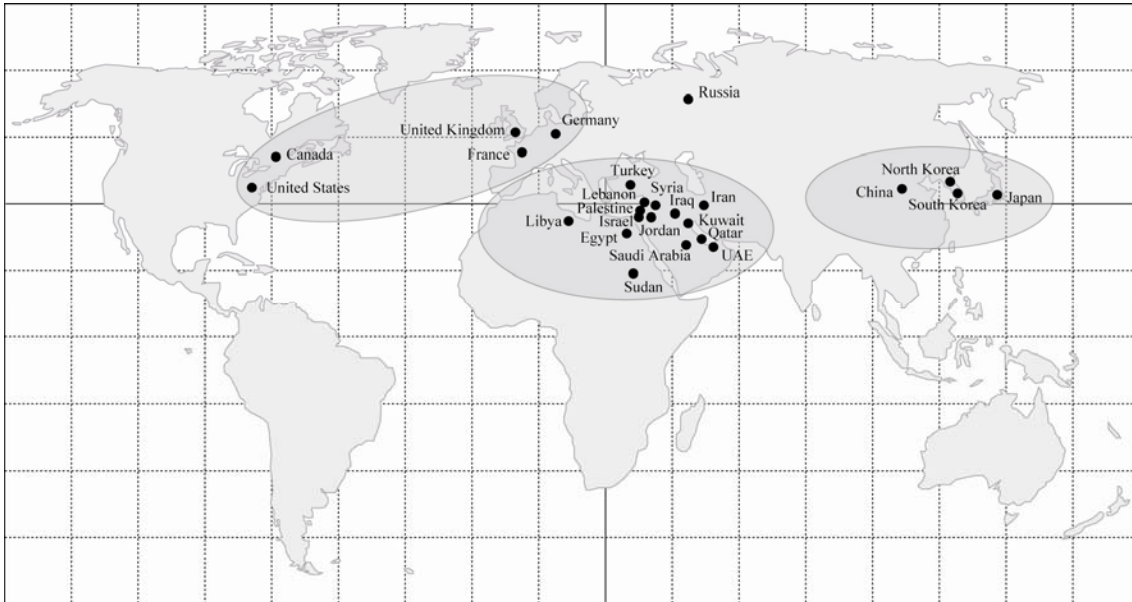


Arab Peoples' Perceptions of East Asian Countries: An Analysis of the “Political Mental-Map”



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I. Preface

The aim of this presentation is to understand the political stereotype held by the Arab peoples about Japan and South Korea, thus allowing Japan and South Korea to take a step toward considering the ways to contribute politically, economically, and socially to the Arab peoples. To achieve this aim, I will analyze the perceptions of the Arab peoples toward Japan and South Korea by utilizing the concept of “political mental-map.”

Professor Shingo Hamanaka (at Yamagata University) and I introduced the concept of “political mental-map” in a previous work (Aoyama and Hamanaka [2009]). It is a comprehensive image depicting the people’s evaluation of how certain countries contribute toward realizing stability in the Middle East. It is expressed as a scatter diagram, which is drawn from the results of quantitative analysis of poll surveys.

For this presentation, I selected four nationalities among the Arab region for analysis—the Syrians, Egyptians, Palestinians, and Lebanese. The selection was based on the availability of data from polls conducted in those countries over the past few years. In the following section, I will present an overview of the polls from which I obtained the data used in the quantitative

analysis. Then, in Section III, I will draw political mental-maps of the aforementioned peoples. I will explain the methodology behind drawing the maps and clarify their characteristics. Finally, in Section IV, I will use the maps to consider how each nationality perceives Japan and South Korea.

II. Poll Surveys Conducted among the Arab Peoples

In this Section, I will present an overview of the polls that the survey team, including me, conducted in Syria, Egypt, Palestine, and Lebanon over the past few years. In concrete terms, I will give an explanation about (1) the purpose of the polls, (2) the reason for adapting the polls to survey method, (3) the outline of the polls, and (4) the contents of the questionnaires distributed in the polls.

The Purpose of the Polls

The polls, from which I obtained the data I used in the quantitative analysis in this presentation, were conducted during the course of the research project “Relation between Political Changes and Stereotypes in the Middle East” (administrative office: Tokyo University of Foreign Studies, representative: Hiroyuki Aoyama). This project is part of another project: “Promotion Project for Improvement of Collaborative Center of Excellence in Human Studies and Social Science,” funded by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) in Japan.

The survey team for the research project “Relation between Political Changes and Stereotypes in the Middle East” conducted polls in Egypt in 2008, in Palestine in 2009, and in Lebanon in 2010¹. The poll in Syria was conducted, under my supervision, in 2007 as part of another research project: “The Middle East within Asia: Law and Economics” (Need-Based Program for Area Studies of the Ministry of Education, Culture, Sports, Science and Technology, administrative office: Hitotsubashi University, Tokyo; representative: Hiroshi Kato).

