



Al Urdun Al Jadid Research Center

**THE VIEWS OF JORDAN'S OPINION LEADERS ON THE
TOPIC OF JAPAN'S ROLE IN THE INTERNATIONAL
COMMUNITY AND THE MIDDLE EAST**

**Study Committee:
Hani Al-Hourani
Ismael Abu Al-Sundus
Hussein Abu Romman**

**July, 2004
Amman, Jordan**

Table of Contents

Index of Statistical Tables.....	3
Index of Charts.....	5
Introduction.....	6
Executive Summary.....	8
Part I. Objectives of the Study.....	10
Part II. Methodology.....	11
2-1 Designing the Sample	
2-2 Designing the Questionnaire	
2-3 Collection of Data	
2-4 Electronic Compilation of Data	
Part III. Findings of the Study.....	13
3-1 Main Characteristics of Study Sample Individuals.....	13
3-1-1 Vocations / Professions	
3-1-2 Level of Female Representation in the Sample	
3-1-3 Age Distribution of Sample Individuals	
3-1-4 Educational Level of Sample Individuals	
3-2 General Overview of Japan.....	17
3-2-1 General Impression of Japan	
3-2-2 Personal Characteristics of the Japanese	
3-2-3 Means of Obtaining Information about Japan	
3-2-4 Areas about which Opinion Leaders are Interested to Know more	
3-2-5 Attitudes Toward Japan	
3-3 Japan and the International Community.....	27
3-3-1 Description of the Role that Japan Plays in the International Community	
3-3-2 Areas in Which Japan Should Increase its International Efforts	
3-4 Relations Between Japan and Countries of the Middle East.....	29
3-4-1 Japanese-Jordanian Partnership	
3-4-2 Evaluation of Bilateral Relations between Jordan and Japan	
3-4-3 Evaluation of Japan's Role in the Middle East Peace Process	
3-4-4 Assessment of the Dispatch of Japanese Defense Forces to Iraq and Providing Humanitarian and Reconstruction Assistance to that Country	
3-4-5 The Role Japan is Expected to Play	
3-4-6 Extent of Belief that Japan can be an Attractive Business Partner for Jordan	
3-5 Promotion of Japanese Tourism.....	41
3-5-1 Reasons for the Belief that Japan is an Attractive Travel Destination	
3-5-2 Reasons for Lack of Interest in Japan and Inability to Visit	
Part III. Questionnaire.....	45

Index of Statistical Tables

Number & Title of Table

- Table 1: Numeric and relative distribution of the sample based on occupation
- Table 2: Numeric and relative distribution of the sample based on gender
- Table 3: Numeric and relative distribution of the sample based on the age groups
- Table 4: Numeric and relative distribution of the sample based on the educational level
- Table 5: Relative distribution of the sample responses regarding their general impression of Japan
- Table 6: Relative distribution of the sample responses based on the characteristics of the Japanese
- Table 7: Relative distribution of the sample responses based on the means of obtaining information on Japan
- Table 8: Relative distribution of the sample responses based on the areas in Japanese life the respondents are interested in learning more about
- Table 9: Relative distribution of the sample responses based on their sentiments towards Japan
- Table 9.1: Relative distribution of the sample responses based on their sentiments towards Japan and occupation
- Table 9.2: Relative distribution of the sample responses based on their sentiments towards Japan and educational level
- Table 10: Relative distribution of the sample responses based on the reasons for their liking of Japan
- Table 11: relative distribution of the sample responses based on their dislike of Japan
- Table 12: Relative distribution of the sample responses based on their description of the role played by Japan in international affairs
- Table 13: Relative distribution of the sample responses about each of the areas in which they believe that Japan should increase its international efforts
- Table 14: Relative distribution of the sample responses based on the countries which the respondents consider as an important partner for Jordan
- Table 15: Relative distribution of the sample responses based on the importance of the states which are located in Southeast Asia and East Asia to Jordan
- Table 16: Relative distribution of the sample responses based on their personal opinion of the bilateral relation between Jordan and Japan
- Table 16.1: Relative distribution of the sample responses based on their personal opinion of the bilateral relation between Jordan and Japan and occupation.
- Table 16.2: Relative distribution of the sample responses based on their personal opinion of the bilateral relation between Jordan and Japan, and educational level
- Table 17: Relative distribution of the sample responses based on their evaluation of the role played by Japan in the Middle East peace process
- Table 17.1: Relative distribution of the sample responses based on their evaluation of the role played by Japan in the Middle East peace process and occupation
- Table 17.2: Relative distribution of the sample responses based on their evaluation of the role played by Japan in the Middle East peace process and educational level
- Table 18: Relative distribution of the sample responses based on their assessment of the dispatch by Japan of Defense Forces to Iraq
- Table 19: Relative distribution of the sample responses based on the evaluation of the respondents of the current situation of Japanese humanitarian and reconstruction assistance to Iraq
- Table 20: Relative distribution of the sample responses

- Table 21:** Relative distribution of the sample responses based on the respondents' view regarding the attractiveness of Japan as a trade partner for Jordan
- Table 22:** Relative distribution of the sample responses based on the belief of the respondents that Japan is attractive as a holiday destination
- Table 23:** Relative distribution of the sample responses based on the views of the respondents on the attractiveness of Japan as a holiday destination
- Table 24:** Relative distribution of the sample responses based on the reasons for lack of interest in Japan and inability to visit

Index of Charts

Number & Title of Chart

- Chart no. (1): Relative distribution of the sample based on occupation
- Chart no. (2) : Relative distribution of the sample based on gender
- Chart no. (3) : Relative distribution of the sample based on the age group
- Chart no. (4) : Relative distribution of sample based on the educational level
- Chart no. (5) : Relative distribution of the sample responses based on their impression on Japan
- Chart no. (6) : Relative distribution of the sample responses based on the characteristics of the Japanese
- Chart no. (7) : Relative distribution of the sample response based on the methods of obtaining information about Japan
- Chart no. (8) : Relative distribution of the sample responses based on the areas the respondents would like to learn more about
- Chart no. (9) : Relative distribution of the sample responses based on their sentiments towards Japan
- Chart no. (10): Relative distribution of the sample responses based on the reasons for their liking of Japan
- Chart no. (11): Relative distribution of the sample responses based on their Dislike of Japan
- Chart no. (12): Relative distribution of the sample responses based on their description of the role played by Japan in the international society
- Chart no. (13): Relative distribution of the sample responses based on the area in which Japan should increase its international efforts
- Chart no. (14): Relative distribution of the sample responses based on the countries which the respondents view as important partners for Jordan
- Chart no. (15): Relative distribution of sample responses based on the importance of the states located in Southeast Asia and East Asia for Jordan
- Chart no. (17): Relative distribution of the sample responses based on the respondents' evaluation of the role played by Japan in the Middle East peace process
- Chart no. (18): Relative distribution of the sample response based on the assessment of the respondents of Japan dispatching Self Defense Forces to Iraq
- Chart no. (19): Relative distribution of the sample responses based on the respondents' evaluation of the position of Japan with respect to providing humanitarian and reconstruction assistance to Iraq
- Chart no. (20): Relative distribution of the sample responses based on the role that Japan is expected to play
- Chart no. (21): Relative distribution of the sample responses based on the view of the respondents of the level of attractiveness of Japan as a trade partner for Jordan
- Chart no. (22): Relative distribution of the sample responses based on their belief that Japan is attractive as a holiday destination
- Chart no. (23): Relative distribution of the sample responses based on the reasons for attraction to Japan as a holiday destination
- Chart no. (24): Relative distribution of the sample responses based on the reasons for lack of interest in Japan and inability to visit

Introduction

The New Jordan Research Center, on the behest of the Japanese government, conducted an opinion poll of opinion leaders in Jordan regarding their attitudes towards Japan, during the period 24 to 29 of June 2004. The poll was conducted in the context of a study undertaken by the Japanese government that covers the region and includes six other Arab countries.

The opinion poll conducted by the Center included 19 questions covering a host of issues related to opinion leaders' impressions and view points concerning Japan and the Japanese character, and their sources of information about the country and society of Japan, as well as their main areas of interest that relate to Japan.

The opinion poll also tackled questions that relate to Japan's role on the international and Middle Eastern fronts, Japanese-Jordanian bilateral relations, expectations of those polled of the role that they would like for Japan to play, and lastly, queries of Jordan's elite about the attractiveness of Japan as a tourist destination.

A sample of 502 individuals of various vocational and professional sectors of the Jordanian society took part in the survey, such as members of parliament; former ministers; senior government officials; leaders of political parties, trade associations, unions and academia; authors; journalists; and representatives of local governments.

We are pleased to introduce in this report the complete results of the survey. The report commences with an executive summary outlining the main points concluded by the study, followed by the complete text of the report. In the first part of the report, the reader will find an account of the objectives of the study and the general methodology we followed in conducting the study. The second section contains detailed analysis of the results, starting with an explanation of the sample's characteristics (as far as vocations, professions, educational levels, age, and female representations therein). It then moves on to describe the outcome of the survey regarding the general impressions of Japan of those polled, the country's role on the international level then with respect to its relations with the Middle East. It concludes with the opinions of Jordan's elite regarding the attractiveness of Japan as a tourist destination.

The reader will find several detailed indices in the first pages of the report, the first of which is the contents of the study; the second lists statistical tables and data, and the third index lists charts. Lastly, a sample of the questionnaire used for the poll is attached at the end of the report.

Al Urdun Al Jadid Research Center would like to express its delight for executing this survey at the request of the Japanese government especially as we are now celebrating the 50th Anniversary of diplomatic relations between Japan and Jordan. It hopes that the survey will prove beneficial in providing a database of Jordanian opinion leaders' impressions of the issues raised therein.

The overall results have shown that opinion leaders in Jordan do have very positive impressions of Japan and the Japanese people. The results also reflected their feelings and expectations for a larger positive role that they would like for Japan to play on the regional and international levels, as well as on the level of bilateral relations with Jordan. Japan is one of the seven powerful nations in the world, and an economic giant, second only to the United States of America. The survey made it clear that opinion leaders in Jordan do recognize these facts, and thus stem their expectations that Japan ought to play

a larger role on regional and bilateral levels. Moreover, the survey reveals Jordan elite's feelings of admiration toward Japan and the Japanese personality, and indicates the Jordanians' recognition of the attractiveness of Japan as a tourist destination, and as culture, science and technology powerhouse. Needless to say, the study confirms the need for additional efforts to be undertaken in order to bolster Japan's standing in the Middle East, and to better explain its regional policies.

Lastly, we would like to express our thanks to His Excellency, the Ambassador of Japan in Amman, Mr. Koichi Obata, the cultural attaché, Mr. Susumu Yamashita, as well as the entire embassy staff, for their cooperation in executing this study with the Center.

I would also like to thank Dr. Ismael Abu Al-Sundus and Mr. Hussein Abu Ruman for their collaboration in preparing this study, as well as other colleagues at the Center, particularly, typists, editors and translators who enabled us to present this study on time.

Director-General

Hani Al-Hourani

Executive Summary

The Study aims at surveying the positions of opinion leaders in Jordan on a number of issues and subjects of concern to Japan's foreign and economic policies, so that Japan may be able to direct its future plans and programs in a way that is congruent with the observations and inferences concluded by this study. At the helm of areas in which Japan should exercise an increased effort so as to play a larger international role in world and Middle Eastern issues are: international peacekeeping, combating terrorism, giving aid to developing countries and developing the global economy. Furthermore, the study sought to evaluate the role Japan plays in the Middle East peace process; the current position toward Japan's participation with the coalition forces in Iraq, and participation in the reconstruction efforts; and identifying the difficulties and problems facing tourism in Japan.

The Study sample included 502 opinion leaders from Jordan, which was comprised of senior government officials; businessmen; leaders of unions and political parties; college professors; journalists, authors, writers and artists; leaders of labor unions and associations, and heads of local governing councils in the governorates..

Data for this study has been collected through phone calls, based on a questionnaire that included 19 questions, during the period 24-29/6/2004.

Handling and preparation of databases have been done using the SPSS statistics software package, and the output of the final results was in the form of statistical tables supported by charts for easier reading.

The study arrived at several conclusions covering various areas such as the following:

1. General Views of Japan

- Japan is a country that enjoys an immense economic and technological power, as well as high educational and living standards (87.6%)
- Japan is a unique country in that it is not totally dominated by a Western lifestyle, yet still modern. It has rich customs and culture (39.9%)
- Japan is a country that seeks world peace (36.4%)
- It is a free democracy (35.0%)
- The personal characteristics of the Japanese are: hard work, loyalty, creativity and activity (67.0%)
- Most common means by which one can obtain information about Japan are TV, newspapers and magazines, and the Internet (68.4%)
- The areas of interest in Japan about which the study sample wishes to know more are sciences, technology, the economy, industry and Japanese products (58.6%)
- The vast majority of the study sample feels affection towards Japan (88.5%). Technology, the economy, affability of the Japanese people, and traditional Japanese culture account for this feeling of affection (81.8%).

2. Japan and the International Community

- The role that Japan plays in the international community is not commensurate with its economic power (60.2%).
- The main areas in which Japan should increase its international efforts are: helping developing countries (75.5%), contributing to the growth of the global

economy (50.2%), developing science and technology (54.7%), contributing to world peace (44.1%), and cultural exchange (38.4%).

