

# Mutual Perceptions of ASEAN and Korean Youth

한국과 아세안 청년의 상호 인식



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# FOREWORD

2017 is a milestone year for ASEAN and ASEAN-Korea relations, as it marks the 50th Anniversary of ASEAN and the ASEAN-ROK Cultural Exchange Year. ASEAN-Korea relations will further deepen, with the recent announcement of the Korean government to bring Korea's relations with ASEAN equivalent to the level of those with the four major powers. In such a significant year, I am delighted to present to you this publication, *Mutual Perceptions of ASEAN and Korean Youth*.

Since relations were first established in 1989, ASEAN and Korea expanded their cooperation in a wide range of areas. Their partnership was further solidified with the establishment of the ASEAN-Korea Centre in 2009, elevation of their relations to a Strategic Partnership in 2010, establishment of a Permanent Mission to ASEAN in 2012, and the inauguration of the Culture House in Busan in 2017. As of today, ASEAN is Korea's second largest trading partner, investment destination and overseas construction orders. It is also the number one travel destination for the Korean people, and the volume of people-to-people exchange between ASEAN and Korea reaches almost 9 million a year.

Over the past three decades of ASEAN-Korea relations, how has the perception of each other evolved? Just like personal relationships, finding out how the ASEAN and Korean people perceive each other could pave the way for a more genuine and long-lasting ASEAN-Korea partnership. Hoping for these results, this research was initiated in cooperation with the Korean Institute for Southeast Asian Studies (KISEAS), the prime research institution working on the Southeast Asian region in Korea. This research aims to examine the Korean youth's perception and awareness of ASEAN, as well as those of the ASEAN youth of Korea.

From this research, we acquired valuable and interesting results that can be considered in the efforts of enhancing ASEAN-Korea relations. We discovered that the youth of ASEAN and Korea have, overall, positive impressions toward each other and on ASEAN-Korea relations. They share

a common understanding that ASEAN and Korea can further cooperate and prosper together. We also confirmed an encouraging fact that the youth, who are future leaders of our region, are viewing ASEAN-Korea relations as an evolving partnership. Meanwhile, we also found that the issues of some prejudice and misunderstanding are challenges that need to be overcome.

In an effort to support ASEAN-Korea relations to continue to develop into a genuine and long-lasting partnership, this research should be conducted regularly once every 2-3 years. I hope that *Mutual Perceptions of ASEAN and Korean Youth*, conducted for the first time by the ASEAN-Korea Centre, will serve as a milestone in expanding the research to a region-wide level, encouraging more systematic research, and ultimately coming up with effective approaches and policies to strengthen the partnership between ASEAN and Korea.

Lastly, I would like to express my heartfelt gratitude to Professor Yoon Jin-pyo of KISEAS, his research team, and to the ASEAN-Korea Centre's Information and Data Unit, for their devotion in making this research complete.

Kim Young-sun

Secretary General of  
the ASEAN-Korea Centre

A handwritten signature in black ink, appearing to read 'Youngsun', with a stylized flourish at the end.





I.

## INTRODUCTION

## **1. Background and Objectives of the Research**

Perspectives could be a point of departure in interpreting the world. The same applies to the relations between different countries. In order to establish a genuine and sustainable partnership, the very first step is to determine how people from these countries perceive one another. The survey on the level of perception is the most basic and future-oriented work to investigate people's thoughts, and it is also considered a work that best responds to the demands related to international exchange and cooperation for both governments and the civil society.

Since the initiation of their sectoral dialogue relations in 1989, the Republic of Korea (ROK) and ASEAN achieved enormous success in mutual development and cooperation in political, economic, social and cultural areas. In 2009, the first ASEAN-ROK Commemorative Summit was held in Jeju Island, marking the 20th Anniversary of the Dialogue Partnership between ASEAN and Korea. In 2010, another summit was held to elevate the ASEAN-Korea dialogue relations from comprehensive cooperation to a strategic partnership. In 2014, the 2nd ASEAN-ROK Commemorative Summit was held in Busan to celebrate the 25th Anniversary of the relationship. When viewed from economic perspective, ASEAN has now become the second key region for trade, foreign investment, and construction business as well as the most preferred tourist destination for Koreans. While ASEAN and Korea have a well-developed relation on the governmental level, that might not be the case in terms of the perception among their citizens.

Up to the present, no systematic research was conducted on the mutual perception of the people of ASEAN and Korea. The only research conducted was the "Southeast Asian Perceptions of Korea" published in 2010 by Korea Institute of Southeast Asian Studies (KISEAS) sponsored by the Ministry of Foreign Affairs and ASEAN-Korea Centre (AKC), which surveyed the 10 ASEAN Member States' perception of Korea. In the research, KISEAS

analyzed perception of Korea through various questions. However, the survey acquired through the quantitative method was not succeeded by qualitative research with in-depth interviews of public opinion leaders of each country. Moreover, except for the survey of the Koreans perception of the ASEAN market conducted by private enterprises, the rest of the surveys was limited to one or two Southeast Asian countries and were not statistically significant.

Through the collaborative efforts with the AKC, the research was conducted with the primary objective of understanding the mutual perceptions of ASEAN and Korean youth. It also aims to provide information to be used as a basis for ASEAN-Korea policy establishment and as a foundation to help draw desirable cooperation measures to deepen the mutual understanding between ASEAN and Korea.

The year 2017 marks the 50th Anniversary of the founding of the ASEAN and is designated as the ASEAN-ROK Cultural Exchange Year. Therefore, it is a good opportunity to conduct this research on the perception of youth. It is expected that the research shall be expanded to include ASEAN and Korean general public, which will be administered continuously and regularly. With this research as a starting point, it is highly anticipated that the ASEAN-Korea relation would steer its way to a positive direction.

## **2. Research Method**

The survey on mutual perception of ASEAN and Korean youth was conducted with questions that were broadly divided into 3 parts: (1) experience and image, (2) relations and status, and (3) future prospects. The survey administered among the Korean students aimed to examine how the Korean youth perceive ASEAN in general and what characteristics and difference ASEAN have compared to those of other regions. On the other hand, the survey conducted among the ASEAN students based in Korea aimed to examine how they perceive Korea and Koreans, and how ASEAN

youth generally characterize Korea.

The research on the perception level of the youth, the future of the society, utilized two types of research methods in order to upgrade the level of the interpretation: quantitative survey and qualitative focus group interview. The survey was composed of a total 25 open-ended and close-ended questions. The collected data were analyzed through frequency analysis and cross-tabulation analysis.

The sample of the survey was composed of 1,004 Korean youths and 320 ASEAN youths studying in Korea, all ranging from 20 to 35 years of age. The samples were all undergraduate and graduate students based in Korea. For the Korean respondents, 50% were selected from universities in metropolitan areas and the other 50% were from universities in provincial areas. Also, the distribution of the survey respondents indicated a sex ratio of 1:1. The sample was drawn from various majors and years of university. Face-to-face method was used whereby the interviewer distributed and collected the questionnaires. ASEAN students, on the other hand, were randomly selected from the list of students studying in Korea provided by AKC and KISEAS. Both online and offline methods were used to collect the data. The total number of ASEAN respondents was 320, comprising 93 male and 181 female students (46 students unanswered). The following is the number of students from each country: Brunei Darussalam – 15, Cambodia – 17, Indonesia – 69, Lao PDR – 18, Malaysia – 52, Philippines – 31, Singapore – 6, Thailand – 18, and Vietnam – 37 (57 students unanswered). The survey was conducted from May to June 2017 and a statistical analysis was implemented based on the collected survey data.

The focus group interview was conducted after the collection of the survey questionnaires. 13 Korean students and 15 ASEAN students were selected from the survey respondents through quota sampling method. The interviewees were divided into two groups of 6-8 people, and each interview was carried out for 2 hours. The interviewees were asked questions based on

the answers they provided in their questionnaires. In-depth questions were also raised when necessary.

The interviews were conducted on the 10th and 11th of July for ASEAN students and on the 8th and 10th of August for Korean students at the AKC.



**II.**

**KOREAN YOUTH'S  
PERCEPTION  
OF ASEAN**

### **1. Experience and Perception on ASEAN**

The survey questioned Korean youths regarding their experience in ASEAN by asking them about their visit experience and purpose of their visit. With the question “Which ASEAN country have you visited?”, only 32.4% of respondents said they have never been to ASEAN countries, while the rest 67.6% have been to ASEAN countries. The ASEAN countries that the students visited were ranked in the following order: Thailand (13.6%), Philippines (12.9%), Singapore (9.6%), Vietnam (9.2%), Cambodia (6.7%), Malaysia (6.4%), Indonesia (4.5%), Lao PDR (2.4%), Myanmar (1.9%), and Brunei (0.4%).

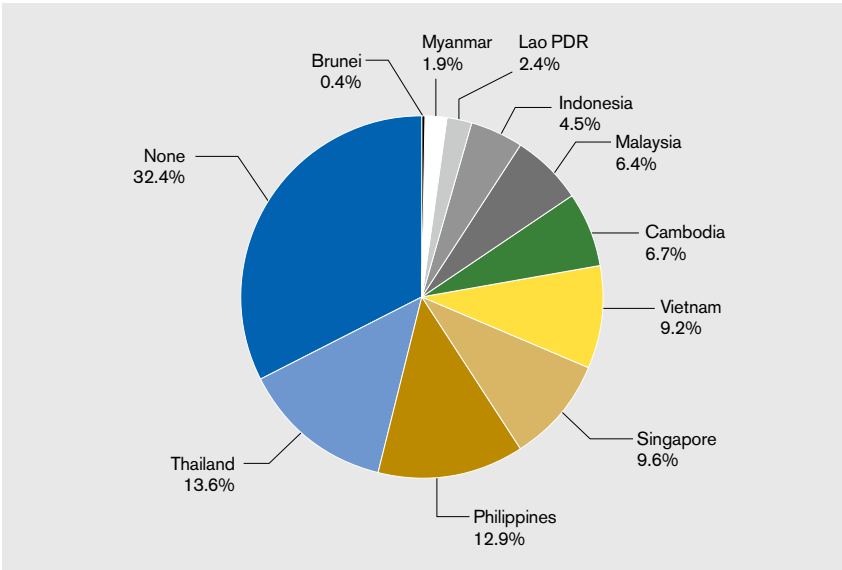
Among the visited countries, it was shown that male students had visited ASEAN countries in the following order: Philippines (14.4%), Thailand (14.0%), Vietnam and Singapore (8.6%), respectively. For female students, the result was shown in the following order: Thailand (13.5%), the Philippines (11.7%), Singapore (10.4%), Vietnam (9.6%).

The reason the Philippines, Thailand, Vietnam, and Singapore ranked the top could be related to the purpose of the respondents' visit to the ASEAN countries. ‘Tourism and traveling’ (62.4%) overwhelmingly ranked the highest, followed by the purpose of ‘voluntary programs’ (11.3%), and ‘language study abroad’ (8.7%). Korean students who participated in the interview indicated that their purpose of visiting ASEAN countries for the first time was mostly traveling. It was followed by ‘voluntary programs’ which included activities from institutions like schools, voluntary institutions, and churches. The interviewees visited English-speaking countries like the Philippines, Malaysia, and Singapore for their language study.

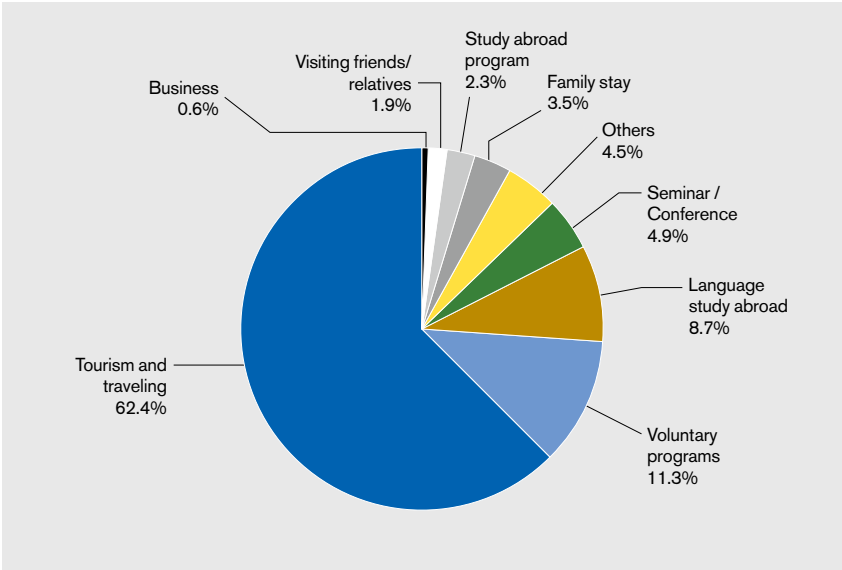
The Korean youths' perception of ASEAN was surveyed through various questions such as methods of access to information, preference for food, preference for country, images about ASEAN, the relation between ASEAN and Korea. Firstly, the question “Where do you usually get information about



Which ASEAN country have you visited?



What was the purpose of your visit to the ASEAN country?



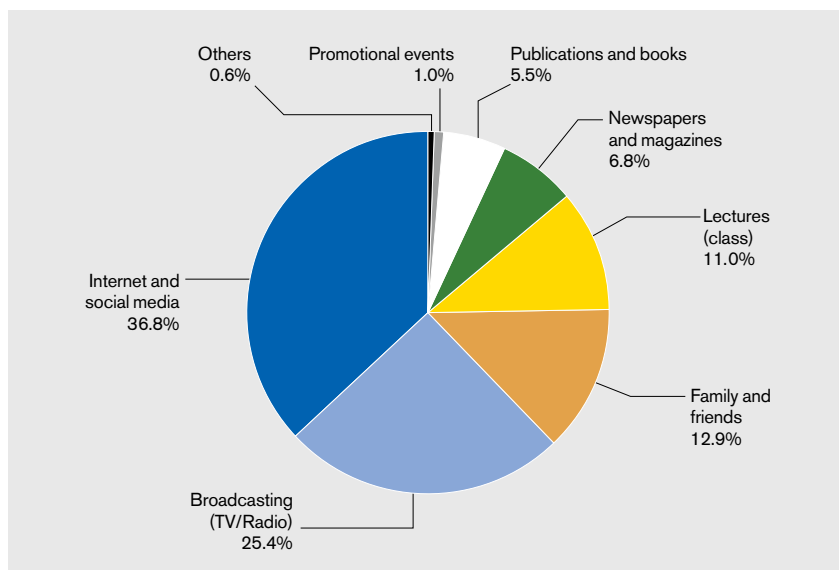
ASEAN?” was answered in the following order: ‘Internet and social media’ (36.8%) ranked the first, followed by ‘broadcasting (TV/Radio)’ (25.4%), ‘family and friends’ (12.9%) and ‘lectures (class)’ (11.0%).

The result shows that the ‘Internet and social media’ and ‘broadcasting (TV/Radio)’ were the media used the most, being the easiest access for youths. Due to such method of access to information, it was found that it is possible for students to have different perceptions of each ASEAN country. The countries that were exposed more on the ‘Internet and social media’ and ‘broadcasting (TV/Radio)’ have higher preference and such methods of access to information were a route that enabled students to perceive the countries positively. During the interview, many of them commented that programs featuring famous celebrities visiting an ASEAN country became an important factor in perceiving the country positively. In this respect, the combination of the ‘Internet and social media’ and ‘broadcasting (TV/Radio)’, specially with the appearance of famous celebrities, will be highly effective in raising awareness of ASEAN to Korean youth.

However, the inaccuracy of the information available on the internet was highlighted as well. The Korean respondents majoring in Southeast Asian studies pointed out that many social media posts about ASEAN or Southeast Asia in general were either wrong or inaccurate. They said that whenever they access certain information about the region using search engines, they always need to verify the information through foreign websites or through local friends in ASEAN. While it is important to disseminate the information related to the region on the Internet, the accuracy of the information is critical as well.

The provision of accurate information will help Koreans to understand the reality of ASEAN. One of the interviewees majoring in Southeast Asian studies pointed out that the information he saw on social media, such as Facebook, is quite different from the information he receives from local people in Southeast Asia. Many TV programs like <Youth Over Flowers> only

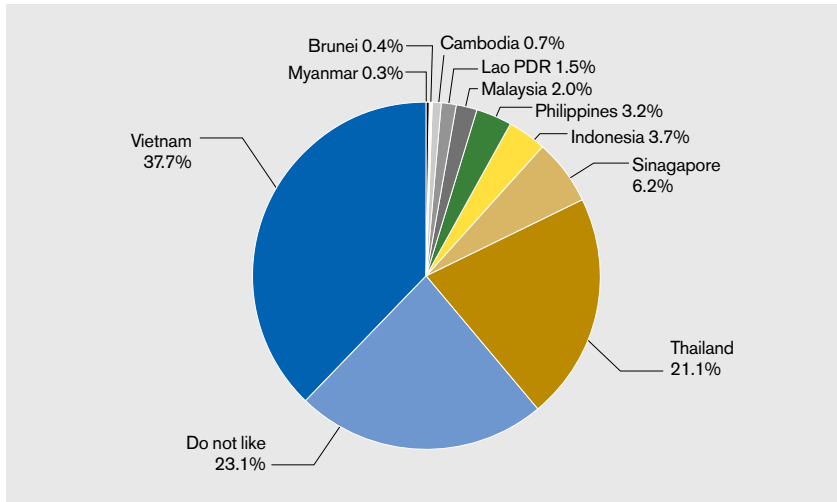
### Where do you usually get information about ASEAN countries?



show beautiful parts of the countries with wonderful nature and fun leisure activities. In fact, however, the reality in those countries is not as beautiful as shown in the TV. Therefore, rather than fantasizing about ASEAN, it is critical to improve cooperation between ASEAN and Korea through the provision of accurate information and mutual understanding. On the other hand, the interviewees also commented that it is important to expand the provision of local information such as safety, public order, and sanitation as the region is highly popular for Korean tourists and travelers.

Regarding the question “Which country’s food from ASEAN is your favorite?”, 23.1% of students responded that they ‘do not like’ ASEAN food, which is lower than the response rate of the previous question (32.4% answered ‘never visited Southeast Asia’). This showed that even though the respondents have never visited any ASEAN country, they like the food of the region. As there are several Thai and Vietnamese restaurants in Korea, this suggests that

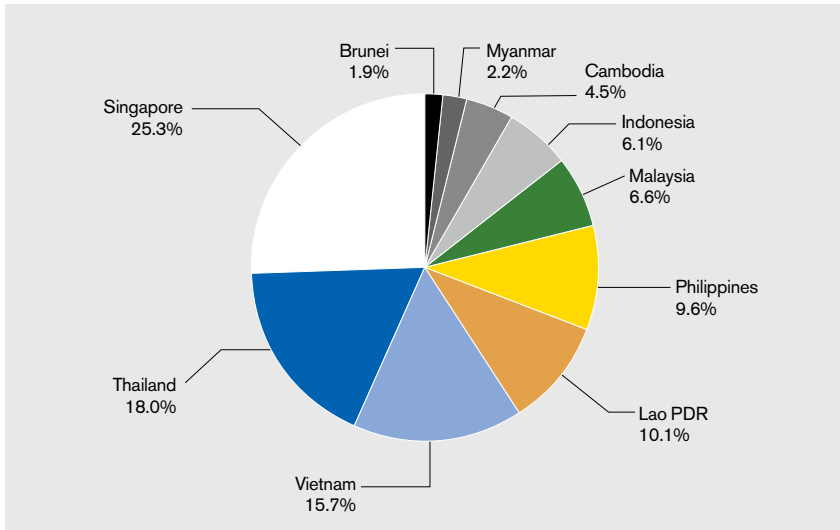
### Which country's food from ASEAN is your favorite?



the respondents' preference for ASEAN food has close relationship with their access to ASEAN food in Korea. The preference of the male respondents was in the following order: 'Vietnamese food' (34.2%), 'do not like ASEAN food' (24.8%), and 'Thai food' (21.3%). On the contrary, female respondents answered the question in the following order: 'Vietnamese food' (40.5%), 'do not like ASEAN food' (21.8%) and 'Thai food' (21.1%). It was found that women's preference for ASEAN food was slightly higher than men's.

Regarding the question "Which is your favorite country in ASEAN?", both male and female students chose Singapore as their favorite country, which was followed by Thailand and Vietnam. It seems that the image of a wealthy and clean country that Singapore possesses has a positive effect on the result. For Thailand and Vietnam, the preference was due to their high exposure on media. The effectiveness of media was also demonstrated in female respondents' preference for Lao PDR. In general, preference for the countries visited by the respondents were high. However, female respondents showed remarkably higher preference for Lao PDR (12.5%). This is regarded

### Which is your favorite country in ASEAN?





as the effect of TV programs, particularly through a TV show <Youth Over Flower> that broadcasted a trip to Lao PDR.

For the questions about the impression of ASEAN, the following questions were included in the questionnaire: “Please write more than two words that come to your mind when you think of 10 ASEAN countries.” and “Please write more than two words that come to your mind when you think of people from ASEAN countries.” The responses were interesting. Firstly, the recurring keywords describing ASEAN were ‘hot weather’, ‘developing country’, ‘vacation spot’, ‘tourism’, and ‘travel’. The keyword ‘hot weather’ appeared several times as tropical climate comes to mind when one thinks of ASEAN. Keywords like ‘vacation spot’, ‘tourism’, and ‘travel’ indicate that for the Korean youth, ASEAN is a touristic destination. Many responses showed negative impression about the region such as ‘poor’, ‘developing country’, ‘poverty’. These keywords showed that ASEAN is still perceived as relatively poor when compared to Korea.

On the other hand, the impression on ASEAN people was highly affected by the images of ASEAN migrants in Korea. The recurring keywords were ‘migrant worker’, ‘labor’, and ‘international marriage’. These could be interpreted as ASEAN migrant workers and wives in Korea. One of the ASEAN interviewees said that “many Koreans tend to look down on me when I tell them that I am from ASEAN” and “When some Koreans see a man married to an ASEAN woman, most of them strongly believe that there exists no love between the couple.” The interviewee added that “it is sad to see that some Koreans are narrow-minded and discriminate children from multicultural families merely by looking at their skin color.” The survey shows that many Koreans accept ASEAN as a great region to spend their vacation time but do not have a positive perception of ASEAN.

This is the consequence of Koreans merely accumulating fragmentary images of people from ASEAN as portrayed in the media and not having a direct interaction with people from ASEAN. It may be difficult to change these negative perceptions in a short period of time. But in order to provide the Korean youth with opportunities to experience the local culture of ASEAN countries and gradually improve their perception of ASEAN, it is necessary to increase people-to-people exchanges between them and ASEAN youth. Many respondents pointed out the skin color of people from ASEAN

| Image of ASEAN  | Image of People from ASEAN Countries  |
|---|---|
|  |  |

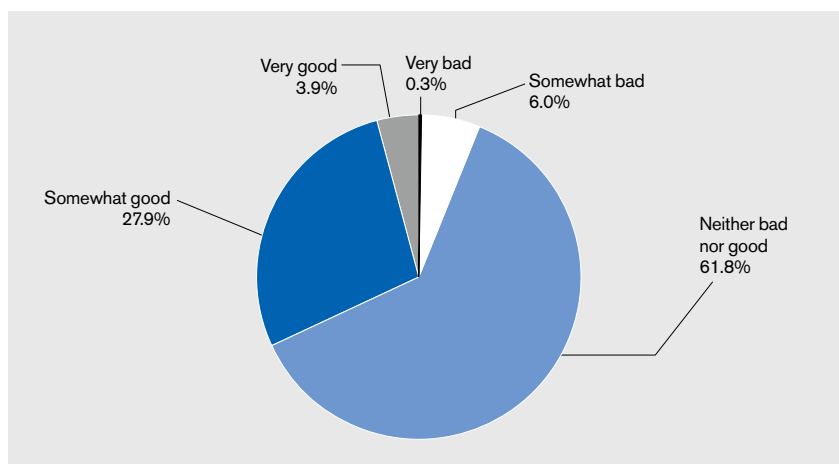
countries, but this is merely because their appearance is different from that of Koreans. In terms of characteristics of ASEAN people, keywords like 'kind', 'innocent', and 'relaxed' were frequently shown, which signifies that Korean youths perceive them as relaxed and peaceful.