The purpose of the polls corresponds to that of the project “Relation between Political Changes and Stereotypes in the Middle East.” The purpose is to clarify how recent political changes are shaping/reshaping the political perceptions of the peoples in the Middle East and thus to provide all concerned parties with insight into the future of Middle Eastern politics. Political perception is regarded in the research project as an indispensable factor that affects the course of politics. This is not to argue for the existence/non-existence of the people’s interest in regional politics, but it refers, instead, to the people’s evaluation of the role of their own government, political parties/organizations, foreign countries, and so on. In this sense, both the polls and the project are aiming to comprehend changes in the stereotypes that the peoples in the Middle East have toward the political actors inside and outside their own countries.

The Reason to Adapt the Poll for Survey Method

The poll that was developed and established as a reliable survey method has been regarded as inadequate in the analysis of Middle Eastern politics, owing to the region’s predominant form of

¹ The poll was also conducted in Iraq in 2010, but it is not yet complete.

governance: authoritarianism. Working within the confines of authoritarianism, certain complications seemed inevitable: the interference of concerned authorities at every level of the survey process, the “self-censorship” of politically considerate researchers, as well as technical obstacles that originally limited the survey method. Nevertheless, it gradually became known that even the authoritarian regimes had adapted various methods, including polling, for gathering information and intelligence necessary for policy making. Therefore, conducting the polls and making quantitative analysis with the data, allowed for a more realistic insight into the politics in the Middle East and the mindset of the political actors there.

The Outline of the Polls

As previously mentioned, the survey team conducted the polls in Syria in 2007, in Egypt in 2008, in Palestine in 2009, and in Lebanon in 2010. The survey period, survey area, target populations, sample size, interview method, sampling method, and so on, of each poll are found in Table 1.

Contents of the Questionnaires Distributed in the Polls

The questionnaires, which were distributed in the polls, covered the following topics, although the number of questions and their contents were adjusted to be suitable for circumstances in each country:

1. Questions about migrating abroad
2. Questions about the contribution of countries toward realizing stability in the Middle East
3. Questions about political and social attributions

Table 1 Outline of the Polls

	Syria	Egypt	Palestine	Lebanon
Survey Period	October – November 2007	October – November 2008	May 2009	June 2010
Survey Area	Nationalwide (Damascus, Damascus Suburbs, Aleppo, Lattakia, al-Hassaka, and Hims Governorates)	Nationalwide (Cairo, Port Said, Kafr Sheykh, Menufiya, Beni Suef, and Sohag Governorates)	Nationalwide (The West Bank and Gaza Strip)	Nationalwide
Target Population and Sample Size	1,000 Syrian male and female residents, ages 18 – 73	1,000 Egyptian male and female residents, ages 18 – 73	800 Palestinian male and female residents, ages 18 – 65	914 Lebanese male and female residents, ages 18 – 86
Interview Method	Face-to-face interview in Arabic	Face-to-face interview in Arabic	Face-to-face interview in Arabic	Face-to-face interview in Arabic
Sampling Method	Stratified two-stage random sampling, area sampling	Stratified multi-stage probability sampling, area sampling	Stratified multi-stage random sampling, area sampling	Stratified multi-stage sampling, area sampling
Collaboration Institution	Orient Center for International Studies (OCIS)	Egyptian Research and Training Center (ERTC)	Jerusalem Media and Communication Center (JMCC)	Beirut Center for Research and Information (BCRI)
Supervisor	Hiroyuki Aoyama, Yutaka Takaoka	Erina Iwasaki	Shingo Hamanaka	Masaki Mizobuchi, Hiroyuki Aoyama
Research Results	Aoyama and Takaoka [2008], Aoyama and Hamanaka [2009] Takaoka [2010], Takaoka and Hamanaka [2009], al-Miṣrī [2008]	Aoyama [2010], Aoyama and Hamanaka eds. [2009]	Aoyama, Hamanaka and Takaoka et al. [2009], Hamanaka [2010], Takaoka and Hamanaka [2011]	Aoyama [2011], BCRI [2010]

(Source) Drawn by the presenter.

4. Questions about personal information to obtain a face sheet.

(For the detailed contents of the questionnaires, please see the “Research Results” in Table 1.)

Next, I will examine the question, along with the responses, which was used in drawing the political mental-map. The question was one of the questions about the contribution of countries toward realizing stability in the Middle East. Its content and response sheet are found in Figure 1.

III. Political Mental-Map

In this Section, I will draw the political mental-map of the Syrian, Egyptian, Palestinian, and Lebanese peoples with the data collected from polls conducted in each country, and I will clarify the characteristics of the maps.

