

Subject/Title	Friend or Foe? The Taiwanese Image of a Rising China
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Abstract	<p>This study examines two contending approaches of racial/ethnic issues, the "contact" theory and the "group threat" theory, in an effort to understand how increased exposure to and contact with China affect the Taiwanese people's perceptions of China. More explicitly, when Taiwanese investment in and trade with China increase and become more economically important to Taiwan, the attitudes of the general public in Taiwan toward the China's image could either have a greater likelihood of being friendly positive, or are more likely to be negative with such contacts because they find them emotionally unsatisfying and unfulfilling. We take advantage of a national telephone survey conducted in 2012, employing the method of factor analysis to classify the image of China into three factors, "stereotyped impression," "political impression," and "economic impression," and then using regression models and an ordered logit model to assess the Taiwanese overall disposition toward China. The findings by and large confirm that the pan-Green supporters and Taiwanese-identity voters tend to hold a negative view toward China in terms of the stereotyped and political impressions, while other sociodemographic factors account for little variance. It is worth noting that the pan-Green supporters and independent voters do not present statistically different for the model of economic impression of China. In the conclusion, the key findings are reviewed, and suggestions regarding the public image of China are made for future research.</p>
Keyword(s)	public image of China; contact theory; group threat theory; unification-independence issue; party identification