## **2. The Perception of the ASEAN-Korea Relations**

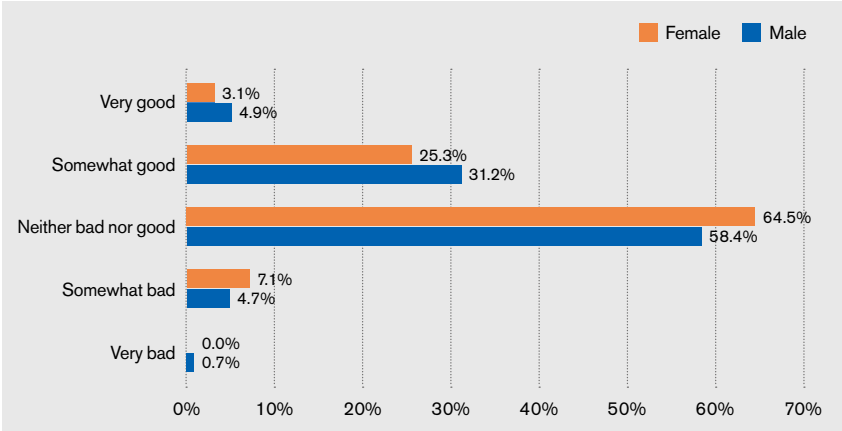
To determine the opinion of the Korean youth when it comes to ASEAN-Korea relations, the question "How do you think about the current relations between ASEAN and Korea?" was asked. Most of the respondents (61.8%) were very neutral, having responded 'neither bad nor good'. This was followed by positive responses like 'somewhat good' (27.9%) or 'very good' (3.9%). Only 6.3% of the respondents gave a negative response.

Difference in response was seen between male and female. In order to examine this difference, a Chi-square test was conducted, showing a result of  $\chi^2=12.778$  ( $p<0.05$ ). This statistically significant result showed that men tend to think more positively about the relationship between ASEAN and Korea than women do.

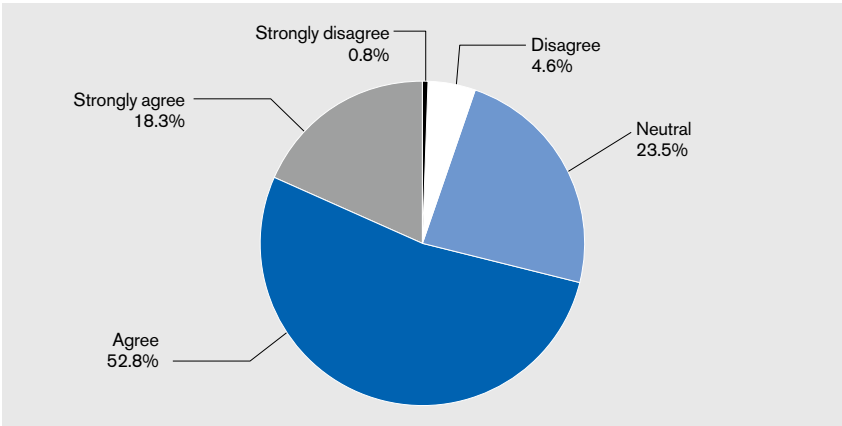
**How do you think about the current relations between ASEAN and Korea?**



How do you think about the current relations between ASEAN and Korea? (by gender)



Do you think ASEAN is helpful for the development of Korea?

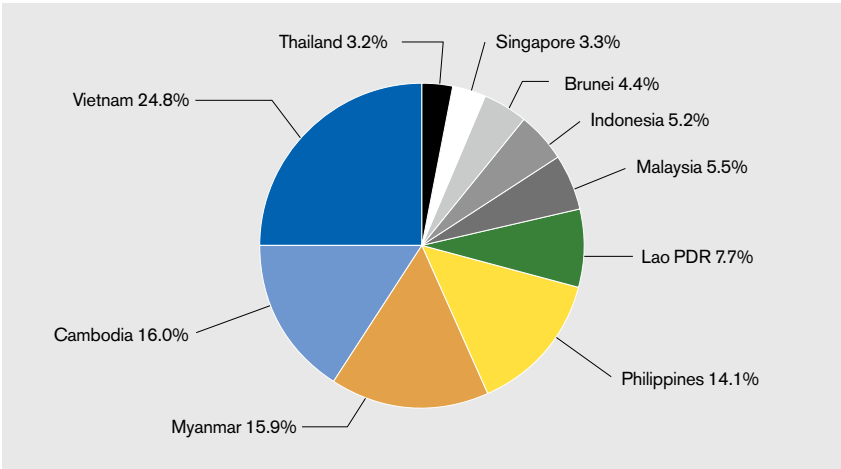


Regarding the question about the relations between ASEAN countries and Korea in terms of assistance in development, many responses showed interesting results. On the question “Do you think ASEAN is helpful for the development of Korea?”, 71.1% of respondents gave positive answers while only 5.4% responded negatively. The respondents were asked the question “Among ASEAN countries, which country do you think needs the most

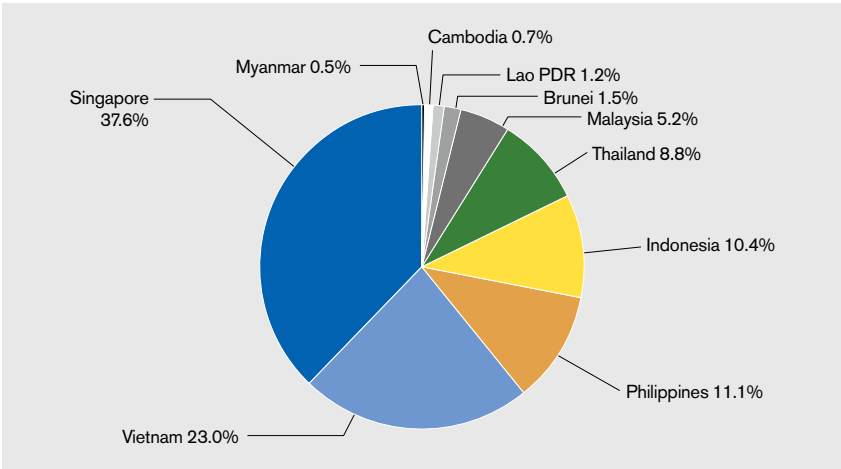


assistance from Korea?” The highest response was Vietnam with 24.8% and it was followed by Cambodia (16.0%), Myanmar (15.9%), and the Philippines (14.1%). This seems to have a close link with the economic status of ASEAN countries. In the same context, the question “Among ASEAN countries, which country do you think is the most helpful country to Korea?” was

Among ASEAN countries, which country do you think needs the most assistance from Korea?



Among ASEAN countries, which country do you think is the most helpful to Korea?



asked. The results showed a preference for Singapore with 37.6%, followed by Vietnam (23.0%), the Philippines (11.1%), and Indonesia (10.4%). The economic status of Singapore could be the reason why the respondents thought that the country would be the most helpful to Korea.

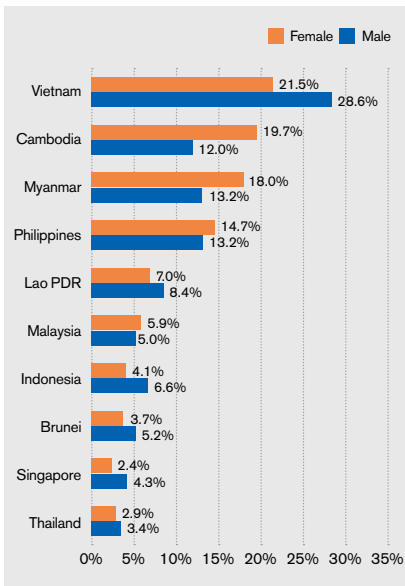
Interestingly, Vietnam and the Philippines are perceived as countries that need help from Korea and countries that could provide the most help to Korea. This may be because of their ambivalent images. On one hand, due to the image of immigrant women from international marriages and foreign workers, many Koreans still perceive Vietnam and the Philippines as 'poor countries'. On the other hand, many Korean companies enter into the Vietnamese and Philippine markets, which made Koreans aware of the importance of economic cooperation between two countries. Particularly for Vietnam, the number of Korean companies, including conglomerates, entering the Vietnamese market is expected to increase and create more employment opportunities. This may lead to Koreans perceiving Vietnam as a partner for economic cooperation. Furthermore, Koreans perceive Vietnam positively due to familiar food and similar Confucian culture. Korean interviewees also commented that they have seen more Vietnamese students in Korea than students from any other ASEAN countries.

It is also important to consider the historical aspect where Korea participated in the Vietnam War. One of the interviewees commented, "we should look back and reflect on the wrong deeds of Korean soldiers who participated in the Vietnam War such as the Lai Dai Han issue."

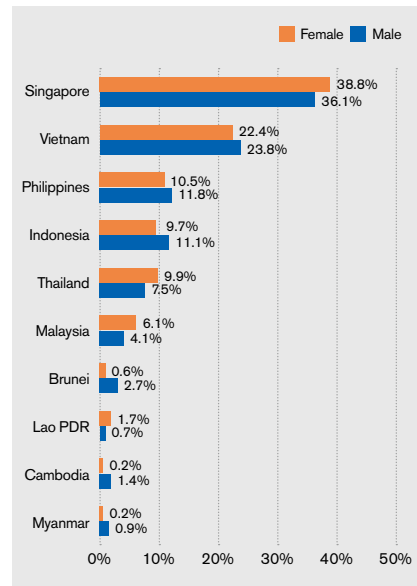
Vietnam certainly is a country that attracts Korean youth due to various reasons. Meanwhile, Indonesia has a lower level of perception despite its stance in ASEAN and close economic relationship with Korea. The reasons for this may be due to less exposure of Indonesia on the media and fewer opportunities for Korean students to visit Indonesia for traveling.

When asked about which country they think needs the most assistance from Korea, male and female respondents gave different responses. The Chi-

Among ASEAN countries, which country do you think needs the most assistance from Korea? (by gender and country)



Among ASEAN countries, which country do you think is the most helpful to Korea? (by gender and country)

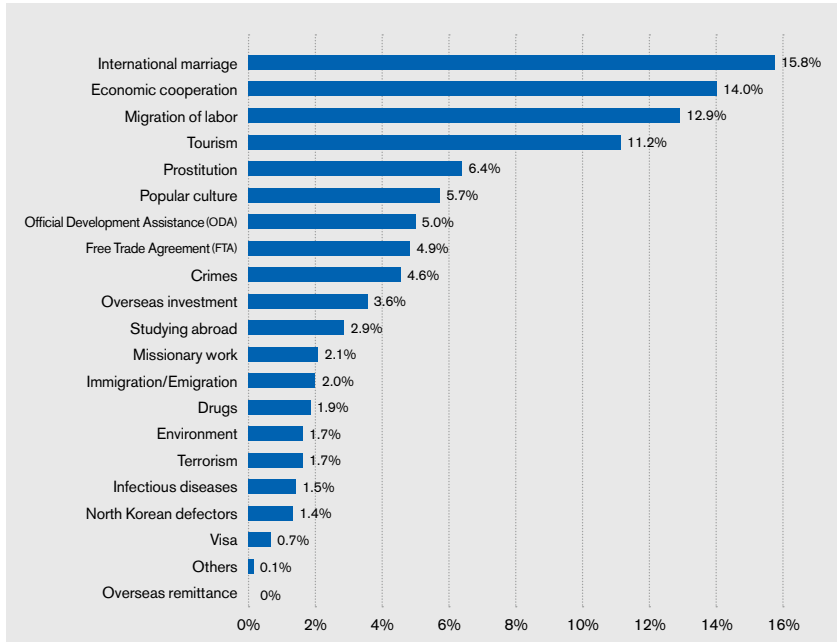


square test result showed a figure of  $\chi^2=26.008$  ( $p<0.05$ ), showing a statistically significant difference. The country that garnered the highest number of response from both male and female students was Vietnam, and among them, the response from male students (28.6%) was slightly higher than that from female respondents (21.5%).

On question about ASEAN countries being helpful to Korea, the Chi-square test showed a result of  $\chi^2=21.686$  ( $p<0.05$ ), indicating a significant difference between male and female respondents.

When asked a question regarding important issues in the relationship between ASEAN and Korea, the highest number of response was 'international marriage' (15.8%), which was followed by 'economic cooperation' (14.0%), 'migration of labor' (12.9%), and 'tourism' (11.2%).

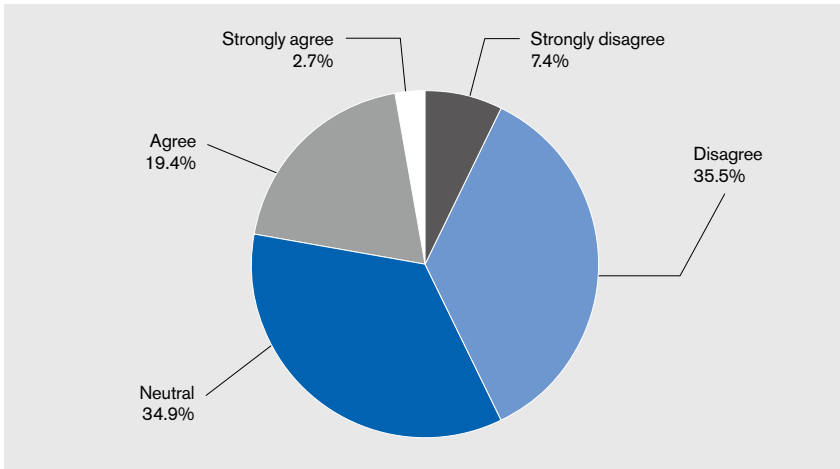
### What do you think is the most important issue in the current ASEAN-Korea relations?



Many students having answered 'international marriage' as the most important issues only indicated that Korean youth are inclined towards the social aspect of the ASEAN-Korea partnership, especially in people-to-people exchanges and forming relationships. The issue of 'migration of labor' was pointed out as the second important issue, which suggests that they build the perception of ASEAN from people from ASEAN countries who are living in Korea. It showed that many Korean students perceive ASEAN as a subject of human relationships, not a subject of materials.

A question about whether ASEAN countries will be able to help improve the relationship between North and South Korea was asked. 42.9% of the Koreans responded 'strongly disagree' or 'disagree' whereas 22.1% of them responded 'strongly agree' or 'agree'. This shows that Korean youths' perception

**Do you think ASEAN countries will be able to help improve the relations between North and South Korea?**

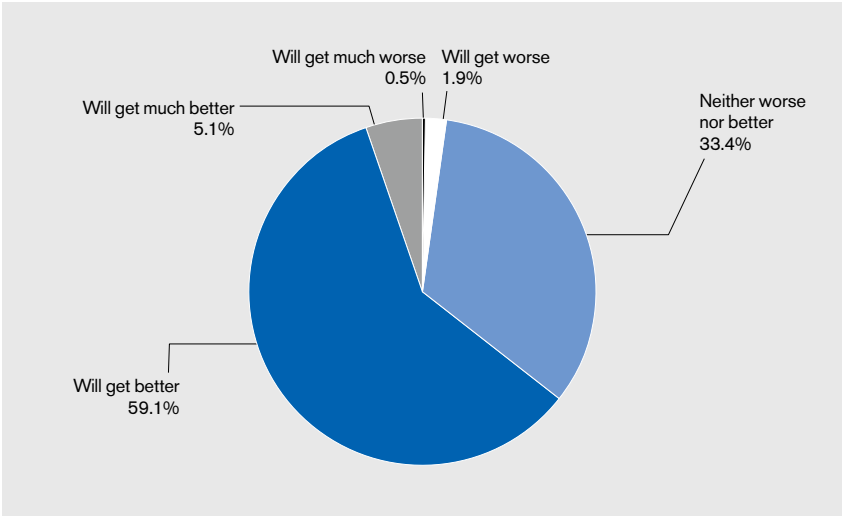


of the role of ASEAN in the relations between North and South Korea is negative. When considering the experience and capability of ASEAN in East Asian diplomacy, the result is far from the notion that ASEAN can act as an arbitrator for improving the relationship between North and South Korea.

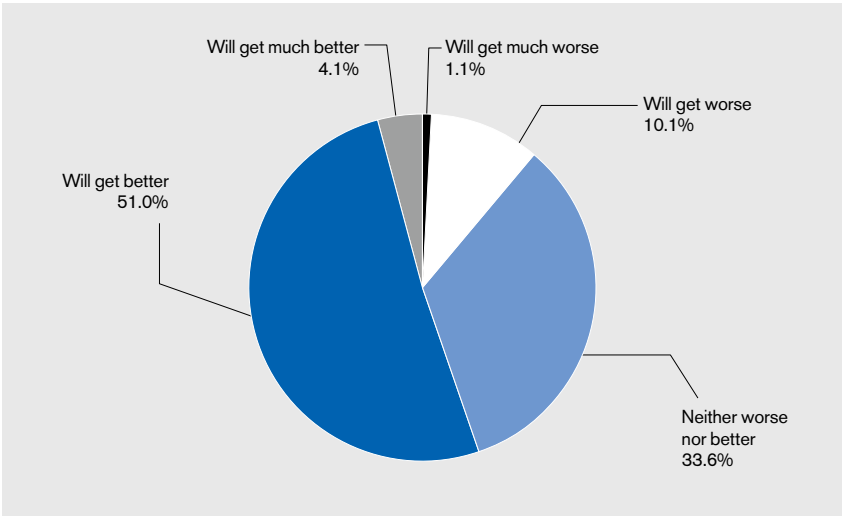
### **3. The Perception of the Future of ASEAN and Korea**

The perception of the future relations between ASEAN and Korea were asked through questions about the prospects on ASEAN-Korea relationship and the possibility of a regional community in East Asia. For the question "How do you think about the future of the ASEAN-Korea relations?", the majority of the students (64.2%) responded positively while only 2.4% responded negatively. The percentage of positive responses is about twice as much as the percentage of positive responses to the question on the current status of ASEAN-Korea relations, suggesting that Korean youth perceive the future of the ASEAN-Korea relations as highly positive.

How do you think about the future of the ASEAN-Korea relations?



How do you perceive the future of the ASEAN Community established in 2015?

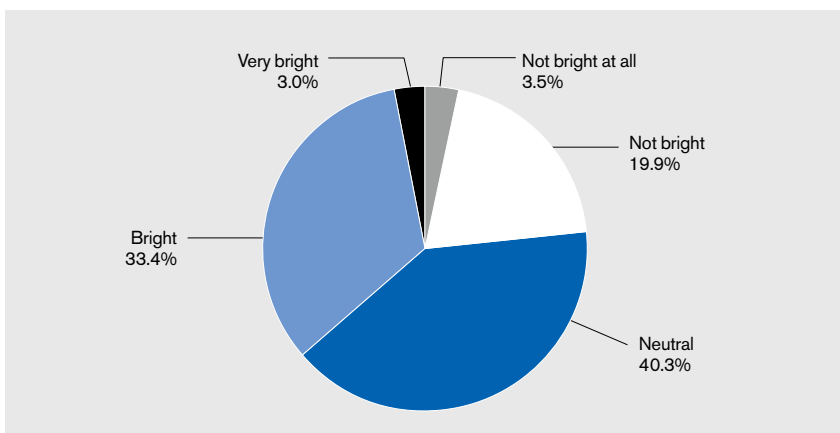


Such perception is also reflected on the question on the ASEAN Community and forming a regional community among East Asian countries (ASEAN, Korea, China, and Japan). For the question “How do you perceive the future of the ASEAN Community established in 2015?”, majority of respondents gave positive answers with a percentage of 55.1%, five times higher than the negative responses (11.2%). The result showed that Korean youth are highly positive about the future of ASEAN Community.

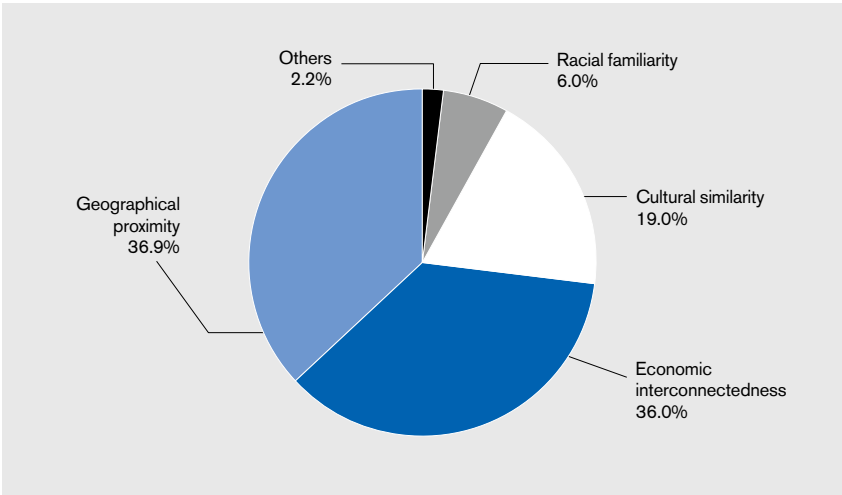
In a similar context, the question “How do you perceive the future of East Asia (ASEAN, Korea, China, and Japan) in terms of integration as a regional community?” was asked, and many youths responded positively. Although 40.3% of youths responded ‘neither worse nor better’, 36.4% of them responded positively which is higher than negative responses (23.4%).

These results showed that Korean youth are optimistic about the possibility of establishing a regional community among East Asian countries. The students who responded positively chose ‘geographical proximity’ (36.9%) and ‘economic interconnectedness’ (36.0%) as the factors that increased the possibility of establishing a community. On the other hand, the students who

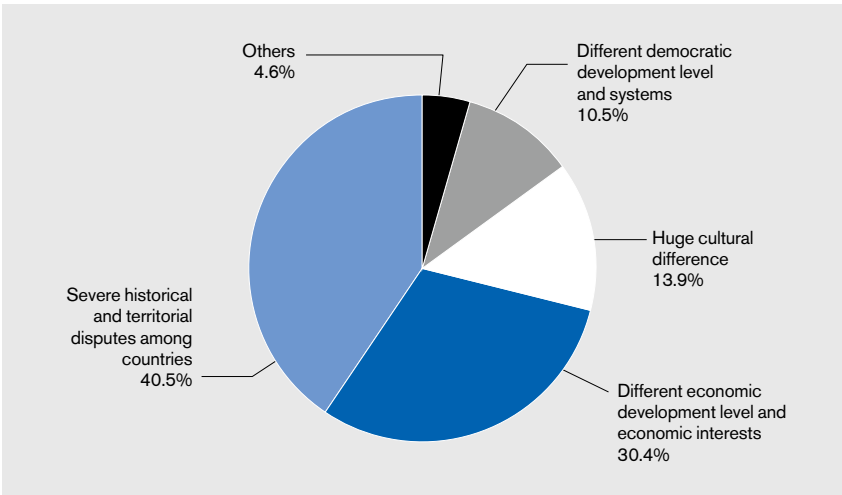
**How do you perceive the future of East Asia (ASEAN, Korea, China, and Japan) in terms of integration as a regional community?**



What is the reason for you to think positively about the possibility of integration as a regional community of East Asian countries?



What is the reason for you to think negatively about the possibility of a regional community of East Asian countries?



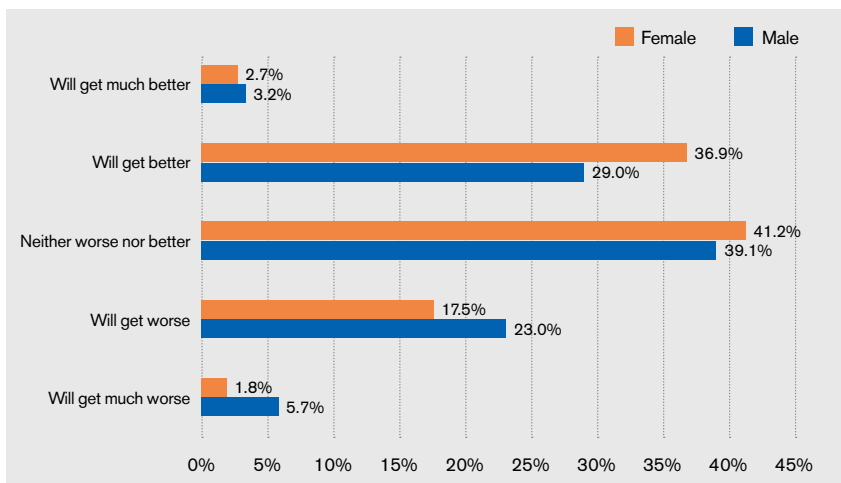


responded negatively chose 'historical and territorial disputes' (40.5%) and 'different economic development level and economic interests' (30.4%) as the obstacles.