The detailed procedures of quantitative analysis in drawing the political mental-map are as follows:

Figure 1. The Question about the Contribution of Countries toward Stability in the Middle East and Its Response Sheet

How much do you think the following countries are contributing toward realizing stability in the Middle East?*						
	(1) Very much	(2) Much	(3) Moderately	(4) Not very much	(5) Not at all	(6) Don't know
Turkey	(1)	(2)	(3)	(4)	(5)	(6)
Iran	(1)	(2)	(3)	(4)	(5)	(6)
United Kingdom	(1)	(2)	(3)	(4)	(5)	(6)
Syria	(1)	(2)	(3)	(4)	(5)	(6)
Russia	(1)	(2)	(3)	(4)	(5)	(6)
Saudi Arabia	(1)	(2)	(3)	(4)	(5)	(6)
Lebanon	(1)	(2)	(3)	(4)	(5)	(6)
China	(1)	(2)	(3)	(4)	(5)	(6)
Iraq	(1)	(2)	(3)	(4)	(5)	(6)
France	(1)	(2)	(3)	(4)	(5)	(6)
Palestine	(1)	(2)	(3)	(4)	(5)	(6)
South Korea	(1)	(2)	(3)	(4)	(5)	(6)
North Korea	(1)	(2)	(3)	(4)	(5)	(6)
Israel	(1)	(2)	(3)	(4)	(5)	(6)
Egypt	(1)	(2)	(3)	(4)	(5)	(6)
United States	(1)	(2)	(3)	(4)	(5)	(6)
Japan	(1)	(2)	(3)	(4)	(5)	(6)
United Nations****	(1)	(2)	(3)	(4)	(5)	(6)
Sudan**	(1)	(2)	(3)	(4)	(5)	(6)
Libya**	(1)	(2)	(3)	(4)	(5)	(6)
Germany***	(1)	(2)	(3)	(4)	(5)	(6)
UAE***	(1)	(2)	(3)	(4)	(5)	(6)
Qatar***	(1)	(2)	(3)	(4)	(5)	(6)
Kuwait***	(1)	(2)	(3)	(4)	(5)	(6)
Jordan***	(1)	(2)	(3)	(4)	(5)	(6)
Canada***	(1)	(2)	(3)	(4)	(5)	(6)

(Note)* Original question (in Arabic) for each poll is the following:

- (Syria) برأيك كم ساهمت البلدان أو المنظمات والشعوب التالية في معالجة القضايا السياسية وتحقيق الاستقرار في الشرق الأوسط؟
 (Egypt) في رأيك كم ساهمت البلدان (أو الشعوب التالية) مساهمة إيجابية في معالجة القضايا السياسية وتحقيق الاستقرار في الشرق الأوسط؟
 (Palestine) برأيك/ي كم تعالج كل من البلدان التالية القضايا السياسية وبالتالي تساهم في تحقيق استقرار في الشرق الأوسط؟
 (Lebanon) هل ترى في الأداء السياسي للبلدان التالية إيجابية ما في تحقيق استقرار في الشرق الأوسط؟

** Countries that were added in the poll in Egypt.

*** Countries (and the United Nations) that were added in the polls in Palestine and Lebanon.

**** The United Nations was deleted in the polls in Palestine and Lebanon.

(Source) Drawn by the presenter, based on “al-Istiṣḡā’ al-Waṭānī l-l-Jumhūrīya al-‘Arabīya al-Sūrīya” [2007], “Dirāwa Ijtimā’īya ḥawla Ittijāhāt Afrād al-Majtama” [2008], “Questionnaire of the National Poll Survey in the Middle East (Palestine 2009)” [2009] and “Istiṭlā’ al-Waḍ’ al-Siyāsī wa al-Ijtimā’ī fī Lubnān” [2010].

1. Compiling the responses to the question concerning the contribution of countries toward realizing stability in the Middle East (see Figure 2) for each poll.
2. Making factor analysis of the responses to the aforementioned question (adapting the principal factor analysis for extraction, treating factor matrix with the promax rotation to obtain a pattern matrix, extracting three factors, and interpreting the extracted factors).
3. Drawing a scatter diagram from the pattern matrix of the first and second factors by putting the first and second factors on the x- and y-axes, respectively.
4. Making the hierarchical cluster analysis (ward clustering) with the pattern matrix of the first and second factors for grouping countries into clusters on the scatter diagram (adapt the scare Euclidean distance for measurement, repeat the processes of cluster aggregation in multiple stages for grouping countries into three or four clusters)².

Procedure 1

Table 2 is the results of the responses to the question of each country's poll, which are compiled according to procedure 1.

Table 2 The Results of the Responses to the Question and the Evaluations of the Countries

		Compiled Results of the Response to the Question (persons)							Evaluation (points)*
		(1) Very much	(2) Much	(3) Moderately	(4) Not very much	(5) Not at all	(6) Don't know	No answer	
Syria	Turkey	43	105	353	267	117	115	0	2.65
	Iran	177	263	262	135	102	61	0	3.30
	United Kingdom	5	30	103	235	552	75	0	1.60
	Syria	567	247	122	19	14	31	0	4.38
	Russia	148	246	323	144	56	83	0	3.31
	Saudi Arabia	54	108	282	284	211	61	0	2.48
	Lebanon	26	76	205	259	324	110	0	2.12
	China	47	141	251	216	158	187	0	2.63
	Iraq	18	46	155	237	397	147	0	1.89
	France	14	47	225	261	359	94	0	2.00
	Palestine	45	53	134	206	386	176	0	1.99
	South Korea	11	25	118	186	350	310	0	1.78
	North Korea	22	51	155	188	284	300	0	2.06
	Israel	1	4	9	24	929	33	0	1.06
	Egypt	18	74	324	350	178	56	0	2.37
Egypt	United States	11	15	71	134	726	43	0	1.38
	Japan	30	65	283	287	179	156	0	2.38
	United Nations	60	105	197	274	282	82	0	2.33
	Turkey	7	27	75	117	337	437	0	1.67
	Iran	25	63	123	110	278	401	0	2.08
	United Kingdom	25	42	53	91	378	411	0	1.72
	Syria	65	139	228	69	182	317	0	2.76
	Russia	54	82	109	94	252	409	0	2.31
	Saudi Arabia	84	204	220	64	143	285	0	3.03
	Lebanon	43	124	157	94	268	314	0	2.39
	China	23	51	72	103	340	411	0	1.84
	Iraq	33	53	83	187	332	312	0	1.94
	France	94	96	109	108	208	385	0	2.61
	Palestine	45	51	140	115	347	302	0	2.04
	South Korea	12	24	37	70	374	483	0	1.51