3. Japan and Middle Eastern Relations

- Japan ranks fourth, behind the United States, Europe and countries of the Middle East, with respect to partnership with Jordan (10.8%), however, it ranks first (61.2%) when it comes to Jordan's partnering with countries of Southeast Asia and East Asia.
- Bilateral relations between Jordan and Japan are described as "better than good" (84.6%).
- The majority of the study sample would like for Japan to play a larger role in the Middle East peace process (78.3%).
- The majority of the study sample does not appreciate the dispatch of Japanese defense forces to Iraq (67.5%).
- The majority of the sample study appreciates Japan's position in offering humanitarian aid to Iraq and its contribution to reconstruction efforts (73.1%).
- One fourth of the individuals in the study sample expect Japan to participate in achieving peace in the Middle East (24.8%), another one quarter expects Japan to support economic cooperation that would include the transfer of environmental technology (24.4%), and one fifth of individuals surveyed expect Japan to support cooperation in the area of higher education, science and technology (21.7%).
- The majority of the study sample believes Japan to be an attractive commercial partner for Jordan (96.0%).

4. Promoting Tourism

- Nearly half the study sample views Japan as an attractive country for tourism, and expressed a desire to visit it (48.3%).
- Natural scenery, the unique atmosphere, Japanese food, parks and amusement parks, hot springs and beaches are the foremost factors that attract tourists to Japan (48.4%).
- Multi-technologies and scientific and technological products were ranked second in importance for visiting the country by those who expressed a wish to visit Japan (23.0%).
- Taking a look at Japan's cultural heritage (traditional and modern) ranks in third place as far as tourism in Japan is concerned (22.5%).

Part I. Objectives of the Study

The study aims to achieve the following:

- 1) Acquaint the reader with the impressions of opinion leaders in Jordan of Japan, the Japanese personal characteristics; and identify the most important medium of information about Japan.
- 2) Identify those areas that Jordanian opinion leaders would like to know more about regarding Japan, such as those related to politics, the economy, industry, heritage, arts, science and technology, spiritual and traditional culture, etc.
- 3) Acquaint the reader with the views of Jordanian opinion leaders as to the role that Japan plays in the international community, and whether that role is proportional to its economic strength. Also, areas in which Japan should increase or concentrate its efforts on so as to play a larger international role such as keeping global peace, fighting terrorism, helping developing countries and developing the global economy.
- 4) Determine the country or international organization that is considered of extra significance to Jordan, such as the Middle Eastern countries, the United States of America, EU, countries of Southeast Asia, and East Asian countries such as Japan, China, South Korea, India, Malaysia and Indonesia.
- 5) Evaluate Japan's role in the Middle East peace process, including the dispatch of Japanese defense forces to Iraq, as well as evaluation of the current situation related to Japanese humanitarian and reconstruction aid to Iraq.
- 6) Draw inferences as to what is on the minds of opinion leaders with regards to the most that Japan can accomplish in the global and Middle Eastern spheres, such as in promoting trade and investment, cooperation in areas of higher education, science and technology transfer, and achieving peace in the Middle East.
- 7) Identify the limitations and attractiveness levels of Japan's tourism, and its adequacy to be a vacation destination. Also to shed light on, shortcomings and causes for shunning travel to Japan, if there are any.

Part II. Methodology

2-1 Designing the Sample

This sample, which covered 502 individuals from among opinion leaders in Jordanian society (margin of error + or – 5), was made up of members of professional sectors and included senior state officials: senators, representatives, former ministers, and secretaries-general. It also included leaders of political parties and vocational unions, businessmen, journalists and authors, writers, college professors, labor union leaders and heads of local governing councils.

The size and distribution of the sample according to the target groups has been determined as provided for in Table 1 of this study.

2-2 Designing the Questionnaire

Care was taken in the design of the questionnaire to include both multiple choice and open-ended questions, so that each question would have a number of pre-determined answers from which the subject had to choose one or more answers – depending on the type of question – and such that at the end of each question, a blank space was left for the subject to freely answer and express with total frankness his/her opinion and feelings should s/he object to, or if not satisfied with the pre-determined answers to the questions.

The questionnaire numbers 6 pages, and consists of 19 main questions. The number of paragraphs of each of these questions ranged between 5 and 11 paragraphs, and some of the main questions branched into sub-questions.

The cover page of the questionnaire included the title of the study, the names of researcher and proofreader, dates of filling out the questionnaire, and signatures of those involved. It also included collection of basic defined data about subjects, such as gender, age, educational level, and job title.

2-3 Collection of Data

It was decided that phone calls would be the way to collect data for this study. Six trained researchers were assigned to call study sample individuals, through 6 telephone land lines and another cellular line. The phone calls were conducted smoothly and were accepted seriously and collaboratively by the subjects, a high percentage of which showed interest in learning the final results of the survey, particularly the journalists among them.

The collection of data started in the morning of Thursday 24/6/2004 and ended in the afternoon of Tuesday 29/6/2004. It went on, non-stop during official holidays.

It is worth noting that the percentage of individuals who declined to be surveyed for this study was 12.7%, as follows:

Group	Cases	Relative Importance %
State officials	9	14.0
Businessmen	11	17.2
Union leaders	12	18.7
Leaders of Political Parties	4	6.2
College professors	8	12.4
Journalists and artists	14	21.8
Labor and vocational unions, municipalities	6	9.7
Total	64	100.0

As far as cases of decline due to an individual's travel abroad, sickness or busy schedule, these were handled by choosing an alternative subject from the sampling lists.

2-4 Electronic compilation of data

The process of data processing and derivation of findings underwent various stages, namely:

Giving symbols to data and their entry into the computer

The process of giving symbols to data related to all the parameters of the study sample, and the questionnaire's items in a way that is compatible with the statistical analysis process in realizing the aims of the study. Accordingly, data pertaining to all variables were entered using the statistics software program (SPSS), and accompanying this process was direct office monitoring pertaining to the responses of the sample members to ensure the soundness of the symbolization and entry procedures under the supervision of a number of specialists in this field.

Data processing

Data processing included a series of preparation and execution steps, as follows:

- Preparation of a symbols list guide pertaining to the characteristics of the sample, and the study questions to be used by those entering the data.
- Review and revision of data entry in a direct way during and upon the termination of the entry process through a software program prepared for this purpose in order to ensure soundness, range, and consistency from a statistical point of view, and to test the accuracy of the findings in their preliminary form.
- Tabulating and derivation of the analysis findings for all the study data on the frequencies of one variable distribution of the responses, which included all the characteristics and study questions; moreover, derivation of the findings on the frequencies ratio for two or more variables distribution of the responses pertaining to some of the characteristics of the sample, and for a number of the items and questions of the study, with the aim of defining existing relations and their nature to the extent possible, and in a manner serving the purposes of the study from a statistical angle.
- Carrying out of a statistical analysis process using the computer through utilizing the statistical software (SPSS), and also by using the commands of descriptive statistical analysis namely (cross tabs-frequencies) and their relative distributions.
- Preparing frequency tables and their relative distributions and charts, in a way that is compatible with the adopted analytic method, and through the descriptive and statistical analysis method.
- Reviewing the variables to ensure their soundness, and formulate them in their final form to be made available to the supervisors and those conducting the study.

Part III. Findings of the study

The findings of the study revolve around the following five topics (themes):

- 1- Main characteristics of the study sample individuals
- 2- General view of Japan
- 3- Japan and the international society (community)
- 4- Relations between Japan and countries of the Middle East
- 5- Promotion of Japanese tourism

3-1 Main characteristics of the study sample individuals

It is important to state that every society, however small or large, possesses features and characteristics distinguishing it from other societies, and in order to understand the nature of the society under study, and analyze its constituents and cultural, social and political values, it is necessary to reflect on the scientific and occupational characteristics of its members which may help in the attempt to explain views, and analyze directions and tendencies.

For purposes of this study, four major variables were selected (occupation, gender, age, and educational level), in order to form a general and clear impression of the reality of the sample of the study (opinion leaders in Jordan).

3-1-1 Vocations / Professions

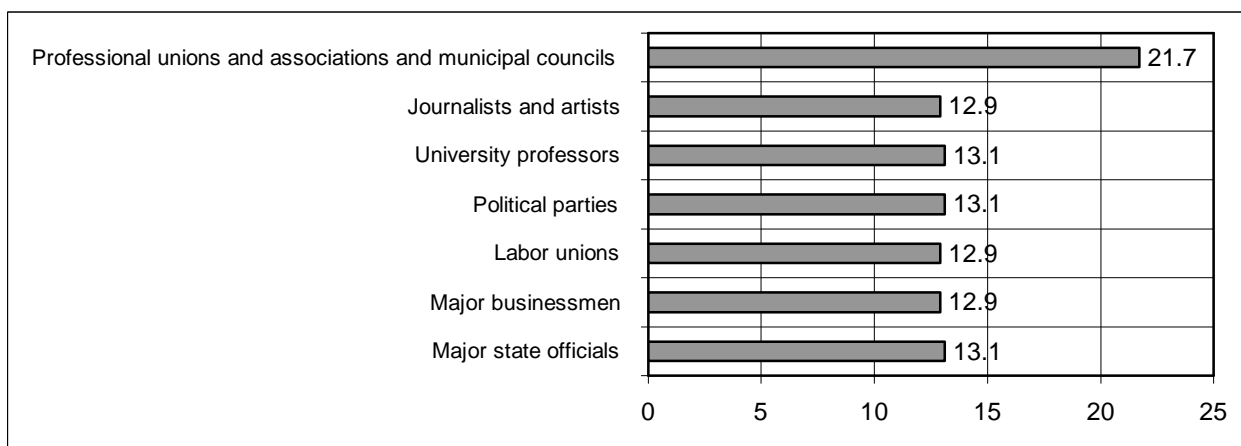
It is possible to define and delimit the professional field to which the opinion leaders in Jordan belong in terms of seven major fields including state officials, businessmen, professional association leaders, leaders of political parties, university professors, journalists and writers and artists, and the leaders of professional and labor unions and the heads of local municipal councils in the governorates.

The relative representation of the opinion leaders in the first six fields was relatively close (12.0 –13.1%), while it amounted to (21.7%) in the last field in view of the multiplicity and variety of the activities it encompasses. (See the following table no. (1) and its chart)

Table 1: Numeric and relative distribution of the sample based on occupation

Details	Number	Ratio%
Major state officials	66	13.1
Major businessmen	65	12.9
Unions	65	12.9
Political parties	66	13.1
University professors	66	13.1
Journalists and artists	65	12.9
Professional unions and associations and municipal councils	109	21.7
Total	502	100

Chart no. (1)- Relative distribution of the sample based on occupation



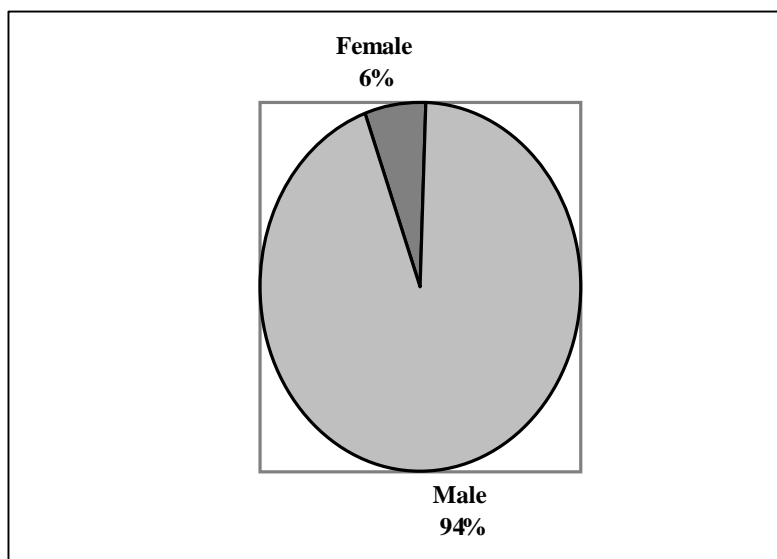
3-1-2 Level of female representation in the leadership sample

The ratio of female representation in the opinion leaders sample in Jordan did not exceed (5.6%) of the total size of the sample, and in spite of the fact that this ratio is small, it reflects the objective condition of women in leadership positions. This pattern reflects the insufficiency of Jordanian women participation in decision making on the various social, economic and political levels. This is a natural consequence of the traces of customs and traditions which prevailed over Jordanian society during the previous century, and which prevented women from earning an education and denied them employment opportunities- except for certain traditional professions- and therefore, denied them the opportunity to fair competition with men in assuming leadership positions. (See details in the following table no. (2) and its chart).

