Characteristics of the "Asian Global Audience" of "Global journalism" in comparison with the "World Global Audience"[1]

SUZUKI Hirotaka and WATAI Masayasu

(Jumonji University)   (Jumonji University)

Abstract

The purpose of this study is to find the characteristics of the "Asian global audience" of "global journalism" in terms of its profile, preferences, attitudes, and values in comparison with "world global audience." A web-based audience survey was conducted during March 23, 2012-April 24, 2012. A total of 12 countries participated in the survey. The survey identified the following four points: 1. The profile of the "Asian global audience" is younger and more highly educated; 2. The "Asian global audience" tends to have a transnational social identity more so than world and EU global audiences; 3. BBC World News and CNN International are the two giants among the 6 global *journalisms* in terms of access and news source, and the "Asian global audience" prefers these two more than the other groups; and 4. The global audience has a selective preference of channels depending on issues; that is, they tend to choose "global *journalism"* which is closer to the venue of the events both in terms of geography and relationships. This "active selective audience" attitude was much more salient in the "Asian global audience."

Introduction

The purpose of this study is to find the characteristics of the "Asian global audience" of "global journalism" in terms of its profile, preferences, attitudes, and values in comparison with the "world global audience."

"Global journalism" is, in this argument, defined as journalism with a global perspective, global coverage, and global dissemination. This definition excludes, for example, CCTV News, Russia Today, and France 24 from global journalism because these broadcasters proclaim their aim to be disseminating their own "national perspective" to the rest of the world, although they have global coverage and a globally dispersed audience. It should be noted here that the term "global audience" is used in this paper to refer to those who obtain information from global journalism.

As Featherstone (1995) argued, globalization requires journalism, which takes place in the global context. This global journalism "has to find stories that go beyond politics and government; it has to find new leads, new ways of presenting stories to a global audience" (Herbert, 2001: 6). Herbert seems to place a premise of existence of "global audience" as a consolidated mass; however, audience profile studies of global journalism have rarely been undertaken by scholars.

So far, global journalism studies have focused on the following: 1. global news organization's history, developments, and strategies (Volkmer, 1999, Robinson, 2002, Miller, 2010, El-Nawawy, 2003, Zayani, 2005); 2. news production in global news organizations (Boyd-Barrett, 1998, van Ginneke, 1998, Silvia, 2001); and 3. contents of global news (Barkho, 2010).

Thus, multi-dimensional approaches to this emerging global journalism are possible and necessary; however, this research focused on its audience. According to Webster and Phalen, the "audience is essential to our understanding of the media" and

the "audience, in short, is the foundation of the media's economic and cultural power" (Webster & Phalen, 1997, 2009, p.1).

The importance and implications of studying audiences is also outlined by Ross and Nightingale (2003):

> The word *audience* is also used to refer to groups of people who are linked by ties of more enduring socio-cultural significance…. Members of these 'groups' bring <u>certain shared interpretative perspectives to their engagements</u> with media and so are perhaps better described as *formations* rather than *masses.* Such formations are shaped by <u>pre-existing social and cultural histories and conditions,</u> and sometimes also by a sense of shared interests that incline them to repeatedly use particular media vehicles (p.4. Underlined by the authors).

Applying their formula about the media and audiences to our research, raises two questions: What kinds of "pre-existing social and cultural histories and conditions" (Ross and Nightingale, 2003, p. 4) do the *formations* described as global audiences—namely those who make use of particular media vehicles, i.e., global journalism—have? As Hannerz (1996) and Patterson (2001) claim that global journalism should possess the shared journalist culture and values which transcend cultural and media differences, what are the "certain shared interpretative perspectives to their engagements" (Ross and Nightingale, 2003, p. 4) with global journalism?

In order to answer these questions, this research focuses on 6 satellite broadcasters and their websites, which disseminate daily news for global citizens. In this paper, italic *journalism* is used as a countable noun to represent a journalistic organization, which provide news both through broadcasting and online through their websites. The 6 global *journalisms* are: Al Jazeera English (AJE), BBC World News

(BBCWN), Channel NewsAsia (CNA), CNN International (CNNI), EuroNews (EN), and NHK World (NHKW). The basic criteria are: 1. broadcasting in English, which is de facto *lingua franca* in this globalized era, and 2. securing, as much as possible, cultural and geographical diversity.

AJE is based in Qatar in the Middle East; it started its English reporting in 2006. Known as the sister organization of Al Jazeera (Arabic), which was founded in 1996, Al Jazeera English "has continued to grow in reach and popularity due to its global coverage, especially from underreported regions. The channel currently broadcasts to over 250 million households across 130 countries" (Al Jazeera English: 2012).

BBCWN was originally founded as the "BBC World Service Television" in 1991. Although some resources are shared with the British national public broadcaster, the BBC, BBCWN is basically a commercial entity. According to its website, BBCWN is "the BBC's international 24-hour news and information channel, broadcast in English in more than 200 countries and territories across the globe" (BBC: 2011).

CNA is based in Singapore; it was established in 1999. It is "positioned to understand Asia; it reports on global developments with Asian perspectives" (Channel NewsAsia). Regarding its reach, this channel can be viewed in 25 countries/territories across Asia.

CNNI is the first global news channel that was launched in 1985 from Atlanta, USA. "With an international average reach of over 272 million households and hotel rooms" (CNN Mediainfo: 2014). CNNI claims that it is "the number one international TV news channel according to all major media surveys across Europe, the Middle East and Africa, the Asia Pacific region, and Latin America" (Turner).

EN is based in Lyon, France; it was launched in 1993. The company is funded by 24 national broadcasters across Europe. It provides news, simultaneously, in 13 languages. According to information on its website, this broadcaster is "the most-

watched news channel in Europe," and now reaches "400 million households in 155 countries via cable, digital satellite, and terrestrial windows" (EuroNews: 2014).

NHKW was first launched in 1995 in Tokyo, Japan, and re-launched in 2009, as an English broadcaster. NHKW reaches "273 million households in more than 140 countries/regions through local satellite services and cable service providers etc." (NHK World). Contrary to the 5 other broadcasters, NHKW offers news in addition to documentaries and feature programs especially about Japanese culture and lifestyle. The aim of NHKW is to: "provide both domestic and international news to the world accurately and promptly, present information on Asia from various perspectives, and foster mutual understanding between Japan and other countries and promote friendship and cultural exchange" (NHK World). With these objectives, NHKW could be regarded as being 'international' than 'global', making it slightly different from the other 5 global *journalisms*.