² In addition, in Aoyama and Hamanaka [2009], which presented the concept political mental-map, procedure 4 is followed by regression analysis of the extracted factors, which is required to interpret the relationship between the political mental-map and the results of the other questions.

Table 2 (Continued)

(Egypt)	North Korea	14	28	49	61	364	484	0	1.58
	Israel	11	15	7	19	675	273	0	1.17
	Egypt	472	169	75	28	64	192	0	4.18
	United States	57	52	54	73	494	270	0	1.77
	Japan	27	61	150	129	278	355	0	2.12
	United Nations	69	58	106	137	293	337	0	2.21
	Sudan	23	36	164	154	309	314	0	1.99
Palestine	Libya	29	60	179	137	288	307	0	2.14
	Turkey	126	227	229	96	69	53	0	3.33
	Iran	88	133	175	151	193	58	2	2.69
	United Kingdom	41	85	130	201	261	80	2	2.23
	Syria	55	161	258	153	130	41	2	2.81
	Russia	20	87	235	184	187	86	1	2.40
	Saudi Arabia	125	230	240	81	93	30	1	3.28
	Lebanon	50	134	256	188	124	47	1	2.73
	China	9	40	161	235	251	102	2	2.02
	Iraq	25	18	156	214	261	61	2	2.18
	France	38	90	220	216	173	62	1	2.46
	Palestine	187	200	146	96	134	35	2	3.28
	South Korea	10	37	102	166	336	148	1	1.80
	North Korea	5	20	87	173	362	149	4	1.66
	Israel	92	41	47	80	503	34	3	1.87
	Egypt	185	246	173	79	96	19	2	3.44
	United States	135	61	103	149	321	30	1	2.40
	Japan	21	51	184	191	241	111	1	2.16
	Germany	28	73	177	214	212	92	4	2.28
	Lebanon	UAE	38	166	276	132	128	58	2
Qatar		25	112	275	174	161	52	1	3.06
Kuwait		90	219	216	116	120	37	2	2.55
Jordan		74	224	275	99	106	19	3	3.08
Canada		10	44	155	214	258	116	3	2.02
Turkey		258	187	141	99	101	128	2	3.51
Iran		328	124	75	81	211	95	0	3.34
United Kingdom		70	72	81	107	360	222	4	2.11
Syria		200	173	160	129	180	70	2	3.10
Russia		67	118	198	148	146	237	0	2.72
Saudi Arabia		127	151	152	151	228	105	0	2.75
Lebanon		245	176	220	116	57	99	1	3.54
China		40	50	101	147	135	439	2	2.39
Iraq	37	36	131	224	220	264	2	2.15	
France	85	141	165	150	211	162	0	2.65	
Palestine	54	81	178	206	221	173	1	2.38	
South Korea	23	12	35	63	187	592	2	1.82	
North Korea	24	25	61	55	142	606	1	2.13	
Israel	20	2	4	12	756	119	1	1.13	
Egypt	52	119	118	169	332	121	3	2.23	
United States	52	39	49	86	498	186	4	1.70	
Japan	32	65	119	105	185	404	4	2.32	
Germany	37	58	147	207	205	256	4	2.26	
UAE	50	160	217	190	123	171	3	2.76	
Qatar	135	324	199	119	47	88	2	3.46	
Kuwait	68	209	227	179	102	126	3	2.95	
Jordan	39	125	130	164	317	132	7	2.23	
Canada	37	61	84	102	257	357	16	2.11	

(Note) *Evaluation was calculated by recoding (1) Very much into 5 points, (2) Much into 4 points, (3) Moderately into 3 points, (4) Not very much into two points and (5) Not at all into 1 point. (6) Don't know and "No answer" were regarded as missing value. Aoyama and Hamanaka [2009], which presented the concept political mental-map, calculated an evaluation for an overview of the perceptions of countries, prior to factor analysis.

(Source) Aoyama [2010] [2011], Aoyama and Hamanaka [2009], Hamanaka [2009].

Procedure 2

Table 3 is the pattern matrix that was extracted by factor analysis using the results of the responses to the question in each country’s poll according to procedure 2. In this table, factors are given their own names; for example, “Affinity for US Policies in the Middle East” (the first factor), “Hegemony over the Arab East” (the second factor), and “Under-Intervention in the Middle East” (the third factor) in the case of Syria. The names were chosen based on the results of the interpretation of the pattern matrix.