Table 2: Numeric and relative distribution of the sample based on gender

Details	Number	Ratio%
Males	474	94.4
Females	28	5.6
Total	502	100

Chart no. (2)- Relative distribution of the sample based on gender



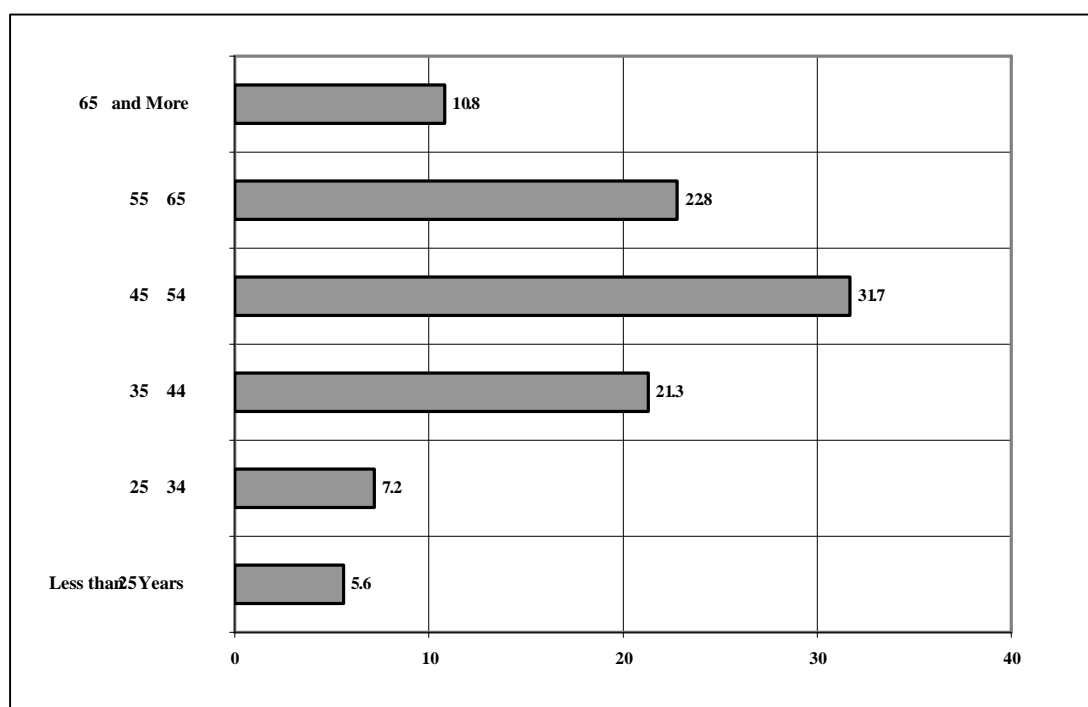
3-1-3 Age distribution of the sample

Mostly, attaining a leading position is related to advancement in age, that is, after the passage of many years with the person being affiliated with a certain occupation or post or activity. This was confirmed by the study given that its findings indicated that the overwhelming majority of opinion leaders in Jordan range in age between (25-64) years, whereby their ratio within this category was (93.8%), while the ratio of the young among them (under 25 years) did not exceed (5.6%). (See the details of the following table no. (3) and the chart)

Table 3: Numeric and relative distribution of the sample based on the age groups

Details	Number	Ratio%
Less than 25 years	28	5.6
25-34	36	7.2
35-44	107	21.3
45-54	159	31.7
55-64	115	22.8
65 and above	54	10.8
Unavailable	3	0.6
Total	502	100

Chart no. (3)- Relative distribution of the sample based on the age group



3-1-4 Educational level of sample

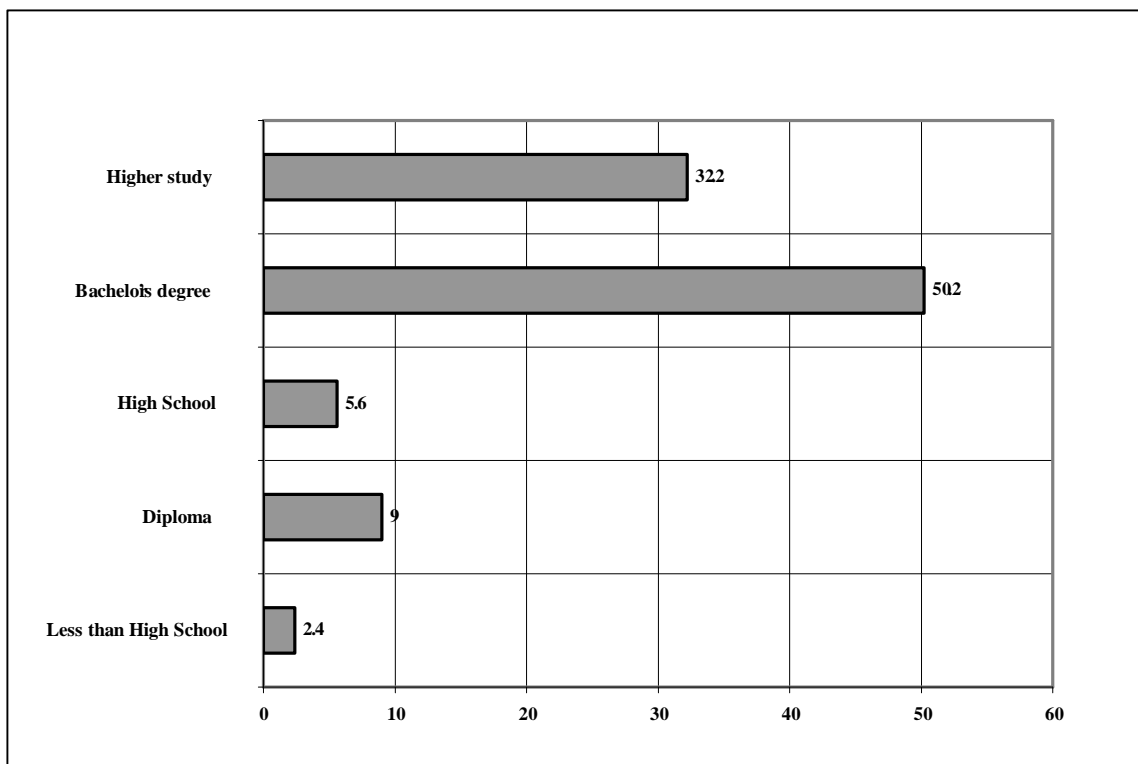
The educational level of any people or occupational or political group, reflects the standard of the prevailing intellectual and cultural sophistication, as it also reflects the extent of the capability to absorb modern science and technology, and the adaptation to

new development on the local, regional and global levels. In fact, Jordanian society enjoys high educational levels, particularly on the level of higher studies, and given that opinion leaders constitute an elite in Jordanian society, it is very important for this elite to be characterized by high academic and cultural standards. The findings of this study have shown that the ratio of leaders who are university graduates (B.A. and graduate studies) amounts to (82.4%) of the public, while the ratio of those with community college diplomas is (5.6%), secondary education (9.0%). The ratio of those with less than secondary education is only (2.4%). (See the data of the following table no. (4) and its chart)

Table 4: Numeric and relative distribution of the sample based on the educational level of the respondents

Details	Number	Ratio%
Less than secondary	12	2.4
Secondary education	45	9.0
Intermediate diploma	28	5.6
B.A.	252	50.2
Graduate studies	162	32.2
Unavailable	3	0.6
Total	502	100

Chart no. (4)- Relative distribution of sample based on the educational level



3-2 General overview of Japan

It was possible to determine such an impression through directing questions to opinion leaders in Jordan regarding their impression of Japan and their opinion of the Japanese personality, the media which informs them about Japan, and the areas which they wish to know about in Japan, and the extent of their feelings toward Japan and the reasons behind such feelings. Following is a presentation of the findings made.

3-2-1 General impression of Japan

The impression is extremely positive, given that a ratio of (87.6%) of the leadership sample mentioned that Japan enjoys great economic and technological strength, and high educational and living standards. Moreover, (39.9%) mentioned that Japan is an exotic country that is entirely free of Western characteristics, yet is modern and is rich in traditions and culture.

On Japan's position on the issue of world peace, (36.4%) stated that Japan is one of the states seeking world peace, while (35%) affirmed that it is a free and democratic country.

Regarding negative impressions of Japan, these are the result of its political positions, given that a ratio of (16%) of the study sample indicated that it is a state that is submissive and does not have an independent character, while (6%) of the respondents indicated that it is a country that is totally dominated by a western character, and ignores its culture and traditions.

On the other hand, (4%) of the study sample respondents added to the previous negative aspects other matters such as dependence on America and that it is the latter's military colony.

(See following table no. (5) and the chart)

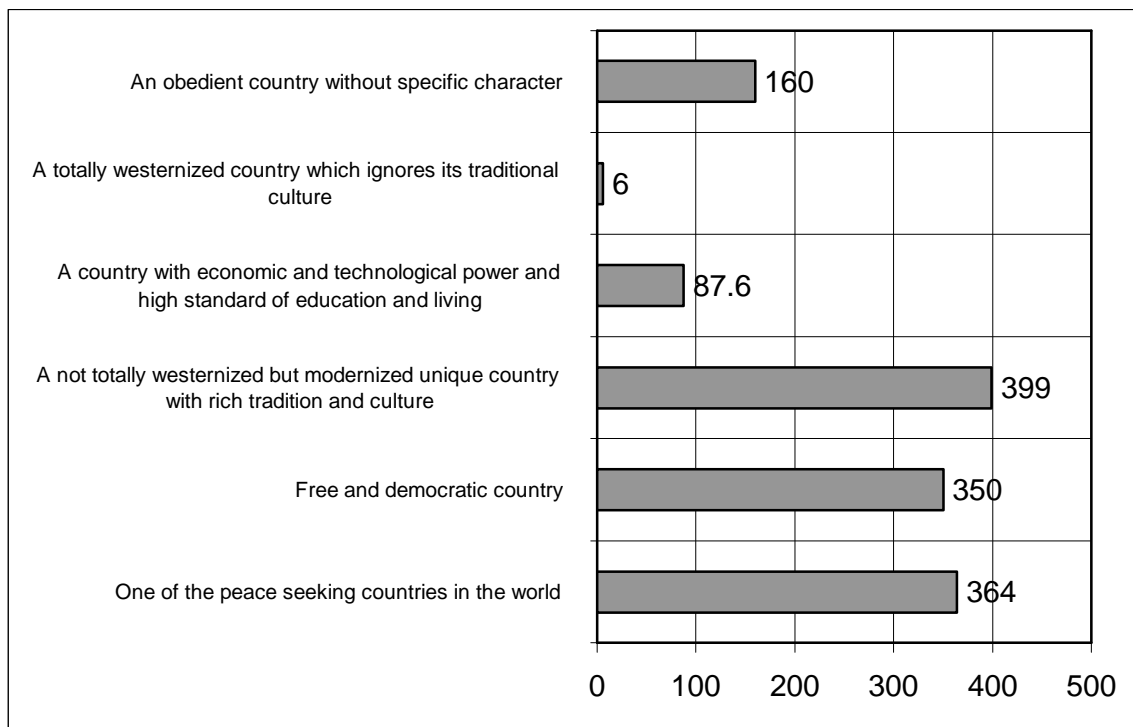
Table 5: Relative distribution of the sample regarding their general impression of Japan

Details	Ratio%
One of the countries seeking peace in the world	36.4
Democratic and free country	35.0
A not totally westernized but modernized unique country with rich tradition and culture	39.9
A country with economic and technological power and high standard of education and living.	87.6
A totally westernized country which ignores its traditional culture	6.0
An obedient country without specific character	16.0
Other*	4.0
Don't know	4.0

(Number of cases-1113)

- A ratio of 67% of the respondents believe that Japan is a country that is dependent on the US and is a military colony, while 33% believe that it is a country with a distinctive character insofar as science and technology.

Chart no. (5)- Relative distribution of the study sample responses based on their general impression of Japan



3-2-2 Personal characteristics of the Japanese

Hard work, sincerity, openness and friendliness, creativity and energy are the characteristics, to which a ratio of (75.2%) of the study sample agreed that the Japanese possess. Just as the best medicines have negative side effects, positive aspects are also accompanied by negative ones, and this was the perception of certain categories of the opinion leaders in Jordan, whereby a ratio of (3.0%) of the respondents believe that the Japanese personality is characterized by insularity and a ratio of (5.3%) feel that the Japanese do not state their own views clearly, while a negligible ratio of the respondents (0.8%) perceive the existence of negative qualities such as obedience and being easily led, pride (arrogance), and limited cultural interaction with other societies. (See following table no. (6) and its chart)

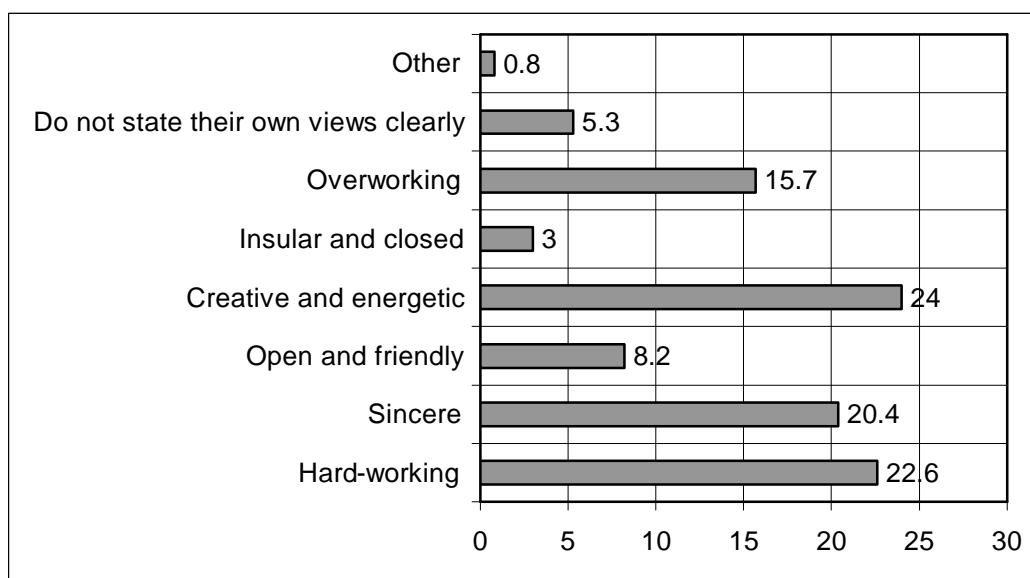
Table 6: Relative distribution of study sample responses based on the characteristics of the Japanese

Details	Ratio%
Hardworking	22.6
Sincere	20.4
Open and friendly	8.2
Creative and energetic	24.0
Insular and closed	3.0
Overworking	15.7
Do not state their own views clearly	5.3
Other*	0.8
Total	100

(Number of cases- 1423)

- 25% of the respondents believe that the Japanese are patriotic, 25% that Japanese are obedient. 25% stated that the Japanese are hardworking, 13% that they are proud, and 12% that its cultural interaction is ineffective.

