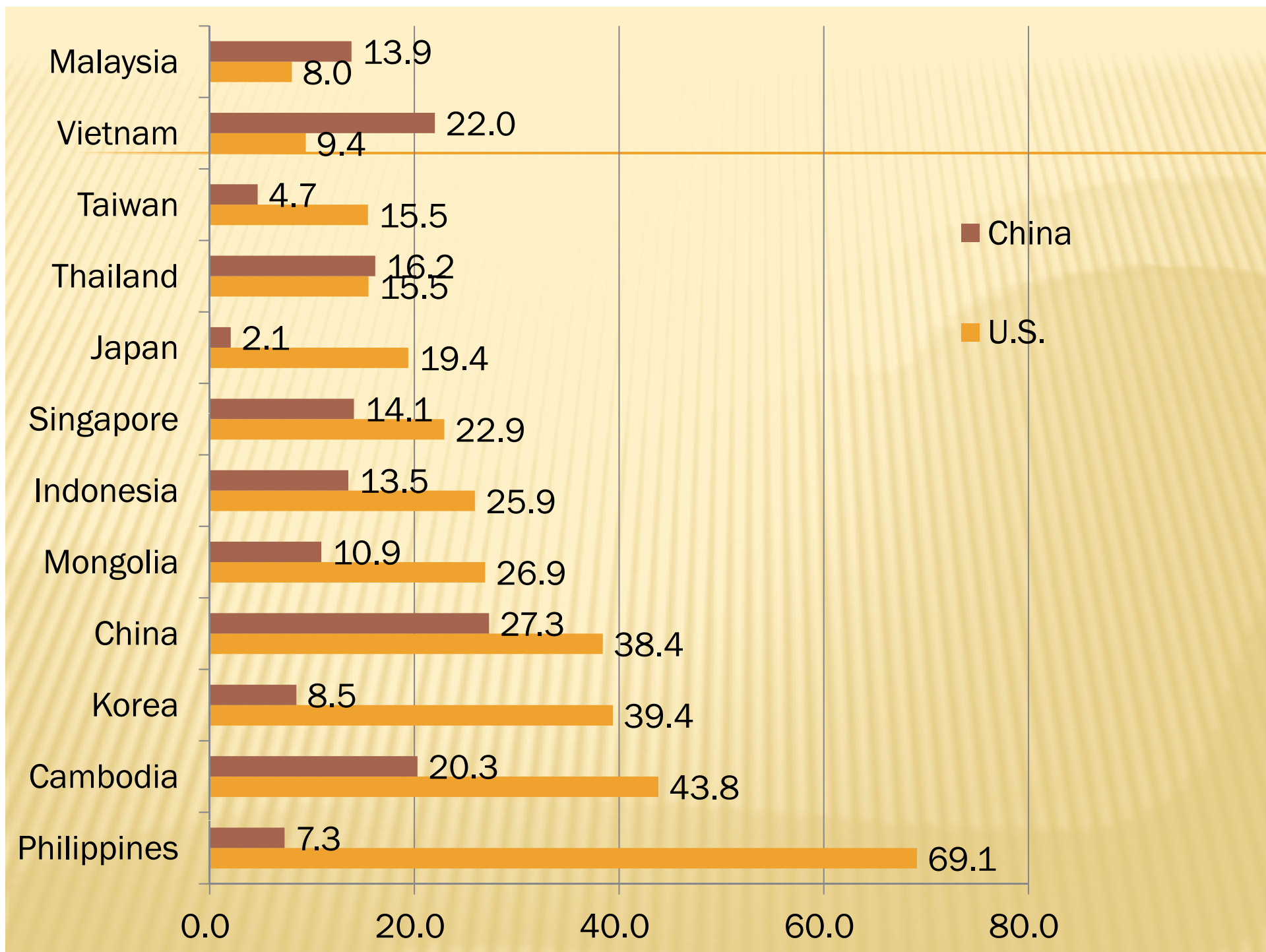


EXPLANATORY RUBRICS

- ✗ **Country Level Analysis:**
- ✗ 1. security tensions and alliances
- ✗ 2. Economic interdependence
- ✗ 3. Model promotion (development path and values)
- ✗ 4. Cultural affinity and clashes
- ✗ **Individual Level Analysis**
- ✗ 1. Equality
- ✗ 2. Freedom
- ✗ 3. Support for Authoritarian
- ✗ 4. Asian Values (political & social traditionalism)
- ✗ 5. Demographic issues (age, income, rural-urban gender)
- ✗ 6. Views of China as rising and perception of influence



	<i>U.S.</i>	<i>China</i>	<i>Self Model</i>	<i>Japan</i>	<i>Singapore</i>	<i>India</i>
<i>Northeast Asia</i>						
<i>China</i>	38.4	27.3	27.3	9.6	22.4	1.6
<i>Japan</i>	19.4	2.1	52.0	52.0	9.9	6.1
<i>Korea</i>	39.4	8.5	10.1	24.0	16.5	1.2
<i>Mongolia</i>	26.9	10.9	29.2	19.3	8.4	1.1
<i>Taiwan</i>	15.5	4.7	22.2	32.4	24.0	0.4
<i>Southeast Asia</i>						
<i>Cambodia</i>	43.8	20.3	5.1	23.1	6.3	1.2
<i>Indonesia</i>	25.9	13.5	8.2	35.2	12.8	1.3
<i>Malaysia</i>	8.0	13.9	33.9	31.1	11.4	0.9
<i>Philippines</i>	69.1	7.3	0.0	17.2	5.8	0.7
<i>Singapore</i>	22.9	14.1	40.0	15.5	40.0	1.9
<i>Thailand</i>	15.5	16.2	46.0	12.4	8.4	0.3
<i>Vietnam</i>	9.4	22.0	41.5	15.7	10.1	0.7
<i>Average</i>	27.9	13.4	26.3	24.0	14.7	1.4



SOME KEY TAKEAWAYS IN OVERALL FINDINGS



- ✗ Southeast Asia numbers higher than Northeast Asia (geography)
- ✗ Majority countries assess US much higher, but exceptions Vietnam, Thailand & Malaysia