It is remarkable to see that more female students have a positive perception of the formation of East Asian regional community than male. 39.6% of female students responded positively which was 7% higher than that of male students which showed a percentage of 32.2%. Similarly, 28.7% of male students responded negatively while 19.3% of female students responded negatively, which is 9% lower than that of male students. Based on these figures, a Chi-test was conducted and the result  $\chi^2=18.086(p<0.05)$  shows statistically significant difference between male and female students. Thus, for the question about the future of a regional community among East Asian countries, it could be interpreted that the result varies by gender in the case of Korean youths.

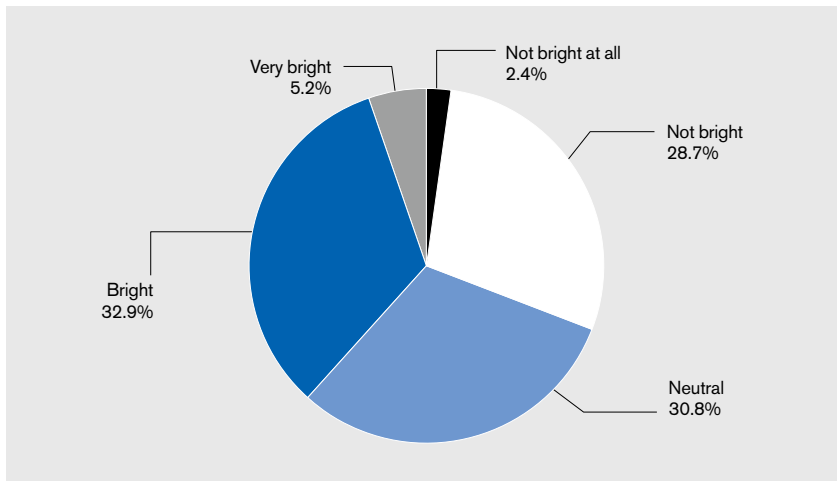
For the question asking about the possibility of ASEAN substituting China as a new market, 38.1% responded 'very bright' or 'bright', 31.1%

**How do you perceive the future of East Asia (ASEAN, Korea, China and Japan) in term of integration as a regional community? (by gender)**



responded ‘not bright at all’ or ‘not bright’, whereas 30.8% responded ‘neutral’. The result suggests that Korean youths have a relatively positive perception of the status of ASEAN as a new market.

**How do you see the future of ASEAN as a ‘post-China market’ for Korea?**



#### **4. The Role of the Korean Government**

For the question about the field that requires the most effort in developing the relationship between ASEAN and Korea, 35.8% of interviewees responded ‘strengthening economic cooperation such as trade and investment’ followed by ‘enhancing communication and confidence at the government level’ (26.0%), ‘expanding non-governmental exchanges of culture and tourism’ (20.4%) and ‘expanding cooperation in education and health care’ (13.6%).

The result demonstrates that it is important for the Korean government to put more effort in economic cooperation and mutual exchange for improving ASEAN-Korea relations. Especially, Korean youths’ request to Korean government to put more efforts in people-to-people exchange seems to have a close link with their expectation to work in Southeast Asia. Issues

that were considered important in the previous section like international marriage, migrant workers, and tourism are all based on people-to-people exchange. Therefore, it is important for the Korean government to put more effort not only in economic cooperation but also in the formation of institutional foundations for people-to-people exchange and increase support to develop ASEAN-Korea relations.

One of the interviewees commented that “it would be great if the cooperation of Korea and ASEAN could be exposed more in the media.” This shows that it is important to expand the channels where people have easier access to for information on economic cooperation, youth exchange, K-Beauty, and others. Consistent promotion and governmental support on both private and public area will be able to provide opportunities for Koreans to understand more about ASEAN.



III.

**ASEAN YOUTH'S  
PERCEPTION OF  
KOREA**

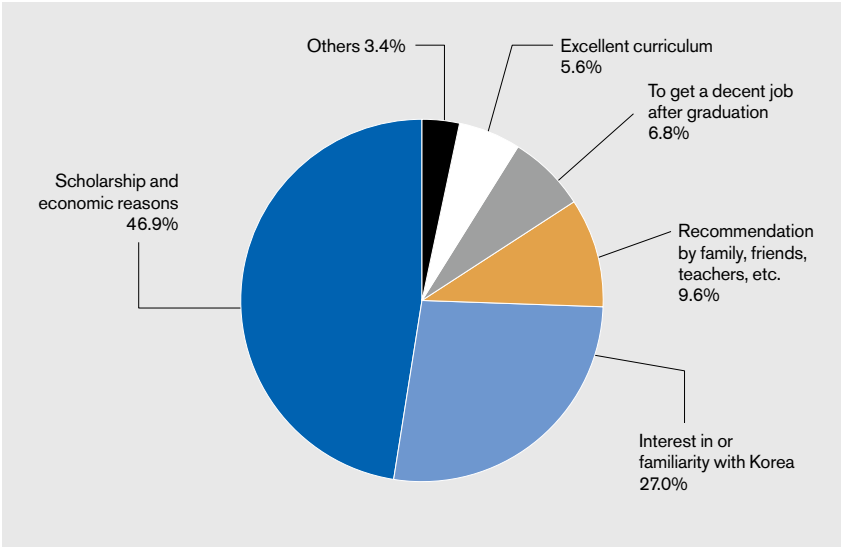
### **1. The Perception and Experience of Korea**

The research about the perception and experience of ASEAN youths of Korea was surveyed through questions asking about the reason why they chose to study in Korea and their level of satisfaction. For the question “What is your most important reason for choosing Korea as a destination for study abroad program?”, 46.9% of the youths responded ‘scholarship and economic reasons’, which was followed by ‘interest in or familiarity with Korea’ (27.0%), ‘recommendation by family, friends, teachers, etc’ (9.6%), and ‘to get a decent job after graduation’ (6.8%). As shown in the result of the survey, ‘preference and familiarity with Korea’ was a reason for them to choose Korea, but more importantly, economic reasons were the crucial factor in their decision to study in Korea.

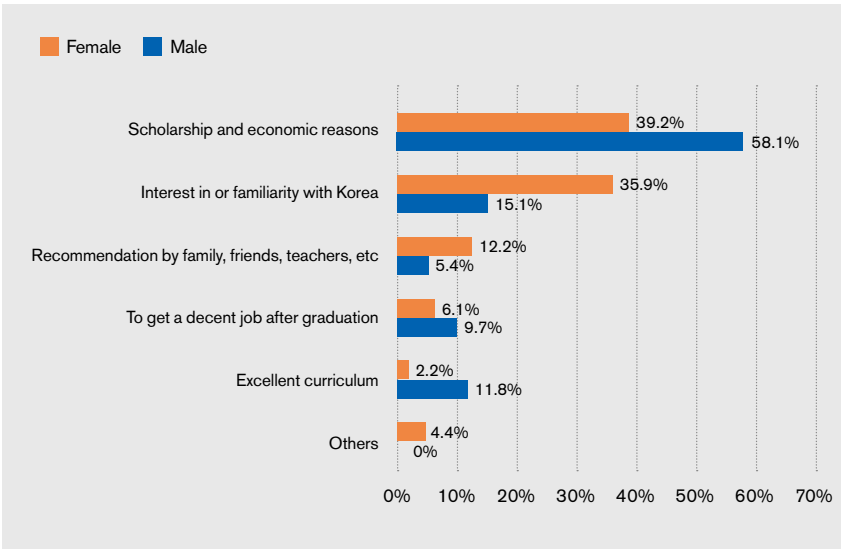
It is remarkable to see that the responses showed differences by gender and nationality. Both male and female students chose ‘scholarship and economic reasons’ as the main reason to come to Korea but more male students (58.1%) chose Korea due to economic reason than female students (39.2%). On the other hand, 35.9% of female students responded that they came to Korea because of ‘interest in or familiarity with Korea’ which was about 20% higher than that of the male students (15.1%). The result of the Chi-square test was  $\chi^2=31.414$  ( $p<0.05$ ) showing a statistically significant difference. Therefore, it could be considered that more male students chose Korea to further their study due to economic reasons, whereas more female students chose Korea due to economic reasons in addition to their personal preference for Korea.

The responses also show differences by nationality. Most of the respondents answered that they came to Korea to study due to economic reasons but for some countries, preference for Korea was found to be the most important reason to come to Korea. In addition, the reason differed among many countries. Economic reasons were the main reasons for choosing

What is your most important reason for choosing Korea as a destination for study abroad program?

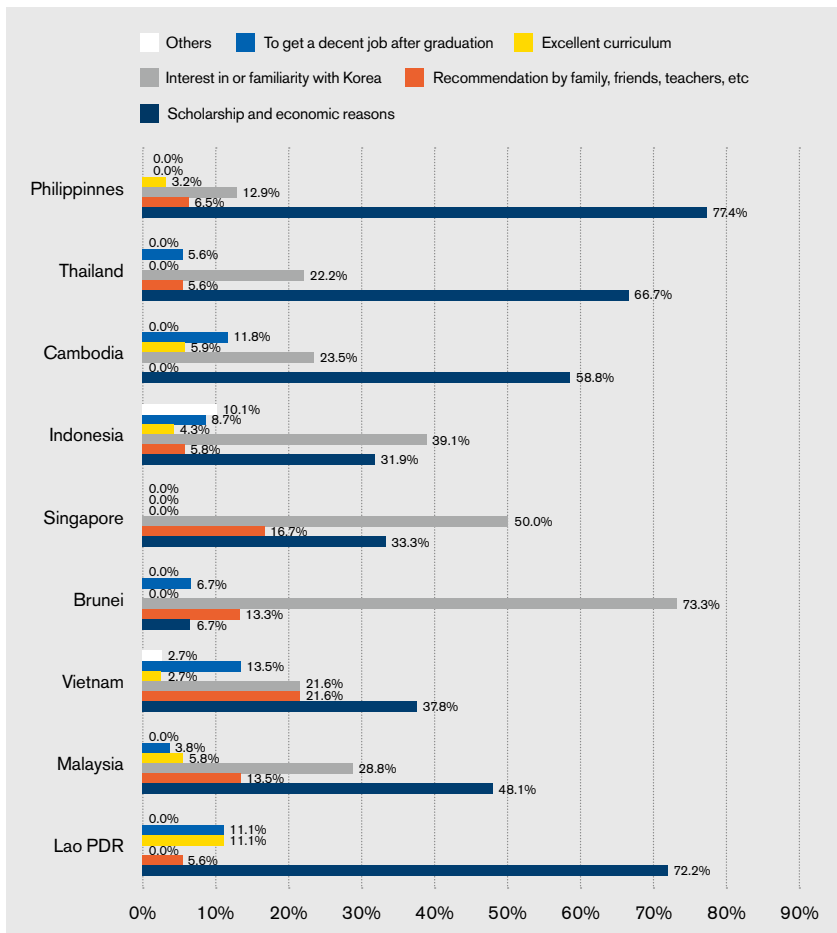


What is your most important reason for choosing Korea as a destination for study abroad program? (by gender)



Korea for the following countries: Lao PDR (72.2%), Thailand (66.7%), and the Philippines (77.4%). The following countries also chose economic factor: Malaysia (48.1%), Cambodia (58.8%), and Vietnam (37.8%). But along with economic reasons, the three countries also chose ‘interest in or familiarity with Korea’ as an important factor in the following order: Malaysia (28.8%), Cambodia (23.5%), and Vietnam (21.6%). On the other hand, respondents

**What is your most important reason for choosing Korea as a destination for study abroad program? (by country)**

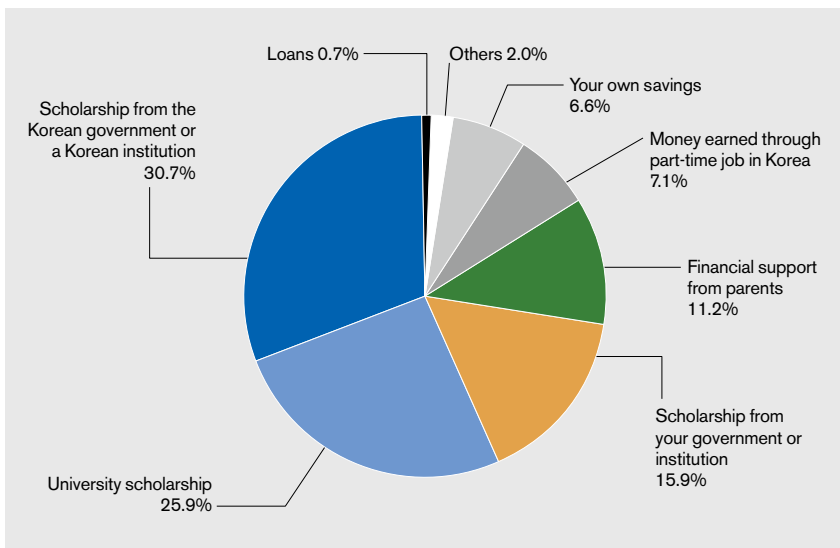




from the following countries responded that their preference for Korea was the most important reason for choosing Korea: Singapore (50.0%) and Indonesia (39.1%). Also, it is remarkable to see that, for students from Brunei, the economic reason was merely 6.7% whereas the preference for Korea was 73.3%. In this aspect, the result for choosing Korea differed by nationality. The Chi-square test result  $\chi^2=80.306$  (df=40) shows statistically significant difference ( $p<0.05$ ).

For the question “How are you paying your tuition fees in Korea?”, results revealed that 30.7% of the students receive ‘scholarship from the Korean government and Korean institutions’, which was followed by ‘university scholarship’ (25.9%), ‘scholarship from your government and or institution’, (15.9%), ‘financial support from parents’ (11.2%), and ‘money earned through part-time job in Korea’ (7.1%). As shown in the result, many students from ASEAN countries pay tuition fees through the scholarship from Korean or home country’s government or institutions and their university.

#### How are you paying your tuition fees in Korea?



In terms of their life in Korea, many students responded positively. For the question “Are you satisfied with your study abroad experience in Korea?”, 53.7% of students responded ‘agree’ followed by 13.4% of ‘strongly agree’ totalling a figure of 67.1%. On the other hand, merely 5% responded negatively, showing that most of the students are satisfied with their life in Korea. But it was also revealed that many of them face difficulties living in Korea. For the question “What difficulties are you facing while studying in Korea?”, 22.2% of the respondents chose ‘academics’, which was followed by ‘adjustment problems in foreign countries’ (15.9%), ‘economic problems’ (14.7%), ‘building relationships’(9.4%), ‘psychological problems’ (9.1%), and ‘practicing religion’ (7.8%).

It is important to notice that ‘academics’ is ranked as the first difficulty the respondents face in Korea. This should be seen as the lack of support from universities in Korea, not the level of lectures. For students who do not speak Korean so well, they do not have any other options than taking classes in English, but the number of courses in English was not enough. The interviewees explained that they chose to come to Korea because they heard from college fairs they participated in while they were in their home country or from the orientation in Korea that all classes would be conducted in English. However in reality, there were not enough courses in English.

One of the interviewees pointed out that “these language-related problems seem to have a close relationship with the transparency of policies.” Many universities say that most of the classes would be lectured in English during the college fair or registration process but when it turns out that there are only a few foreign students, most classes are then lectured in Korean. Another interviewee commented that “the engineering class I wanted to take last semester was supposed to be lectured in English but only 2 foreigner students applied to take the class. So, the professor changed the policy and commented that foreigners should learn Korean culture.” This should not be seen as the problem of foreign students not speaking Korean but the problem

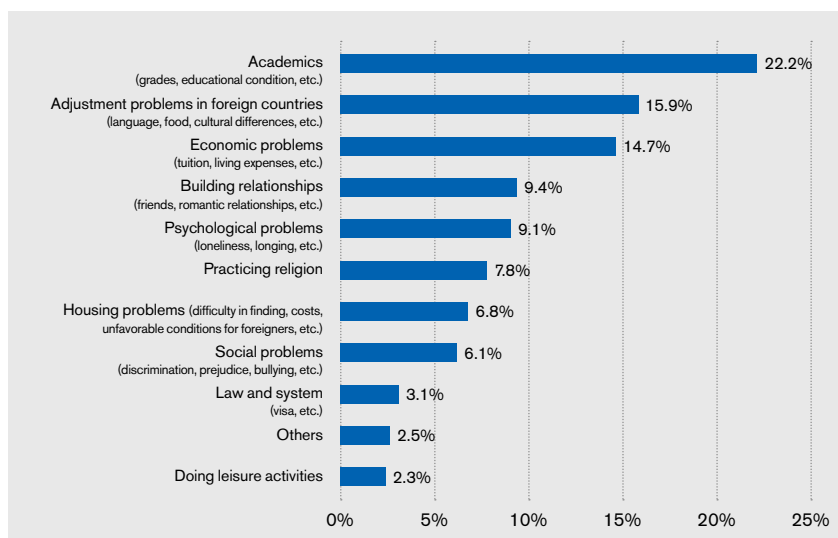
of policies and programs in many Korean universities. An urgent solution needs to be provided to solve the problems with such policies and programs.

On the other hand, some respondents said that they face a lot of difficulties with their religious activities. This response was mostly from Muslim students. Some of the interviewees said that many Koreans are negative about the ASEAN students wearing 'hijab'. One of them said that as he was walking with a friend who wore hijab, a man approached them and asked if they were ISIS. The interviewee also added that many Koreans stare at her in public transportation.

The difficulties that ASEAN students feel in Korea reveal that they feel discriminated both in visible and invisible ways. Many students pointed out that they are discriminated only because they came from Southeast Asia. They appreciate Koreans who are kind and friendly when they become close but on the other hand, they say that they are both directly and indirectly affected by the prejudices on Southeast Asia shown in the media.

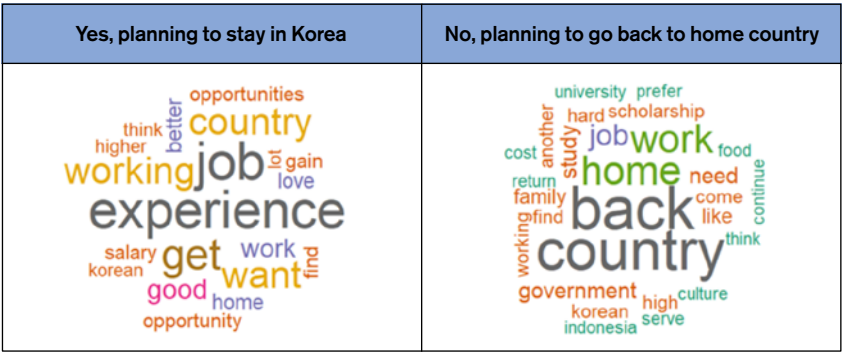
Regarding the question about staying longer in Korea after finishing

#### What difficulties are you facing while studying in Korea?



their study, 41.6% of interviewees responded that they plan to stay longer in Korea whereas 58.3% of the interviewees responded that they do not plan to stay in Korea after completing their studies. The reasons for responses varied. Most of the reasons for their plan to stay in Korea were directly related to employment with keywords like ‘job’ and ‘working’. There were other keywords like ‘experience’, ‘opportunities’, and ‘salary’ which were indirectly related to employment. Through the survey, the main reason for their plan to stay in Korea was discovered to be ‘employment’. On the other hand, the interviewees who chose to go back to their country after completing their study in Korea used keywords like ‘back country’ and ‘home’. Such responses seem to show that they plan to look for a job but they naturally thought of going back to their home country.

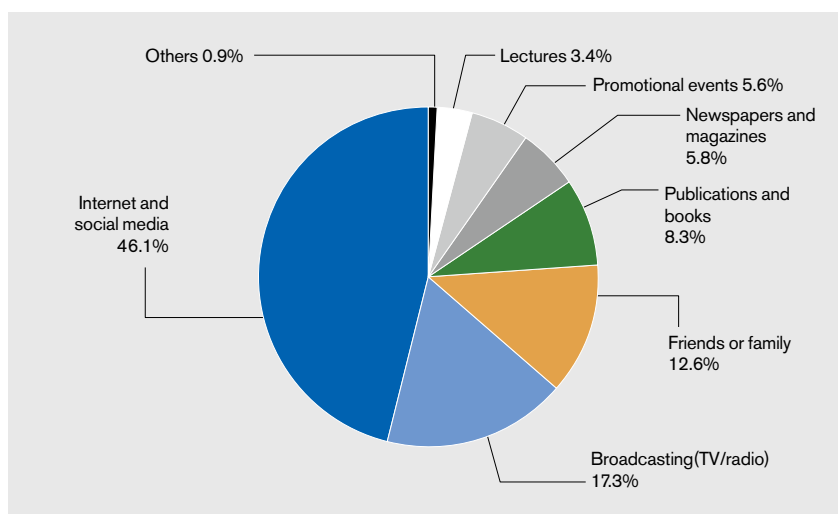
Do you plan to stay in Korea after the completion of your study abroad program?



For the question “Where do you usually get information about Korea?”, majority of the students (46.1%) get information on Korea through the Internet and social media, like Korean students do as well, and the response was followed by ‘broadcasting (TV/Radio)’ (17.3%), ‘friends or family (12.6%)’, and ‘publications and books’ (8.3%). The result showed that even for ASEAN students, ‘Internet and social media’ and ‘broadcasting (TV/ Radio)’ were the most frequently utilized channel to get access to information about

Korea. ASEAN students were found to utilize the Internet and social media more than Korean students, and they seem to learn about Korea through broadcasting (TV/Radio) and through ASEAN and Korean friends in Korea.

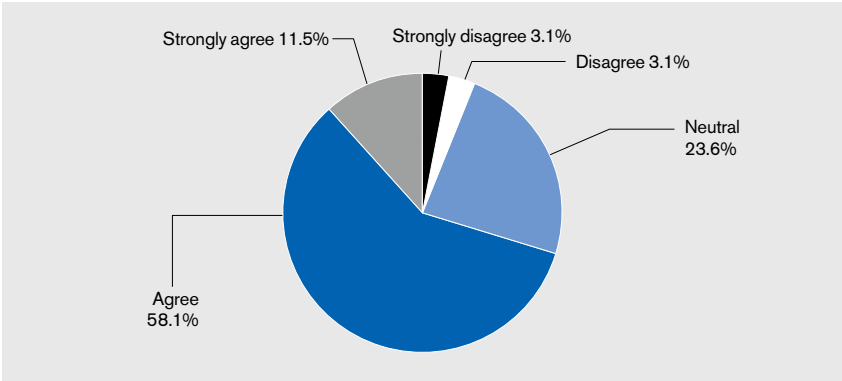
#### Where do you usually get information about Korea?



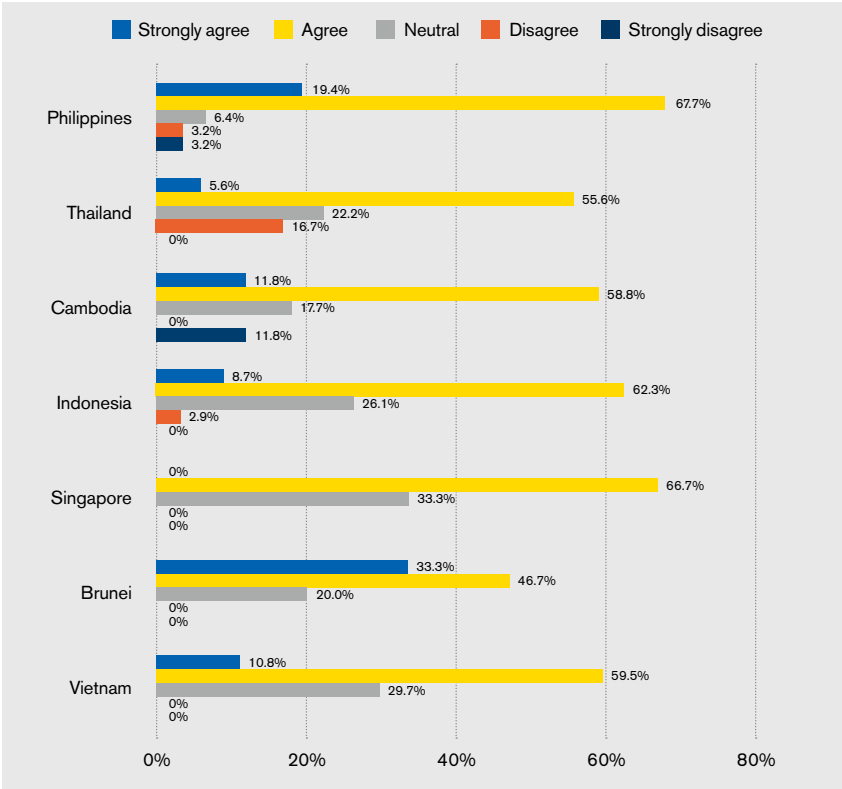
The students were asked if they think Korea is a reliable country. 69.6% of the ASEAN students responded 'yes' whereas 6.2% responded 'no'. This showed that an overwhelming majority of students believe that Korea is a trustworthy country.