Preceding Studies

Three important studies and data are discussed in this section: 1. Open data about the audience profile of CNNI and BBCWN; 2. Data and findings from a global audience study in Japan; and 3. Statistical data from *AsiaBarometer*.

Open Data about the Audience Profile of CNNI and BBCWN

First of all, we will discuss the open data about the audience profile of CNNI and BBCWN; this data can be easily accessed from their respective websites.

CNNI

According to CNNI's official website, "CNN undertook a large-scale consumer segmentation study designed to gain a thorough understanding of international news

consumers and to expand our knowledge of CNNI's 'global citizen' audience" (CNN Mediainfo: 2014). This study, according to the website, "was carried out in partnership with Millward Brown in 18 countries across Europe, the Middle East, Asia, and Latin America. Over 7000 interviews were conducted among English speaking respondents with an interest in international news." This fieldwork was undertaken during February – June 2008.

All respondents were identified into 6 types of international news consumer groups. CNNI named the following groups as the organization's "global citizens" as these three types of people "have the greatest interest in world affairs and the highest level of CNNI consumption": "global achievers" (23%), "global balancers" (29%), and "global enquirers" (48%).

The characteristic of "global achievers" are described as follows:

> *Global Achievers are highly motivated-successful in both their business and personal life. They have unlimited energy and a strong self-belief, which enable them to accomplish whatever they set out to achieve.*
>
> *Global Achievers thrive on challenge, adapt easily to change, and have the ability to think clearly, even in stressful situations.*
>
> *Work is central to their lives, but they spend what little spare time they have pursing personal interests; allowing them to enjoy the things they are passionate about.*
>
> *Structure is essential in helping them manage their day and this is realised through a passion for technology and the possibilities it can offer.*
>
> *Money is important, but it's not the only thing that drives them. They possess a clearly defined set of personal values and lead by example.*

The characteristic of "global balancers" are described as follows:

Global Balancers have a clear vision of what is really important in their lives. With traditional values, they believe in providing a clear role model for their family.

Dedicated both career and family, they work hard but are conscious of sacrificing valuable family time. They are driven to attain a comfortable and enjoyable lifestyle – this doesn't have to mean a seat on the board.

A daily routine helps structure their busy lives. They like being in control and are particularly attentive to the task in hand, both at home and work.

Global Balancers would like to spend more time pursuing personal interests, but currently, work and family responsibilities limit this. They look forward to easy retirement, or a sabbatical, and the opportunity to spend some free time to explore themselves as well as the world around them (CNN Mediainfo: 2014).

The characteristic of "global enquirers" are described as follows:

Global Enquirers enjoy living life to the full – they work to live, not live to work.

Independent thought is their mantra, which is why they are open to fresh ideas and exciting new possibilities. As natural born free-thinkers, they question the status quo every day.

Usually surrounded by family and friends, they are gregarious and fun-loving, and possess a highly developed sense of self, which enables them to single-mindedly pursue their goal in life.

Global Enquirers have an innate taste for exploration, which causes them to deviate from the beaten track at every opportunity.

Personal interests allow them to further expand their intellectual horizons

and understand the richness of the world they inhabit (CNN Mediainfo: 2014).

Based on these descriptions, their attitude towards news is described as follows:

Global achiever

Sadly, I'm never time-rich, so I need to access news that's available whenever I am, at any point in the day. It's vital that I'm aware of news developments the minute they happen because more often than not, they have a direct impact on my business. I'd be lost without my Blackberry.

I start my day equipping myself with all the relevant information I need for the day ahead. I use whichever resource necessary to get the latest headlines and begin assessing the stories I will need to monitor throughout the day.

I scan the news constantly for any developments – as I have very little time, focused information is vital. Feeds, tickers and alerts I can receive on my Blackberry are ideal.

I do have personal interests which I like to feed but I am always alert for business. I use my travel time to catch up on more in-depth news (CNN Mediainfo: 2014).

Global balancer

Getting news is part of my daily routine. I want headlines and summaries from around the world, reported directly from the places where the news is happening.

I almost need two different types of news. One that gives the context and background to events, and another that provides me with up to the minute

information for my business life.

I start my day in family mode with news in the background. Once I'm at my desk, I take a few moments to read the latest headlines. I want a global perspective and any news that affects my work.

I check in regularly online, focusing on any news that has an impact on business or industry information. If I have time, I also dip into my personal interests.

I look forward to 'my' time and relish the opportunity to get engrossed in something interesting and involving on TV (CNN Mediainfo: 2014).

Global enquirer

I want news that's both global and local, that comes from different viewpoints and perspectives. I want to discover all sides of the story. I find it's the only way that you can from a proper opinion of your own.

I enjoy the morning papers and take in news that's relevant to both my work and personal interests. I like to know what is happening locally, nationally and internationally.

There are a few areas and issues that I like to stay informed on and I have a number of sites that I visit regularly. I like to use a range of sources for different perspectives and often get drawn into other stories and other websites in doing so.

The end of the day is an opportunity to focus on the stories that really interest me. I like to know all sides of a story, understand it in depth and then form my own opinion (CNN Mediainfo: 2014).

Thus, based on CNNI's data, it can be summarized that their audience is highly

educated, powerful, influential, international, curious, and news-oriented.

BBCWN

In 2007, BBC World (the former name of BBCWN) published a press release about its audience profile. The press release, which is the summery of the analysis based on several surveys including the *European Media and Marketing Survey 2007,* is still available on the BBC's website (BBC: 2007), however, the detailed statistical figures are no longer available. The authors obtained the numbers from BBC World's "internationalist" website which no longer exists (retrieved on 12 Jan 2010 from http://www.bbcworldinternationalist.com). Here, we introduce the audience profile of the BBC World, inclusive of numbers.

According to a BBC World press release, "The term 'internationalist' was chosen to characterize the BBC World audience." Internationalists are:

> *New-age citizens who are populating today's world. They are the decision-drivers, avid travellers, big spenders, and conscientious consumers. They are global influencers, early adopters, and frequent travellers who are committed to global issues and life-long learning* (BBC: 2007).

