



Video 1: greetings from a German interviewee

What do Europeans think about China?



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The Questionnaire

1. Describe in three words what comes to your mind when you hear "China"?
2. Name some stereotypes you know about China and comment whether you think they are true or not.
3. What comes to your mind when you hear the phrase "Made in China"? Do you like products which were "Made in China"? Explain why or why not.
4. Where did you get your China-related knowledge from?
5. Have you ever been to China?
6. Would you like to go there? If yes, which part of China would you like to visit?
7. If you have any Chinese friends, how do you get along with them?
8. What is the biggest difference between China and Europe ?
(e.g. people, culture)
9. Do you perceive the Chinese as more hardworking than the Europeans? Why?
10. Name some interesting facts you know about China.

Nationalities of the Respondents

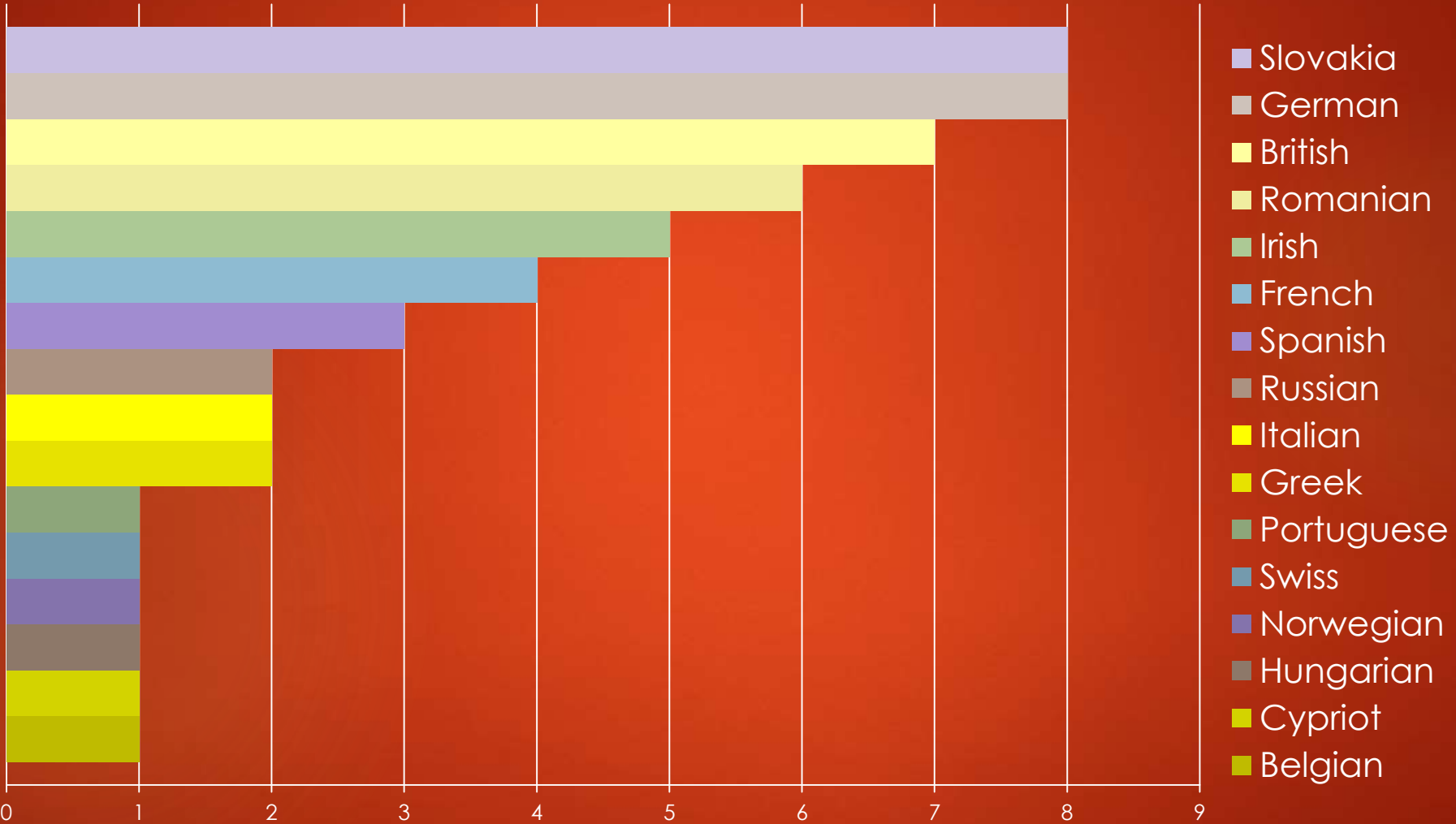


Figure 1: nationalities of the respondents (n=57)



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Describe in three words what comes to your mind when you hear "China".