Chart no. (6)- Relative distribution of the study sample responses based on the characteristics of the Japanese



3-2-3 Means of obtaining information on Japan

Television, newspapers and magazines, and the internet represent the three most important sources which inform opinion leaders in Jordan about Japan, whereby the ratio of the respondents who mentioned television, newspapers and magazines (28.6% and 27.6%) respectively, while the percentage of those who mentioned the third means was

(12.2%). As regards other means such as radio and studying in schools, Japanese friends and visiting Japan, the ratio ranged between (4.6%-5.9%).

It is worthy of note that a ratio of (3.0%) of the sample respondents mentioned other means that were not included in the questionnaire, such as Japanese products and manufacture, alongside interaction and trade relations, as well as books and studies. (See following table no. -7- and the chart)

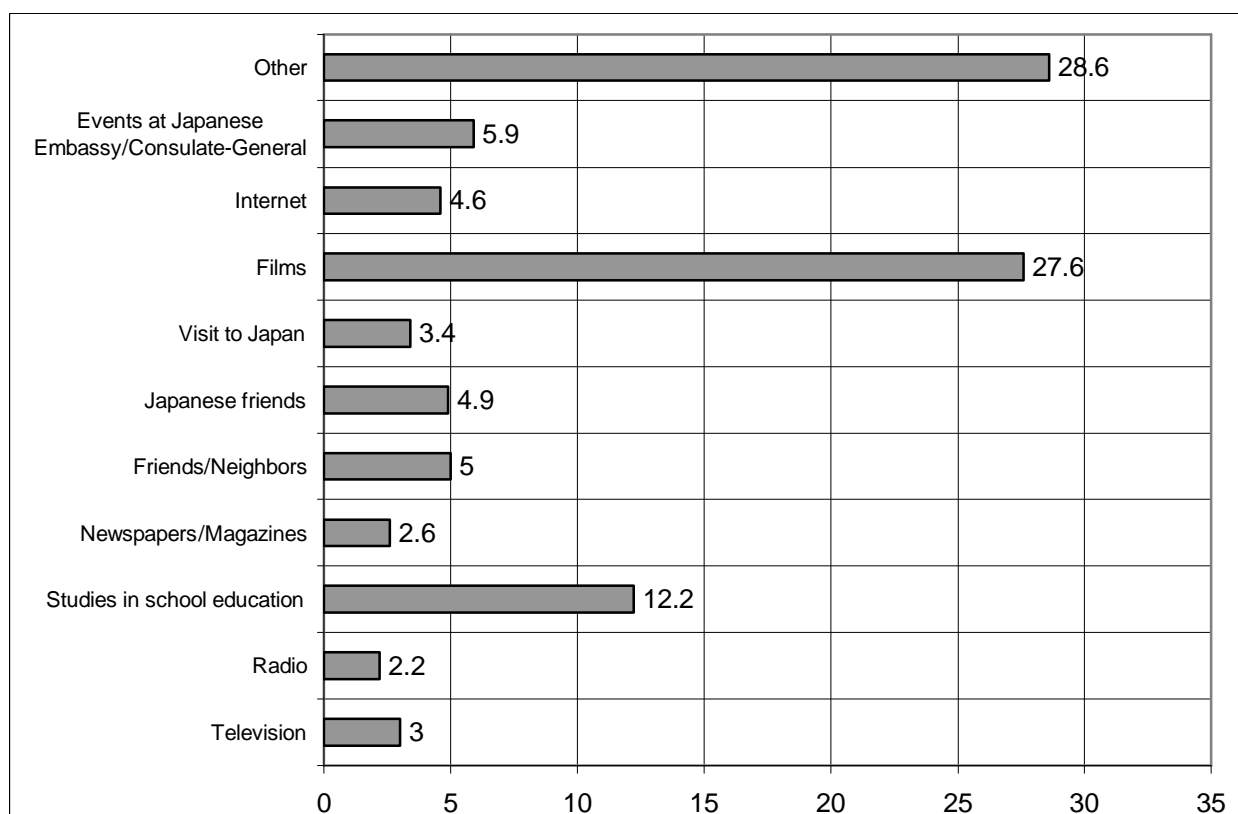
Table 7: Relative distribution of study sample responses based on the means of obtaining information on Japan

Details	Ratio%
Television	28.6
Radio	5.9
Studies in school education	4.6
Newspapers/magazines	27.6
Friends/neighbors	3.4
Japanese friends	4.9
Visit to Japan	5.0
Movies	2.6
Internet	12.2
Events at Japanese Embassy/Consulate General	2.2
Other*	3.0
Total	100

(Number of cases- 1248)

* 55% of the respondents to this item believe that the means of being informed about Japan was through books and studies, and 30% through Japanese products and industry, and 15% through interaction and trade relations.

Chart no. (7)- Relative distribution of the study sample response based on the methods of obtaining information about Japan



3-2-4 Areas about which opinion leaders are interested in learning more

Science and technology were in the forefront of the areas which the study sample wished to learn about (23.8%), followed by the economy/industry (20.8%), and, lastly, Japanese products (14.0%). On the other hand, spiritual culture such as Bushido and eastern philosophy, and traditional culture such as flower arrangement, the tea ceremony and sports like Judo and Kendo, and pop music, animation and comics- all of these attract the interest of opinion leaders in their quest to know more about the Japanese culture heritage (25.1%).

It is worth noting that (1.0%) of the sample wishes to know about non-listed topics such as the laws, legislation and administration in Japan, and they are mostly from among the respondents with a specialization in such areas (see following table no. 8 and the chart).

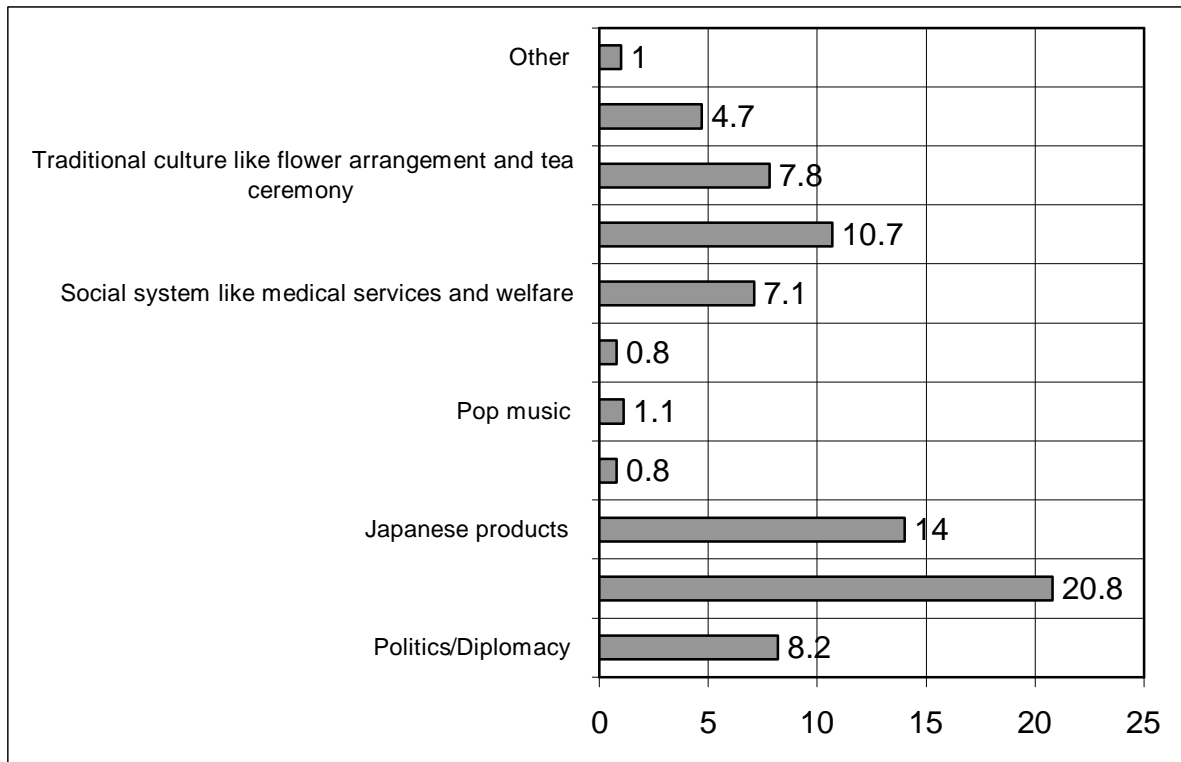
Table 8: Relative distribution of the study sample responses based on the areas in Japanese life the respondents are interested in learning more about

Details	Ratio%
Politics/Diplomacy	8.2
Economy/Industry	20.8
Japanese products	14.0
Animation/Comics	0.8
Pop music	1.1
Science/Technology	23.8
Social system like medical services and welfare	7.1
Spiritual culture like Bushido and Zen	10.7
Traditional culture like flower arrangement and tea ceremony	7.8
Sports like Judo/Kendo	4.7
Other*	1.0
	100

(Number of cases- 1310)

- 31% of the respondents to this item believe that the areas they would like to learn about are legislations and laws, 31% patriotism and sincerity in work and building, 15% the culture and traditions of the people, 15% are uninterested to be informed about Japan, and 8% are interested in administration (management techniques) in Japan.

Chart no. (8)- Relative distribution of the study sample responses based on the areas the respondents would like to learn more about



3-2-5 Attitudes toward Japan

A person may like a particular country for geographical reasons (beauty of nature, splendor of climate) or for economic reasons (trade relations, industrial advancement) or for cultural reasons (theatre, art exhibits, music) or for scientific reasons (scientific and technological progress) or for human reasons (offering of aid and assistance to poor societies), or for political reasons (position towards an event or an international issue).

Just as liking is attributable to one or more of the reasons mentioned above, an absence of liking may also be a consequence of the same reasons.

The vast majority of opinion leaders in Jordan (88.5%) like Japan for various reasons, which we shall enumerate later, whereas those who showed unfavorable view of Japan were only (8.6%) of the sample's total. Results showed that of those who have favorable view of Japan, based on the profession of those surveyed, the highest percentage was among businessmen (96.9%), followed by university professors (93.9%), senior government officials (90.9%), then other groups in close percentages (87.6% to 84.6%).

With respect to the question of having favorable views of Japan, based on the academic level, the results indicate the most favorable views are held by those whose academic level is below that of the secondary education certificate (91.7%), followed by holders of post graduate degrees (90.7%). The percentages for other groups ranged between 89.3% and 87.6%. (See tables 9, 9.1, 9.2 and the chart)

Table 9: Numeric and relative distribution of the sample responses based on their sentiments towards Japan

Statement	Number	Ratio %
I like it very much	145	28.9
I like it	299	59.6
I do not like it	37	7.4
I do not like it at all	6	1.2
I do not know	13	2.6
Unavailable	2	0.4
Total	502	100

Chart no. (9): Relative distribution of the sample responses based on their sentiments towards Japan

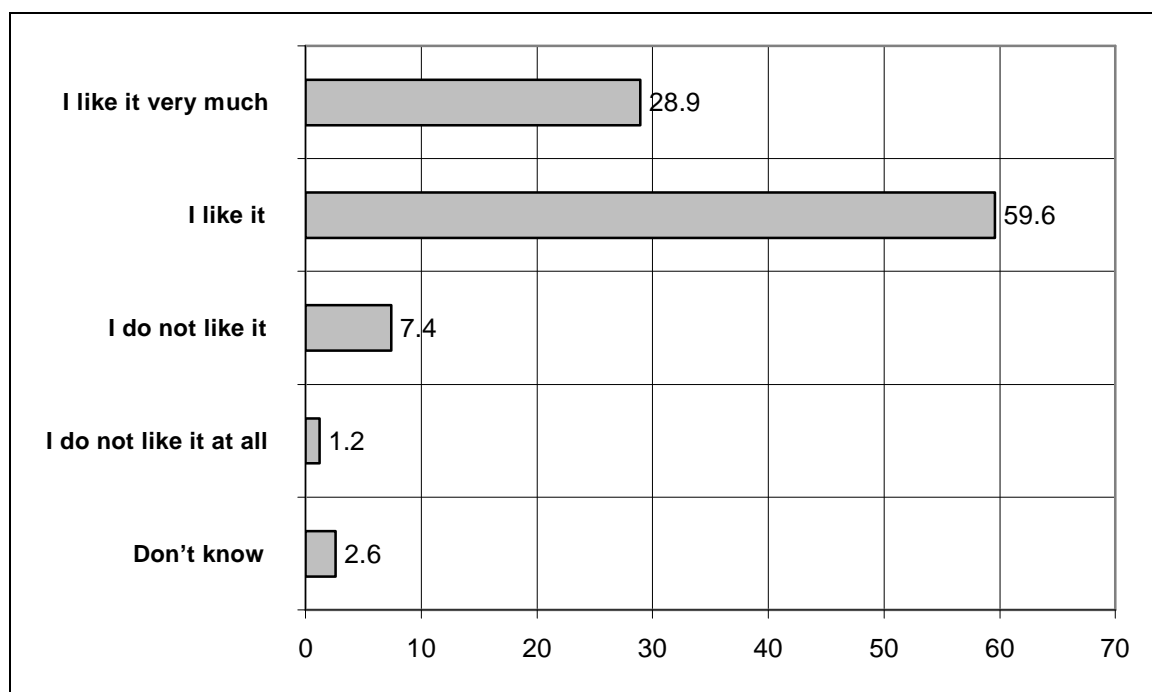


Table 9-1: Relative distribution of the sample responses based on their sentiments towards Japan and the occupational category

Occupational category	I like it very much	I like it	I do not like it	I do not like it at all	I do not know	Total
Major state officials	19.7	71.2	6.1	3.0	0.0	100
Leading businessmen	29.2	67.7	3.1	0.0	0.0	100
Unions	23.4	64.1	7.8	3.1	1.6	100
Political parties	13.8	73.8	9.2	1.5	1.5	100
Academics and university professors	60.6	33.3	6.1	0.0	0.0	100
Journalists and artists	33.8	50.8	10.8	1.5	3.1	100
Professional associations and unions and local ruling councils	25.7	58.7	7.3	0.0	8.3	100
Total	29.2	59.8	7.2	1.2		100

Table 9-2: Relative distribution of the study sample based on their feelings towards Japan and the academic level

Academic level	I like it very much	I like it	I do not like it	I do not like it at all	I do not know	Total
Less than secondary school	0.0	91.7	0.0	0.0	8.3	100
Secondary school	24.4	64.4	6.7	0.0	4.4	100
Intermediate diploma	21.4	67.9	7.1	0.0	3.6	100
B.A.	26.0	61.6	8.8	1.2	2.4	100
Graduate studies	39.1	51.6	5.6	1.9	1.9	100
Unavailable	100.0	0.0	0.0	0.0	0.0	100
Total	29.4	59.6	7.2	1.2	2.6	100

3-2-5-1 Reasons for having favorable views of Japan

It had been indicated earlier that the majority of the study sample do like Japan (88.5%). There are several reason behind this favorable view of Japan, most notably, technology and the economy as the percentage of the respondents who gave this reason for liking Japan was (43.5%), while the percentage of those who gave “the gentle nature of the Japanese people” as a reason was (22.7%), followed by the Japanese culture as the reason (15.6%), and lastly Japan’s peace-oriented constitution and rejection of wars and violence as a reason (15.1%).