Furthermore,

> *[The term] describes a truly diverse, well-travelled, and cosmopolitan group of global citizens. The internationalists who make up BBC World's viewers, include, but are not limited to, business-focused professionals, but also embrace the worlds of academia, culture, science, and government* (BBC: 2007).

This description of the BBC World's audience profile is supported by several figures. According to the "internationalist" website mentioned above, the surveys are analyzed into 5 categories: travel, luxury & lifestyle, business & international, finance,

and technology. The descriptions below have been compiled from the aforementioned website.

Travel

Seventy-three percent of the audience responded as follows: "I most value experiencing different cultures when on holiday."

Thirty-five percent responded as follows: "I take at least 6 international flights a year."

Fifty-two percent responded as follows: "I stay outside my home country for at least one month a year."

Luxury & lifestyle

Seventy-five percent of the audience responded as follows: "I take part in sport regularly."

Index 131 (all media's average 100): "Paid more than 750 euro for an item of designer clothing in the past 12 months."

Index 130: "Own a luxury car and the next car will be new."

Index 127: "Most used watch is valued at over 1500 euro."

Index 115: "When buying their next computer, the design is likely to influence their purchasing decision."

Business & international

Index 139: "I was part of an industrial or professional committee over the last 12 months."

Index 129: "I set up a new business over the past 12 months."

Index 148: "Held meetings abroad with executives from other countries over the last 12 months."

Thirty-six percent of the audience responded as follows: "I work for an organization that has operations or manufacturing units overseas."

Index 155: "Involved in capital expenditure of above 300K euro."

Finance

Index 129: "In my company, I authorize corporate finance/investments."

Index 155: "I am the head of finance in my company."

Index 116: "I own shares in the company I work for."

Technology

Index 147: "I plan to buy a PDA over the next 12 months."

Index 170: I receive news updates on my mobile phone almost every day."

Index 155: "I make hotel reservations/purchases online."

Index 144: "I used an online broker more than 11 times over the last year."

Index 134: "I access the Internet regularly through my mobile phone."

In short, BBCWN's "internationalists," i.e., their audience, are frequent international travelers, wealthy, business executives, and technology-lovers.

Common Profiles of CNNI and BBCWN's Audience

We have to be careful when we interpret what they emphasize here because these open data sources aim to attract advertisers rather than facilitate academic research. While the media agencies adopt different approaches, they also have some similarities. Affluent, influential, international, and technology-minded are adjectives, which can describe BBCWN and CNNI's global audience.

Global Audience Study in Japan

Suzuki and Watai (2012) attempted to capture the Japanese audience profile of CNNI and BBCWN. The survey was conducted solely in Japan where CNNI and BBCWN are accessible via cable networks and satellite dishes. It should be noted that

both broadcasters provide simultaneous interpretation services in Japanese; consequently, the study assesses whether the Japanese audience of these global *journalisms* might differ from the global audience captured by CNNI and BBCWN as mentioned above. The study found that the typical audience profile of the two global *journalisms* in Japan was highly educated, affluent, and engaged in international activities; this is a similar profile to that of CNNI and BBCWN's global audience. This suggests the emergence of a homogeneous global audience regardless of the languages used by global *journalisms*.

Statistical Data from AsiaBarometer

AsiaBarometer is a public opinion survey focusing on Asia. According to its website, *AsiaBarometer*

> Represents the largest ever, comparative survey in Asia, covering East, Southeast, South and Central Asia:
>
> Focuses on the daily lives of ordinary people (bumi putra) and their relationships to family, neighborhood, workplace, social and political institutions and market place:
>
> Conducts country-wide face-to-face surveys using standardized instruments designed around a common research framework (AsiaBarometer: 2011).

This project started in 2003; the latest disclosed survey was conducted in 2008. The different rounds had slightly different topics and the target counties also differed. Among these surveys, some questions about respondents' attitude towards the media were asked in 2004. One of the questionnaires asked the following:

> *From which kind of media do you get information about the following subjects? Please select all media that apply for each subject. (MA): Politics and the economy (food, toiletries, cosmetics etc.).*

The results for each country are shown in Figure 1.

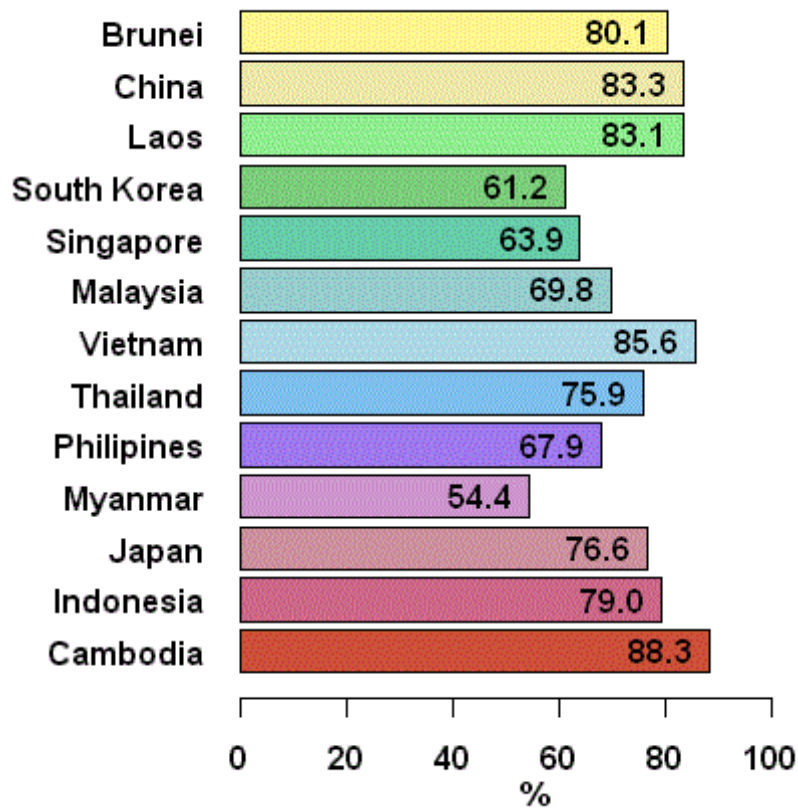*Figure 1*. TV programs as a news source in Asia. Retrieved from: *Asiabarometer* 2004[2].