Procedures 3 and 4

Figures 2, 3, 4 and 5, which are drawn according to procedures 3 and 4, are the political mental-maps of the Syrian, Egyptian, Palestinian, and Lebanese peoples.

Characteristics of the maps

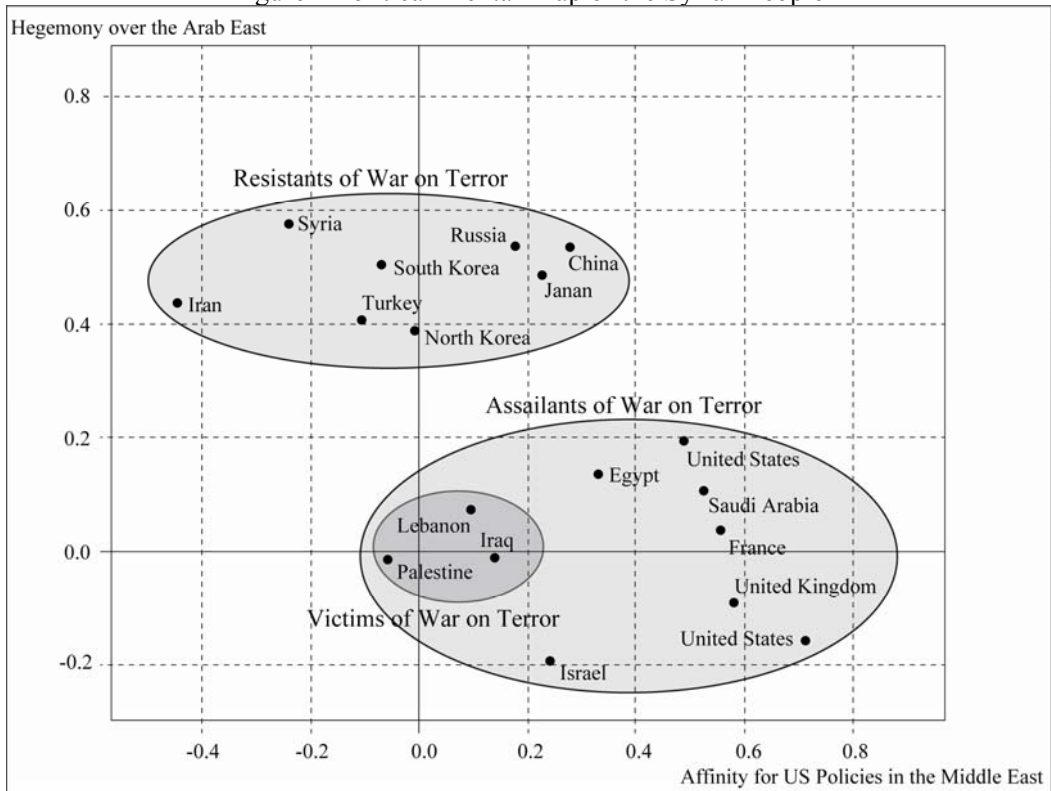
These four political mental-maps can be divided into two types. The first type is called “reality-oriented,” which includes the maps of the Syrian and Lebanese peoples. These two maps reflect the political situation that surrounds Syria and Lebanon. The location of the three clusters (“Assailants of War on Terror,” Resistant of War on Terror,” “Victims of War on Terror”) on the map of the Syrian people, expresses the regional struggle of Syria and Israel for hegemony in the

Table 3 Results of Factor Analysis (Pattern Matrix)