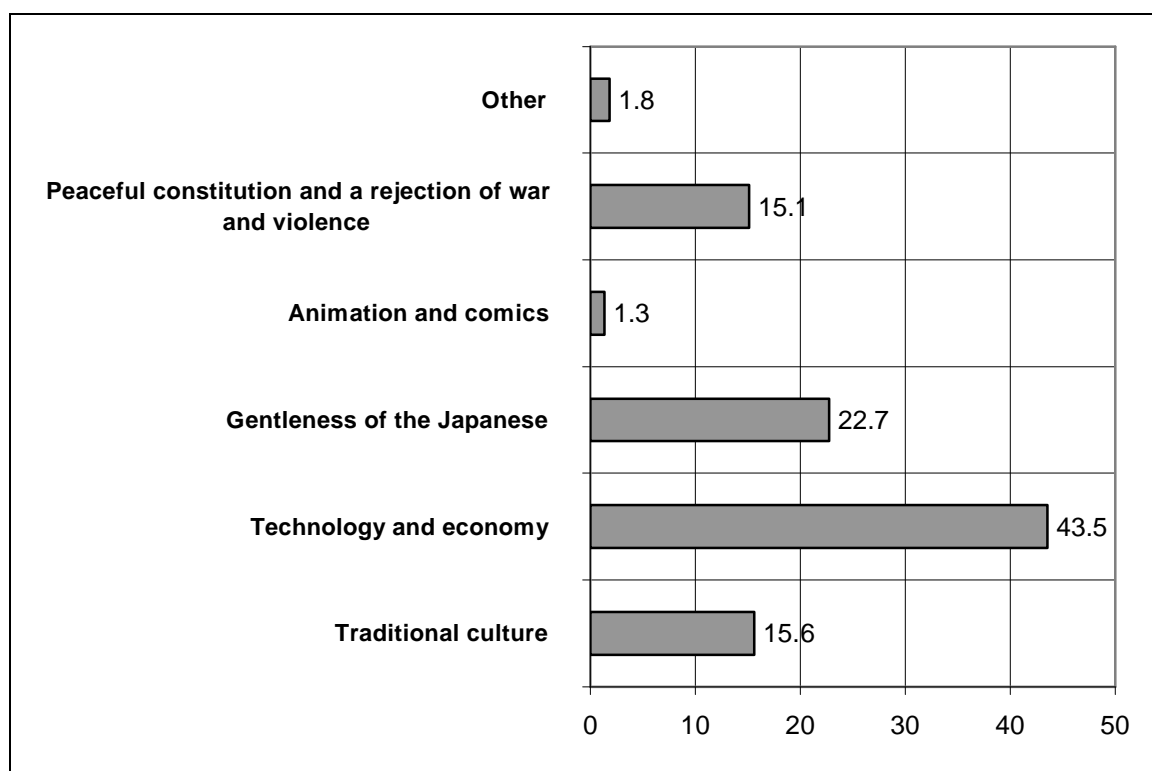
Table 10: Relative distribution of the sample responses based on the reasons for their liking of Japan

Details	Ratio %
Traditional culture	15.6
Technology and economics	43.5
Gentle manners of the Japanese people	22.7
Animation and comics	1.3
Peaceful constitution and a rejection of wars and violence	15.1
Other*	1.8
Total	100

(Number of cases- 850)

* 33% of the respondents to this item believe that they liked the Japanese because of their self-reliance, sincerity and honesty, 33% because of assistance and aid given by Japan to countries especially Arab countries, 28% because the Japanese are self-respecting and patriotic, and 6% because they are capable of innovation and are talented in producing.

Chart no. (10)-Relative distribution of the sample responses based on the reasons for their liking of Japan



3-2-5-2 Reasons for having unfavorable views of Japan

It had been indicated earlier that (8.6%) of the study sample held unfavorable views of Japan. Upon further analysis of the reasons behind these feelings toward Japan, it's been found that (41.8%) of those who held such views gave the main reason as the Japanese people's "obedient nature", whereas (36.4%) of those gave other reasons that were not included in the questionnaire, such as interference in Iraq's affairs, playing a subservient role to the USA, lack of support for Arab causes; particularly the Palestinian question. On the other hand, (7.3%) gave the reason for their unfavorable views as due to the closed nature of Japanese society. A similar percentage gave the reason as the Japanese overemphasis on science, and another (7.3%) stated that the reason is due to Japans history in WWII. (See table No.11 and the accompanying chart)

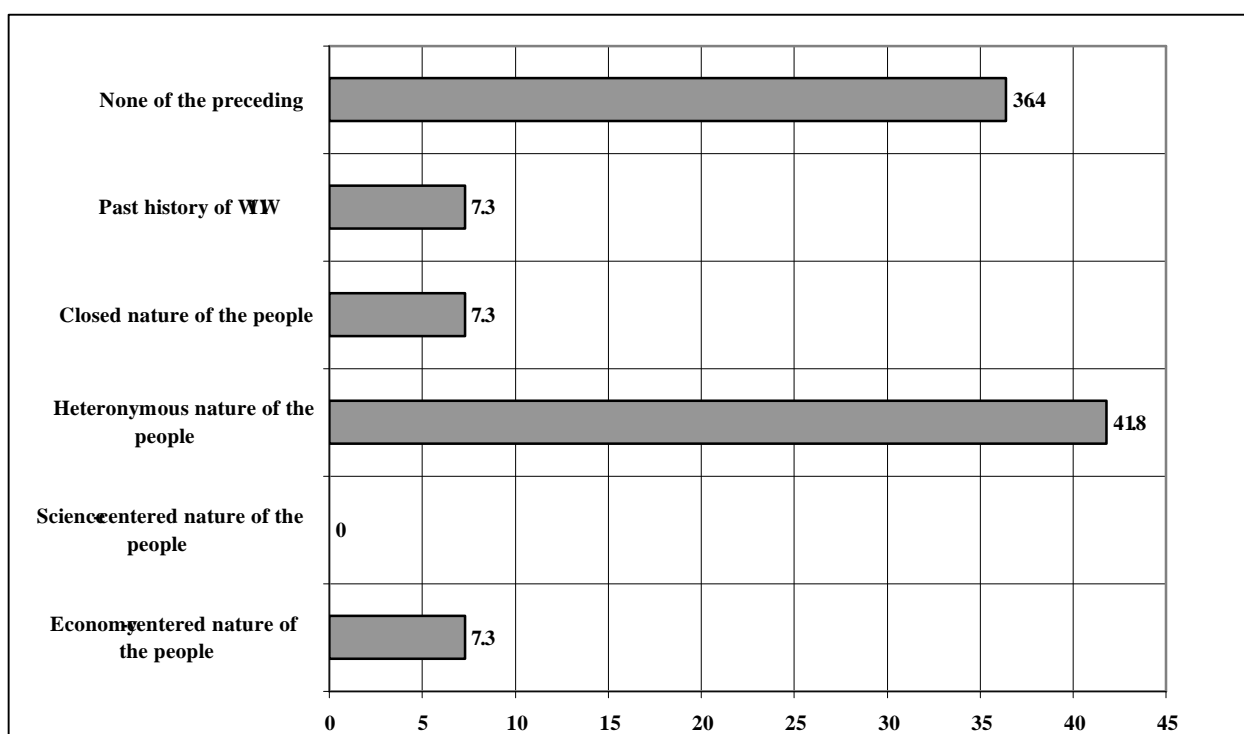
Table 11: Relative distribution of the sample responses based on their dislike of Japan

Details	Ratio%
Economy-centered nature of the people	7.3
Science-centered nature of the people	0
Heteronymous nature of the people	41.8
Closed nature of the people	7.3
Past history of WW11	7.3
Other*	36.3
Total	100

(Number of cases- 55)

- 35% of the respondents to this item believe that their dislike for Japan is due to its position and interference in the affairs of Iraq, and 29% due to its being an occupying state and a follower of American policy, and 6% due to the difficulty of the Japanese language and a lack of knowledge about its civilization, and 6% due to its not helping Arab countries, and 6% because it only pursues its own interest, and 6% because it does not support the Palestine cause, and 6% because it harbors animosity towards Arabs and Muslims and 6% because it is a non-Muslim country.

Chart no. (11) Relative distribution of the sample responses based on their Dislike of Japan



3-3 Japan and the international community

The foreign policy of Japan seeks in the new century to foster the security and prosperity of the international community as a whole, since the attainment of this aim is intimately linked with the security and prosperity of Japan itself.

Moreover, within the context of the United Nations, Japan contributes to solving regional conflicts through the program of personal and material assistance it offers to the UN peacekeeping operations, as well as supporting the international efforts to combat terrorism, and solving problems in the areas of the environment, drugs and demographic growth.

Based on Japan's recognition of the importance of its role, given that it is the second largest economic power in the world, it strives to contribute to sound economic development around the world through international organizations such as the International Monetary Fund, the World Trade Organization and the Organization for Cooperation and Economic Development?? Moreover, Japan provides technological and financial assistance to developing countries through the official development aid program (ODA).

3-3-1 Description of the role that Japan plays in the international society

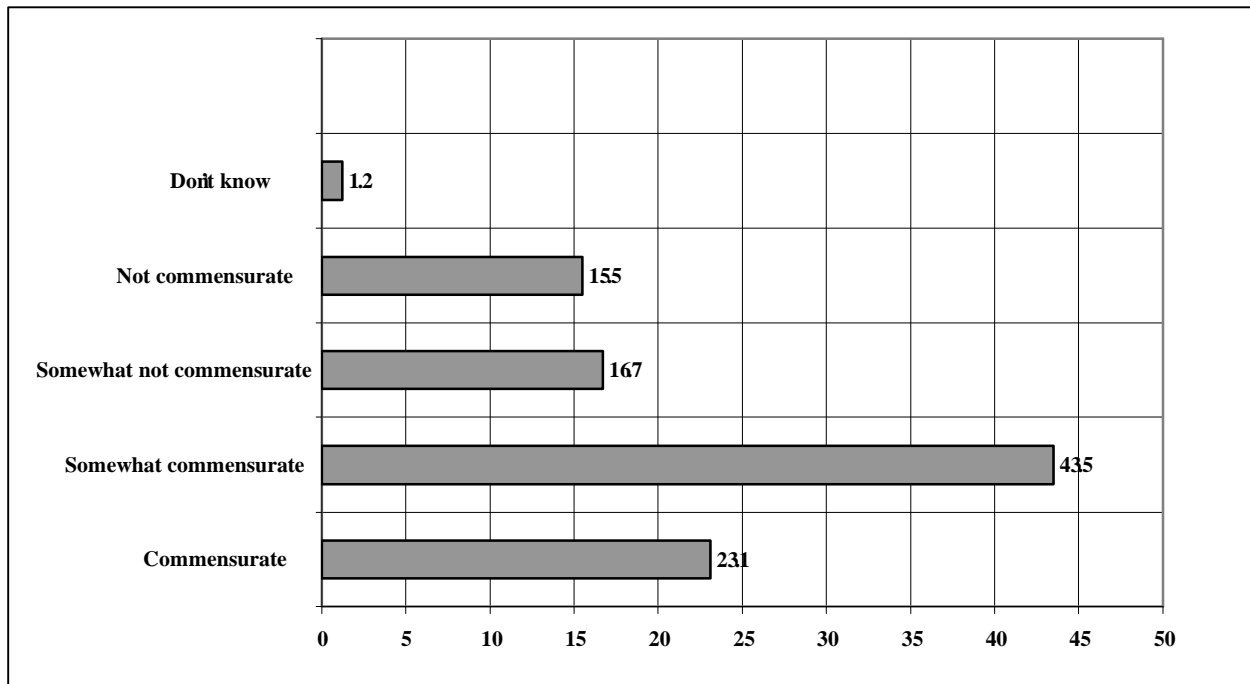
Perhaps the role played by Japan insofar as heated world issues is commensurate with its economic power, and perhaps it is not commensurate.