These results indicate that TV programs are an integral news source in Asian countries.

It is important to introduce another form of data from *AsiaBarometer*, which will be relevant to later discussions. Figure 2 and Figure 3 show the percentage of the population who hold Asian identity in each country.
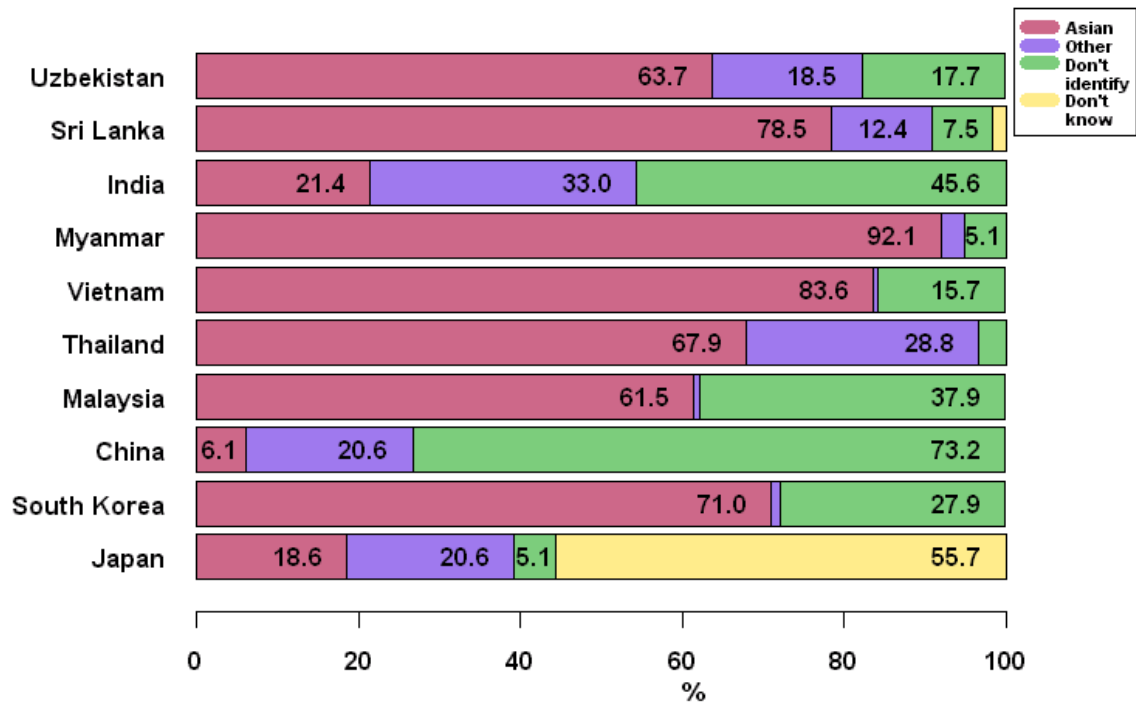
Figure 2. Transnational identity in Asia. Retrieved from: *Asiabarometer* 2003.[3]
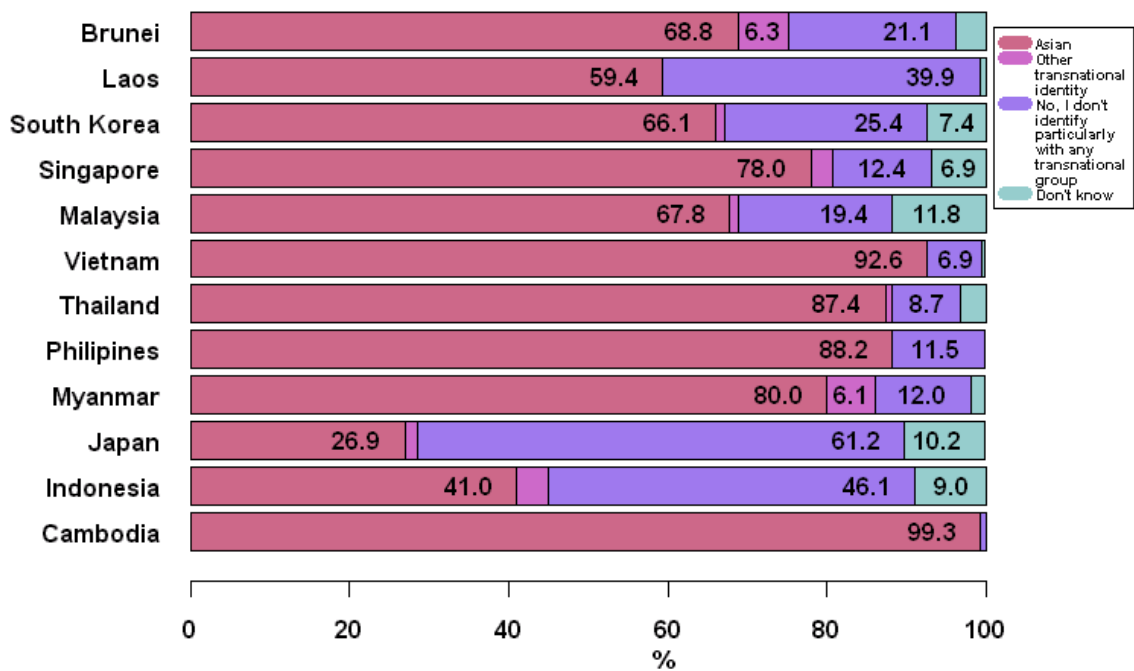

Figure 3. Transnational identity in Asia. Retrieved from: *Asiabarometer* 2004.[4]

The *AsiaBarometer*'s 2003 and 2004 questionnaires included the following question:

Throughout the world, some people also see themselves as belonging to a transnational group (such as Asian, people of Chinese ethnicity, people who speak the same language, or practice the same religion). Do you identify with any transnational group?

It should be noted that among countries surveyed in Figure 2 and Figure 3, India and the Philippines are among the targeted countries of this audience survey. The percentage of the population holding Asian identity includes 21.4% in India (in 2003) and 88.2% in the Philippines (in 2004).