The Philippines (87.1%) and Brunei (80.0%) showed much higher percentage than the average whereas Vietnam, Cambodia, and Indonesia showed similar percentage with average (70.0%) response. But Singapore (66.7%) and Thailand (61.1%) showed relatively lower percentage compared to other countries. 16.7% of Thailand students responded that Korea is not reliable. A Chi-square test was conducted to examine if the responses differ by students' nationality and the result of  $\chi^2=59.136$  ( $p<0.05$ ) showed that the difference was statistically significant.

Do you perceive Korea as a reliable country?


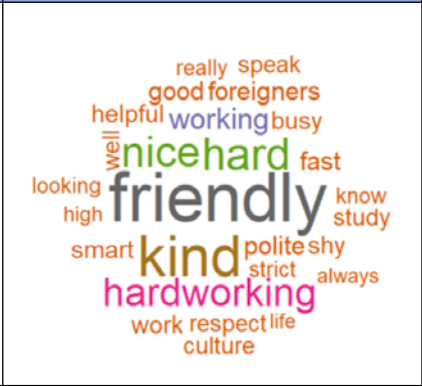


Do you perceive Korea as a reliable country? (by country)



For the questions, “What image do you have of Korea?” and “What image do you have of Koreans?”, most responses were positive. Firstly, the students’ image on Korea was broadly divided into economic and technology-related images, and social, cultural images. Keywords like ‘developed’, ‘advanced’, ‘economic’, and ‘modern’ signify that the respondents perceive Korea as an economically developed country and ‘technology’ signifies them having a positive perception of Korea’s high technology. In terms of Korean culture and society, many responses were positive. Keywords like ‘safe’, ‘clean’, and ‘environment’ signify that the respondents perceive Korea as a safe and clean country from a socio-environmental perspective, whereas keywords like ‘culture’ and ‘food’ signify them having a positive perception of Korean culture. Besides, keywords like ‘good’, ‘great’, ‘nice’, and ‘high’ reveal that the respondents have positive images about Korea.

The respondents seemed to have positive image of Koreans as well. Keywords like ‘friendly’, ‘kind’, and ‘nice’ signify that many of the students perceive Koreans to be friendly. On the other hand, many respondents commented about the rigidity of work environment in Korea. Keywords like ‘hard-working’, ‘busy’, and ‘fast’ reflect the excessive work burden Koreans have whereas keywords like ‘strict’ show the rigid image of Koreans.

| Image of Korea  | Image of Koreans   |
|---|--|
|  |  |

Interviewees also commented about the 'rigidity' of Koreans saying that Koreans do not greet each other even with an eye contact or they do not apologize when they bump into each other.

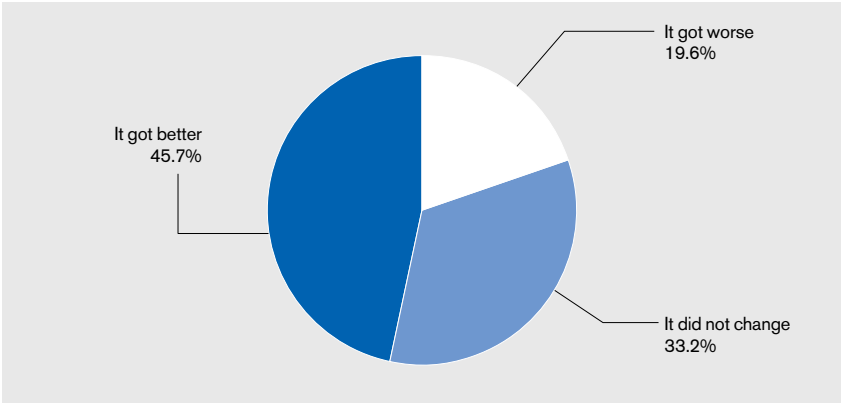
When asked whether their impression they had on Korea changed after coming to Korea, 45.7% responded that it 'got better', 33.2% of them responded that it 'did not change', whereas 19.6% of them responded that the impression 'got worse'.

It is noteworthy that male and female students responded differently and the responses also differed by nationality. Far more number of female respondents said that their image of Korea changed in a negative way. For male respondents, 63.0% said that their image 'got better' and only 7.6% said that it 'got worse'. In contrast, for female respondents, 39.7% of them said that the image 'got better' whereas 24.0% of them said that it 'got worse'. Female students who responded that the image of Korea 'got better' is not even half of the male students who responded the same, whereas the percentage of female students who responded that the image of Korea 'got worse' was about three times higher than the male students who responded the same. Such result seems to reflect what ASEAN female students feel about the social atmosphere of Korea which is male-centered, experiencing direct or indirect racial discrimination. The result of a Chi-square test  $\chi^2=15.895$  ( $p<0.05$ ) showed that the responses have significant differences.

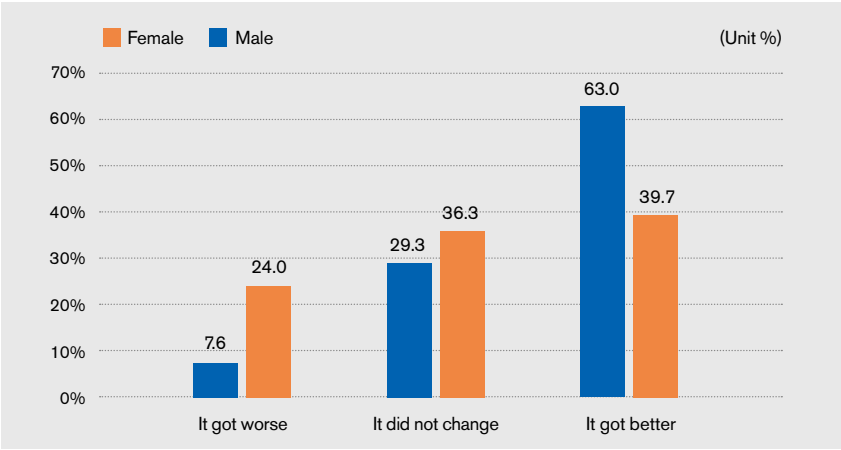
Many female students commented about the discrimination by Koreans. For example, one of the interviewees from Vietnam said that many Koreans asked if she came to Korea to get married when she told them that she is from Vietnam. Another interviewee from the Philippines said that some Koreans tend to be rude when she tells them that she is from an ASEAN country. In the case of students from Muslim countries like Indonesia and Malaysia, they said that they feel discriminated because they wore 'hijab'. It is shocking to know that the students also experienced racial discrimination from other foreigners when they registered to live in a dormitory. Such cases show that



How did your perception of Korea change after you came to Korea?



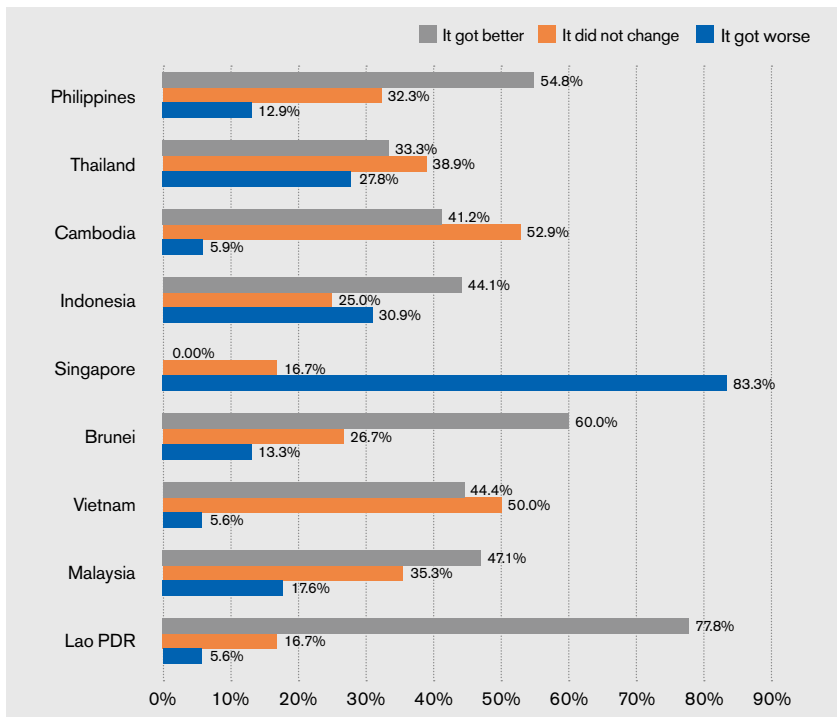
How did your perception of Korea change after you came to Korea? (by gender)



Koreans still have prejudices and discriminate people from ASEAN countries. It seems that many Koreans fall into a bias that people from ASEAN countries are poor and small, and treat men from ASEAN as migrant workers and women as migrant wives. Also, due to the negative perception of Muslims, many Koreans seem to discriminate Muslim women whose appearance is different from Muslim women in the Middle Eastern countries.

In terms of the question on whether their impression on Korea changed before and after coming to Korea, the responses varied depending on the nationality of the students. Only about 5% of the students from Lao PDR, Vietnam, and Cambodia chose that the impression a 'got worse' whereas Indonesia and Thailand showed 30.9% and 27.8%, respectively. Also, Malaysia, Brunei, and the Philippines also responded that the image changed negatively with the response of 17.6%, 13.3%, and 12.9% respectively. A Chi-square test was conducted to examine if the responses vary by gender and the result  $\chi^2=43.234$  (df=16) ( $p<0.05$ ) showed significant difference. It seems that Muslim countries like Indonesia and Malaysia were affected by Koreans' negative attitude towards Islam whereas Thailand and the Philippines were

#### How did your perception of Korea change after you came to Korea? (by country)

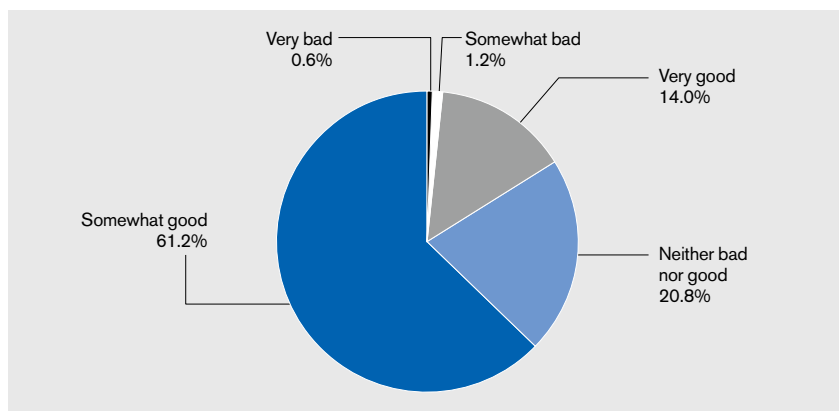


affected by Koreans' negative attitude towards migrant workers and migrant wives. It is remarkable to see that 83.3% of respondents from Singapore chose their impression 'got worse'.

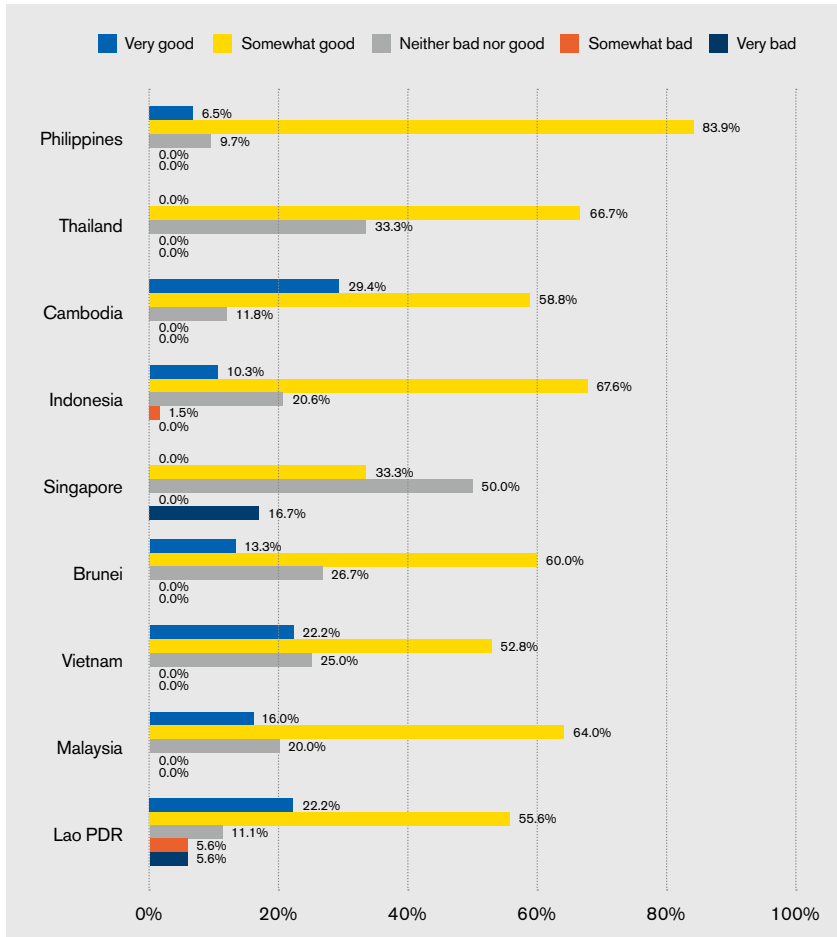
## **2. The Perception of the ASEAN-Korea Relations**

For the question "How do you think about the current relations between ASEAN and Korea?", 61.2% of students responded 'somewhat good'. 14.0% of them responded 'very good', while the negative response was 1.8%. It is remarkable that the responses varied by the nationality of students. No negative response was given by students from Malaysia, Vietnam, Brunei, Cambodia, and Thailand, and the Philippines and the percentage of their positive responses was shown as 80.0%, 75.0%, 73.3%, 88.2%, 66.7%, 90.4% respectively. It is remarkable to see such a high number of positive response from students of Malaysia, Cambodia, and Thailand. On the other hand, negative responses by students from Laos and Singapore went over 10%. A Chi-square test was conducted to examine if the responses vary by nationality and the result  $\chi^2=56.674$  ( $p<0.05$ ) showed statistically significant difference.

### **How do you think about the current relations between ASEAN and Korea?**

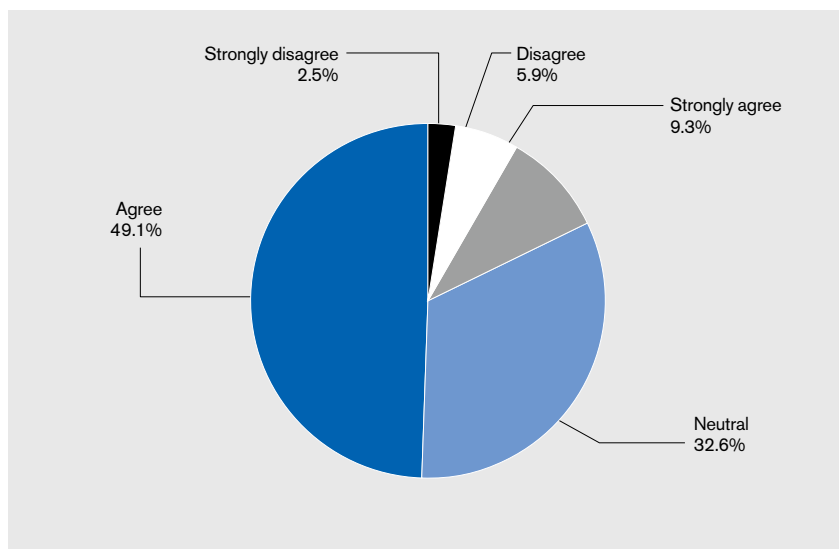


### How do you think about the current relations between ASEAN and Korea? (by country)



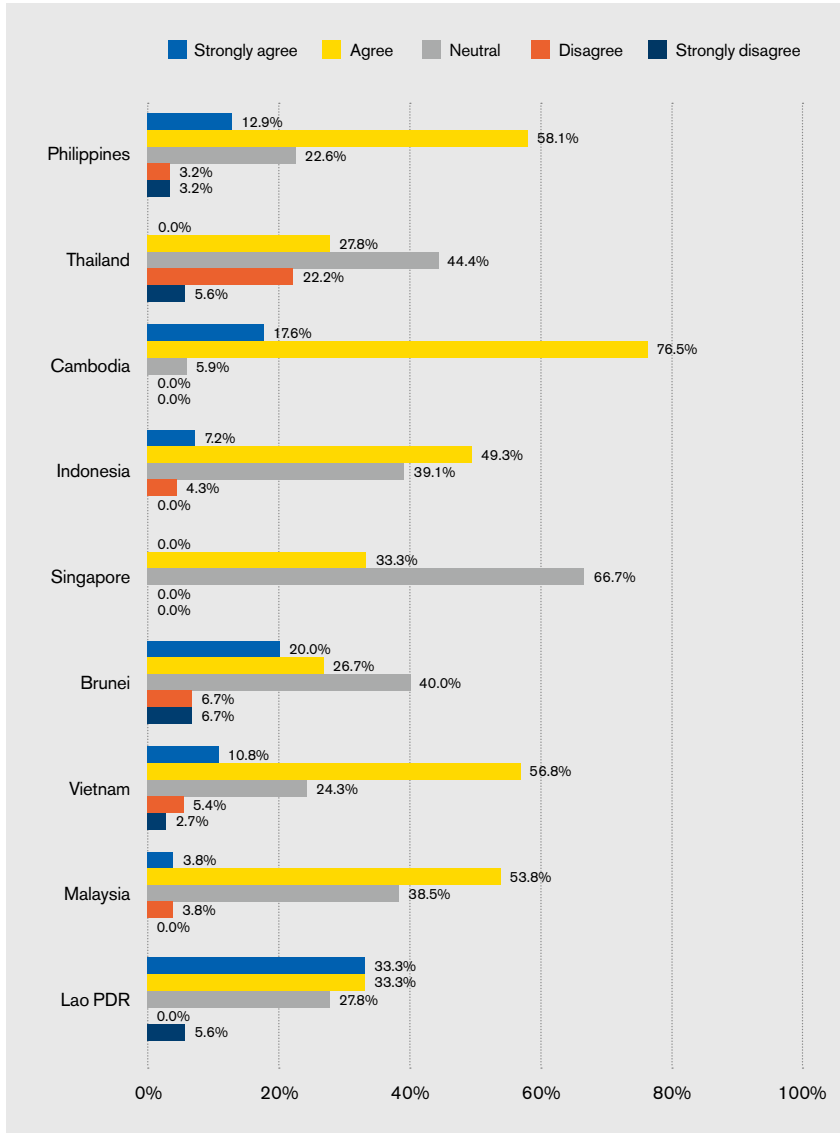
For the question “Do you think Korea’s contribution helps the development of your country?”, 49.1% of students responded ‘agree’, which was followed by ‘neutral’ (32.6%), and ‘strongly agree’ (9.3%). More percentage of the students responded positively. Only 8.4% students responded negatively. The responses reflect that ASEAN students consider Korea to be helpful for the development of their home country.

### Do you think Korea's contribution helps the development of your country?

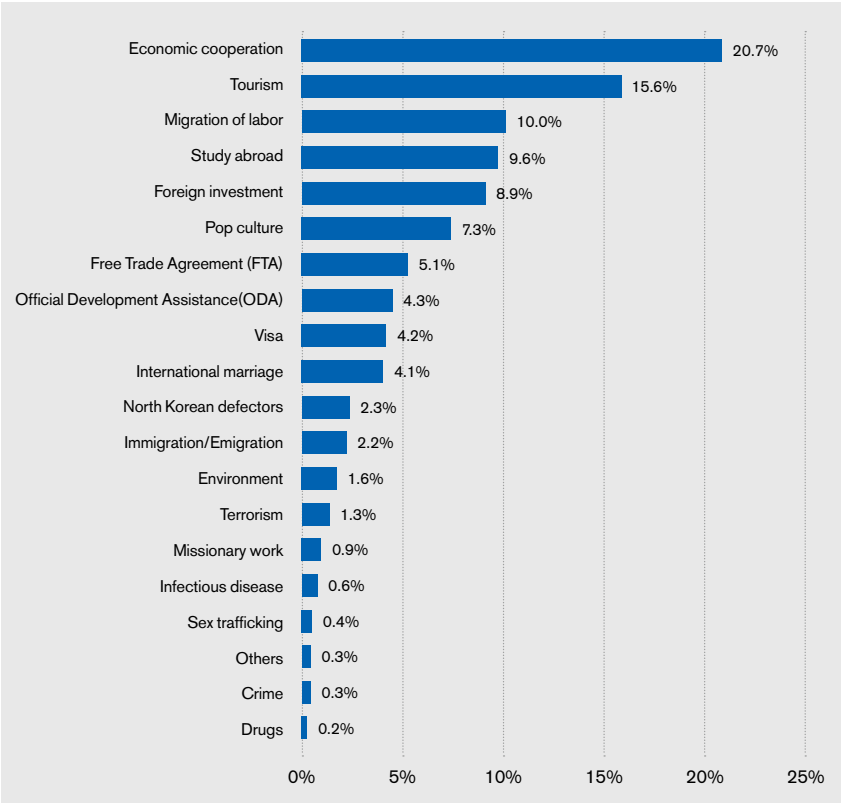


But the responses to the above question varied by nationality of students and much more responses were positive. It is remarkable to see that no Cambodia student responded negatively, and 94.1% of students gave positive responses. The students from Lao PDR, Malaysia, Vietnam, Indonesia, and the Philippines also showed 60-70% of positive responses. It was also seen that countries like Vietnam, Cambodia, Indonesia where Korean government provides ODA(Official Development Assistance) or where many Korean companies have business interaction tend to show a high rate of positive responses. On the other hand, Thailand showed the same rate of positive and negative responses with 27.8%. Only 33.3% and 46.7% of positive responses were shown by students from Singapore and Brunei, respectively. It is assumed that the reason why Thailand, Singapore, and Brunei showed a relatively lower level of positive responses is because they think that their countries do not need help from South Korea. A Chi-square test was conducted to examine if the responses vary by nationality and the result  $\chi^2=55.924$  ( $p<0.05$ ) showed

## Do you think Korea's contribution helps the development of your country? (by country)



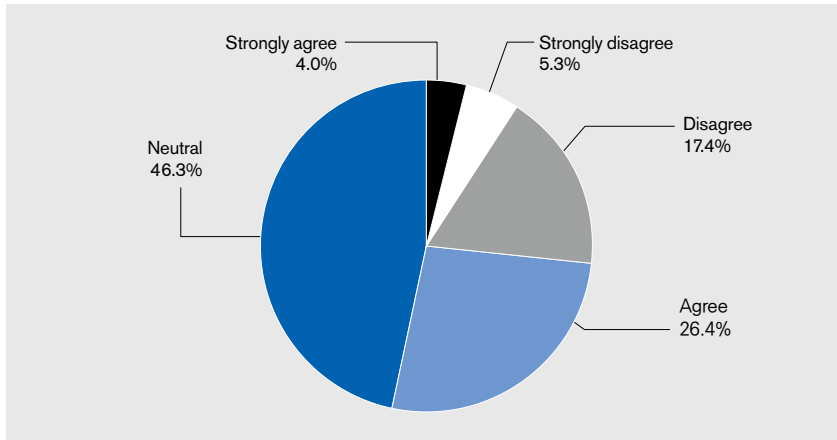
What do you think is the most important issue in the current ASEAN-Korea relations?



a statistically significant difference. Therefore, the result shows that the perception of ASEAN students on Korea being helpful to the development of their country varies by nationality of the students.