Item	Number	Item	Number
Food (rice/dumpling)	22	Temples	3
The Great Wall	10	History	2
Communism(socialism)	10	Asia	2
Massive/big/great/huge country	10	Physical ch (short/slant	1
Ancient wise culture	8	Produ (c	1
Population(massive/crowded)	7	Bud	1
Economy growth	6	Polution (s	1
Dragons	5	Kimono(?)	1



Diagram 1: words that come to Europeans' mind when they hear "China" (n=57)



Have you ever been to China?

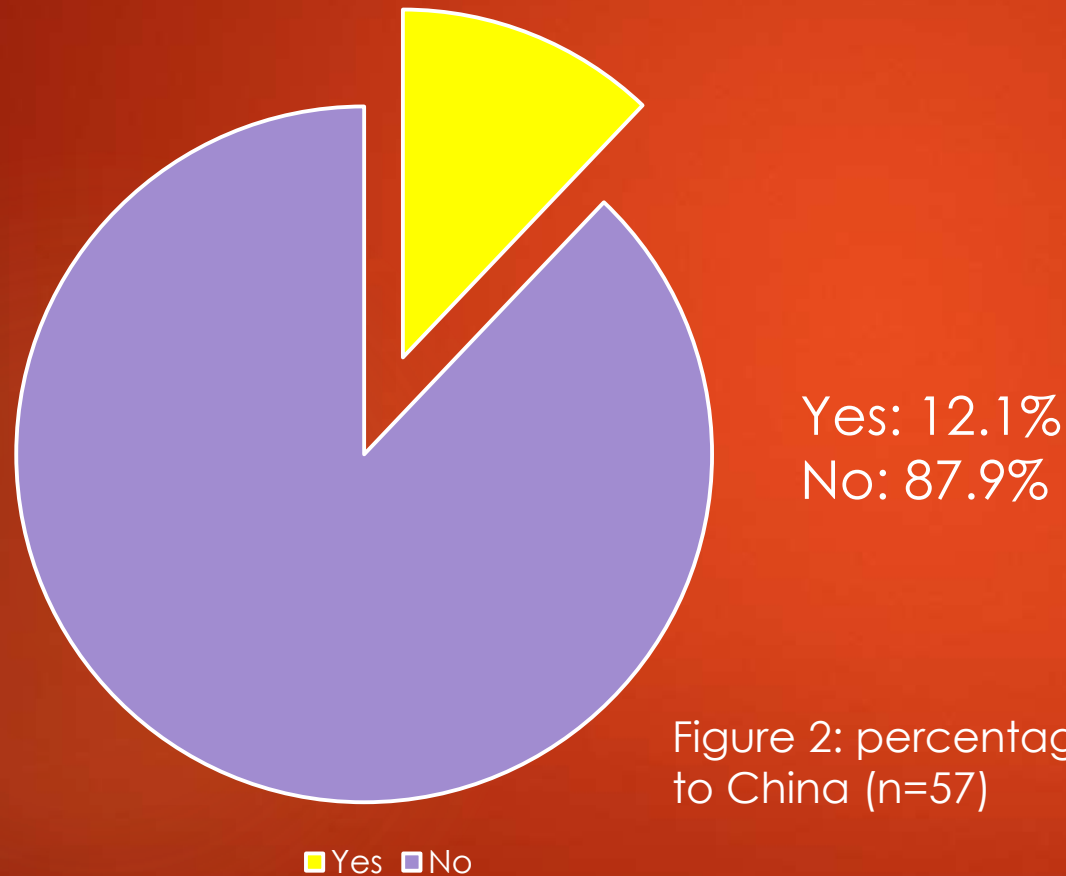


Figure 2: percentages of people who have and have not been to China (n=57)

Which part of China would you like to travel to?

Places	Number	Reason
Beijing City	17	The Great Wall (5)
Shanghai City	7	
Country side	7	
Hong Kong SAR	6	
Sichuan Province	4	Panda
Traditional places	2	
Tibet (Xizang Autonomous Region)	2	
Taiwan	2	
Shaolin Temple	1	Kungfu
Zhangjiajie City	1	Avatar

Diagram 2: Europeans' preferred tourism destinations of China (n=57)



Where did you get your China-related knowledge from?

Media

Internet @

Movies

Television

Chinese friends

School

Personal experience



What are the biggest differences between China and Europe ? (e.g. people, culture)

- ▶ Chinese are very traditional and more respectful especially towards old people
- ▶ Food, culture, values
- ▶ Introverts
- ▶ The way of thinking is completely different.
- ▶ *“They have some of their oldest cultures, arts still present. Europe has become more modernized and forgotten about her past.”*



Do you know any stereotypes about China and do you think they are true or not?