Research Methods

Our original survey was conducted by Macromill, an Internet survey company based in Japan, in cooperation with its international affiliate company, Toluna. A web-based audience survey was conducted during March 23, 2012 - April 24, 2012

Target Countries

The survey included the following 12 countries and was performed according to the languages as shown below:

Argentina (Spanish), Australia (English), Belgium (Dutch, French), Brazil (Portuguese), Canada (English), Egypt (Arabic), Germany (German), India (English), Philippines (English), Russia (Russian), South Africa (English), and Turkey (Turkish).

These 12 countries were selected in accordance with the following criteria: 1. Countries where the target broadcaster is located were excluded; 2. The following issues were taken into account: the availability of satellite broadcasting including cable network and the Internet, as well as freedom of information; and 3. Social,

cultural, and geographical diversity was secured as much as possible within the context of a limited budget.

Eligibly of Survey Respondents

Among the registered panelists who were twenty years old or above, those who had accessed two or more of the 6 *journalisms* (broadcasting and/or Web) once or more in the previous month were eligible to answer the questions. The survey ended when more than 75 samples were collected in each country.

Questions

Social attributes, uses, evaluation, favorite programs, social identity etc. were asked. In addition, we selected seven major news events, which occurred between 2011-2, and enquired about the most important news source for each event (see attached Appendix 1 for the full questionnaires).

The seven news events included: 1. The Arab Spring (from January 2011 onwards; revolutions in Tunisia and Egypt; the death of Colonel Gaddafi); 2. The earthquake and nuclear disaster in Japan (March 2011); 3. The marriage of Prince William, Duke of Cambridge (April 2011); 4. The massive flooding in Thailand and its effects on the global economy (July - October 2011); 5. The death of North Korea's supreme leader, Kim Jong-Il (December 2011); 6. Republican Party (USA) presidential candidacy race (January 2012 onwards); and 7. EU's decision to offer aid to Greece (February 2012).

The Arab Spring refers to the democratic uprisings that spread across the Arab World; the movement began in Tunisia in December 2010. The other affected countries were Egypt, Syria, Yemen, Jordan, Libya, Bahrain, and Saudi Arabia.

The earthquake and nuclear disaster in Japan refers to the disaster caused by a titanic earthquake and tsunami on March 11, 2011; it destroyed thousands of houses and nuclear power plants and killed thousands of people. The power plant explosions caused Japan as well as the international community grave concern.

The marriage of Prince William, Duke of Cambridge refers to the Prince's wedding on 29 April 2011 in the UK. According to the *Time* magazine website, "Two billion people around the world witnessed the marriage" (*Time*: 2011).

The massive flooding in Thailand and its effects on the global economy refers to the serve floods, which struck Thailand between August and November 2011. The floods paralyzed two global industries: computers and cars, resulting in increasing the price of hard disks worldwide and temporarily halting car production and delivery.

The death of North Korea's supreme leader, Kim Jong-Il, was announced by the state media on December 19, 2011. The news alarmed the world. *The Guardian* reported that "South Korean military leaders had declared an emergency alert following Kim's death. A spokesman for Japanese Prime Minister Yoshihiko Noda said he had set up a crisis management team on North Korea, while in the US, the White House said Barack Obama was monitoring reports of the death" (Branigan: 2011).

The Republican Party (USA) presidential candidacy race refers to the process of choosing a Republican challenger against President Obama. The series of state caucuses and primaries began in Iowa on January 3, 2012 and ended in Utah on June 26, 2012. The primaries were won by Mitt Romney.

The EU's decision to offer aid to Greece refers to the agreement between Greece and Eurogroup about the financial support program; the agreement was announced on February 21, 2012. The events which took place in Europe had been destabilizing the world economy since 2009.

Results and Findings

To analyze the collected data, this study used three groups to highlight the characteristics of the Asian audience. One is "world," which aggregates all data collected from the twelve countries. The second one is "Asia2," which aggregates the data from India and the Philippines. The last one is "EU2," which aggregates the data from Belgium and Germany.

Analysis of Respondents' Attributions

<u>*Gender Ratio of Respondents*</u>

The gender ratio of respondents was counted (Table 1).

Table 1:
Gender Ratios (%)

	Male	Female
World	56.7	43.3
Asia2	59.1	40.9
EU2	64.1	35.9

To compare the gender ratio between the 3 groups, Chi-square test was conducted. No statistically significant difference was found ($\chi^2(2)=3.147$ n.s.).

<u>*Age Ratio of Respondents*</u>

The age ratio of respondents was counted (Table 2).

Table 2:

Age Ratios (%)

	20〜	30〜	40〜	50〜	60〜	70〜
World	28.3	29.5	21.0	12.1	7.3	1.7
Asia2	45.5	29.2	11.0	9.1	5.2	0.0
EU2	17.3	21.2	27.6	19.9	11.5	2.6

As a result of statistical comparison, Chi-square test was statistically significant ($\chi^2(10)=51.769$ $p<.001$). By following the residual analysis, in Asia2 countries, the ratio of those aged in their 20s was significantly higher than those in their 40s ($p<.05$). In EU2 countries, the ratios of those aged in their 20s and 30s were significantly less and those in their 40s and 50s.

The analysis of the global audience by age indicates that the Asian global audience is relatively younger.

Highest Education Attainment Level among Respondents

The highest education attainment level among respondents was counted (Table 3).

Table 3:

Highest Level of Education (%)

	High School	University	Masters	Doctorate	Other
World	20.2	56.9	13.0	2.8	7.2
Asia2	1.9	66.2	24.7	3.2	3.9
EU2	42.9	27.6	15.4	3.2	10.9

As a result of statistical comparison, Chi-square test was statistically significant ($\chi^2(8)=106.774$ $p<.001$). By following the residual analysis, in all countries, the ratio of university was significantly more than masters. In Asia2 countries, the ratios of university and masters were significantly higher than high school. In EU2 countries,

the ratio of high school was higher than university.

According to OECD's official statistics, "Skills Outlook 2013," the average ratio of those who finished university or higher was 30.1% (OECD: 2013). Obviously, the world global audience is the group with the highest education levels even in comparison to advanced nations.