The question about important issues in the relationship between ASEAN and Korea, the highest number of students responded economic cooperation (20.7%) followed by ‘tourism (15.6%)’, ‘migration of labor’ (10.0%), ‘study abroad’ (9.6%), ‘foreign investment’ (8.9%), and ‘popular culture’ (7.3%). ‘economic cooperation’, ‘migrant workers’, ‘foreign investment’ are all related to economic cooperation whereas ‘tourism, ‘migrant workers’, and ‘study

Do you think the relations between North and South Korea have implication for your country?

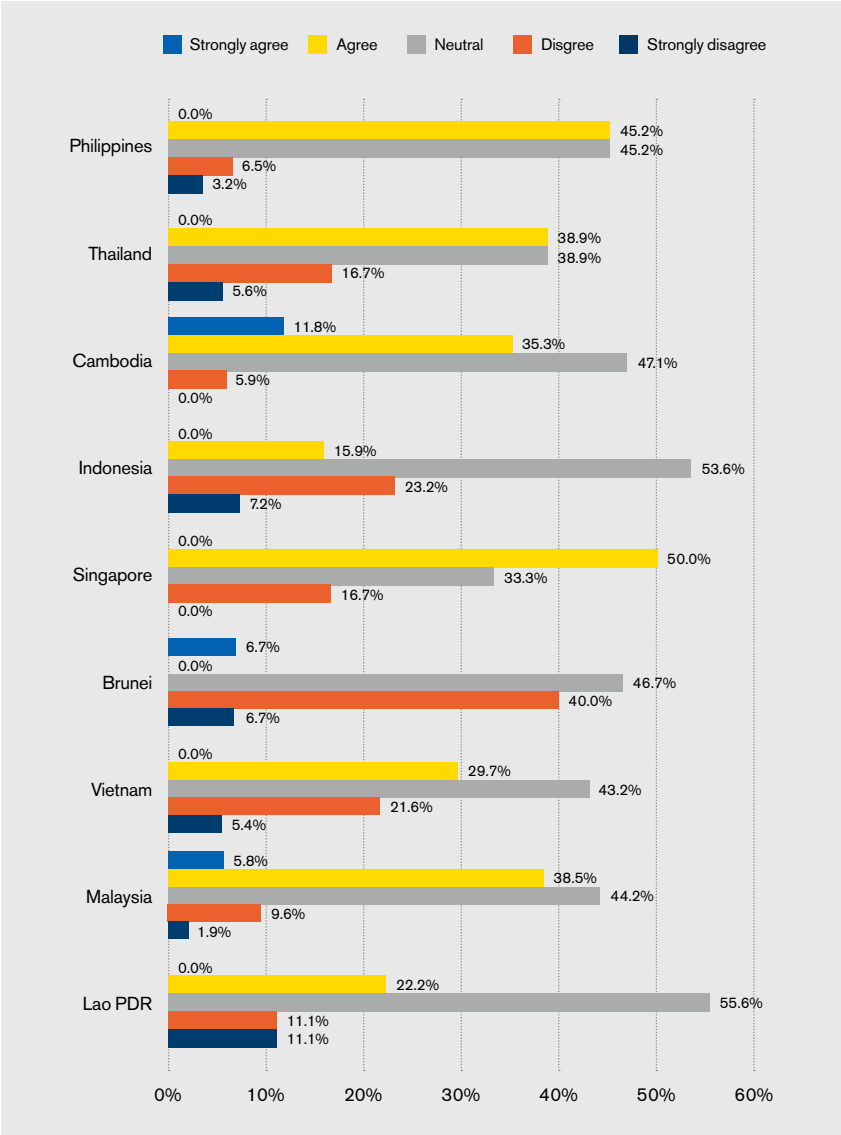


abroad' are related to people-to-people exchange. Therefore, the result of the survey confirms that economic cooperation and people-to-people exchange are the most important factors for enhancing the relations between ASEAN and Korea.

When asked the question "Do you think the relations between North and South Korea have any implications for your country?", 46.3% of students responded 'neutral', followed by 26.4% who answered positively. The responses also varied by the nationality of students. About 40~50% of students from Singapore, Malaysia, Cambodia, and the Philippines responded positively. In case of Malaysia, and Singapore, the result seems to be affected by the murder of Kim Jeong-nam in Malaysia and in case of Cambodia, the Philippines, and Thailand, the result seems to be affected by the fact that the route for North Korean defectors pass their countries. For Brunei and Indonesia, which are less related to the case of the murder, showed a lower percentage of responses, 'agree'. A Chi-square test was conducted to examine if the responses vary by nationality and the result  $\chi^2=48.047$  ( $p<0.05$ ) showed a statistically significant difference.



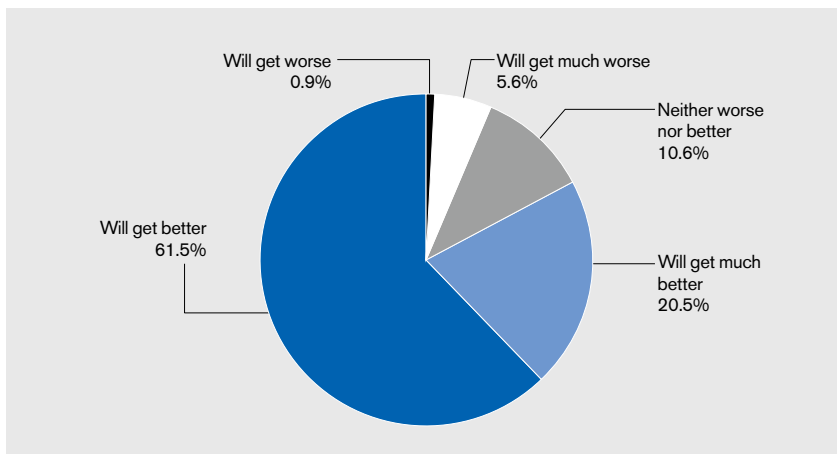
Do you think the relations between North and South Korea have implication for your country? (by country)



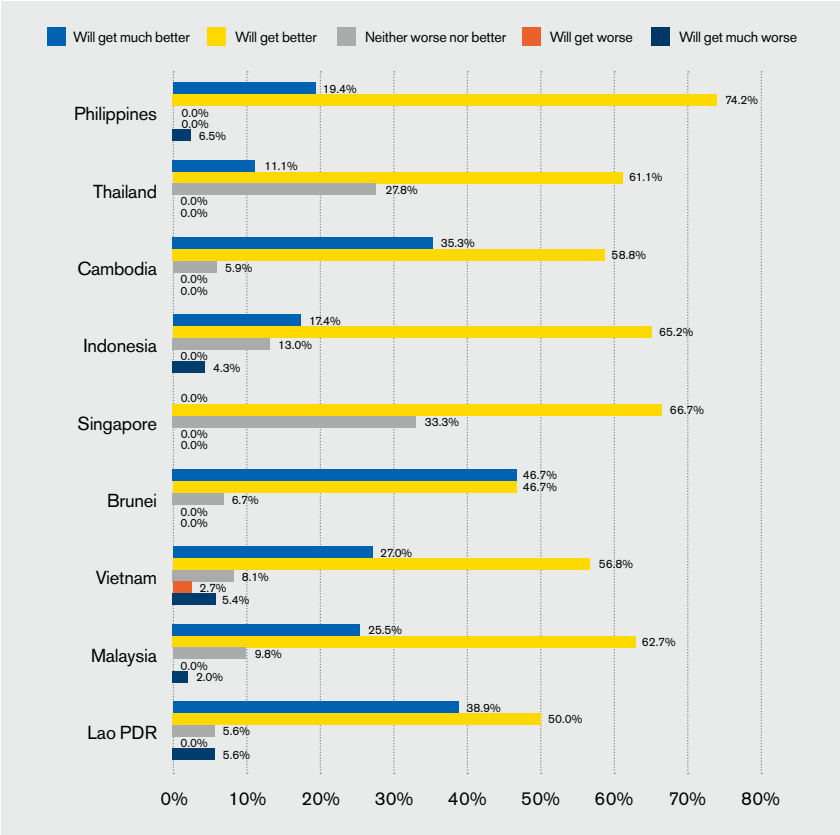
### **3. The Perception of the Future of ASEAN and Korea Relations**

The perception of the future of ASEAN and Korea were asked through questions about the prospects of ASEAN-Korea relations and the formation of regional integration among East Asian countries. For the question “How do you think about the current relations between ASEAN and Korea?”, the majority of the respondents responded positively with 82.0% while only 6.5% of the respondents responded negatively. These rates are slightly higher than the responses to the question asking about the current status of ASEAN-Korea relations. It is remarkable that Brunei, Cambodia, and the Philippines showed 93.4%, 94.1%, and 93.6% of positive responses respectively. Other ASEAN countries also showed positive responses with above 80.0% but Thailand and Singapore which showed slightly lower rate with a figure of 72.2% and 66.7%. It was revealed that the responses varied by nationality and it the difference is statistically significant. Therefore, although there is a slight difference, it could be considered that all students from ASEAN countries have a positive perception of the future relationship between ASEAN and Korea.

#### **How do you think about the future relations between ASEAN and Korea?**



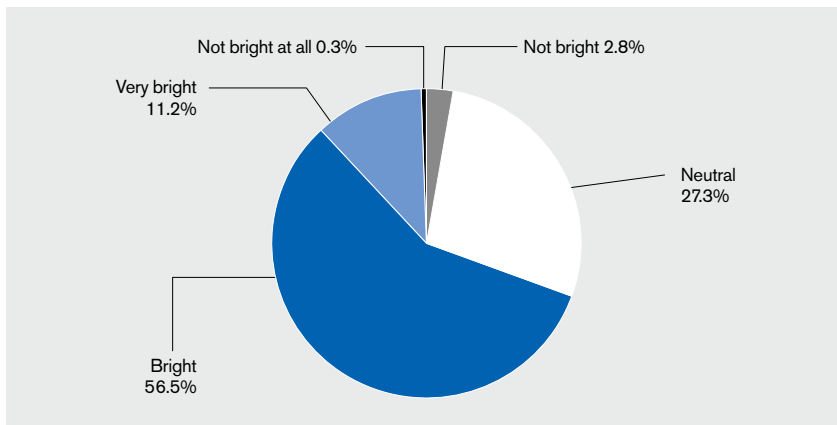
How do you think about the future relations between ASEAN and Korea? (by country)



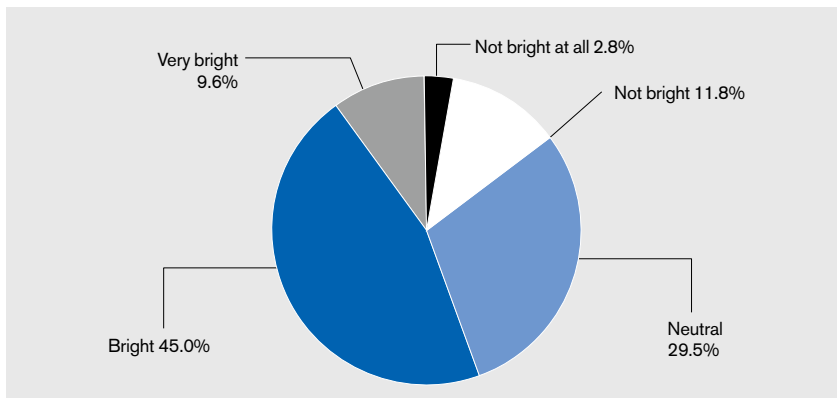
Such positive perception is also reflected on the question about the formation of ASEAN Community and a regional community among East Asian countries (ASEAN, Korea, China, and Japan). For the question “How do you perceive the future of ASEAN Community in terms of integration?”, it was found that the majority of the interviewees responded positively with 67.7%. which was much higher than the negative responses which had a figure of 3.1%. The result shows that ASEAN students are highly positive about the formation of ASEAN Community.

In a similar context, for the question “How do you perceive the future of East Asia (ASEAN, Korea, China, and Japan) in terms of integration as a regional community?”, the positive responses that combined ‘bright’ and ‘very bright’ were 54.6% whereas negative responses were 14.6%. The result reflects that ASEAN students think positively about the possibility of forming a regional community that covers not only ASEAN countries, but also the East Asian countries like Korea, China, and Japan.

**How do you perceive the future of ASEAN Community in terms of integration?**



**How do you perceive the future of East Asia (ASEAN, Korea, China, and Japan) in terms of integration as a regional community?**

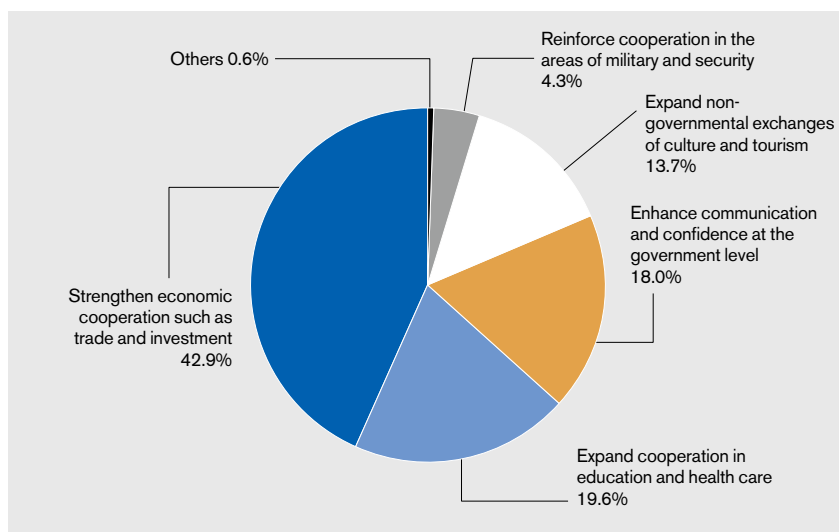


It is interesting to see how different countries have different perspectives on the formation of an East Asian Community. Lao PDR, Vietnam, Cambodia, Malaysia, and Brunei perceived the formation of East Asian Community positively with the percentages of 83.3%, 70.3%, 64.7%, 60.0%, 60.0% respectively, whereas Singapore and Thailand perceive it with 50.0% or less than 50.0% of positive responses. Even Indonesia showed a very low percentage of positive perception with 26.1%. A Chi-square test was conducted to examine if the responses vary by nationality and the result  $\chi^2=71.503$  ( $p<0.05$ ) showed a statistically significant difference. Therefore, it could be concluded that the prospect on forming an East Asian Community varies by country.

#### **4. The Role of the ASEAN and Korean Governments**

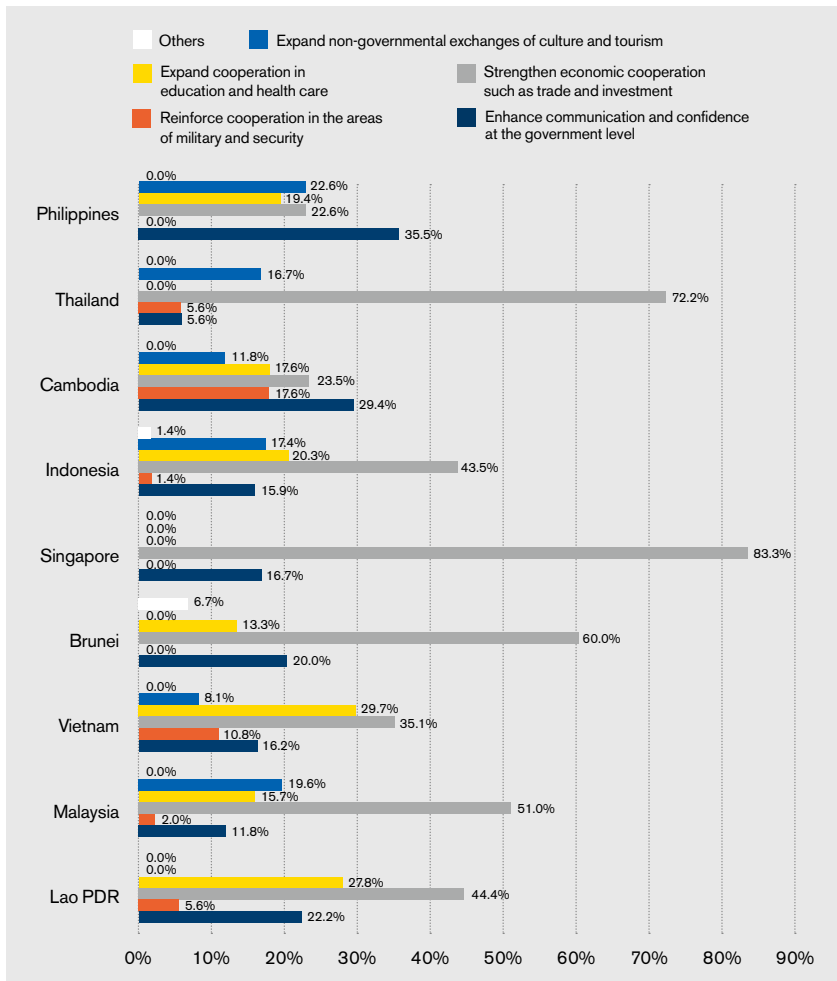
For the question “What efforts should be made by ASEAN and Korea to further strengthen their relations?”, 42.9% of ASEAN students responded

**What efforts should be made by ASEAN and Korea to further strengthen their relations?**



‘strengthen economic cooperation such as trade and investment’ followed by ‘expand cooperation in education and health care’ (19.6%), ‘enhance communication and confidence at the government level’ (18.0%), and ‘expand non-governmental exchanges of culture and tourism’ (13.7%). The result signifies that it is important for the Korean government to put more efforts

**What efforts should be made by ASEAN and Korea to further strengthen their relations? (by country)**



in reinforcing economic cooperation and mutual exchange in the field of education and culture for improving ASEAN-Korea relations.

It is remarkable to see that the perception of ASEAN students on the role of ASEAN and Korea for the enhancement of ASEAN-Korea relationship varies by country. Most countries chose 'strengthen economic cooperation such as trade and investment' as the primary aspect that ASEAN and Korea need to work on. Especially, 83.3% students from Singapore and 72.2% students from Thailand responded that both ASEAN and Korea need to work on 'strengthening economic cooperation such as trade and investment'. On the other hand, Cambodia and the Philippines chose 'promotion of communication and trust between governments' with 29.4% and 35.5%, respectively, as the first thing that ASEAN and Korea need to focus on rather than economic aspects. In the case of Vietnam, 35.1% students chose 'strengthen economic cooperation such as trade and investment', and 29.7% chose 'enhance communication and confidence at the government level'. Even 20.3% of Indonesian students responded that 'enhance communication and confidence at the government level' is the most important role that ASEAN and Korea need to play. A Chi-square test was conducted to examine the difference in responses by nationality of students and the result  $\chi^2=63.820$  ( $p<0.05$ ) showed a statistically significant difference.



A subjective question was asked if they have any requests to the Korean government. The highest number of students said 'visa' which reflects difficulties that the ASEAN students face in getting a visa to study in Korea. Many students who participated in the interviews also pointed out the problem of visa as an improvement that Korean government needs to work on. Other than that, keywords like 'students', 'scholarship', and 'opportunities' were used which reflected their expectation in the provision of educational opportunities such as scholarship. The result shows that the ASEAN students hope to have more opportunities for financial support and benefits from Korean government or universities.

One of the interviewees commented that "a guideline from the Korean government or university is necessary to protect foreign students." Attracting students from a foreign country is a part of establishing the relationship between the countries. Thus, it is important to follow the rules. Many interviewees were concerned that universities in Korea only focus on increasing the number of foreign students while neglecting the rules and regulations to prepare appropriate programs for foreign students. They also added that an organization that could monitor international programs consistently and systematically is required in the education department, and it is high time for Korean universities to realize that such problems are not about professors or students, but a structural problem in many Korean universities. The ASEAN students suggested Korean government and projects conducted with the cooperation of ASEAN need to focus on seeking for a solution that considers cultural difference, not simply spreading and promoting the experience in Korea. On the other hand, the students also hoped that Koreans will be able to view ASEAN not with a bias on the images exposed through the media so that ASEAN students will be able to have wider range of opportunities to have contact with Koreans and culture in both metropolitan cities and rural regions.



# IV.

## COMPARISON AND IMPLICATIONS OF THE MUTUAL PERCEPTION

### **Mutual Perception**

Results of the survey revealed that the ratio of Korean youths who have been to ASEAN countries to those who have not been to ASEAN countries was 7:3, which shows that many Korean youths visit ASEAN countries. The main purpose of the visit is tourism in the case of the Philippines, Singapore, and Vietnam, but voluntary programs, and church activities were the case for Cambodia, Vietnam, the Philippines. Studying English was another popular reason for visiting the Philippines and Malaysia. Personal curiosity towards Korea due to the Korean wave, and economic support and benefits such as scholarships were the most important factors for ASEAN students' to decide to come to Korea. Majority of the students received scholarships from the Korean government and public institutions, followed by scholarships from Korean universities. Since ASEAN students mainly depend on Korea for their scholarship, they request for an expansion of scholarships from Korea. Interestingly, majority of the male ASEAN students chose economic reason for coming to Korea, but the majority of female ASEAN students chose curiosity and familiarity with Korea along with economic reasons. This shows that female students tend to have more interest in Korean culture than male students.

### **Routes of Perception**

When asked how they acquire information on each other, both Korean and ASEAN youths chose the Internet and social media as the most effective means to get information which shows that social media is highly influential in forming perceptions among the youth. For both Korean and ASEAN youths, gathering and sharing information through smartphones and mobile devices have become a part of their lives. For Koreans, TV programs in which Korean celebrities visited ASEAN countries were revealed to be influential.

For ASEAN, TV programs that feature Korean celebrities such as K-Pop and K-Drama were influential in forming their perception of Korean. Considering the effects of social media the youths have daily access to, such as blogs and Facebook, the importance of sharing accurate information should be pointed out. In addition, Making TV programs that share useful information on ASEAN and Korea could be suggested since TV programs are effective means of shaping perceptions.

### **ASEAN and Korea Youth's Mutual Perception**

Response on the image towards each other was as expected. Korean youths thought of both facts on ASEAN, such as vacation spot, hot weather, dark skin, relaxed atmosphere, as well as social phenomena, such as poverty and developing country. In addition, Koreans' perception of ASEAN was focused on migrant wives and workers, which could be seen as the 'Southeast Asia Phenomenon in Korea'. Korean youths had both positive and negative thoughts on the issue of immigrant wives and immigrant workers, and they also understood this as an important multi-cultural phenomenon that should be solved by the Korean society, where nationalistic prejudices still exist. On the other hand, majority of ASEAN students had positive images of Korea. The economic aspects of development and advancement, and social aspects of safety and cleanliness overlap with the image of technologically and culturally advanced Korea. As the research surveyed ASEAN students who came to Korea and experienced Korean culture and life, result seems persuasive. Especially, relative advantages of Korea in comparison to their home country are reflected in their images of Korea.

However, the ASEAN students' image on Koreans were both positive and negative. Many students pointed out about the twofold aspects of Koreans that Koreans are friendly and kind but at the same time, they work too hard and are always in a hurry. Some students perceive passion and adaptation as

a development-pursuing energy whereas some students feel that Koreans are excessively competitive in every matter. However, most ASEAN students view active, dynamic Koreans as a result of education, and answered that they also want to learn such traits. It is encouraging to see that more than half of the students responded that their image on Korea changed positively after coming to Korea, as it is not easy to respond positively after experiencing what they have already expected. Some students responded that it was difficult for them to adapt due to some shocking aspects of Korean culture, but it could be seen as a normal phenomenon that appears in every process of adaptation in all foreign countries.