Around (60.0%) of Jordanian opinion leaders are in agreement that the role played by Japan in the international society is wholly or partially not commensurate with its economic power given that it is the world's second largest economic power after the United States of America (See table no. 12 below- and its chart).

Table 12: Numeric and relative distribution of the sample responses based on their description of the role played by Japan in international affairs

Details	Number	Ratio %
Commensurate	116	23.1
Somewhat commensurate	78	15.5
Somewhat not commensurate	84	16.7
Not commensurate	218	43.5
Don't know	6	1.2
Total	502	100

Chart no. (12) Relative distribution of the study sample responses based on their description of the role played by Japan in the international society



3-3-2 Areas in which Japan should increase its international efforts

This item has been treated from an analytical perspective, as the item related to the general impression of Japan no. 3-2-1, and all paragraphs of table no.13 to follow, as independent questions that the answer to each of them was given a score of a 100.

The study sample's view is that Japan must increase its efforts in all areas and activities on the international level, most importantly, assisting developing countries (75.5%), developing sciences and technology (54.7%), development of the world economy (50.2%), maintenance of world peace (44.1%), cultural exchange, particularly with third world states (38.4%). Moreover, a ratio of (32%) of the study sample sees that it is necessary for Japan to increase its efforts in the area of the protection of the environment.

It is worthy of note that a ratio of (1%) of the opinion leaders responses believe that Japan should double its efforts to increase its military strength so that it may join the club of major powers and so that it may become free from American hegemony and domination (see table no. 13 and its illustration diagram).

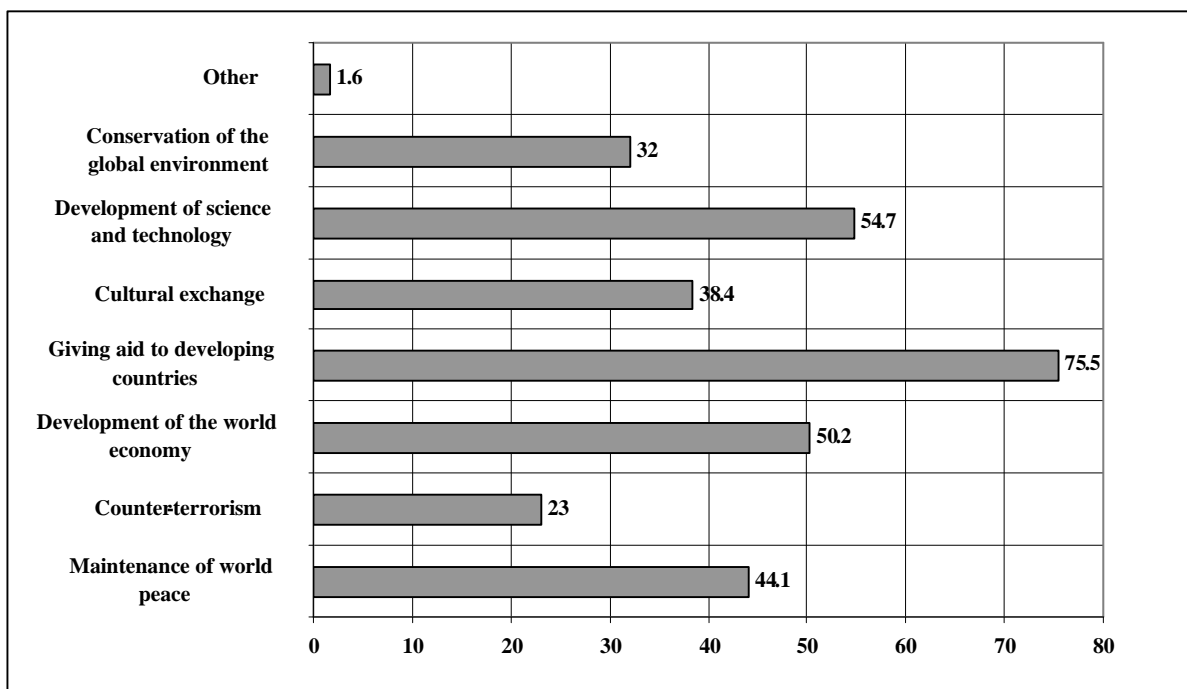
Table 13: Relative distribution of the study sample responses about each of the areas in which they believe that Japan should increase its international efforts

Details	Ratio%
Maintenance of world peace	44.1
Counter-terrorism	23.0
Development of the world economy	50.2
Giving aid to developing countries	75.5
Cultural exchange	38.4
Development of science and technology	54.7
Conservation of global environment	32.0
Other*	1.6

(Number of cases-1605)

- 33% of the respondents to this item believe that Japan must increase its efforts to enhance its military strength and to become a superpower, and 33% believe it should become free from American hegemony and domination, and 23% believe it should fortify its relations with Arabic and Muslim countries, and 11% believe that Japan should convert to Islam.

Chart no. (13) Relative distribution of the study sample responses based on the area in which Japan should increase its international efforts



3-4 Relations between Japan and the Middle East

This part of the report evaluates the level of economic partnership between Japan and Jordan, the role played by Japan in the peace process in the Middle East and its participation in the allied forces in Iraq, and its efforts in the area of humanitarian and reconstruction assistance to Iraq.

3-4-1 Japanese- Jordanian partnership

It is possible to evaluate the Jordan-Japan partnership on two levels:

- The international level: in the view of the opinion leaders in Jordan Japan is the fourth in importance after the United States, Europe and Middle Eastern countries. A ratio of (51.4%) indicated that the most important partner of Jordan on the global level is the United States, followed by Europe (17.7%), followed by Middle Eastern countries (16.3%), followed by Japan (10.8%).
- On the regional level, (southeast Asian and east Asian countries). Japan is the leading state among them in terms of its importance to Jordan. A ratio of (61.2%) of the study sample indicated that Japan is the most important for Jordan, followed by China- the second rank- and with a ratio of (16.7%), followed by Malaysia (11.0%), followed by Indonesia (4.6%). (See the two tables 14 and 15- and their illustration diagrams)

Table 14: Relative distribution of the study sample responses based on the countries which the respondents consider as an important partner for Jordan

Description	Number	Ratio
Middle Eastern countries	82	16.3
United States of America	258	51.4
Europe	89	17.7
Russia	3	0.6
China	4	0.8
Japan	54	10.8
South Korea	1	0.2
Other	9	1.8
Unavailable	2	0.4
Total	502	100

Chart no. (14)- relative distribution of the study sample responses based on the countries which the respondents view as important partners for Jordan

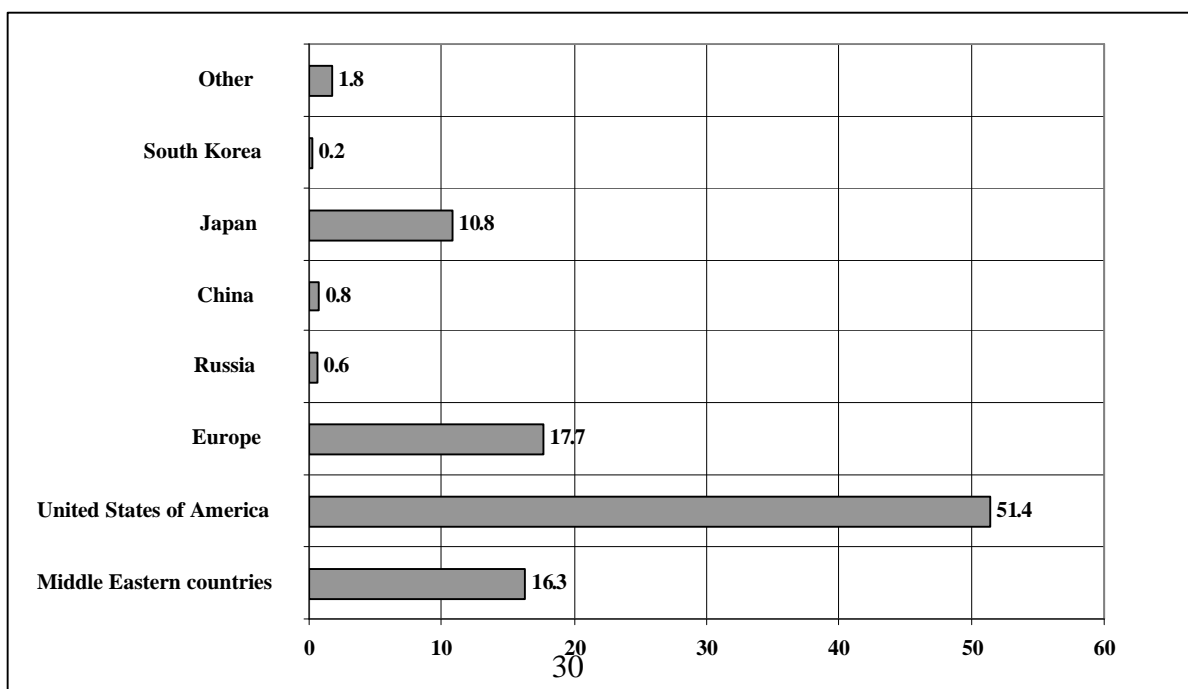
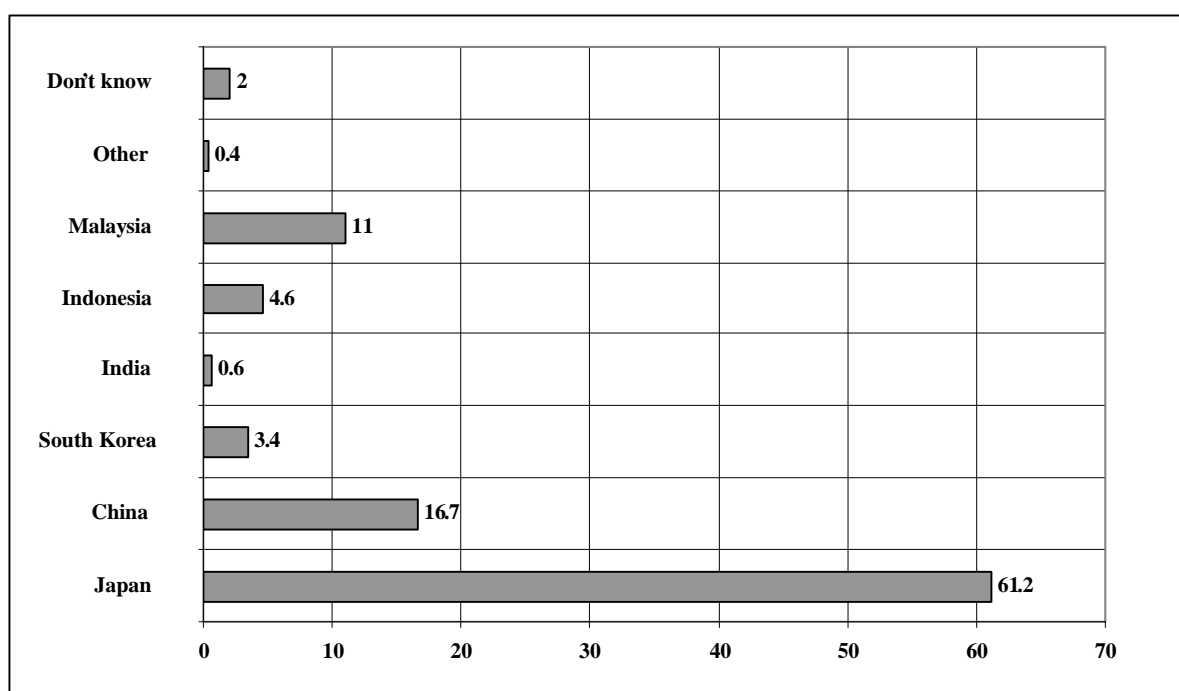


Table 15: Relative distribution of the study sample responses based on the importance of the states which are located in Southeast Asia and East Asia to Jordan

Description	Number	Ratio
Japan	307	61.2
China	83	16.7
South Korea	18	3.4
India	3	0.6
Indonesia	23	4.6
Malaysia	55	11.0
Other	2	0.4
Don't know	10	2
Unavailable	1	0.1
Total	502	100

Chart no. (15) Relative distribution of study sample responses based on the importance of the states located in Southeast Asia and East Asia for Jordan



3-4-2 Evaluation of bilateral relations between Jordan and Japan

The overwhelming majority of the study sample (84.3%) holds the view that bilateral relations with Japan are excellent, while (12.2%) holds the view that they are fair, while a tiny negligible ratio (0.4%) holds the view that the relations between the two countries are poor.

With respect to the question of Japanese-Jordanian bilateral relations, based on profession of opinion leaders in Jordan, the highest percentage of respondents who answered that the relation is excellent or good was among university professors (98.5%),

followed by businessmen (98.3%), then both groups of senior government officials and leaders of political parties at (86.3%), and lastly the remaining groups whose percentages ranged between 82.6% and 75.3%.

(See table no. 16 and its subheadings 1-16 and 2-16)

Table 16: Relative distribution of study sample, based on their personal opinions, regarding Jordan's bilateral relations with Japan.

Categories	Numbers	Percentage
Excellent	172	34.1%
Good	252	50.2%
Fair	60	12.2%
Bad	2	0.4%
I don't know	14	2.8%
N/A	2	0.4%
Total	502	100%

Chart No. (16) Relative distribution of the study sample's answers, based on their personal opinions, regarding Japan-Jordan bilateral relations.