Among this global audience, Asia2 is significantly more highly educated.

Identity

In order to determine respondents' collective identity or sense of belonging, three questions were asked separately: 1. awareness of nationality or ethnicity, i.e., national or ethnic identity; 2. identification as a citizen of "Asia," "Europe," etc. going beyond national boundaries, i.e., regional identity; and 3. feeling as "a global citizen," i.e., global identity.

The ratio was counted and shown in Tables 4-6.

To statistically compare the ratio between the 3 groups, Chi-square tests were conducted for every three questions. The results for the questions regarding 1) national or ethnic identity and 2) regional identity were statistically significant: (1) national:$\chi^2(6)= 27.95$, $p<.001$; 2)regional:$\chi^2(6)= 24.19$, $p<.001$; and 3) global:$\chi^2(6)= 9.16$, n.s.).

By following the residual analysis, when the ratio was significantly ($p<.05$) more, Δ is given in the tables; on the contrary, when the ratio was significantly less, $\blacktriangledown$ is given.

Table 4:

The Ratio (%) of Selected Answers to National or Ethnic Identity

	Don't think this at all	Don't really think	think this	Think this very much
World	3.2	9.8	27.1	59.9
Asia2	0.7	▼4.6	23.5	△71.2
EU2	3.3	13.7	△39.2	▼43.7

Table 5:

The Ratio (%) of Selected Answers to Regional Identity

	Don't think this at all	Don't really think	Think this	Think this very much
World	20.3	24.4	34.6	20.7
Asia2	▼7.9	19.9	39.1	△33.1
EU2	16.1	20.8	41.6	21.5

Table 6:

The Ratio (%) of Selected Answers to Global Identity

	Don't think this at all	Don't really think	Think this	Think this very much
World	10.6	21.1	37.5	30.7
Asia2	5.3	21.2	37.1	36.4
EU2	12.5	16.4	43.4	27.6

Results show that Asia2 respondents who feel a relatively strong sense of national identity were significantly greater; on the contrary, EU2 were significantly less (Table 4).

Asia2 respondents feel a relatively strong sense of regional identity (Table 5).

The global audience tends to hold a transnational identity compared to those who do not have access to '"global journalism." For example, in this research, Asia2 represents India and the Philippines; the ratio of those holding transnational Asian

identity among the global audience is relatively higher than those in India and the Philippines overall (see Figure 2 & 3).

Regarding the results of the question pertaining to global identity, the ratios were not significantly different between the 3 regional groups (Table 6). However, it can be said that the global audience tends to hold a greater sense of global identity. In response to the question about being a global citizen, approximately 70% of respondents – in all groups - selected the answers "I think this" or "I think this very much." As a comparison, according to the *Eurobarometer,* the official statistics of the EU, 64% of respondents claimed they are "a citizen of the world" (Eurobarometer: 2010).

Access Analysis

To ascertain how often the global audience accesses each broadcaster and their website, the ratio of the respondents who selected "I watch/view it thoroughly 5 - 7 times a week" or "I watch/view it thoroughly 1 - 4 times a week" was calculated for each *journalism*. Each ratio is shown in Table 7.

Table 7:
Ratios of Access: More than Once per Week (%)

	AJE	BBCWN	CNA	CNNI	EN	NHKW
TV	18.1	31.9	16.6	35.4	21.3	12.6
Website	18.8	46.7	19.6	46.3	28.3	14.4

This table shows BBCWN and CNNI are the most accessed global *journalisms* across the world.

In order to analyze this result in more detail, using the 3 groups, we performed a cross tabulation analysis by *journalism* and frequency of access (Table 8).

To avoid a complicated tabulation, the 8 categories used in this survey to choose

the access frequency were recategorized into three groups: the answers "I have never watched/viewed it myself, and I have never heard the name," "I have never watched / viewed it myself, but I have heard the name" and "I have never watched/viewed it myself, but I can watch/view it at home or in my workplace" were classified into "never." The answers "I watch / view it once every 6 months or less", "I watch / view it once every 2 - 3 months" and "I watch / view it thoroughly 1 - 3 times a month" were classified into "sometimes." The answers "I watch/view it thoroughly 1 - 4 times a week" and "I watch/view it thoroughly 5 - 7 times a week" were classified into "frequent."

To statistically compare the ratio of frequency between the 3 audience groups for each *journalism*, Chi-square tests were conducted. The results revealed that all tests were statistically significant: (AJE:$\chi^2(4)$=15.747, p<.010; BBCWN:$\chi^2(4)$=45.689, p<.001; CNA:$\chi^2(4)$=96.991, p<.001; CNNI:$\chi^2(4)$=28.781, p<.001; EN:$\chi^2(4)$=69.096, p<.001; and NHKW:$\chi^2(4)$=18.946, p<.001).

By following the residual analysis, when the ratio was significantly (p<.05) more, Δ is given in Table 5; on the contrary, in case of less, ▼ is given.

Table 8:

Cross Tabulation by Journalism and Frequency of Access

	Never	Sometimes	Frequent
AJE			
World	48.6▼	25.3	26.1△
Asia2	56.5	17.5▼	26.0
EU2	61.5△	23.7	14.7▼
BBCWN			
World	5.4	41.3	53.3
Asia2	0.6▼	32.5▼	66.9△
EU2	14.7△	48.1	37.2▼
can			
World	53.1	25.9	21.0▼
Asia2	21.4▼	35.7△	42.9△
EU2	75.0△	14.7▼	10.3▼
CNNI			
World	10.1	35.4	54.5
Asia2	5.8	25.3▼	68.8△
EU2	9.6	50.6△	39.7▼
EN			
World	32.6	35.1	32.3
Asia2	48.7△	35.1	16.2▼
EU2	9.0▼	40.4	50.6△
NHKW			
World	59.1	24.1	16.7
Asia2	48.1▼	33.1△	18.8
EU2	71.8△	17.3▼	10.9

Results show that BBCWN and CNNI are accessed more frequently by Asia2 respondents; also, the global audience tends to prefer their 'local' global journalism; CNA based in Singapore and NHKW in Tokyo are accessed relatively frequently by Asia2 respondents, whereas EN in Lyon is popular among EN2 respondents.