Factor	Syria			Egypt			Palestine			Lebanon		
	First	Second	Third	First	Second	Third	First	Second	Third	First	Second	Third
	Affinity for US Policies in the Middle East	Hegemony over the Arab East	Under-Intervention in the Middle East	Arabism	Intervention in the Middle East	Non-interference in Struggle for Hegemony in the Arab Region	Arabism	Affinity for US Policies in the Middle East	Non-interference in Palestinian Problem	Affinity for US and French Policies in the Middle East	Hegemony over the Arab East	Expectation to Non-Political/Neutral Commitment
Turkey	-0.106	0.410	0.059	0.200	0.128	0.277	0.331	0.135	0.139	-0.111	0.595	0.024
Iran	-0.446	0.437	0.119	0.268	0.090	0.217	0.475	-0.006	0.064	-0.171	0.732	-0.166
UK	0.588	-0.094	0.074	-0.013	0.623	0.088	-0.017	0.780	0.007	0.789	-0.061	-0.136
Syria	-0.238	0.578	0.039	0.669	0.057	-0.061	0.641	-0.112	0.100	-0.150	0.772	-0.005
Russia	0.181	0.539	-0.089	0.199	0.446	0.135	0.129	0.411	0.235	0.290	0.461	0.002
KSA	0.531	0.104	0.160	0.655	0.136	-0.115	0.625	0.135	-0.069	0.366	-0.097	0.365
Lebanon	0.098	0.069	0.569	0.798	-0.103	0.026	0.538	-0.086	0.119	-0.085	0.546	0.144
China	0.283	0.538	-0.110	0.080	0.097	0.500	-0.032	0.331	0.520	0.400	0.449	0.031
Iraq	0.144	-0.013	0.656	0.682	-0.043	-0.019	0.385	-0.060	0.279	0.287	0.497	0.051
France	0.561	0.035	0.118	0.038	0.518	0.040	0.051	0.558	0.118	0.685	-0.070	0.034
Palestine	-0.055	-0.015	0.749	0.710	-0.158	0.074	0.507	0.040	-0.074	0.141	0.586	0.070
S Korea	-0.002	0.390	0.150	-0.104	-0.087	0.956	0.020	-0.042	0.797	0.519	0.357	-0.005
N Korea	-0.067	0.502	0.091	-0.095	-0.011	0.878	-0.033	-0.150	0.951	0.282	0.451	-0.005
Israel	0.247	-0.197	0.070	0.020	0.243	0.213	-0.093	0.756	-0.123	0.400	0.211	-0.131
Egypt	0.335	0.134	0.251	0.391	0.130	-0.090	0.440	0.392	-0.183	0.525	-0.192	0.328
US	0.720	-0.161	-0.077	-0.127	0.776	-0.041	-0.139	10.037	-0.225	0.857	0.001	-0.214
Japan	0.231	0.487	-0.161	0.227	0.164	0.349	-0.012	0.583	0.318	0.594	0.223	0.107
UN	0.495	0.193	-0.061	-0.019	0.757	-0.083	—	—	—	—	—	—
Sudan	—	—	—	0.698	-0.043	0.059	—	—	—	—	—	—
Libya	—	—	—	0.742	-0.027	-0.017	—	—	—	—	—	—
Germany	—	—	—	—	—	—	0.036	0.600	0.273	0.610	0.079	0.129
UAE	—	—	—	—	—	—	0.822	-0.055	-0.029	0.083	0.006	0.809
Qatar	—	—	—	—	—	—	0.820	-0.133	-0.029	-0.325	0.351	0.721
Kuwait	—	—	—	—	—	—	0.773	-0.048	0.024	-0.084	0.032	0.898
Jordan	—	—	—	—	—	—	0.600	0.321	-0.138	0.329	-0.193	0.472
Canada	—	—	—	—	—	—	0.101	0.356	0.320	0.620	0.033	0.012

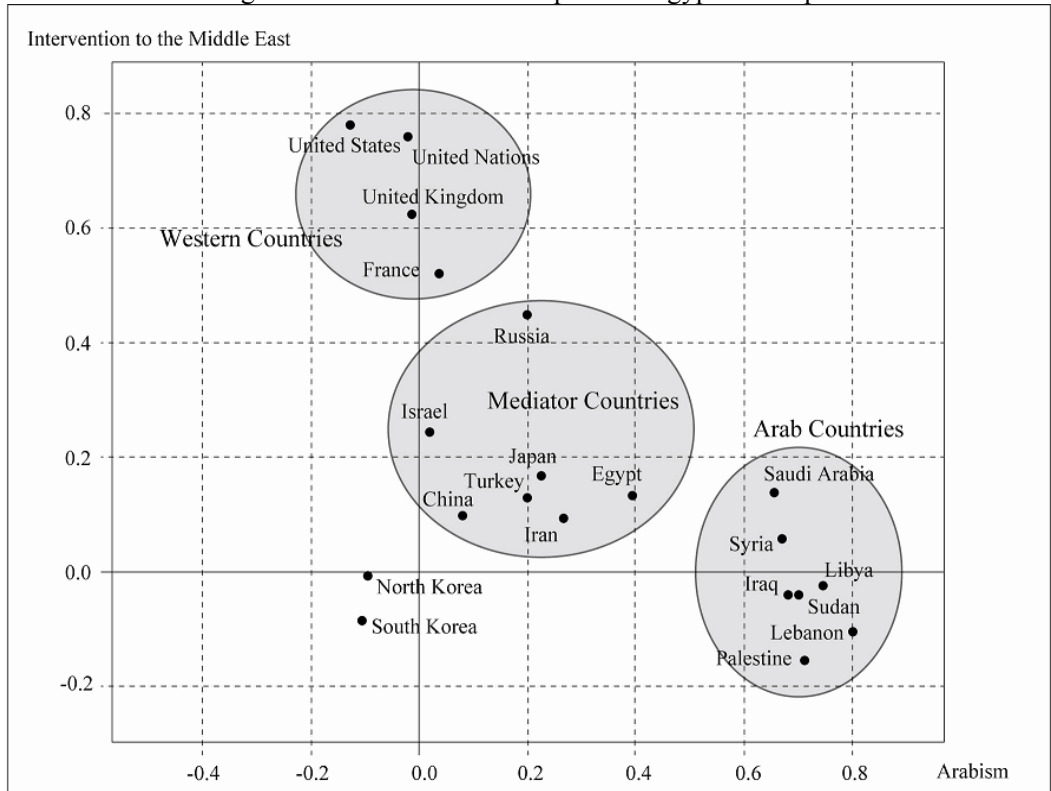
(Source) Drawn by the presenter, based on Aoyama [2010] [2011], Aoyama and Hamanaka [2009], Hamanaka [2009].