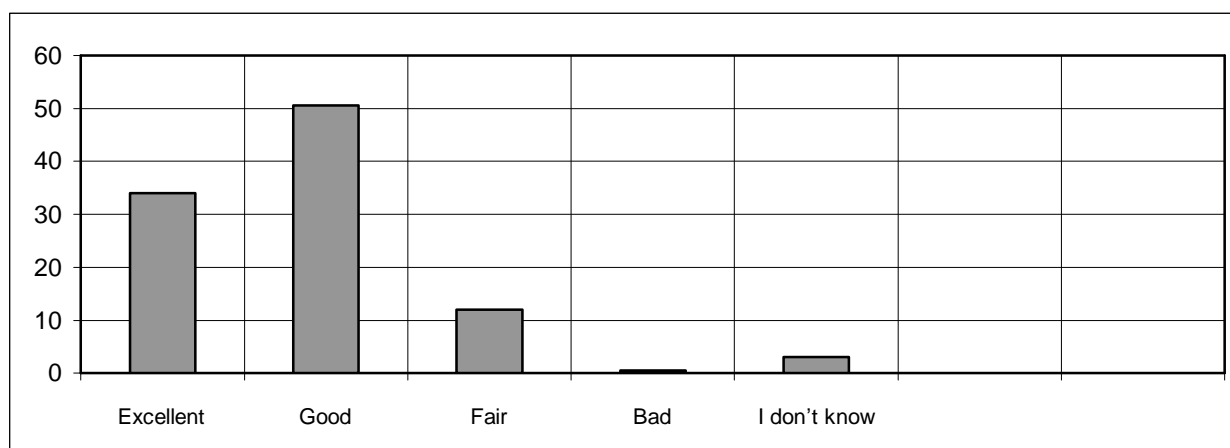


Table 16-1: Relative distribution of the study sample responses based on their personal views towards bilateral relations between Jordan and Japan and the occupational field

Occupational field	Excellent	Good	Fair	Poor	Don't know	Total
Leading state officials	45.5	40.9	12.1	0.0	1.5	100
Leading businessmen	26.2	63.1	7.7	0.0	3.1	100
Unions	33.8	41.5	21.5	1.5	1.5	100
Political parties	34.8	51.5	12.1	0.0	1.5	100
Academics and university professors	34.4	64.1	1.6	0.0	0.0	100
Journalists and artists	26.2	49.2	13.8	0.0	10.8	100
Professional associations and unions	36.7	45.9	14.7	0.9	1.8	100

and local ruling councils						
Total	34.2	50.4	12.2	0.4	2.8	100

Table 16-2: Relative distribution of the study sample responses based on their personal views towards Jordanian Japanese bilateral relations and educational level

Academic level	Excellent	Good	Fair	Poor	Don't know	Total
Less than secondary school	66.7	25.0	8.3	0.0	0.0	100
Secondary school	35.6	46.7	13.3	0.0	4.4	100
Intermediate diploma	28.6	53.6	14.3	0.0	3.6	100
B.A.	32.7	49.0	14.3	0.4	3.6	100
Graduate studies	34.4	55.6	8.1	0.6	1.3	100
Unavailable	100.0	0.0	0.0	0.0	0.0	100
Total	34.2	50.5	12.1	0.4	2.8	100

3-4-3 Evaluation of Japan's role in the Middle East peace process

The majority of opinion leaders in Jordan (78.3%) looks forward to a more enhanced Japanese role in the Middle East peace process, and wish that it might be an important partner in this context. On the other hand, a ratio of (26.0%) of the study sample sees that the Japanese role is not deserving of appreciation in the light of American hegemony over that country, and because it intervened militarily in Iraq under the guise of humanitarian assistance.

Based on profession and its influence on assessing the role that Japan plays in the Middle East peace process, all groups of opinion leaders would like for Japan to play a larger role than that it already has. The percentages of these groups were 75.8% to 84.8%, with the exception of the percentage among senior government officials' group, which was lower (56.9%).

As far as valuing the role that Japan plays in the peace process, the highest percentage of those who expressed their appreciation for that role was among senior government officials (35.4%), followed by university professors (18.2%), then the rest of the groups in ratios ranging between 9.1% and 3.1%.

Based on their academic levels, among those who would like Japan to play a larger role in the Middle East peace process, (91.7%) of them were those below secondary education certificate level. The ratios for other academic levels ranged between 75.6% to 79.6%. (See table number 17 and its sequels 17-1 – 17-2- and its chart)

Table 17: Relative distribution of the study sample responses based on their evaluation of the role played by Japan in the Middle East peace process

Details	Number	Ratio
Appreciate	56	11.2
Expect Japan to play a larger role	393	78.3
Don't appreciate	32	6.4
Don't know about the role of the Japanese government	13	2.6
Don't know	8	1.6
Total	502	100

* 72% of the respondents to this item do not appreciate the role of Japan because it is weak and is ineffective under the shadow of American hegemony. They feel that Japan has no presence on the international scene. 21% of the respondents do not appreciate the role of Japan because it is in occupation of Iraq and is biased and interferes in Arab affairs and is a co-conspirator with American; while 7% of the respondents believe that it plays no role in the Middle East peace process.

Chart no. (17)- Relative distribution of the study sample responses based on the respondents' evaluation of the role played by Japan in the Middle East peace process

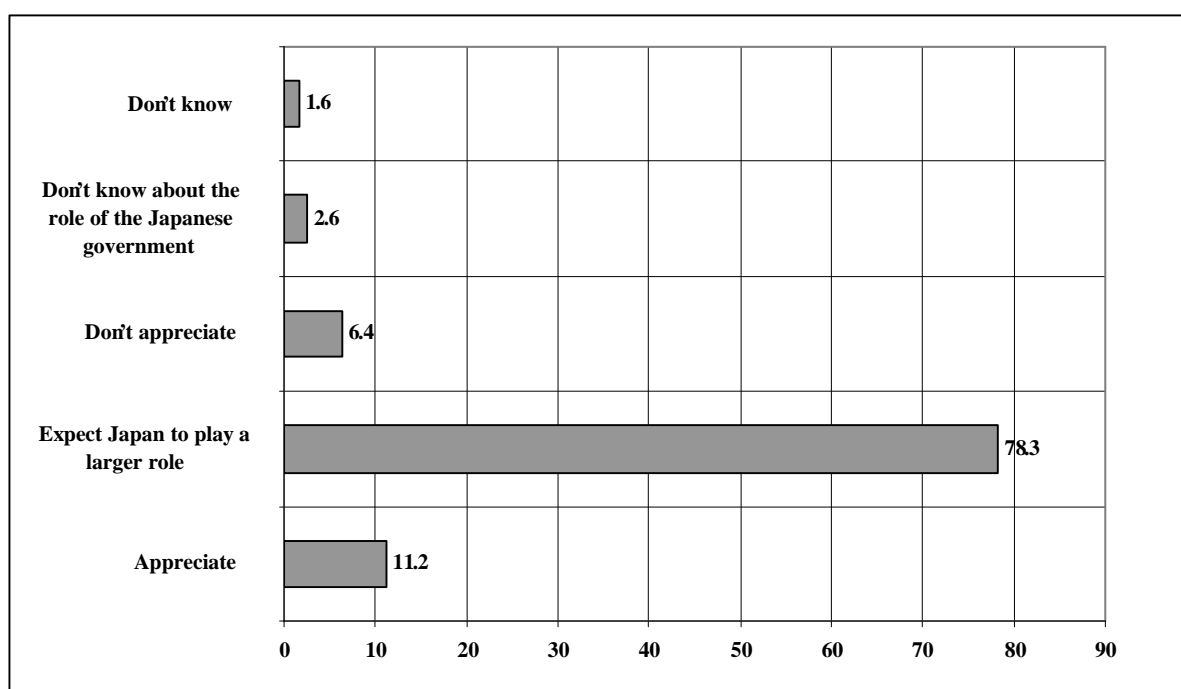


Table 17-1: Relative distribution of the study sample responses based on the evaluation of the respondents of the role played by Japan in the Middle East peace process and the occupational field

Occupational field	Appreciate	Expect Japan to play a larger role	Don't appreciate	Don't know about the role of the Japanese government	Don't know	Total
Leading state officials	9.1	78.8	10.6	0.0	1.5	100
Leading businessmen	35.4	56.9	7.7	0.0	0.0	100
Unions	6.2	83.1	6.2	3.1	1.5	100
Political parties	4.5	84.8	6.1	3.0	1.5	100
Academics and university professors	18.2	75.8	4.5	0.0	1.5	100
Journalists and artists	3.1	83.1	3.1	6.2	4.6	100
Professional associations and unions and local ruling councils	5.5	82.6	6.4	4.6	0.9	100
Total	11.2	78.3	6.4	2.6	1.6	100

Table 17-2: Relative distribution of the study sample responses based on the respondents' evaluation of the role played by Japan in the Middle East peace process and on their academic level

Academic level	Appreciate	Expect Japan to play a larger role	Don't appreciate	Don't know about the role of the Japanese government	Don't know	Total
Less than secondary school	0.0	91.7	0.0	8.3	0.0	100
Secondary school	15.6	75.6	2.2	4.4	2.2	100
Intermediate diploma	17.9	78.6	3.6	0.0	0.0	100
B.A.	10.8	77.3	7.2	3.6	1.2	100
Graduate studies	9.9	79.6	7.4	0.6	2.5	100
Unavailable	100.0	0.0	0.0	0.0	0.0	100
Total	11.2	78.2	6.4	2.6	1.6	100

3-4-4 Assessment of the dispatch of Japanese Defense Forces to Iraq and providing humanitarian and reconstruction assistance to that country

The ninth clause of the second chapter of the Japanese Constitution stipulates the renunciation of war by the Japanese people forever, and to realize this aim (Japan) shall not retain any ground, air and naval force or other instruments of war.

Japan strives for achieving international peace and security through participating in UN peacekeeping operations, and in international efforts to prevent conflicts and the proliferation of nuclear weapons. In 1992, Japan ratified the law for international cooperation for peace and started dispatching Japanese Self Defense Forces within the context of UN peacekeeping operations as one of the important means for contributing to the preservation of world security and peace. Regarding the situation in Iraq: while a fourth of the opinion leaders in Jordan (26.5%) appreciate the fact that Japan dispatched a part of its Self Defense Forces to participate with the allied forces in Iraq, more than two-thirds (67.5%) do not appreciate such dispatch, and view it as a support for the American occupation policy in Iraq, and believe, moreover, that Japan should have only provided humanitarian assistance.

Respecting the position of Japan insofar as the reconstruction of Iraq the majority of the respondents in the study sample (73.1%) appreciate this position, while a ratio of (14.6%) of the respondents oppose it because it perceives in it Japanese ambitions in Iraq- just as is the case with the US- and because the aid does not reach the Iraqi people, and because Japan participates actually in the invasion and occupation of Iraq. (See the two tables 18 and 19, and their illustration diagrams).

Table 18: Relative distribution of the study sample responses based on their assessment of the dispatch by Japan of Defense Forces to Iraq

Details	Number	Ratio
Appreciate	133	26.5
Don't appreciate*	339	67.5
Don't know about the dispatch of Japanese Self Defense Forces	10	2.0
Don't know	14	2.8
Unavailable	6	1.2
Total	502	100

* A ratio of 48% of the respondents to this item believe that Japan supports American occupation policy, and 40% of the respondents believe that the foreign forces must withdraw from Iraq, and 11% that financial assistance and aid is adequate, and 3% do not have a position.

Chart no. (18)- relative distribution of the study sample response based on the assessment of the respondents of Japan dispatching Self Defense Forces to Iraq