Awareness of International Events in Work

To ascertain whether respondents require access to information for their work, data was collected from employed respondents. The ratio of "awareness of international events for their work" was counted for the 3 groups (Table 9).

Table 9:

Awareness of International Events for their Work (%)

	n.	Not at all	Not really	Somewhat so	Very much so
World	717	11.6	21.8	41.1	25.5
Asia2	112	4.5	19.6	41.1	34.8
EU2	120	6.7	25.0	40.0	28.3

('n.' is number of employed respondents.)

The Chi-square test was not statistically significant ($\chi^2(6)=10.483$ n.s.). Regardless of the audience groups, every total ratio of "somewhat so" and "very much so" was over two-thirds.

To analyze this in more detail, we conducted a cross tabulation analysis between awareness of international events and access frequency (Table 10).

Ninety-six respondents answered "not at all," 208 answered "not really," 389 answered "somewhat," and 256 answered "very much so."

To statistically compare the ratio of frequency between these 4 awareness groups and 3 frequency levels adopted in Table 5, a Chi-square test was conducted for every *journalism*. As a result, all Chi-square tests were statistically significant (AJE:$\chi^2(6)=19.090$, p<.001; BBCWN:$\chi^2(6)=13.440$, p<.050; CNA:$\chi^2(6)=54.838$, p<.001; and CNNI:$\chi^2(6)=45.358$, p<.001; EN:$\chi^2(6)=43.511$, p<.001; NHKW:$\chi^2(6)=59.836$, p<.001).

By following the residual analysis, when the ratio was significantly (p<.05) more, Δ is given in the Table 10; on the contrary, when the ratio was significantly less, ▼ is given in the table.

Table 10:

Analysis of the Relationship Between Awareness of International Events and Access Frequency to Each Journalism

Awareness of international events	Access Level		
	Never	Sometimes	Frequent
AJE			
Not at all	45.8	24.1	30.1
Not really	59.0	23.7	▼17.3
Somewhat so	50.2	27.1	22.7
Very much so	42.1	22.4	△35.5
BBCWN			
Not at all	3.6	48.2	48.2
Not really	7.1	42.3	50.6
Somewhat so	4.7	42.4	52.9
Very much so	5.5	▼29.5	△65.0
can			
Not at all	△74.7	14.5	▼10.8
Not really	60.3	27.6	▼12.2
Somewhat so	51.9	28.5	19.7
Very much so	▼38.8	23.5	△37.7
CNNI			
Not at all	△25.3	42.2	▼32.5
Not really	9.0	39.1	51.9
Somewhat so	9.5	34.2	56.3
Very much so	▼4.9	25.7	△69.4
EN			
Not at all	△48.2	26.5	25.3
Not really	△40.4	40.4	▼19.2
Somewhat so	24.7	37.6	37.6
Very much so	▼21.9	33.9	△44.3
NHKW			
Not at all	△80.7	▼13.3	▼6.0
Not really	69.2	22.4	8.3
Somewhat so	57.3	26.4	16.3
Very much so	▼39.3	31.1	△29.5

This analysis reveals that the more international awareness respondents require

for work, the more frequently they access global *journalisms*. Comparing the two most popular global *journalisms*, i.e., BBCWN and CNNI, the ratios of BBCWN's "frequent" viewership is relatively stable and has nothing to do with their "awareness of international events"; whereas those who have "very much" awareness of international events are the "frequent" viewers of CNNI and those who have "very much" awareness of international events choose CNNI more than the others. Thus, it can be said that BBCWN seems to have regular followers regardless of whether or not the audience requires access to international affairs information. In other words, CNNI seems to be the preferred choice for those who require knowledge about world events for their work.

The Most Important News Source

To consider which *journalism* is the most important news source for the global audience in regard to the 7 events complied for this research, the overall ratio was calculated as follows (Table 11).

Table 11:

Ratio of Selected One journalism as the Most Important News Source in Regard to the 7 Events

	AJE	BBCWN	CNA	CNNI	EN	NHKW	International Media	Domestic	Other
World	5.0	16.0	4.3	23.9	6.0	1.8	16.1	23.4	3.5
Asia2	3.5	24.2	8.8	30.6	2.3	1.2	14.1	13.8	1.5
EU2	2.7	9.7	3.8	17.0	12.8	1.4	12.6	32.7	7.3

It is observed that among the 6 global *journalisms,* the most accessed *journalisms,* i.e., BBCWN and CNNI (see Table 7.) are also positioned as the most important news source. Comparing Asia2 and EU2, it should be noted that the above

mentioned entities seem to be more highly appreciated among Asia2 respondents, whereas domestic media are given substantial importance for EU2 respondents as news sources. In addition, much like the frequency of access analysis (see Table 8), 'local' global *journalisms*, namely CNA for Asia2, EN for EU2, are regarded as reliable for the 'local' regions.

To analyze this more deeply, Table 12 shows the most important news source according to each 7 news events.

The ratio of the answers were compared between the 3 audience groups by Chi-square tests. As the results, on all events, the Chi-square tests were statistically significant (Arab:χ^2(16)=71.927, p<.001; Earthquake in Japan:χ^2(16)=80.793, p<.001; Royal marriage in England:χ^2(16)=68.551, p<.001; Flooding in Thailand:χ^2(16)=54.400, p<.001; Death in North Korea:χ^2(16)=54.181, p<.001; Candidacy in the USA:χ^2(16)=46.342, p<.001; and EU decision:χ^2(16)=89.670, p<.001;).

By following the residual analysis, when the ratio was significantly (p<.05) more, ∆ is given in the table 12; on the contrary, when the ratio was significantly less, ▼ is given in the table.