Figure 2 Political Mental-Map of the Syrian People



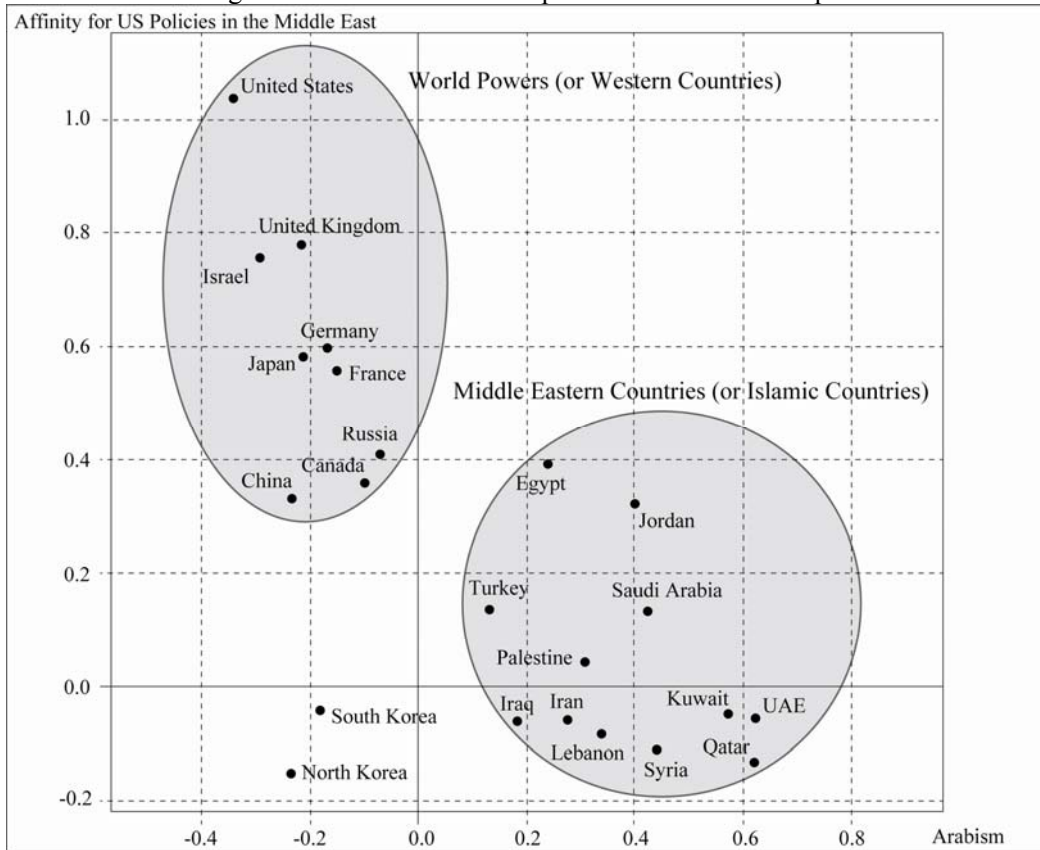
(Source) Aoyama and Hamanaka [2009].

Figure 3 Political Mental-Map of the Egyptian People



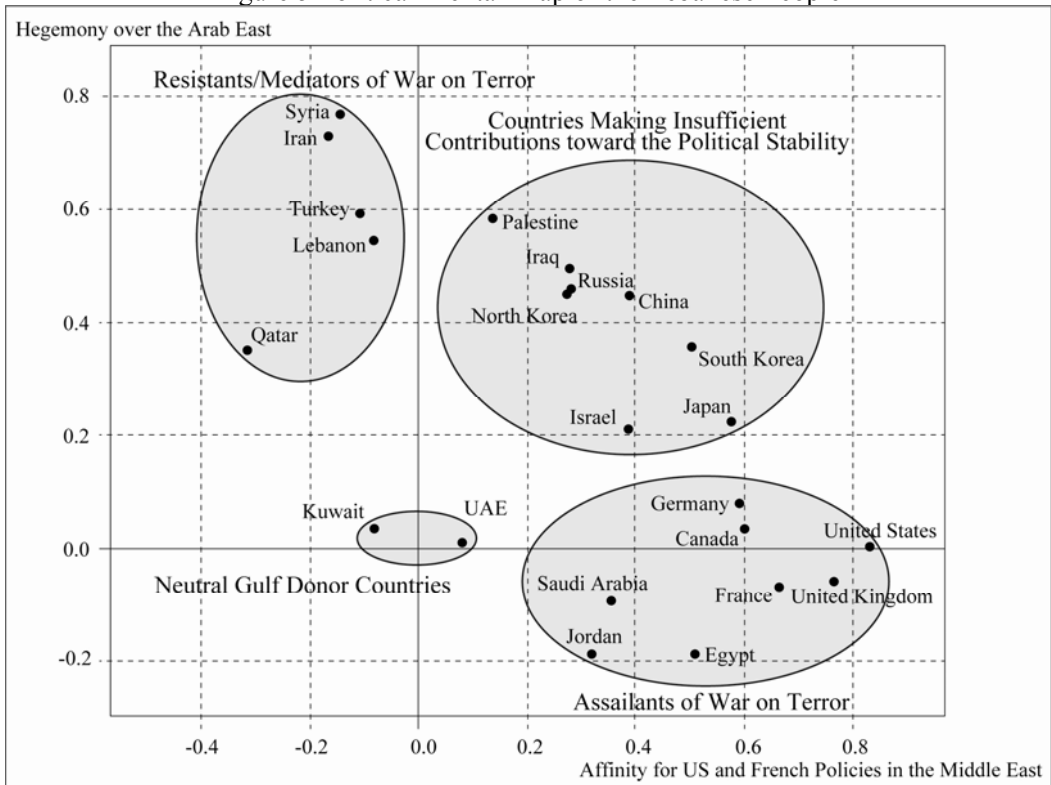
(Source) Revised by HAMANAKA Shingo, based on Aoyama [2010].