One of the serious problems that ASEAN students faced in Korea was direct and indirect discrimination. ASEAN students felt extremely discriminated due to some Koreans who view male ASEAN students as immigrant workers and female ASEAN students as immigrant wives, and those who view all Muslims as dangerous terror groups based on prejudice. There were a lot of cases where many English lectures were either closed or not enough. There were also cases where financial support was suddenly withdrawn, or when ASEAN students were discriminated in their dormitory and cafeteria, which made them feel that these were all due to the fact that they came from ASEAN countries. They commented that they appreciate Koreans being nice to them, but stereotypes that appear in Korean media are certainly happening in their lives through discrimination. It will take time for Koreans to accept the difference, but it is a socio-psychological task for the Korean society to correct the attitude of looking down on developing countries while looking up to more developed countries.

For the question on most preferred ASEAN country, Korean youths chose Singapore, followed by Thailand and Vietnam. Among ASEAN countries, Singapore, a country with two times higher GDP than that of Korea, is perceived as an uncorrupt and clean country. Preference for Thailand and Vietnam seem to be influenced by consistent exposure in media about tourism.

Despite the significance of Indonesia in its relationship with Korea in areas such as trade, another reason why Indonesia was not so preferred could be because of the lack of practical information on the country. On the other hand, a high number of female students preferred Lao PDR, which could be due to the afore-mentioned TV program.

### **Perception of the ASEAN-Korea Relations**

When asked if they think Korea is a reliable country, 70% of the ASEAN students responded 'Yes'. About similar percentage of students also responded that they are satisfied with their life in Korea. Such result demonstrates that the general perception of Korea and the level of satisfaction with their life in Korea are closely correlated. The ASEAN students are satisfied with overall conditions of their life in Korea, but they chose 'academics', 'financial problem', and 'adjustment' as the difficulties they face in Korea. Through the result of the survey and the interview, it was discovered that many universities in Korea are not well prepared in supporting students financially, as well as in providing English lectures. Some students responded that the most uncomfortable problem they face in Korea is about their religion, especially wearing hijab and carrying out religious activities as a Muslim. Due to the terror issues related to ISIS in the international society, Koreans' prejudice on Muslim have worsened and it seemed that Muslim students experienced restrictions in many religious activities. In terms of their plan to stay in Korea after they complete their studies, they responded that employment-related factors like company and salary are the most important consideration.

In terms of the perception of the current ASEAN-Korea relations, more than half of the students responded 'neither bad nor good'. Such response could be interpreted as a positive response, as the numbers were five times higher than negative responses. Korean youth seem to perceive the relationship between ASEAN and Korea as highly positive. Also, female students were more positive

about the relationship than male students. Regarding the question whether they think ASEAN is helpful to the development of Korea, the number of positive responses was much higher than negative responses for both male and female students. But just like the previous response, female students responded more positively than male students.

ASEAN students also have a positive perception of the relationship between ASEAN and Korea. Significantly, they viewed the relationship twice more positively than Korean students and very few students responded negatively. It was expected that the respondents would have high interest in ASEAN-Korea relationship, and this was reflected through the high rate of students with positive perception. No student from Malaysia, Vietnam, Brunei, Cambodia, and Thailand responded negatively and the rate of positive response was overwhelming. However, students from Lao PDR and Singapore had higher negative response.

For the question on whether they think Korea is helpful in developing their home country, the number of positive response much higher than negative ones. But the responses showed statistically significant difference by country. Most ASEAN countries showed much more positive responses than negative responses. No student from Cambodia responded negatively and 94% of them had positive perception. The students from Lao PDR, Malaysia, Vietnam, Indonesia and the Philippines also showed a high rate of positive responses. On the other hand, Thailand had the same rate of positive and negative response (27.8%) whereas Singapore and Brunei had less than half of the overall positive responses. The students from Singapore and Brunei which are relatively wealthier seem to think that Korea has some practical limitations in providing assistance for the development of their home country.

It is interesting to see that the result of the survey does not deviate much from the result of the previous survey about perception. According to "ASEAN Perceptions of Korea" published in 2010, a similar question was asked if the respondents think Korea could assist the development of their home country.

The countries that showed high positive responses in the previous survey show the same pattern in the current survey. In the survey conducted in 2010, all countries responded positively and very high rate of positive responses were seen especially in Lao PDR and Cambodia, and even Indonesia showed above average than positive response. It is true that the survey has limitations due to the small sample of ASEAN students, but the result that Cambodia, Lao PDR, and Indonesia showed similar result as the previous survey reveals that perception of each country matches considerably with the perception of ASEAN students in the current research.

Two questions were asked to Korean youths. First question was about which country they think needs most assistance from Korea, and the second question was about a country that would be most helpful to Korea. Majority of the students responded that the country that needs most assistance from Korea was in the order of Vietnam, Cambodia, Myanmar, and the Philippines. Choosing three of the CLMV (Cambodia, Lao PDR, Myanmar, and Vietnam) countries among ASEAN shows that Korean students are clearly aware of the countries that are in need of economic assistance from Korea. As a country that would provide assistance to Korea, the students responded in the order of Singapore, Vietnam, the Philippines, and Indonesia. It seems that Singapore and Indonesia are on the list as the respondents perceive the importance of economic cooperation such as trade and investment. On the other hand, it is necessary to pay attention to Vietnam and the Philippines. These two countries were perceived to need assistance from Korea but at the same time, be able provide assistance to Korea. The result signifies that they have ambivalent perception of these two countries, specially Vietnam. There are many Korean youths who consider Vietnam as a 'poor country' merely by looking at migrant wives and workers living in Korea whereas there are also many Korean youths who consider that it is crucial that Korea establishes an active economic cooperation with Vietnam as a 'new market'. This is due to the fact that Korean companies expand their business to Vietnam. Additionally, the high number

of Vietnamese students in Korea and the historical burden of the Vietnam War seem to have affected the perception of Korean youths.

Regarding issues that are critical in the relations between ASEAN and Korea, the Korean students responded in the following order: 'international marriage', 'economic cooperation', and 'migration of labor'. The result reflects an important fact that many Korean youths perceive ASEAN as a subject of human relationship. On the other hand, ASEAN students responded the question in the following order: 'economic cooperation', 'tourism', 'migration of labor', 'studying abroad', 'foreign investment', and 'popular culture'. Korean youths perceive international marriage' as an important Southeast Asia phenomenon in Korea while ASEAN students do not consider the issue as important because it is not something they have direct experience of. 'Economic cooperation', 'migration of labor', 'foreign investment' are all related to economic cooperation', and 'tourism', 'migration of labor', and 'studying overseas' are related to people-to-people exchange. Therefore, the result of the survey confirms that economic cooperation and people-to-people exchange both are the most important factors for enhancing the relationship between ASEAN and Korea.

Regarding the question about whether ASEAN countries will be able to help improve the relations between North and South Korea, more students had skeptical views on the topic. This is because Koreans are not aware of the experience and capability of ASEAN in the East Asia diplomacy. It is the role of Korean foreign policy to make ASEAN the arbitrator for the security issues in the East Asian region possible. For the question asking about if they think the relationship between North and South Korea has impact on the respondents' home country, more than half of the response was 'somehow related'. However, the response also showed difference by nationality of students. About 40-50% of students from Singapore, Malaysia, Cambodia, and the Philippines responded 'related' showing that they have relatively high interest in the relationship between North and South Korea.



### **Prospects of the ASEAN-Korea Relations**

On the question about the future relations between ASEAN and Korea, more than half of the Korean students responded positively while only 2.4% responded negatively. The result shows that the percentage of positive response is about twice higher than the positive responses to the question about the current ASEAN-Korea relations. This reveals that Korean youth perceive the future of ASEAN-Korea relations as highly positive. On the other hand, ASEAN students had higher positive response about the future of ASEAN-Korea relations. Although there is a slight difference, it could be considered that majority of students from ASEAN countries have positive perception of the future relationship between ASEAN and Korea. The future generation being optimistic about the future of ASEAN and Korea is a good sign for both regions.

Such positive perception is also reflected in the question on the possibility of forming a regional community among East Asian countries (ASEAN, Korea, China, and Japan). For the question about the East Asian countries forming a regional community, positive responses were higher than negative responses but there was only a 10% difference. On the other hand, the ASEAN youths' positive response was three times higher than the negative responses. Through the result, it can be understood that the ASEAN students think of forming a regional community among East Asian countries more positively than Korean students. It is remarkable to see that more female respondents have a positive perception of the formation of ASEAN community than male respondents whereas the opposite pattern was shown for ASEAN students. Another noticeable point is that different countries have different perspectives on the formation of an East Asian Community. Lao PDR, Vietnam, Cambodia, Malaysia, and Brunei responded positively to forming an East Asian Community whereas Singapore, Thailand responded negatively.

Both Korean and ASEAN students who responded positively chose

‘geographical proximity’ and ‘economic interconnectedness’ as the factors that increased the possibility of establishing a community. On the other hand, the students who responded negatively chose ‘historical and territorial disputes’ and ‘difference in economic development level and economic interests’ as the obstacles for forming a community.

When asked about the field that requires most efforts in developing the relationship between ASEAN and Korea, Korean students responded in the order of ‘strengthening economic cooperation such as trade and investment’, ‘enhancing communication and confidence at the government level’, ‘expanding non-governmental exchanges of culture and tourism’, and ‘expanding cooperation in the fields of education and health care’. ASEAN students also responded that ‘strengthening economic cooperation such as trade and investment’ as the most important area that ASEAN and Korea needs to put efforts in. The remaining areas showed a similar ranking as the response by Korean students. Such result signified that it is important for the Korean government to put more efforts in reinforcing economic cooperation and mutual exchange in the field of education and culture in order to improve the ASEAN-Korea relationship. Especially, Korean youths’ request for the Korean government to put more efforts in people-to-people exchange seems to have a direct relationship with their expectation to work in ASEAN countries. Therefore, it is important for the Korean government to put more efforts in forming an institutional foundation for people-to-people exchange and increase support to develop the ASEAN-Korea relationship. On the other hand, the ASEAN students made requests on the issue of visa problems and making more opportunities for education and governmental scholarship.

V.

**SIGNIFICANCE AND  
SUGGESTION  
OF THE RESEARCH**

The research on the mutual perception of ASEAN and Korean youths was conducted under the premise that being aware of each other's perception is the foundation to understanding and developing ASEAN-Korea relations. The survey and interviews discovered and verified a range of information on ASEAN and Korean youth. In short, ASEAN and Korean youth have positive perceptions of each other, and share a common thought that they are a good partner for mutual cooperation. However, the research also found negative aspects such as the discrimination ASEAN students face due to the prejudices Koreans have. But the result of the research shows that both ASEAN and Korean youths have the energy to overcome the negative aspects. The research is highly meaningful in the sense that the youth, who will be responsible for the future, view ASEAN-Korea relations as healthy and developable. The problems addressed by the research should be solved through the institutional policy support of the government along with active efforts to overcome the problems.

The level of perception will keep on changing and the result of efforts made should be evaluated through ASEAN and Korean youths' perception. It is recommended for ASEAN and Korea to conduct such research regularly, as they are headed towards a genuine partnership seeking mutual cooperation. It is necessary to extend the research to a nation-wide level, including all ages. As accumulated data on mutual perception will be a reference to how perception have changed, the research on mutual perception should continue as a major project between the two regions. Diverse and effective policies and approaches on ASEAN-Korea relations should be pursued based on understandings on the level of relationship between the two. A regular, systematic research on mutual perception will become an important foundation that leads ASEAN-Korea relationship to a genuine and lasting partnership.

# APPENDIX

- Survey Form of the Korean Youth's Perception of ASEAN
- Survey Form of the ASEAN Youth's Perception of Korea
- Survey Results of the Korean Youth's Perception of ASEAN
- Survey Results of the ASEAN Youth's Perception of Korea

## Survey on Korean Youth's Perception of ASEAN

Greetings, the Korean Institute of ASEAN Studies (KISEAS) is conducting a survey to assess the Korean youth's perception of ASEAN. This survey is sponsored by the ASEAN-Korea Centre. The purpose of this survey is to build a better relationship among the ASEAN Member States and Korea by enhancing mutual understanding and strengthening people-to-people exchange. We would appreciate a few minutes of your time to answer.

Celebrating its 50th Anniversary this year, the Association of ASEAN Nations (ASEAN) is a regional cooperation organization consisting of 10 member countries geographically located in Southeast Asia (Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam). Southeast Asia, on the other hand, consists of 11 countries, including 10 ASEAN countries and East Timor. "ASEAN" is often alternately used to refer to Southeast Asia.

Please choose an answer that best expresses your thoughts and feelings. The survey will take about five to ten minutes. Your answers will be collected only for statistical purpose and your privacy will be absolutely guaranteed. For inquiries about this survey, please contact the Korean Institute of ASEAN Studies ([kiseasadm@gmail.com](mailto:kiseasadm@gmail.com)). Thank you for your participation.

1. Which Southeast Asia (ASEAN) country have you visited?  
(You may choose more than one answer.)  
① Brunei ② Cambodia ③ Indonesia ④ Lao PDR ⑤ Malaysia  
⑥ Myanmar ⑦ the Philippines ⑧ Singapore ⑨ Thailand ⑩ Vietnam  
⑪ I have never been to any ASEAN country ( Please proceed to Question 3. )
2. What was the purpose of your visit to the Southeast Asia (ASEAN) country?  
(You may choose more than one answer.)  
① Tourism and traveling ② Language study ③ Study abroad program  
④ Visiting friends / relatives ⑤ Family stay ⑥ Business  
⑦ Voluntary programs ⑧ Seminar/conference  
⑨ Others (      )
3. Where do you usually get information about Southeast Asia (ASEAN) countries?  
(Please choose 2 answers.)  
① Newspapers and magazines ② Family and friends  
③ Broadcasting (TV/Radio) ④ Internet and social media  
⑤ Publications and books ⑥ Lectures (class) ⑦ Promotional events  
⑧ Others (      )
4. Which country's food from Southeast Asia (ASEAN) is your favorite?  
① Brunei ② Cambodia ③ Indonesia ④ Lao PDR ⑤ Malaysia  
⑥ Myanmar ⑦ the Philippines ⑧ Singapore ⑨ Thailand ⑩ Vietnam  
⑪ I do not like ASEAN food.
5. Which is your favorite country in Southeast Asia (ASEAN)?  
(Please answer in the order of most important to least important.) (      ,      ,      )  
① Brunei ② Cambodia ③ Indonesia ④ Lao PDR ⑤ Malaysia  
⑥ Myanmar ⑦ the Philippines ⑧ Singapore ⑨ Thailand ⑩ Vietnam
6. Are you currently interested in Southeast Asia (ASEAN)?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree

7. Do you often see people from Southeast Asia (ASEAN)?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
8. Please write more than two words that come to your mind when you think of Southeast Asia (ASEAN) countries.
- \_\_\_\_\_
- \_\_\_\_\_
9. Please write more than two words that come to your mind when you think of people from Southeast Asia (ASEAN).
- \_\_\_\_\_
- \_\_\_\_\_
10. How do you think about the current relations between Southeast Asia (ASEAN) and Korea?  
① Very bad ② Somewhat bad ③ Neither bad nor good  
④ Somewhat good ⑤ Very good
11. Do you think Southeast Asia (ASEAN) is helpful for the development of Korea?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
12. Among Southeast Asia (ASEAN) countries, which country do you think needs the most assistance from Korea?  
① Brunei ② Cambodia ③ Indonesia ④ Lao PDR ⑤ Malaysia  
⑥ Myanmar ⑦ the Philippines ⑧ Singapore ⑨ Thailand ⑩ Vietnam
13. Among Southeast Asia (ASEAN) countries, which country do you think is the most helpful country to Korea?  
① Brunei ② Cambodia ③ Indonesia ④ Lao PDR ⑤ Malaysia  
⑥ Myanmar ⑦ the Philippines ⑧ Singapore ⑨ Thailand ⑩ Vietnam



14. What do you think is the most important issue in the current ASEAN-Korea relations? (Please choose 3 answers.)  
Economic cooperation, Migration of labor, North Korean defectors, Tourism, Drugs, International marriage, Official Development Assistance (ODA), Missionary work, Overseas remittance, Terrorism, Foreign investment, Study abroad, Crime, Visa, Sex trafficking, Infectious disease, Free Trade Agreement (FTA ), Pop culture, Environment, Immigration/emigration, Others (       )
15. What do you think the most attractive aspects of Korea to Southeast Asia (ASEAN) people are? (Please choose two answers.)  
① Democracy    ② Economic development  
③ Korean wave (K-Pop, K-Drama, K-Beauty)    ④ Civil society  
⑤ Education level    ⑥ Medical and health care  
⑦ IT sector (smart phone, home appliance)    ⑧ Social welfare  
⑨ Sightseeing (season, food)    ⑩ Others (       )
16. Do you think Southeast Asia (ASEAN) countries will be able to help improve the relations between North and South Korea?  
① Strongly disagree    ② Disagree    ③ Neutral    ④ Agree    ⑤ Strongly agree
17. How do you think about the future of the ASEAN-Korea relations?  
① Will get much worse    ② Will get worse    ③ Neither worse nor better  
④ Will get better    ⑤ Will get much better
18. What efforts should be made by Southeast Asia (ASEAN) and Korea to further strengthen their relations?  
① Enhance communication and confidence at the government level  
② Reinforce cooperation in the areas of military and security  
③ Strengthen economic cooperation such as trade and investment  
④ Expand cooperation in education and health care  
⑤ Expand non-governmental exchanges of culture and tourism  
⑥ Others (       )

19. Do you know about ASEAN Community?

- ① I know (Please proceed to Question 19-1)
- ② I don't know (Please proceed to Question 20)

19-1) How do you perceive the future of the ASEAN Community established in 2015?

- ① Not bright at all   ② Not bright   ③ Neutral   ④ Bright   ⑤ Very bright

20. How do you perceive the future of East Asia (ASEAN, Korea, China, and Japan) in terms of integration as a regional community?

- ① Not bright at all (Please proceed to Question 20-1)
- ② Not bright (Please proceed to Question 20-1)
- ③ Neutral (Please proceed to Question 21)
- ④ Bright (Please proceed to Question 20-2)
- ⑤ Very bright (Please proceed to Question 20-2)

20-1) Why do you think so?

- ① Different democratic development level and systems
- ② Different economic development level and economic interests
- ③ Severe historical and territorial disputes among countries
- ④ Huge cultural difference
- ⑤ Others (            )

20-2) Why do you think so?

- ① Racial familiarity
- ② Geographical proximity
- ③ Economic interconnectedness
- ④ Cultural similarity
- ⑤ Others (            )

21. How do you see the future of Southeast Asia (ASEAN) as a 'post-China market' for Korea?

- ① Not bright at all   ② Not bright   ③ Neutral   ④ Bright   ⑤ Very bright

22. Do you know about the ASEAN-Korea Centre?

- ① I know. (Please proceed to Question 22-1)
- ② I do not know. (Please proceed to the next page)

22-1) What do you think the ASEAN-Korea Centre should improve in relation to ASEAN-Korea partnership?

- ① Enhance mutual awareness
- ② Promote trade & investment
- ③ Promote culture & tourism
- ④ Provide information & data
- ⑤ Promote people-to-people exchanges & network-building
- ⑥ Others (            )

<Required Questions>

A. Gender ① Male ② Female

B. Year of Birth

C. Education ① \_\_\_\_\_ years in college ② college graduate ③ \_\_\_\_\_ years in graduate school ④ MA/Ph.D graduate

D. Major ① Humanity (Literature / Linguistics / Philosophy / History) ② Social Science (Politics / Economy / Business administration / Sociology / Psychology / Law / Journalism) ③ Engineering (Mechanics / Electronics / Computer science / Architecture / Materials) ④ Natural Science (Physics / Chemistry / Bioscience) ⑤ Medical science & Pharmacy ⑥ Education ⑦ Etc. (            )

\* Thank you for your participation. For inquiries about this survey, please contact Korea Institute of Southeast Asian Studies (kiseasadm@gmail.com).

Date \_\_\_\_\_ Place \_\_\_\_\_ Reacher \_\_\_\_\_

## Survey on the ASEAN Youth's Perception of Korea

Greetings, the Korean Institute of ASEANStudies (KISEAS) is conducting a survey to assess the ASEAN youth's perception of Korea. This survey is sponsored by the ASEAN-Korea Centre. The purpose of this survey is to build a better relationship between ASEAN and Korea by enhancing mutual understanding and strengthening people-to-people exchange. We would appreciate a few minutes of your time to answer this questionnaire.

Please choose an answer that best expresses your thoughts and feelings. The survey will take about five to ten minutes. Your answers will be collected only for statistical purpose and your privacy will be absolutely guaranteed. For inquiries about this survey, please contact the Korean Institute of ASEAN Studies ([kiseasadm@gmail.com](mailto:kiseasadm@gmail.com)). Thank you for your participation.

1. How long have you been studying in Korea?  
(            ) years (            ) months
2. How are you paying your tuition fees in Korea?  
(You may choose more than 1 answer.)
  - Ⓐ Scholarship from the Korean government or a Korean institution
  - Ⓑ Scholarship from your government or institution
  - Ⓒ University scholarship
  - Ⓓ Your own savings
  - Ⓔ Financial support from parents
  - Ⓕ Money earned through part-time job in Korea
  - Ⓖ Loans
  - Ⓗ Others (            )
3. What difficulties are you facing while studying in Korea?  
(You may choose more than 1 answer.)
  - Ⓐ Academics (grades, educational condition, etc.)
  - Ⓑ Law and system (visa, etc.)
  - Ⓒ Economic problems (tuition, living expenses, etc.)
  - Ⓓ Psychological problems (loneliness, longing, etc.)
  - Ⓔ Social problems (discrimination, prejudice, bullying, etc.)
  - Ⓕ Adjustment problems in foreign countries (language, food, cultural differences, etc.)
  - Ⓖ Housing problems (difficulty in finding, costs, unfavorable conditions for foreigners, etc.)
  - Ⓗ Building relationships (friends, romantic relationships, etc.)
  - Ⓘ Practicing religion
  - Ⓢ Doing leisure activities
  - Ⓚ Others (            )
4. Are you satisfied with your study abroad experience in Korea?  
① Strongly dissatisfied ② dissatisfied ③ Neutral ④ satisfied ⑤ Strongly satisfied

5. What is your most important reason for choosing Korea as a study abroad destination?
- Ⓐ Scholarship and economic reasons
  - Ⓑ Recommendation by family, friends, teachers, etc.
  - Ⓒ Interest in or familiarity with Korea
  - Ⓓ Excellent curriculum
  - Ⓔ To get a decent job after graduation
  - Ⓕ Others (       )
6. Do you plan to stay in Korea after the completion of your study abroad program?
- Ⓐ Yes Ⓑ No

6-1) Why do you think so?

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7. Where do you usually get information about Korea? (Please choose two answers.)
- Ⓐ Newspapers and magazines
  - Ⓑ Family and friends
  - Ⓒ Broadcasting (TV/radio)
  - Ⓓ Internet and social media
  - Ⓔ Publications and books
  - Ⓕ Lectures
  - Ⓖ Promotional events
  - Ⓗ Other (       )

8. What image do you have of Korea? Please write two or more words.

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9. What image do you have of Koreans? Please write two or more words.

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10. Do you perceive Korea as a reliable country?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
11. Do you think Koreans know about your country?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
12. Do you think Korea's contribution helps the development of your country?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
13. Do you think the relations between North and South Korea has implication for your country?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
14. Do you like Korean popular culture ('Hanllyu' or 'Korean Wave')?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
15. Is Korean popular culture ('Hallyu' or 'Korean Wave') popular in your country?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
16. Do you like Korean products?  
① Strongly disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly agree
17. How did your perception of Korea change after you came to Korea?  
④ It got worse (Please proceed to Question 17-1)  
⑤ It did not change (Please proceed to Question 18)  
⑥ It got better (Please proceed to Question 17-1)
- 17-1) What are the factors that changed your perception of Korea?  
(Please write more than two reasons.)
- 
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18. How do you think about the current relations between Southeast Asia (ASEAN) and Korea?

- ① Very bad ② Somewhat bad ③ Neither bad nor good  
④ Somewhat good ⑤ Very good

19. What do you think is the most important issue in ASEAN-Korea relations?

(Please choose three answers.)

