

# Taiwan: Public Diplomacy and Foreign Perception

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## Methodology

### Research Question

Is Taiwan's strategy of public diplomacy effective in changing foreign perceptions?

### Why?

- Public diplomacy is an emerging field which needs more study
- To preserve its sovereignty, Taiwan has been innovating its diplomatic efforts
- Taiwan's complex diplomatic situation creates a unique environment in which to study public diplomacy's effectiveness

### INFORMATIVE INTERVIEW IN TAIPEI

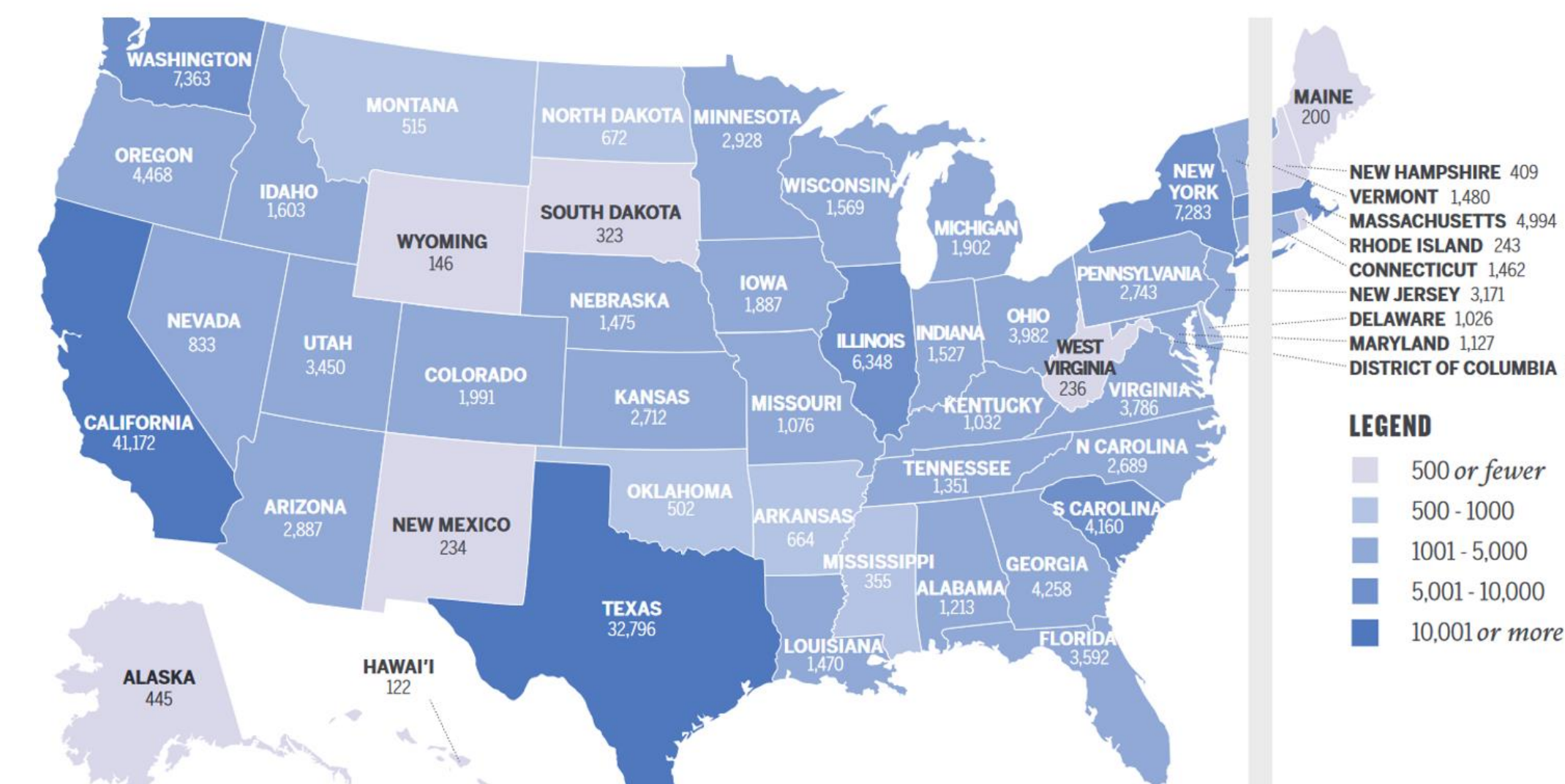
- I traveled to Taipei in May to interview an official at the Ministry of Foreign Affairs to inform the survey design
- Specializing in public diplomacy, she provided information about Taiwan's contextual situation and diplomatic strategy



### EXPERIMENTAL SURVEY

- Measures the effectiveness of public diplomacy in changing foreign perceptions in the intended direction, conducted via MTurk and Qualtrics
- Sample: Those residing in the USA or US citizens
- Included control questions, a word association exercise, and a feeling thermometer between the People's Republic of China and the United States

### STIMULUS SHOWN



### FREEDOM HOUSE GLOBAL FREEDOM SCORE (OUT OF 100) 2017-2020

|               | 2017 | 2018 | 2019 | 2020* |
|---------------|------|------|------|-------|
| Taiwan        | 93   | 93   | 93   | 94    |
| United States | 89   | 86   | 86   | 83    |

### INTERNET FREEDOM RANKINGS OF MAJOR INDO-PACIFIC DEMOCRACIES (OUT OF 100)

|   |             |    |
|---|-------------|----|
| 1 | Taiwan      | 80 |
| 2 | Japan       | 76 |
| 3 | Australia   | 74 |
| 4 | South Korea | 67 |
| 5 | Philippines | 65 |
| 6 | India       | 49 |

**Taiwan (Republic of China)**  
 中華民國 (Chinese)  
 Zhōnghuá Mínguó (Pinyin)

**Anthem:**  
 中華民國國歌  
 Zhōnghuá Mínguó Guógē  
 "National Anthem of the Republic of China"

**Flag anthem:**  
 中華民國國旗歌  
 Zhōnghuá Mínguó Guógē  
 "National Flag Anthem of the Republic of China"

**National seal:**  
 中華民國之璽  
 Seal of the Republic of China

**National flower:**  
 梅花  
 Plum blossom

## Analysis of Results

### CONTROL GROUP



### STATE GROUP



### NON-STATE GROUP



### STATISTICAL ANALYSIS

- No significance was detected via the difference of means t-tests
- However, those exposed to state-produced stimuli rated higher on the feeling thermometer than the other two groups
- Word association responses also had no significant variation as seen via the word clouds

## Conclusions

- This project did not support my initial hypothesis
- However, evidence showed that there was a pre-existing positive perception of Taiwan in the sample
- The results reflect that Taiwan's diplomatic strategy appears to be working