- ✗ China itself sees US as model 38 % compared to 27%
- ✗ Highest support in US is in Philippines, Cambodia and Korea

COUNTRY –LEVEL ANALYSIS

Country Level Analysis:

- ✖ 1. Security tensions and alliances
- ✖ 2. Economic interdependence
- ✖ 3. Model promotion
- ✖ 4. Cultural affinity and clashes



SECURITY TENSIONS

- ✖ Japan 2%
- ✖ Taiwan 5%
- ✖ Philippines 7%
- ✖ Korea 8%
- ✖ Exception Vietnam 22%



MODEL PROMOTION

Developmental Model

- ✗ Vietnam 22%
- ✗ Malaysia – Japan connection 31%

Touted Values

- ✗ Democratic Values higher number US
- ✗ Asian values not as clear position.



MICRO LEVEL EXPLANATIONS

- ✖ 1. Equality
- ✖ 2. Freedom
- ✖ 3. Support for Authoritarian
- ✖ 4. Asian Values (political & social traditionalism)
- ✖ 5. Demographic issues (age, income, rural-urban gender)
- ✖ 6. Views of China's position



KEY FINDINGS MICRO REGRESSION ANALYSIS

- ✗ East Asian value Equality
US over China
- ✗ East Asians value Freedom
US over China
- ✗ Less Asian values (political
traditionalism) chose US
- ✗ Wealthier chose US model
- ✗ Positive influence in East
Asia chose China



IMPLICATIONS AND CONCLUSIONS



- ✗ US soft power remains significant
- ✗ Push factors security and nature of influence crucial for China
- ✗ Pull factors of democracy and rising prosperity pull for US
- ✗ Trends raise flag for greater soft power for China