Economic cooperation, Migration of labor, North Korean defectors,  
Tourism, Drugs, International marriage, Official Development Assistance (ODA),  
Missionary work, Terrorism, Foreign investment, Study abroad, Crime,  
Prostitution, Visa, Infectious disease, FTA(Free Trade Agreement),  
Pop culture, Environment, Immigration, Others ( )

20. What do you think the most attractive aspects of Korea to Southeast Asia (ASEAN) people are? (Please choose two answers.)

- |   |                           |
|---|---------------------------|
| ① Democracy                               | ② Economic development    |
| ③ Korean Wave (K-Pop, K-Drama, K-Beauty)  | ④ Civil society           |
| ⑤ Educational level                       | ⑥ Medical and health care |
| ⑦ IT sector (smart phone, home appliance) | ⑧ Social welfare          |
| ⑨ Sightseeing (season, food)              | ⑩ Others ( )              |

21. What do you think the most attractive aspects of Southeast Asia (ASEAN) to Koreans are? (Please choose two answers.)

- |                     |                             |                    |
|---------------------|-----------------------------|--------------------|
| ① Natural resources | ② Labor force               | ③ Commodity market |
| ④ Cultural heritage | ⑤ Natural environment       | ⑥ Price index      |
| ⑦ Investment        | ⑧ Language and study abroad |                    |
| ⑨ Immigration       | ⑩ Others ( )                |                    |

22. How do you think about the future relations between Southeast Asia (ASEAN) and Korea?

- ① Will get much worse ② Will get worse ③ Neither worse nor better  
④ Will get better ⑤ Will get much better



23. What efforts should be made by Southeast Asia (ASEAN) and Korea to further strengthen their relations?
- Ⓐ Enhance communication and confidence at the government level
  - Ⓑ Reinforce cooperation in the areas of military and security
  - Ⓒ Strengthen economic cooperation such as trade and investment
  - Ⓓ Expand cooperation in education and health
  - Ⓔ Expand mutual exchanges between private and civil sectors
  - Ⓕ Others (                      )
24. How do you perceive the future of ASEAN Community in terms of integration?
- Ⓐ Not bright at all   Ⓑ Not bright   Ⓒ Neutral   Ⓓ Bright   Ⓔ Very bright
25. How do you perceive the future of East Asia (ASEAN, Korea, China, and Japan) in terms of integration as a regional community?
- Ⓐ Not bright at all (Please proceed to Question 24-1)
  - Ⓑ Not bright (Please proceed to Question 24-1)
  - Ⓒ Neutral (Please proceed to Question 25)
  - Ⓓ Bright (Please proceed to Question 24-2)
  - Ⓔ Very bright (Please proceed to Question 24-2)
- 25-1) Why do you think so?
- Ⓐ Different democratic development level and systems
  - Ⓑ Different economic development level and economic interests
  - Ⓒ Severe historical and territorial disputes among countries
  - Ⓓ Huge cultural difference
  - Ⓔ Others (                      )

25-2) Why do you think so?

- Ⓐ Racial familiarity
- Ⓑ Geographical proximity
- Ⓒ Economic interconnectedness
- Ⓓ Cultural similarity
- Ⓔ Others (                      )

26. What efforts should be more by Southeast Asia (ASEAN) and to further strengthen their relations?

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27. Do you know about ASEAN-Korea Centre?

- Ⓐ I know. (Please proceed to Question 27-1)
- Ⓑ I do not know. (Please proceed to the next page)

27-1) What do you think the ASEAN-Korea Centre should improve in relation to ASEAN-Korea relations?

- Ⓐ Enhance mutual awareness
- Ⓑ Promote trade & investment
- Ⓒ Promote culture & tourism
- Ⓓ Provide information & data
- Ⓔ Promote people-to-people exchanges & network-building
- Ⓕ Others (                      )

<Required Questions>

A. Gender ① Male ② Female

B. Year of Birth

C. Nationality

D. Which program is you are currently attending? ① Language course  
② Undergraduate course ③ Master course ④ Doctoral course ⑤ Etc.

E. What is your current major? ① Humanity (Literature / Linguistics / Philosophy / History) ② Social Science (Politics / Economy / Business administration / Sociology / Psychology / Law / Journalism) ③ Engineering (Mechanics / Electronics / Computer science / Architecture / Materials) ④ Natural Science (Physics / Chemistry / Bioscience) ⑤ Art, Music and Physical education ⑥ Medical science & Pharmacy ⑦ Education ⑧ Etc (       )

\* Thank you for your participation. For inquiries about this survey, please contact Korea Institute of Southeast Asian Studies (kiseasadm@gmail.com).

Date \_\_\_\_\_ Place \_\_\_\_\_ Reacher \_\_\_\_\_

## Survey results of Korean Youth's perception of ASEAN

Q1. Which Southeast Asia (ASEAN) country have you visited? (You may choose more than one answer.)

|                     | Gender    |            |           |            | Total     |            |
|---------------------|-----------|------------|-----------|------------|-----------|------------|
|                     | Male      |            | Female    |            |           |            |
|                     | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Lao PDR             | 14        | 2.0%       | 22        | 2.6%       | 37        | 2.4%       |
| Malaysia            | 46        | 6.7%       | 53        | 6.2%       | 99        | 6.4%       |
| Myanmar             | 17        | 2.5%       | 13        | 1.5%       | 30        | 1.9%       |
| Vietnam             | 59        | 8.6%       | 82        | 9.6%       | 142       | 9.2%       |
| Brunei              | 1         | 0.1%       | 5         | 0.6%       | 6         | 0.4%       |
| Singapore           | 59        | 8.6%       | 89        | 10.4%      | 148       | 9.6%       |
| Indonesia           | 31        | 4.5%       | 39        | 4.6%       | 70        | 4.5%       |
| Cambodia            | 48        | 7.0%       | 54        | 6.3%       | 103       | 6.7%       |
| Thailand            | 96        | 14.0%      | 115       | 13.5%      | 211       | 13.6%      |
| Philippines         | 99        | 14.4%      | 100       | 11.7%      | 200       | 12.9%      |
| Never been to ASEAN | 218       | 31.7%      | 280       | 32.9%      | 501       | 32.4%      |

Q2. What was the purpose of your visit to the Southeast Asia (ASEAN) country?

(You may choose more than one answer.)

|                            | Gender    |            |           |            | Total     |            |
|----------------------------|-----------|------------|-----------|------------|-----------|------------|
|                            | Male      |            | Female    |            |           |            |
|                            | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Tourism and traveling      | 189       | 59.6%      | 240       | 64.5%      | 431       | 62.4%      |
| Language study             | 27        | 8.5%       | 33        | 8.9%       | 60        | 8.7%       |
| Study abroad program       | 10        | 3.2%       | 6         | 1.6%       | 16        | 2.3%       |
| Visiting friends/relatives | 6         | 1.9%       | 7         | 1.9%       | 13        | 1.9%       |
| Overseas residence         | 14        | 4.4%       | 10        | 2.7%       | 24        | 3.5%       |
| Business                   | 3         | 0.9%       | 1         | 0.3%       | 4         | 0.6%       |
| Voluntary program          | 34        | 10.7%      | 44        | 11.8%      | 78        | 11.3%      |
| Seminar/conference         | 16        | 5.0%       | 18        | 4.8%       | 34        | 4.9%       |
| Others                     | 18        | 5.7%       | 13        | 3.5%       | 31        | 4.5%       |

Q3. Where do you get information about Southeast Asia (ASEAN) countries?  
(Please choose 2 answers.)

|                           | Gender    |            |           |            | Total     |            |
|---------------------------|-----------|------------|-----------|------------|-----------|------------|
|                           | Male      |            | Female    |            |           |            |
|                           | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Newspapers and magazines  | 74        | 9.1%       | 47        | 4.7%       | 123       | 6.8%       |
| Family and friends        | 114       | 14.0%      | 121       | 12.2%      | 235       | 12.9%      |
| Broadcasting (TV/Radio)   | 205       | 25.2%      | 254       | 25.6%      | 461       | 25.4%      |
| Internet and social media | 295       | 36.2%      | 370       | 37.3%      | 668       | 36.8%      |
| Publications and books    | 42        | 5.2%       | 57        | 5.7%       | 99        | 5.5%       |
| Lectures (class)          | 71        | 8.7%       | 127       | 12.8%      | 200       | 11.0%      |
| Promotional events        | 8         | 1.0%       | 11        | 1.1%       | 19        | 1.0%       |
| Others                    | 6         | 0.7%       | 5         | 0.5%       | 11        | 0.6%       |

Q4. Which country's food from Southeast Asia (ASEAN) is your favorite?

|                          | Gender    |            |           |            | Total     |            |
|--------------------------|-----------|------------|-----------|------------|-----------|------------|
|                          | Male      |            | Female    |            |           |            |
|                          | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Lao PDR                  | 6         | 1.3%       | 9         | 1.6%       | 15        | 1.5%       |
| Malaysia                 | 13        | 2.9%       | 7         | 1.3%       | 20        | 2.0%       |
| Myanmar                  | 3         | 0.7%       | 0         | 0.0%       | 3         | 0.3%       |
| Vietnam                  | 153       | 34.2%      | 223       | 40.5%      | 376       | 37.7%      |
| Brunei                   | 1         | 0.2%       | 3         | 0.5%       | 4         | 0.4%       |
| Singapore                | 24        | 5.4%       | 38        | 6.9%       | 62        | 6.2%       |
| Indonesia                | 20        | 4.5%       | 17        | 3.1%       | 37        | 3.7%       |
| Cambodia                 | 3         | 0.7%       | 4         | 0.7%       | 7         | 0.7%       |
| Thailand                 | 95        | 21.3%      | 116       | 21.1%      | 211       | 21.1%      |
| Philippines              | 18        | 4.0%       | 14        | 2.5%       | 32        | 3.2%       |
| I do not like ASEAN food | 111       | 24.8%      | 120       | 21.8%      | 231       | 23.1%      |

Q5. Which is your favorite country in Southeast Asia (ASEAN)?

(Please answer in the order of most important to least important.)

|             | Gender    |            |           |            | Total     |            |
|-------------|-----------|------------|-----------|------------|-----------|------------|
|             | Male      |            | Female    |            |           |            |
|             | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Lao PDR     | 94        | 7.1%       | 203       | 12.5%      | 299       | 10.1%      |
| Malaysia    | 101       | 7.7%       | 94        | 5.8%       | 196       | 6.6%       |
| Myanmar     | 40        | 3.0%       | 25        | 1.5%       | 65        | 2.2%       |
| Vietnam     | 212       | 16.1%      | 250       | 15.4%      | 462       | 15.7%      |
| Brunei      | 27        | 2.1%       | 30        | 1.9%       | 57        | 1.9%       |
| Singapore   | 315       | 23.9%      | 427       | 26.3%      | 745       | 25.3%      |
| Indonesia   | 99        | 7.5%       | 79        | 4.9%       | 180       | 6.1%       |
| Cambodia    | 54        | 4.1%       | 78        | 4.8%       | 132       | 4.5%       |
| Thailand    | 234       | 17.8%      | 294       | 18.1%      | 530       | 18.0%      |
| Philippines | 140       | 10.6%      | 141       | 8.7%       | 283       | 9.6%       |

Q6. Are you currently interested in Southeast Asia (ASEAN)?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 30        | 6.7%       | 22        | 4.0%       | 52        | 5.2%       |
| Disagree          | 99        | 22.1%      | 107       | 19.4%      | 204       | 20.6%      |
| Neutral           | 194       | 43.4%      | 236       | 42.8%      | 427       | 43.0%      |
| Agree             | 101       | 22.6%      | 149       | 27.0%      | 249       | 25.1%      |
| Strongly agree    | 23        | 5.1%       | 37        | 6.7%       | 60        | 6.0%       |

Q7. Do you often see people from Southeast Asia (ASEAN)?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 39        | 8.7%       | 58        | 10.5%      | 58        | 9.7%       |
| Disagree          | 160       | 35.8%      | 170       | 30.9%      | 170       | 33.1%      |
| Neutral           | 151       | 33.8%      | 182       | 33.0%      | 182       | 33.4%      |
| Agree             | 84        | 18.8%      | 123       | 22.3%      | 123       | 20.7%      |
| Strongly agree    | 13        | 2.9%       | 18        | 3.3%       | 18        | 3.1%       |

Q8. Please write more than two words that come to your mind when you think of Southeast Asia (ASEAN) countries.



Q9. Please write more than two words that come to your mind when you think of people from Southeast Asia (ASEAN).



Q10. How do you think about the current relations between Southeast Asia (ASEAN) and Korea?

|                      | Gender    |            |           |            | Total     |            |
|----------------------|-----------|------------|-----------|------------|-----------|------------|
|                      | Male      |            | Female    |            |           |            |
|                      | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Very bad             | 3         | 0.7%       | 0         | 0.0%       | 3         | 0.3%       |
| Somewhat bad         | 21        | 4.7%       | 39        | 7.1%       | 60        | 6.0%       |
| Neither bad nor good | 260       | 58.4%      | 355       | 64.5%      | 615       | 61.8%      |
| Somewhat good        | 139       | 31.2%      | 139       | 25.3%      | 278       | 27.9%      |
| Very good            | 22        | 4.9%       | 17        | 3.1%       | 39        | 3.9%       |

Q11. Do you think Southeast Asia (ASEAN) is helpful for the development of Korea?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 7         | 1.6%       | 1         | 0.2%       | 8         | 0.8%       |
| Disagree          | 18        | 4.0%       | 28        | 5.1%       | 46        | 4.6%       |
| Neutral           | 102       | 22.9%      | 132       | 24.0%      | 234       | 23.5%      |
| Agree             | 225       | 50.6%      | 299       | 54.5%      | 524       | 52.7%      |
| Strongly agree    | 93        | 20.9%      | 89        | 16.2%      | 182       | 18.3%      |

Q12. Among Southeast Asia (ASEAN) countries, which country do you think needs the most assistance from Korea?

|             | Gender    |            |           |            | Total     |            |
|-------------|-----------|------------|-----------|------------|-----------|------------|
|             | Male      |            | Female    |            |           |            |
|             | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Lao PDR     | 37        | 8.4%       | 38        | 7.0%       | 75        | 7.7%       |
| Malaysia    | 22        | 5.0%       | 32        | 5.9%       | 54        | 5.5%       |
| Myanmar     | 58        | 13.2%      | 98        | 18.0%      | 155       | 15.9%      |
| Vietnam     | 126       | 28.6%      | 117       | 21.5%      | 242       | 24.8%      |
| Brunei      | 23        | 5.2%       | 20        | 3.7%       | 43        | 4.4%       |
| Singapore   | 19        | 4.3%       | 13        | 2.4%       | 32        | 3.3%       |
| Indonesia   | 29        | 6.6%       | 22        | 4.1%       | 51        | 5.2%       |
| Cambodia    | 53        | 12.0%      | 107       | 19.7%      | 156       | 16.0%      |
| Thailand    | 15        | 3.4%       | 16        | 2.9%       | 31        | 3.2%       |
| Philippines | 58        | 13.2%      | 80        | 14.7%      | 138       | 14.1%      |

Q13. Among Southeast Asia (ASEAN) countries, which country do you think is the most helpful country to Korea?

|             | Gender    |            |           |            | Total     |            |
|-------------|-----------|------------|-----------|------------|-----------|------------|
|             | Male      |            | Female    |            |           |            |
|             | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Lao PDR     | 3         | 0.7%       | 9         | 1.7%       | 12        | 1.2%       |
| Malaysia    | 18        | 4.1%       | 33        | 6.1%       | 51        | 5.2%       |
| Myanmar     | 4         | 0.9%       | 1         | 0.2%       | 5         | 0.5%       |
| Vietnam     | 105       | 23.8%      | 122       | 22.4%      | 227       | 23.0%      |
| Brunei      | 12        | 2.7%       | 3         | 0.6%       | 15        | 1.5%       |
| Singapore   | 159       | 36.1%      | 211       | 38.8%      | 370       | 37.6%      |
| Indonesia   | 49        | 11.1%      | 53        | 9.7%       | 102       | 10.4%      |
| Cambodia    | 6         | 1.4%       | 1         | 0.2%       | 7         | 0.7%       |
| Thailand    | 33        | 7.5%       | 54        | 9.9%       | 87        | 8.8%       |
| Philippines | 52        | 11.8%      | 57        | 10.5%      | 109       | 11.1%      |



Q14. What do you think is the most important issue in the current ASEAN-Korea relations? (Please choose 3 answers.)

|                                       | Gender    |            |           |            | Total     |            |
|---------------------------------------|-----------|------------|-----------|------------|-----------|------------|
|                                       | Male      |            | Female    |            |           |            |
|                                       | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Economic cooperation                  | 195       | 15.0%      | 214       | 13.2%      | 410       | 14.0%      |
| Migration of labor                    | 135       | 10.4%      | 239       | 14.8%      | 377       | 12.9%      |
| North Korean defectors                | 25        | 1.9%       | 15        | 0.9%       | 40        | 1.4%       |
| Tourism                               | 154       | 11.8%      | 175       | 10.8%      | 329       | 11.2%      |
| Drugs                                 | 27        | 2.1%       | 30        | 1.9%       | 57        | 1.9%       |
| International marriage                | 170       | 13.1%      | 292       | 18.1%      | 464       | 15.8%      |
| Official Development Assistance (ODA) | 59        | 4.5%       | 86        | 5.3%       | 145       | 5.0%       |
| Missionary work                       | 29        | 2.2%       | 31        | 1.9%       | 61        | 2.1%       |
| Overseas remittance                   | 0         | 0%         | 0         | 0%         | 0         | 0%         |
| Terrorism                             | 21        | 1.6%       | 28        | 1.7%       | 49        | 1.7%       |
| Foreign investment                    | 53        | 4.1%       | 53        | 3.3%       | 106       | 3.6%       |
| Study abroad                          | 44        | 3.4%       | 41        | 2.5%       | 85        | 2.9%       |
| Crime                                 | 67        | 5.1%       | 68        | 4.2%       | 135       | 4.6%       |
| Sex trafficking                       | 78        | 6.0%       | 109       | 6.7%       | 187       | 6.4%       |
| Visa                                  | 10        | 0.8%       | 10        | 0.6%       | 20        | 0.7%       |
| Infectious disease                    | 20        | 1.5%       | 22        | 1.4%       | 43        | 1.5%       |
| Free Trade Agreement (FTA)            | 77        | 5.9%       | 67        | 4.1%       | 144       | 4.9%       |
| Pop culture                           | 87        | 6.7%       | 78        | 4.8%       | 166       | 5.7%       |
| Environment                           | 26        | 2.0%       | 21        | 1.3%       | 49        | 1.7%       |
| Immigration/emigration                | 24        | 1.8%       | 34        | 2.1%       | 58        | 2.0%       |
| Others                                | 0         | 0%         | 3         | 0.2%       | 3         | 0.1%       |

Q15. What do you think the most attractive aspects of Korea to Southeast Asia (ASEAN) people are? (Please write two answers.)

|   | Gender    |            |           |            | Total     |            |
|---|-----------|------------|-----------|------------|-----------|------------|
|   | Male      |            | Female    |            |           |            |
|   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Democracy                               | 35        | 4.0%       | 31        | 2.9%       | 67        | 3.4%       |
| Economic development                    | 181       | 20.5%      | 185       | 17.1%      | 366       | 18.6%      |
| Korean Wave(K-Pop, K-Drama, K-Beauty)   | 349       | 39.6%      | 450       | 41.6%      | 802       | 40.6%      |
| Civil society                           | 12        | 1.4%       | 10        | 0.9%       | 23        | 1.2%       |
| Education level                         | 40        | 4.5%       | 50        | 4.6%       | 90        | 4.6%       |
| Medical and health care                 | 78        | 8.8%       | 108       | 10.0%      | 187       | 9.5%       |
| IT sector (smart phone, home appliance) | 135       | 15.3%      | 172       | 15.9%      | 309       | 15.7%      |
| Social welfare                          | 15        | 1.7%       | 24        | 2.2%       | 39        | 2.0%       |
| Sightseeing (season, food)              | 36        | 4.1%       | 52        | 4.8%       | 89        | 4.5%       |
| Others                                  | 1         | 0.1%       | 0         | 0.0%       | 1         | 0.1%       |

Q16. Do you think Southeast Asia (ASEAN) countries will be able to help improve the relations between North and South Korea?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 43        | 9.6%       | 31        | 5.6%       | 74        | 7.4%       |
| Disagree          | 165       | 36.9%      | 190       | 34.4%      | 355       | 35.5%      |
| Neutral           | 134       | 30.0%      | 215       | 38.9%      | 349       | 34.9%      |
| Agree             | 95        | 21.3%      | 99        | 17.9%      | 194       | 19.4%      |
| Strongly agree    | 10        | 2.2%       | 17        | 3.1%       | 27        | 2.7%       |

Q17. How do you think about the future of the ASEAN-Korea relations?

|                          | Gender    |            |           |            | Total     |            |
|--------------------------|-----------|------------|-----------|------------|-----------|------------|
|                          | Male      |            | Female    |            |           |            |
|                          | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Will get much worse      | 2         | 0.6%       | 3         | 0.6%       | 5         | 0.5%       |
| Will get worse           | 9         | 1.8%       | 10        | 1.2%       | 19        | 1.9%       |
| Neither worse nor better | 149       | 31.9%      | 185       | 42.3%      | 334       | 33.4%      |
| Will get better          | 262       | 60.4%      | 326       | 53.0%      | 588       | 59.1%      |
| Will get much better     | 25        | 5.4%       | 25        | 3.0%       | 50        | 5.1%       |

Q18. What efforts should be made by Southeast Asia (ASEAN) and Korea to further strengthen their relations?

|  | Gender    |            |           |            | Total     |            |
|--|-----------|------------|-----------|------------|-----------|------------|
|  | Male      |            | Female    |            |           |            |
|  | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Enhance communication and confidence at the government level | 100       | 22.5%      | 159       | 28.9%      | 259       | 26.0%      |
| Reinforce cooperation in the areas of military and security  | 14        | 3.1%       | 16        | 2.9%       | 30        | 3.0%       |
| Strengthen economic cooperation such as trade and investment | 175       | 39.3%      | 182       | 33.0%      | 357       | 35.8%      |
| Expand cooperation in education and health                   | 54        | 12.1%      | 81        | 14.7%      | 135       | 13.6%      |
| Expand non-governmental exchanges of culture and tourism     | 98        | 22.0%      | 105       | 19.1%      | 203       | 20.4%      |
| Others   | 4         | 0.9%       | 8         | 1.5%       | 12        | 1.2%       |

Q19. Do you know about ASEAN Community?

|               | Gender    |            |           |            | Total     |            |
|---------------|-----------|------------|-----------|------------|-----------|------------|
|               | Male      |            | Female    |            |           |            |
|               | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| I know        | 182       | 40.7%      | 226       | 41.4%      | 408       | 41.1%      |
| I do not know | 265       | 59.3%      | 320       | 58.6%      | 585       | 58.9%      |

Q19-1) How do you perceive the future of the ASEAN Community established in 2015?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Not bright at all | 5         | 2.5%       | 0         | 0.0%       | 5         | 1.1%       |
| Not bright        | 22        | 11.0%      | 22        | 9.3%       | 44        | 10.1%      |
| Neutral           | 69        | 34.5%      | 78        | 32.9%      | 147       | 33.6%      |
| Bright            | 94        | 47.0%      | 129       | 54.4%      | 223       | 51.0%      |
| Very bright       | 10        | 5.0%       | 8         | 3.4%       | 18        | 4.1%       |

Q20. How do you perceive the future of East Asia (ASEAN, Korea, China, and Japan) in terms of integration as a regional community?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Not bright at all | 23        | 5.7%       | 9         | 1.8%       | 32        | 3.5%       |
| Not bright        | 93        | 23.0%      | 89        | 17.5%      | 182       | 19.9%      |
| Neutral           | 158       | 39.1%      | 210       | 41.2%      | 368       | 40.3%      |
| Bright            | 117       | 29.0%      | 188       | 36.9%      | 305       | 33.4%      |
| Very bright       | 13        | 3.2%       | 14        | 2.7%       | 27        | 3.0%       |

Q20-1) Why do you think so?