Table 12:

Ratio of Selected One Journalism as the Most Important News Source in Regard

to the 7 Events

	AJE	BBCWN	CNA	CNNI	EN	NHKW	International Media	Domestic	Other
Arab Spring									
World	15.0	16.6	2.8	21.3	5.0	0.8	△15.1	20.9	2.5
Asia2	14.3	△29.4	△6.3	25.4	▼0.0	0.0	11.1	▼12.7	0.8
EU2	▼8.1	13.5	2.7	16.9	△14.9	1.4	9.5	27.0	6.1
The earthquake and nuclear disaster in Japan									
World	3.8	18.7	4.9	26.9	5.9	2.1	15.0	21.1	1.7
Asia2	1.3	△27.0	△8.6	△35.5	▼0.7	3.9	11.2	▼11.8	0.0
EU2	2.6	▼10.4	3.9	▼19.5	△14.3	0.6	11.7	△31.8	△5.2
Marriage of Prince William, Duke of Cambridge									
World	2.6	24.2	4.4	16.2	5.5	0.9	16.2	26.2	3.9
Asia2	0.7	△35.1	2.0	△25.0	2.7	0.7	18.9	▼12.8	2.0
EU2	2.8	▼14.2	5.0	▼7.8	8.5	0.7	12.8	△37.6	△10.6
The massive flooding in Thailand									
World	4.2	13.0	▼5.6	25.6	6.3	1.9	16.5	22.6	4.3
Asia2	3.5	18.1	△14.6	27.1	4.2	0.0	15.3	16.7	▼0.7
EU2	2.0	8.7	4.0	19.5	△13.4	2.0	14.8	26.8	△8.7
The death of North Korea's supreme leader, Kim Jong-Il									
World	3.9	13.7	5.8	23.7	4.9	3.0	17.0	24.6	3.3
Asia2	2.8	17.5	△14.7	26.6	▼0.7	2.8	14.0	19.6	1.4
EU2	0.7	9.0	3.5	22.9	△12.5	1.4	13.9	31.3	4.9
Republican Party (USA) presidential candidacy race									
World	2.9	10.0	3.4	33.6	4.9	1.7	16.9	22.5	4.2
Asia2	1.5	△15.3	6.6	△46.7	2.2	0.0	12.4	▼11.7	3.6
EU2	1.4	7.4	4.1	▼23.6	△8.8	2.0	14.2	△32.4	6.1
EU's decision to offer aid to Greece									
World	2.6	15.1	3.3	19.9	9.5	2.3	△16.4	26.1	4.6
Asia2	1.7	△27.3	△8.3	△27.3	5.8	0.8	15.7	▼10.7	2.5
EU2	1.3	▼5.2	3.3	▼8.5	△17.0	1.3	11.8	△41.8	9.8

To analyze this table to find overall tendency, we compared with the result of

the 7 events aggregated (see Table 11). Focusing on the relationship between the *journalisms* located near the venue of each event and the most important news source for the event concerned, the comparison found that the global audience tends to regard the *journalisms* located near the venue as the most important news source.

For example, AJE does not appear to be an important news source for the global audience (World: 5.0=7 events as listed in Table 11) for the most part; however, this changed during the "Arab Spring," where AJE news was accessed 3 times more than usual by the global audience (World: 15.0=this event in Table 12). Regarding the "marriage of Prince William, Duke of Cambridge," BBCWN attracted additional attention from the global audience (World: 16.0=7 events / World: 24.2=this event). CNA was regarded as the most important news source in "the massive flooding in Thailand" in comparison to the other events (World: 4.3=7 events / World: 5.6=this event). As for "the death of North Korea's supreme leader, Kim Jong-Il," CNA (World: 4.3=7 events / World: 5.8=this event) and NHKW (World: 1.8=7 events / World: 3.0=this event) were appreciated more than they were during the other events. CNNI was regarded as the most important news source concerning the "Republican Party (USA) presidential candidacy race" (World: 23.9=7 events / World: 33.6=this event). EN enjoyed greater viewership regarding the "EU's decision to offer aid to Greece" (World: 6.0=7 events / World: 9.5=this event).

Analyzing this by the audience groups, Asia2 showed salient attitudes in choosing the most important news source regarding the "marriage of Prince William, Duke of Cambridge for BBCWN, "the massive flooding in Thailand" and "the death of North Korea's supreme leader, Kim Jong-Il" for CNA, and the "Republican Party (USA) presidential candidacy race" for CNNI. Based on these analyses, it can be said that Asia2 respondents are more selective; in other words, Asia2 tends to choose and regard the *journalisms* located near the venue as the most important news source more

than the other groups.

Discussions, Limitations, and Suggestions

We have identified four major characteristics of the "Asian global audience" of global journalism in terms of its profile, preferences, attitudes, and values in comparison with the "world global audience" and the "EU global audience."

First of all, this study found that the profile of the "Asian global audience" is younger and highly-educated. Although this survey did not ask the respondent's questions pertaining to their income or economic status, taking the well-known correlation between education and income into account, and drawing on data from BBCWN and CNNI, it is likely that the Asian global audience is positioned in the affluent class of each country. As evidenced by Suzuki and Watai's findings, this global audience's position is quite similar even in Japan, which is arguably the most affluent country in Asia.

Second, the "Asian global audience" tends to have a transnational social identity more than the World global audience or EU global audience. It should be noted that the "Asian global audience" has a stronger transnational identity than the "EU global audience", where economic, social, and political integration processes are taking place. In terms of a collective identity among the global audience, Asia may be more strongly unified than Europe; however, further research is required before a generalization can be made.

Third, BBCWN and CNNI are the two giants among the 6 Global *journalisms* in terms of access and news source; however, the "Asian global audience" prefers these two more than the other groups. That is, Asia tends to trust BBCWN and CNNI with regards to international news. This could reflect a distrust of local or national news sources, considering the heavy reliance on domestic news source that EU2

showed. Here we should acknowledge some limitations; the countries selected to represent Asia were former colonies of the U.K. and the USA, respectively, and this might have affected the results. Whether heavy reliance upon the former colonizing nation's *journalism* exists or not could not be examined by this study.

Lastly, it is observed that the global audience has a selective preference of channels depending on issues; that is, they tend to choose "global journalism" which is closer to the venue of the events both in terms of geography and relationships. This "active selective audience: attitude was much more salient in the "Asian global audience," which might reflect the fact that the "Asian global audience" is more highly-educated. This needs to be confirmed by future research.

Throughout this study, we tried to find clues to reveal "pre-existing social and cultural histories and conditions" of the "Asian global audience" and "interpretative perspectives to their engagements." While our findings have shed light on this matter, further research is still required. One of the limitations of this study was the small number of countries surveyed; the questionnaires adopted in this research were created in such a manner that other Asian scholars can build upon the results in the future (see Appendix 1).

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