- ▶ 17 “eat” – over half of them are talking about eating rice, the rest are about eating dogs, cat, and everything.
- ▶ 7 people talk Chinese people being shy, introvert and polite. One specific answer, “they’re super polite...won’t tell you directly if something is offending them...”
- ▶ 7 people mention Chinese people are hard workers.
- ▶ 3 people talk about if Chinese people all look the same, and they all think that’s false.

Interesting responses that might raise discussion

- ▶ Chinese parents are tiger parents?
- ▶ *“They wear a mask to protect them from air pollution. They live in dirty houses.” “They cut the arms for stealing.”*
- ▶ There are mentions about China’s social and environmental problems, such as cheap labor, child policy (now two-child policy), etc.



What do you think of “Made in China”?

- ▶ The result shows a mixed European attitude towards “Made in China”.
- ▶ Over half of the responses associate the products “made in China” with “cheap” and “bad quality”.
- ▶ 5 people specifically mention that the electronic products from China are of good quality, indicating that China’s electronic business may be prospering and starting to earn a reputation in Europe.

Interesting responses that might raise discussion

- ▶ There are mentions about child labor, bad working conditions, etc.
- ▶ Some people mention that even they believe “Made in China” means bad quality, they cannot escape them because they are everywhere.

Do you perceive the Chinese as more hardworking than the Europeans? Why?

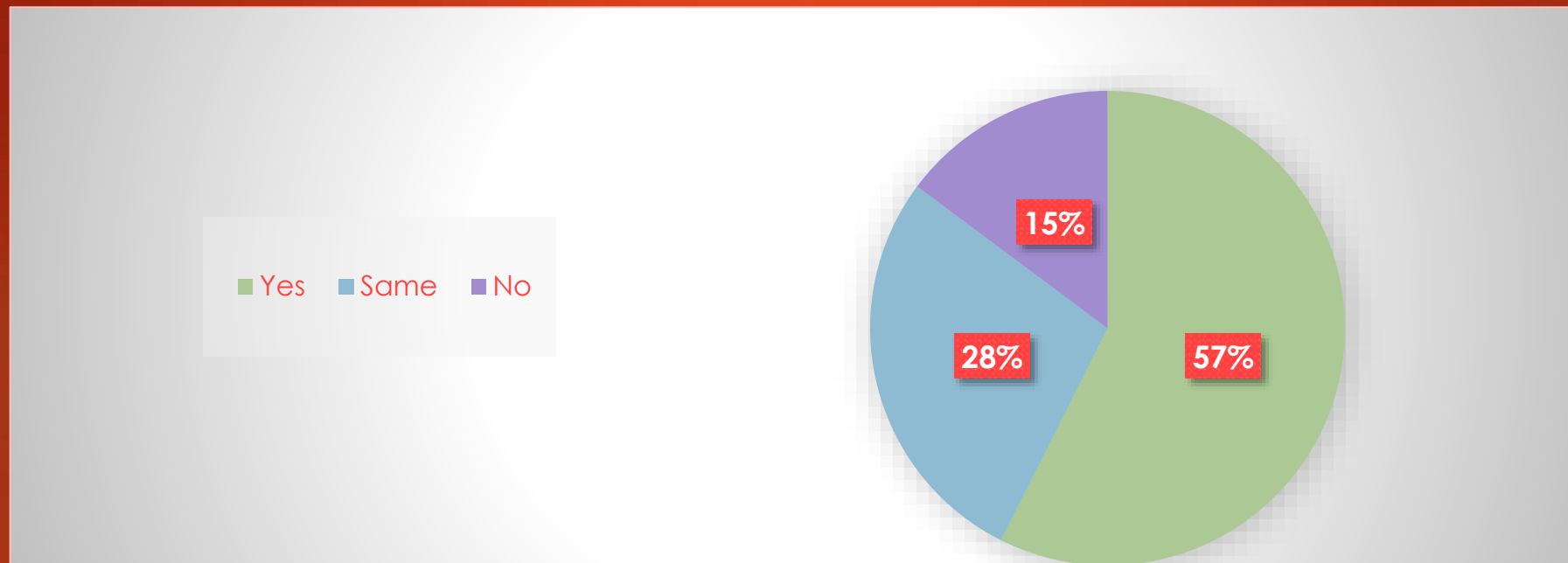


Figure 3: Europeans' perceptions about the work attitude of Chinese (n=57)

Do you perceive the Chinese as more hardworking than the Europeans? Why?