Figure 4 Political Mental-Map of the Palestinian People



(Source) Hamanaka [2010].

Figure 5 Political Mental-Map of the Lebanese People



(Source) Aoyama [2011].

Arab East; the international confrontation of the US and Iran; and the impact of the War on Terror on Iraq, Lebanon, and Palestine. Also, of the four clusters on the map of the Lebanese people, the location of the three major clusters (“Assailants of War on Terror,” “Resistants/Mediators of War on Terror,” “Countries with Insufficient Contribution to the Political Stability”) embodies the regional struggle of Syria and pro-US countries (Saudi Arabia and Egypt) over Lebanon and the international confrontation of Syria-Iran and US-France over Lebanon.

The second type of map is called “ideal-oriented,” which includes the maps of the Egyptian and Palestinian peoples. These two maps are influenced by aspirations toward Arab unity and by the ideological understanding of the Islam vs. the West as a bipolar world, regardless of the actual complicated confrontations between regional and international politics. The symmetrical position of “Arab Countries” and “Western Countries” on the map of the Egyptian peoples and “Middle Eastern Countries (or Islamic Countries)” and “World Powers (or Western Countries)” on the map of the Palestinian peoples, expresses this simplified ideological understanding.

IV. Conclusion: Where Are We on the Maps?

Where are Japan and South Korea on the political mental-maps of the Syrian, Egyptian, Palestinian, and Lebanese peoples that were drawn in the previous section?

It is not possible to find any cause-and-effect relationship between the aforementioned typology of the four maps and the political stereotype of the peoples toward Japan and South Korea. There is no common location for Japan and South Korea on the “reality-oriented” maps or on the “ideal-oriented” maps. This is in contrast to some clearly characterized countries such as Arab and Western countries, which signifies that the stereotype toward Japan and South Korea is fluctuating between reality and the ideal in the minds of Arab peoples.

The Arab stereotype of Japan and the Japanese people is often said to be characterized by such favorable and sympathetic images as “the sole world power that has not invaded the Middle East” and “the sole victim of the US atomic-bombing.” This idealized stereotype can be found in the maps of the regional powers—Syria and Egypt. They put Japan into the cluster where their own countries are located. However, on the maps of the small countries, such as Palestine and Lebanon, Japan is distanced from their countries and put in another cluster. This can be interpreted as meaning that Japan is not regarded as an outstanding actor in realizing stability in the Middle East. In other words, the stereotype toward Japan relies on the ignorance (or indifference) of the Arab peoples toward Japan. If ignorance or indifference is connected to Japan’s favorable and sympathetic images, then Japan is positively estimated, as it is in the minds of the Syrian and Egyptian peoples. However, when they are connected to Japan’s actual political performance, meaning Japan’s political disability and accommodation to the Western countries, Japan is easily under-estimated, as it is in the minds of the Palestinian and Lebanese peoples.

As for the Arab political stereotype of South Korea and its people, I have a limited idea about its characteristics. Therefore, it is only possible to point out the following three facts: First, in the map of the Syrian people, South Korea, like Japan, is included in the cluster where their own

country is located, despite Syria's good relationship with North Korea. Second, in the map of the Lebanese people, South Korea, like Japan, is distanced from their country and put in another cluster. Third, in the maps of the Egyptian and Palestinian peoples, South Korea is not included in any cluster, as if it has no image. The location of South Korea on the maps of the Syrian and Lebanon peoples probably indicates, as does Japan's location, that the stereotype toward South Korea relies on the ignorance of the Arab peoples toward South Korea. As for the location of South Korea on the maps of the Egyptian and Palestinian peoples, its meaning is ambiguous. If South Korea actually has no image among the peoples, despite its diplomatic, economic, and cultural performance in the Middle East, then this will be the very problem. However, if South Korea has not yet been given a rigid stereotype, despite the merits and demerits of its past performances, then this will be a chance for South Korea to seek, and thus execute, the best policies for contributing to the reinforcement of a relationship with the Arab peoples.

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