|   | Gender    |            |           |            | Total     |            |
|---|-----------|------------|-----------|------------|-----------|------------|
|   | Male      |            | Female    |            |           |            |
|   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Different democratic development level and systems          | 13        | 10.1%      | 12        | 11.1%      | 25        | 10.5%      |
| Different economic development level and economic interests | 40        | 31.0%      | 32        | 29.6%      | 72        | 30.4%      |
| Severe historical and territorial disputes among countries  | 53        | 41.1%      | 43        | 39.8%      | 96        | 40.5%      |
| Huge cultural difference                                    | 18        | 14.0%      | 15        | 13.9%      | 33        | 13.9%      |
| Others  | 5         | 3.9%       | 6         | 5.6%       | 11        | 4.6%       |

Q20-2) Why do you think so?

|                             | Gender    |            |           |            | Total     |            |
|-----------------------------|-----------|------------|-----------|------------|-----------|------------|
|                             | Male      |            | Female    |            |           |            |
|                             | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Racial familiarity          | 10        | 6.7%       | 12        | 5.5%       | 22        | 6.0%       |
| Geographical proximity      | 50        | 33.3%      | 86        | 39.3%      | 136       | 36.9%      |
| Economic interconnectedness | 58        | 38.7%      | 75        | 34.2%      | 133       | 36.0%      |
| Cultural similarity         | 27        | 18.0%      | 43        | 19.6%      | 70        | 19.0%      |
| Others                      | 5         | 3.3%       | 3         | 1.4%       | 8         | 2.2%       |

Q21. How do you see the future of Southeast Asia (ASEAN) as a 'post-China market' for Korea?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Not bright at all | 14        | 3.2%       | 10        | 1.8%       | 24        | 2.4%       |
| Not bright        | 131       | 30.0%      | 151       | 27.6%      | 282       | 28.7%      |
| Neutral           | 116       | 26.6%      | 187       | 34.2%      | 303       | 30.8%      |
| Bright            | 147       | 33.7%      | 176       | 32.2%      | 323       | 32.9%      |
| Very bright       | 28        | 6.4%       | 23        | 4.2%       | 51        | 5.2%       |

Q22. Do you know about the ASEAN-Korea Centre?

|               | Gender    |            |           |            | Total     |            |
|---------------|-----------|------------|-----------|------------|-----------|------------|
|               | Male      |            | Female    |            |           |            |
|               | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| I know        | 49        | 11.1%      | 78        | 14.3%      | 127       | 12.9%      |
| I do not know | 392       | 88.9%      | 469       | 85.7%      | 855       | 87.1%      |

Q22-1) What do you think the ASEAN-Korea Centre should improve in relation to ASEAN-Korea partnership?

|   | Gender    |            |           |            | Total     |            |
|---|-----------|------------|-----------|------------|-----------|------------|
|   | Male      |            | Female    |            |           |            |
|   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Enhance mutual awareness                              | 11        | 18.3%      | 29        | 30.9%      | 40        | 26.0%      |
| Promote trade & investment                            | 15        | 25.0%      | 11        | 11.7%      | 26        | 16.9%      |
| Promote culture & tourism                             | 8         | 13.3%      | 10        | 10.6%      | 18        | 11.7%      |
| Provide information & data                            | 10        | 16.7%      | 8         | 8.5%       | 18        | 11.7%      |
| Promote people-to-people exchanges & network-building | 16        | 26.7%      | 35        | 37.2%      | 51        | 33.1%      |
| Others  | 0         | 0.0%       | 1         | 1.1%       | 1         | 0.6%       |



## Survey results of ASEAN Youth's perception of Korea

Q1. How long have you been studying in Korea?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Less than 1 year  | 38        | 40.9%      | 81        | 44.8%      | 134       | 41.6%      |
| 1 year - 2 years  | 19        | 20.4%      | 39        | 21.5%      | 75        | 23.3%      |
| 2 years - 3 years | 17        | 18.3%      | 33        | 18.2%      | 54        | 16.8%      |
| 3 years - 4 years | 10        | 10.8%      | 12        | 6.6%       | 28        | 8.7%       |
| 4 years - 5 years | 7         | 7.5%       | 9         | 5.0%       | 20        | 6.2%       |
| More than 5 years | 2         | 2.2%       | 7         | 3.9%       | 9         | 2.8%       |

Q2. How are you paying your tuition fees in Korea?

(You may choose more than 1 answer.)

|  | Gender    |            |           |            | Total     |            |
|--|-----------|------------|-----------|------------|-----------|------------|
|  | Male      |            | Female    |            |           |            |
|  | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Scholarship from the Korean government or a Korean institution | 48        | 41.7%      | 58        | 24.2%      | 126       | 30.7%      |
| Scholarship from your government or institution                | 14        | 12.2%      | 44        | 18.3%      | 65        | 15.9%      |
| University scholarship   | 31        | 27.0%      | 63        | 26.3%      | 106       | 25.9%      |
| Your own savings   | 10        | 8.7%       | 13        | 5.4%       | 27        | 6.6%       |
| Financial support from your parents                            | 5         | 4.3%       | 35        | 14.6%      | 46        | 11.2%      |
| Money earned through part-time job in Korea                    | 6         | 5.2%       | 18        | 7.5%       | 29        | 7.1%       |
| Loans  | 0         | 0.0%       | 3         | 1.3%       | 3         | 0.7%       |
| Others   | 1         | 0.9%       | 6         | 2.5%       | 8         | 2.0%       |



Q3. What difficulties are you facing while studying in Korea?

(You may choose more than 1 answer.)

|  | Gender    |            |           |            | Total     |            |
|--|-----------|------------|-----------|------------|-----------|------------|
|  | Male      |            | Female    |            |           |            |
|  | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Academics (grades, educational condition, etc.)  | 45        | 25.4%      | 74        | 19.5%      | 134       | 22.2%      |
| Law and system (visa, etc.)  | 9         | 5.1%       | 10        | 2.6%       | 19        | 3.1%       |
| Economic problems (tuition, living expenses, etc.)   | 20        | 11.3%      | 61        | 16.1%      | 89        | 14.7%      |
| Psychological problems (loneliness, longing, etc.)   | 14        | 7.9%       | 37        | 9.7%       | 55        | 9.1%       |
| Social problems (discrimination, prejudice, bullying, etc.)                                  | 5         | 2.8%       | 28        | 7.4%       | 37        | 6.1%       |
| Adjustment problems in foreign countries (language, food, cultural differences, etc.)        | 33        | 18.6%      | 59        | 15.5%      | 96        | 15.9%      |
| Housing problems (difficulty in finding, costs, unfavorable conditions for foreigners, etc.) | 15        | 8.5%       | 24        | 6.3%       | 41        | 6.8%       |
| Building relationships (friends, romantic relationships, etc.)                               | 21        | 11.9%      | 33        | 8.7%       | 57        | 9.4%       |
| Practicing religion  | 7         | 4.0%       | 37        | 9.7%       | 47        | 7.8%       |
| Doing leisure activities   | 3         | 1.7%       | 10        | 2.6%       | 14        | 2.3%       |
| Others   | 5         | 2.8%       | 7         | 1.8%       | 15        | 2.5%       |

Q4. Are you satisfied with your study abroad experience in Korea?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 2         | 2.2%       | 2         | 1.1%       | 5         | 1.6%       |
| Disagree          | 2         | 2.2%       | 7         | 3.9%       | 11        | 3.4%       |
| Neutral           | 25        | 26.9%      | 47        | 26.1%      | 87        | 27.0%      |
| Agree             | 54        | 58.1%      | 93        | 51.7%      | 173       | 53.7%      |
| Strongly agree    | 10        | 10.8%      | 31        | 17.2%      | 43        | 13.4%      |

Q5. What is your most important reason for choosing Korea as a study abroad destination?

|   | Gender    |            |           |            | Total     |            |
|---|-----------|------------|-----------|------------|-----------|------------|
|   | Male      |            | Female    |            |           |            |
|   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Scholarship and economic reasons                  | 54        | 58.1%      | 71        | 39.2%      | 151       | 46.9%      |
| Recommendation by family, friends, teachers, etc. | 5         | 5.4%       | 22        | 12.2%      | 31        | 9.6%       |
| Interest in or familiarity with Korea             | 14        | 15.1%      | 65        | 35.9%      | 87        | 27.0%      |
| Excellent curriculum                              | 11        | 11.8%      | 4         | 2.2%       | 18        | 5.6%       |
| To get a decent job after graduation              | 9         | 9.7%       | 11        | 6.1%       | 22        | 6.8%       |
| Others  | 0         | 0%         | 8         | 4.4%       | 11        | 3.4%       |

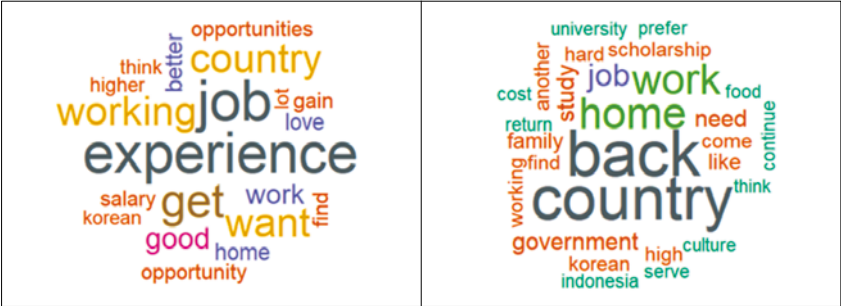
Q6. Do you plan to stay in Korea after the completion of your study abroad program?

|     | Gender    |            |           |            | Total     |            |
|-----|-----------|------------|-----------|------------|-----------|------------|
|     | Male      |            | Female    |            |           |            |
|     | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Yes | 38        | 40.9%      | 73        | 40.3%      | 134       | 41.6%      |
| No  | 55        | 59.1%      | 108       | 59.7%      | 188       | 58.3%      |

Q 6-1) Why do you think so?

(Yes)

(No)





Q11. Do you think Koreans know about your country?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 5         | 5.4%       | 7         | 3.9%       | 14        | 4.3%       |
| Disagree          | 15        | 16.1%      | 38        | 21.0%      | 66        | 20.5%      |
| Neutral           | 27        | 29.0%      | 56        | 30.9%      | 98        | 30.4%      |
| Agree             | 38        | 40.9%      | 70        | 38.7%      | 120       | 37.3%      |
| Strongly agree    | 8         | 8.6%       | 10        | 5.5%       | 22        | 6.8%       |

Q12. Do you think Korea's contribution helps the development of your country?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 3         | 3.2%       | 4         | 2.2%       | 8         | 2.5%       |
| Disagree          | 4         | 4.3%       | 12        | 6.6%       | 19        | 5.9%       |
| Neutral           | 26        | 28.0%      | 65        | 35.9%      | 105       | 32.6%      |
| Agree             | 52        | 55.9%      | 81        | 44.8%      | 158       | 49.1%      |
| Strongly agree    | 8         | 8.6%       | 19        | 10.5%      | 30        | 9.3%       |

Q13. Do you think the relations between North and South Korea has implication for your country?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 6         | 6.5%       | 8         | 4.4%       | 17        | 5.3%       |
| Disagree          | 11        | 11.8%      | 34        | 18.8%      | 56        | 17.4%      |
| Neutral           | 41        | 44.1%      | 86        | 47.5%      | 149       | 46.3%      |
| Agree             | 32        | 34.4%      | 46        | 25.4%      | 85        | 26.4%      |
| Strongly agree    | 3         | 3.2%       | 7         | 3.9%       | 13        | 4.0%       |

Q14. Do you like Korean popular culture ('Hanllyu' or 'Korean Wave')?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 2         | 2.2%       | 7         | 3.9%       | 12        | 3.7%       |
| Disagree          | 3         | 3.2%       | 5         | 2.8%       | 10        | 3.1%       |
| Neutral           | 28        | 30.1%      | 48        | 26.5%      | 92        | 28.6%      |
| Agree             | 44        | 47.3%      | 83        | 45.9%      | 143       | 44.4%      |
| Strongly agree    | 16        | 17.2%      | 38        | 21.0%      | 63        | 19.6%      |

Q15. Is Korean popular culture ('Hallyu' or 'Korean Wave') popular in your country?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 2         | 2.2%       | 6         | 3.3%       | 9         | 2.8%       |
| Disagree          | 2         | 2.2%       | 4         | 2.2%       | 6         | 1.9%       |
| Neutral           | 11        | 11.8%      | 6         | 3.3%       | 23        | 7.1%       |
| Agree             | 35        | 37.6%      | 58        | 32.0%      | 113       | 35.1%      |
| Strongly agree    | 43        | 46.2%      | 107       | 59.1%      | 169       | 52.5%      |

Q16. Do you like Korean products?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Strongly disagree | 2         | 2.2%       | 2         | 1.1%       | 5         | 1.6%       |
| Disagree          | 1         | 1.1%       | 1         | 0.6%       | 2         | 0.6%       |
| Neutral           | 17        | 18.3%      | 26        | 14.4%      | 49        | 15.2%      |
| Agree             | 56        | 60.2%      | 105       | 58.0%      | 187       | 58.1%      |
| Strongly agree    | 17        | 18.3%      | 47        | 26.0%      | 77        | 23.9%      |

Q17. How did your perception of Korea change after you came to Korea?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| It got worse      | 7         | 7.6%       | 43        | 24.0%      | 63        | 19.6%      |
| It did not change | 27        | 29.3%      | 65        | 36.3%      | 107       | 33.2%      |
| It got better     | 58        | 63.0%      | 71        | 39.7%      | 147       | 45.7%      |

Q18. How do you think about the current relations between Southeast Asia (ASEAN) and Korea?

|                      | Gender    |            |           |            | Total     |            |
|----------------------|-----------|------------|-----------|------------|-----------|------------|
|                      | Male      |            | Female    |            |           |            |
|                      | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Very bad             | 1         | 1.1%       | 1         | 0.6%       | 2         | 0.6%       |
| Somewhat bad         | 3         | 3.3%       | 1         | 0.6%       | 4         | 1.2%       |
| Neither bad nor good | 11        | 12.1%      | 45        | 25.3%      | 67        | 20.8%      |
| Somewhat good        | 60        | 65.9%      | 110       | 61.8%      | 197       | 61.2%      |
| Very good            | 16        | 17.6%      | 21        | 11.8%      | 45        | 14.0%      |

Q19. What do you think is the most important issue in ASEAN-Korea relations?

(Please choose three answers.)

|                                       | Gender    |            |           |            | Total     |            |
|---------------------------------------|-----------|------------|-----------|------------|-----------|------------|
|                                       | Male      |            | Female    |            |           |            |
|                                       | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Economic cooperation                  | 57        | 18.8%      | 113       | 21.5%      | 201       | 20.7%      |
| Migration of labor                    | 34        | 11.2%      | 52        | 9.6%       | 97        | 10.0%      |
| North Korean defectors                | 6         | 2.0%       | 12        | 2.2%       | 22        | 2.3%       |
| Tourism                               | 46        | 15.1%      | 84        | 15.6%      | 151       | 15.6%      |
| Drugs                                 | 1         | 0.3%       | 0         | 0%         | 2         | 0.2%       |
| International marriage                | 9         | 3.0%       | 25        | 4.6%       | 40        | 4.1%       |
| Official Development Assistance (ODA) | 16        | 5.3%       | 24        | 4.4%       | 42        | 4.3%       |

|                            |    |       |    |      |    |      |
|----------------------------|----|-------|----|------|----|------|
| Missionary work            | 4  | 1.3%  | 3  | 0.6% | 9  | 0.9% |
| Overseas remittance        | 0  | 0%    | 0  | 0%   | 0  | 0%   |
| Terrorism                  | 3  | 1.0%  | 5  | 0.9% | 13 | 1.3% |
| Foreign investment         | 28 | 9.2%  | 46 | 8.5% | 86 | 8.9% |
| Study abroad               | 31 | 10.2% | 52 | 9.6% | 93 | 9.6% |
| Crime                      | 1  | 0.3%  | 2  | 0.4% | 3  | 0.3% |
| Sex trafficking            | 1  | 0.3%  | 1  | 0.2% | 4  | 0.4% |
| Visa                       | 13 | 4.3%  | 25 | 4.6% | 41 | 4.2% |
| Infectious disease         | 4  | 1.3%  | 0  | 0%   | 6  | 0.6% |
| Free Trade Agreement (FTA) | 13 | 4.3%  | 26 | 4.8% | 50 | 5.1% |
| Pop culture                | 19 | 6.3%  | 48 | 8.9% | 71 | 7.3% |
| Environment                | 8  | 2.6%  | 8  | 1.5% | 16 | 1.6% |
| Immigration                | 10 | 3.3%  | 9  | 1.7% | 21 | 2.2% |
| Others                     | 0  | 0%    | 2  | 0.4% | 3  | 0.3% |

Q20. What do you think the most attractive aspects of Korea to Southeast Asia (ASEAN) people are? (Please choose two answers.)

|  | Gender    |            |           |            | Total     |            |
|--|-----------|------------|-----------|------------|-----------|------------|
|  | Male      |            | Female    |            |           |            |
|  | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Democracy                                  | 7         | 3.3%       | 7         | 1.7%       | 16        | 2.2%       |
| Economic development                       | 56        | 26.4%      | 63        | 15.6%      | 139       | 19.5%      |
| Korean Wave<br>(K-Pop, K-Drama, K-Beauty)  | 59        | 27.8%      | 141       | 34.9%      | 230       | 32.3%      |
| Civil society                              | 5         | 2.4%       | 11        | 2.7%       | 16        | 2.2%       |
| Educational level                          | 19        | 9.0%       | 34        | 8.4%       | 65        | 9.1%       |
| Medical and health care                    | 13        | 6.1%       | 14        | 3.5%       | 31        | 4.4%       |
| IT sector<br>(smart phone, home appliance) | 35        | 16.5%      | 67        | 16.6%      | 118       | 16.6%      |
| Social welfare                             | 4         | 1.9%       | 10        | 2.5%       | 17        | 2.4%       |
| Sightseeing (season, food)                 | 14        | 6.6%       | 56        | 13.9%      | 79        | 11.1%      |
| Others                                     | 0         | 0%         | 1         | 0.2%       | 1         | .1%        |

Q21. What do you think the most attractive aspects of Southeast Asia (ASEAN) to Koreans are? (Please choose two answers.)

|                           | Gender    |            |           |            | Total     |            |
|---------------------------|-----------|------------|-----------|------------|-----------|------------|
|                           | Male      |            | Female    |            |           |            |
|                           | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Natural resources         | 44        | 21.6%      | 64        | 17.5%      | 127       | 19.4%      |
| Labor force               | 28        | 13.7%      | 51        | 13.9%      | 89        | 13.6%      |
| Commodity market          | 14        | 6.9%       | 34        | 9.3%       | 62        | 9.5%       |
| Cultural heritage         | 25        | 12.3%      | 52        | 14.2%      | 77        | 11.8%      |
| Natural environment       | 13        | 6.4%       | 38        | 10.4%      | 52        | 7.9%       |
| Price index               | 8         | 3.9%       | 13        | 3.6%       | 21        | 3.2%       |
| Investment                | 40        | 19.6%      | 51        | 13.9%      | 112       | 17.1%      |
| Language and study abroad | 22        | 10.8%      | 49        | 13.4%      | 86        | 13.1%      |
| Immigration               | 4         | 2.0%       | 10        | 2.7%       | 17        | 2.6%       |
| Others                    | 6         | 2.9%       | 4         | 1.1%       | 12        | 1.8%       |

Q22. How do you think about the future relations between Southeast Asia (ASEAN) and Korea?

|                          | Gender    |            |           |            | Total     |            |
|--------------------------|-----------|------------|-----------|------------|-----------|------------|
|                          | Male      |            | Female    |            |           |            |
|                          | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Will get much worse      | 3         | 3.2%       | 6         | 3.3%       | 18        | 5.6%       |
| Will get worse           | 0         | 0%         | 2         | 1.1%       | 3         | 0.9%       |
| Neither worse nor better | 10        | 10.8%      | 18        | 10.0%      | 34        | 10.6%      |
| Will get better          | 59        | 63.4%      | 110       | 61.1%      | 198       | 61.5%      |
| Will get much better     | 21        | 22.6%      | 44        | 24.4%      | 66        | 20.5%      |



Q23. What efforts should be made by Southeast Asia (ASEAN) and Korea to further strengthen their relations?

|  | Gender    |            |           |            | Total     |            |
|--|-----------|------------|-----------|------------|-----------|------------|
|  | Male      |            | Female    |            |           |            |
|  | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Enhance communication and confidence at the government level | 19        | 20.4%      | 31        | 17.2%      | 58        | 18.0%      |
| Reinforce cooperation in the areas of military and security  | 7         | 7.5%       | 7         | 3.9%       | 14        | 4.3%       |
| Strengthen economic cooperation such as trade and investment | 39        | 41.9%      | 78        | 43.3%      | 138       | 42.9%      |
| Expand cooperation in education and health care              | 17        | 18.3%      | 36        | 20.0%      | 63        | 19.6%      |
| Expand non-governmental exchanges of culture and tourism     | 11        | 11.8%      | 26        | 14.4%      | 44        | 13.7%      |
| Others   | 0         | 0%         | 2         | 1.1%       | 2         | 0.6%       |

Q24. How do you perceive the future of ASEAN Community in terms of integration?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Not bright at all | 1         | 1.1%       | 0         | 0%         | 1         | 0.3%       |
| Not bright        | 4         | 4.3%       | 4         | 2.2%       | 9         | 2.8%       |
| Neutral           | 27        | 29.3%      | 49        | 27.5%      | 88        | 27.3%      |
| Bright            | 47        | 51.1%      | 107       | 60.1%      | 182       | 56.5%      |
| Very Bright       | 13        | 14.1%      | 18        | 10.1%      | 36        | 11.2%      |

Q25. How do you perceive the future of East Asia (ASEAN, Korea, China, and Japan) in terms of integration as a regional community?

|                   | Gender    |            |           |            | Total     |            |
|-------------------|-----------|------------|-----------|------------|-----------|------------|
|                   | Male      |            | Female    |            |           |            |
|                   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Not bright at all | 1         | 1.1%       | 6         | 3.4%       | 9         | 2.8%       |
| Not bright        | 11        | 11.8%      | 24        | 13.4%      | 38        | 11.8%      |
| Neutral           | 21        | 22.6%      | 59        | 33.0%      | 95        | 29.5%      |
| Bright            | 49        | 52.7%      | 77        | 43.0%      | 145       | 45.0%      |
| Very Bright       | 11        | 11.8%      | 13        | 7.3%       | 31        | 9.6%       |

Q25-1) Why do you think so?

|   | Gender    |            |           |            | Total     |            |
|---|-----------|------------|-----------|------------|-----------|------------|
|   | Male      |            | Female    |            |           |            |
|   | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Different democratic development level and systems          | 4         | 9.3%       | 8         | 10.1%      | 16        | 5.0%       |
| Different economic development level and economic interests | 18        | 41.9%      | 38        | 48.1%      | 69        | 21.4%      |
| Severe historical and territorial disputes among countries  | 11        | 25.6%      | 24        | 30.4%      | 43        | 13.4%      |
| Huge cultural difference                                    | 0         | 0%         | 1         | 1.3%       | 6         | 1.9%       |
| Others  | 10        | 23.3%      | 8         | 10.1%      | 33        | 10.2%      |

Q25-2) Why do you think so?

|                             | Gender    |            |           |            | Total     |            |
|-----------------------------|-----------|------------|-----------|------------|-----------|------------|
|                             | Male      |            | Female    |            |           |            |
|                             | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Racial familiarity          | 5         | 6.8%       | 3         | 2.6%       | 12        | 3.7%       |
| Geographical proximity      | 15        | 20.5%      | 26        | 22.4%      | 49        | 15.2%      |
| Economic interconnectedness | 34        | 46.6%      | 51        | 44.0%      | 101       | 31.4%      |
| Cultural similarity         | 13        | 17.8%      | 27        | 23.3%      | 48        | 14.9%      |
| Others                      | 6         | 8.2%       | 9         | 7.8%       | 25        | 7.8%       |



## **Mutual Perceptions of ASEAN and Korean Youth**

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## **ASEAN-KOREA CENTRE**

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Finding out how ASEAN and Korean people perceive each other could pave the way for a better long-lasting ASEAN-Korea relations. Hence, as an effort for a lasting and genuine partnership, the ASEAN-Korea Centre presents you *Mutual Perceptions of ASEAN and Korean Youth*.



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