- different work ethic
- less labour rights
- less freedom
- industry more demanding
- more dedicated, finishers
- strict, ambitious
- very motivated



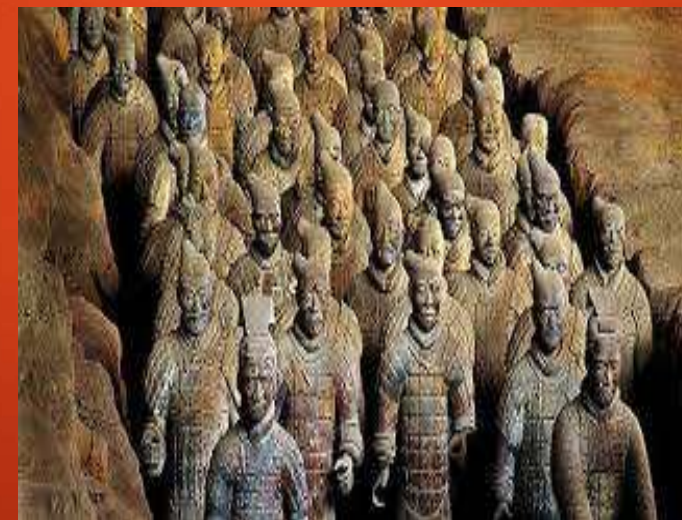
Do you perceive the Chinese as more hardworking than the Europeans? Why?

- take work seriously; do not enjoy life and free time as we do
- great educational focus
- hard times in the past
- leaders are communists
- low standards bring disgrace
- to make parents proud more important than in Germany

„There are also lazy Chinese, but I have not met any yet.“

Name some interesting facts you know about China.

17



Name some interesting facts you know about China.

18





If you have any Chinese friends, how do you get along with them?

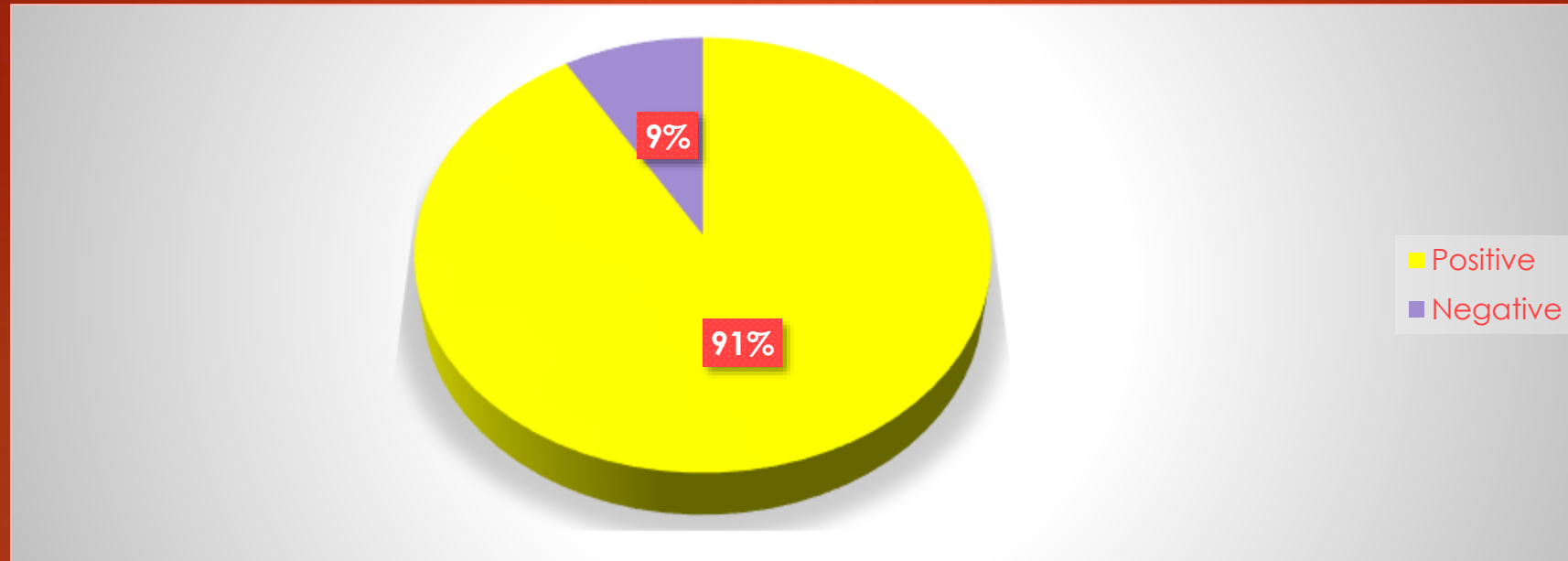


Figure 4: Europeans' responses about Euro-China friendship (n=57)

If you have any Chinese friends, how do you get on with them? Is your relationship different than with your European friends?

- slightly more traditional
- cultural differences present, but funny
- some can speak perfect English
- different communication styles
- hospitable and caring, friendly, gentle, thoughtful
- polite, nice, kind, great, good people
- quiet, closed, overreacting

Prof. Josef Schmied talks about his
recent trips to China
-what he finds new about China

Video 2: Professor Schmied talks about China

Thank you!