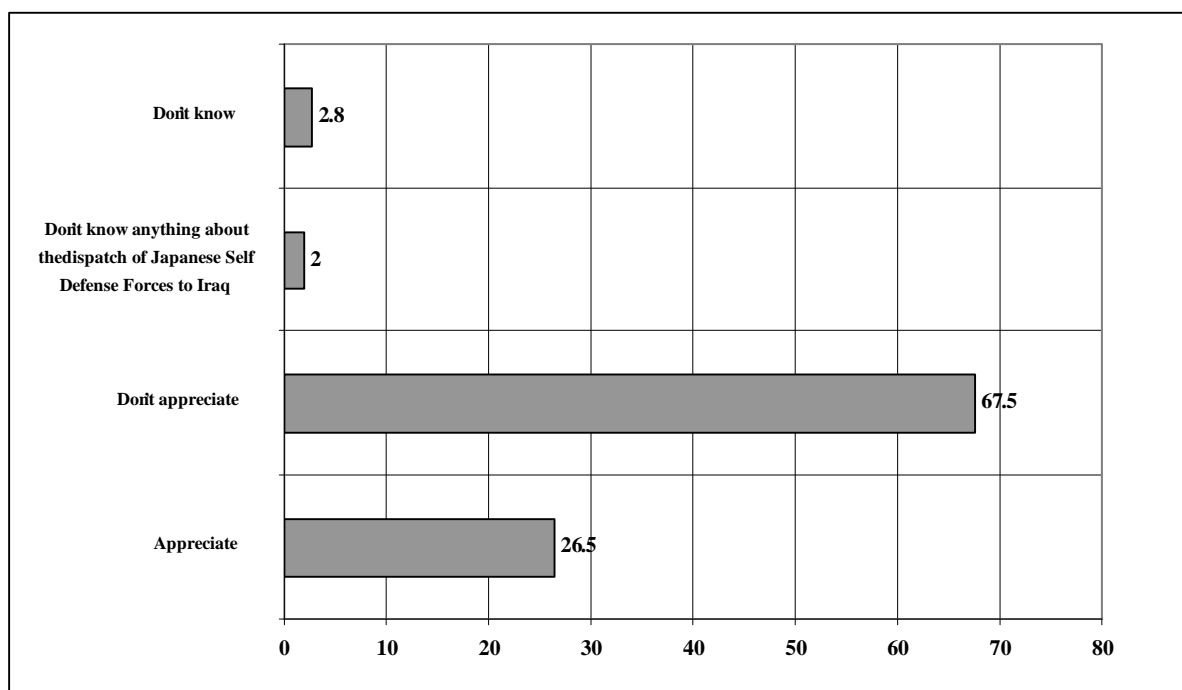
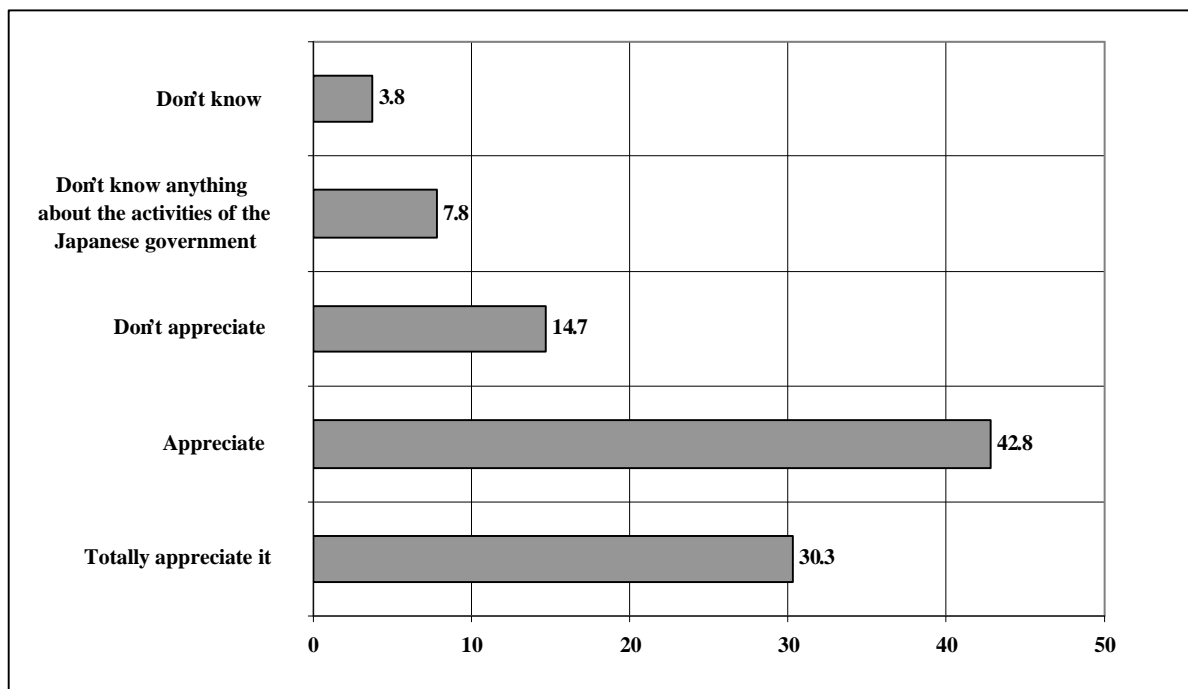


Table 19: Relative distribution of the study sample responses based on the evaluation of the respondents of the current situation of Japanese humanitarian and reconstruction assistance to Iraq

Details	Number	Ratio%
Fully appreciate	153	30.3
Appreciate	214	42.8
Don't appreciate	74	14.7
Don't know about the activities of the Japanese government	39	7.8
Don't know	19	3.8
Unavailable	3	0.6
Total	502	100

- A ratio of 67% of the respondents to this item believe that Japan is a state that participates in the occupation of Iraq and is dependent on the US, and supports the latter's role and continued occupation of Iraq, while 22% of the respondents believe that its assistance in the shadow of the occupation is unacceptable, and that Iraq does not need such assistance and that it does not reach the Iraqi people. 8% of the respondents feel that Japan has ambitions and interests in Iraq, while 3% believe that Japan must provide assistance after the occupation ends.

Chart no. (19)- relative distribution of the study sample responses based on the respondents' evaluation of the position of Japan with respect to providing humanitarian and reconstruction assistance to Iraq



3-4-5 The role Japan is expected to play

Japan has pledged to the international community and through UN agencies to continue its humanitarian assistance to the entire human race through the assistance it provides for the economic and social development to developing countries, the protection of the environment and safeguarding human rights, assisting refugees, solving problems threatening human security such as light arms and landmines targeting humans, drug trade and AIDS, as well as strengthening international cultural exchange and participating in disaster relief and in election supervision teams and other areas.

A fourth of the study sample respondents (24.8%) anticipate that Japan will contribute to efforts to achieve peace in the Middle East, while another fourth (24.4%) expect that Japan will intensify its efforts in the area of economic cooperation which includes the transfer of environmental technology, while more than a fifth of the respondents (21.7%) hope for an activation and development of cooperation in the areas of higher education and science and technology.

On the other hand a ratio of (17.2%) of the opinion leaders in Jordan expect for Japan to encourage trade with Jordan and to increase levels of investment in it.

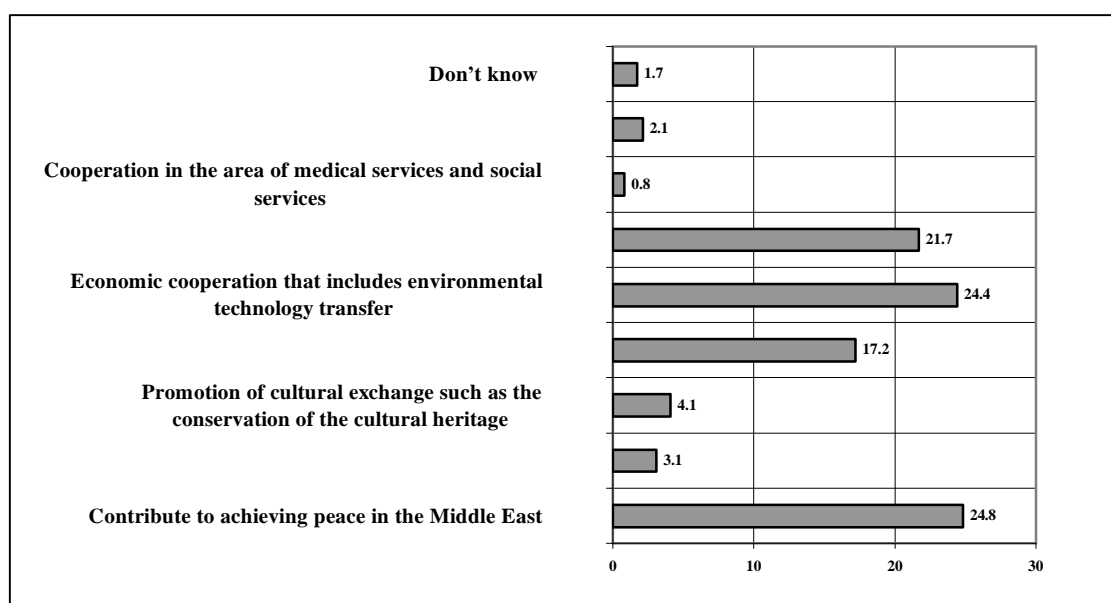
(See following table no. 20 and its chart)

Table 20: relative distribution of the study sample responses

Details	Ratio %
Contribution to Middle East peace	24.8
Promotion of mutual understanding between Japan and Middle East through dialogue among civilizations	3.1
Promoting cultural exchange like conserving cultural heritage	4.1
Promoting trade and investment	17.2
Economic cooperation including environmental technology transfer	24.4
Cooperation in the field of higher education, science and technology	21.7
Cooperation in medical services and social systems	0.8
Status quo should be kept	2.1
Don't know	1.7
Total	100

(Number of cases 516)

Chart no. (20) Relative distribution of the study sample responses based on the role that Japan is expected to play



3-4-6 Extent of belief that Japan can be an attractive business partner for Jordan?

The Japanese economy is considered the second largest on a global scale after the US economy. In fact, the gross domestic product for the fiscal year (2001) amounted to approximately (503.6) trillion yen, while Japan occupies the fifth place among the thirty (OECD) countries insofar as the per capita share of the gross domestic product.

The foreign investment of Japan amounted to a total of (5.4) trillion yen, Europe's share of which was (50.3%), North America (25.3%), Asia (12.2%) and Central and North America (10.8%).

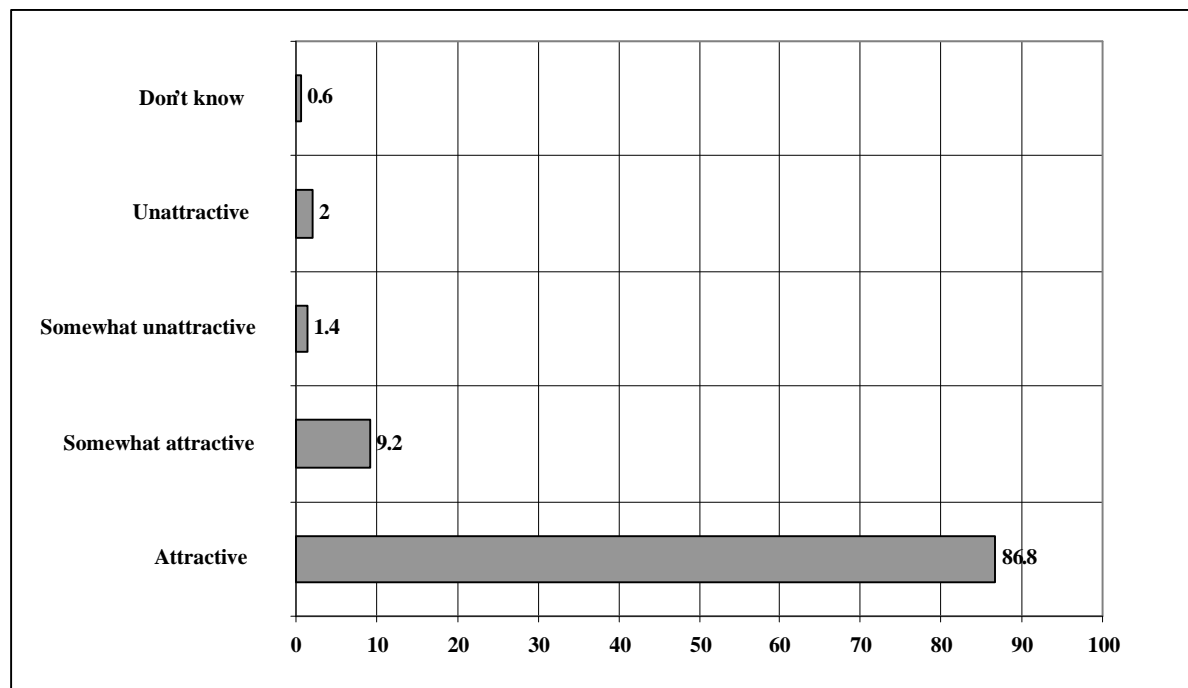
Annual Jordanian imports from Japan ranged between (124-167) million JOD for the period (1997-2001), while Jordanian exports to Japan ranged between (9-13) million JOD annually for the same period.

According to the findings of this study a ratio of (96.0%) of the opinion leaders in Jordan agreed that Japan is very attractive as a trade partner for Jordan given that it is a consumer market for Japanese products, and given that its geographical position is suitable for marketing Japanese production in the Middle East and North Africa region. (See table –21- and its chart)

Table 21: Relative distribution of the study sample responses based on the respondents' view regarding the attractiveness of Japan as a trade partner for Jordan

Details	Number	Ratio
Attractive	437	86.8
Somewhat attractive	46	9.2
Somewhat unattractive	7	1.4
Unattractive	10	2.0
Don't know	2	0.6
Total	502	100

Chart no. (21)- relative distribution of the study sample responses based on the view of the respondents of the level of attractiveness of Japan as a trade partner for Jordan



3-5 Promotion of Japanese Tourism

Japan has numerous tourist attractions, given that its geography is made up of an archipelago (group of islands) which lies in the Pacific Ocean east of the Asian continent, and is characterized by natural beauty that is varied. It has tall mountains, flowing rivers and endless beaches (coast), and varying temperatures across the seasons.

In Japan, there are (11) sites that are registered as world heritage sites, and there are (28) national gardens (parks) most prominent of which are the gardens of aristocratic palaces and rock and sand gardens which are devoid of water.

Japanese art is the product of a broad interplay of social, economic, cultural and environmental factors. Most importantly is pre-modern painting such as Buddhist, cylindrical painting, painting by ink, and painting on curtains and murals, Oki Yo Iy painting, as well as Buddhist sculpture and ceramic art.

3-5-1 Reasons for the belief that Japan is an attractive travel destination

A ratio of (81.4%) of Jordanian opinion leaders are in agreement that Japan is attractive as a holiday destination and that they have a desire to visit it.

- Natural scenery, exotic atmosphere, amusement parks, hot spas, and beaches were the primary factors chosen by (43.8%) of the sample.
- Advanced technology and high-tech products was the focus of interest for a ratio of (23.0%) of the study sample.
- Traditional culture such as the tea ceremony and flower arrangement, minerals, temples and shrines, history, modern culture such as pop music, animation, and modern architecture attracted the interest of (22.5%) of the study sample.

(See tables nos. 22, 23 – and the charts)

Table 22: Relative distribution of the study sample responses based on the belief of the respondents that Japan is attractive as a holiday destination

Details	Number	Ratio
Japan is attractive, so would like to visit it	243	48.3
Japan is attractive, but cannot visit	166	33.1
Japan is not attractive, so do not want to visit	48	9.6
Don't know	45	9.0
Total	502	100

Chart no. (22)- relative distribution of the study sample responses based on their belief that Japan is attractive as a holiday destination

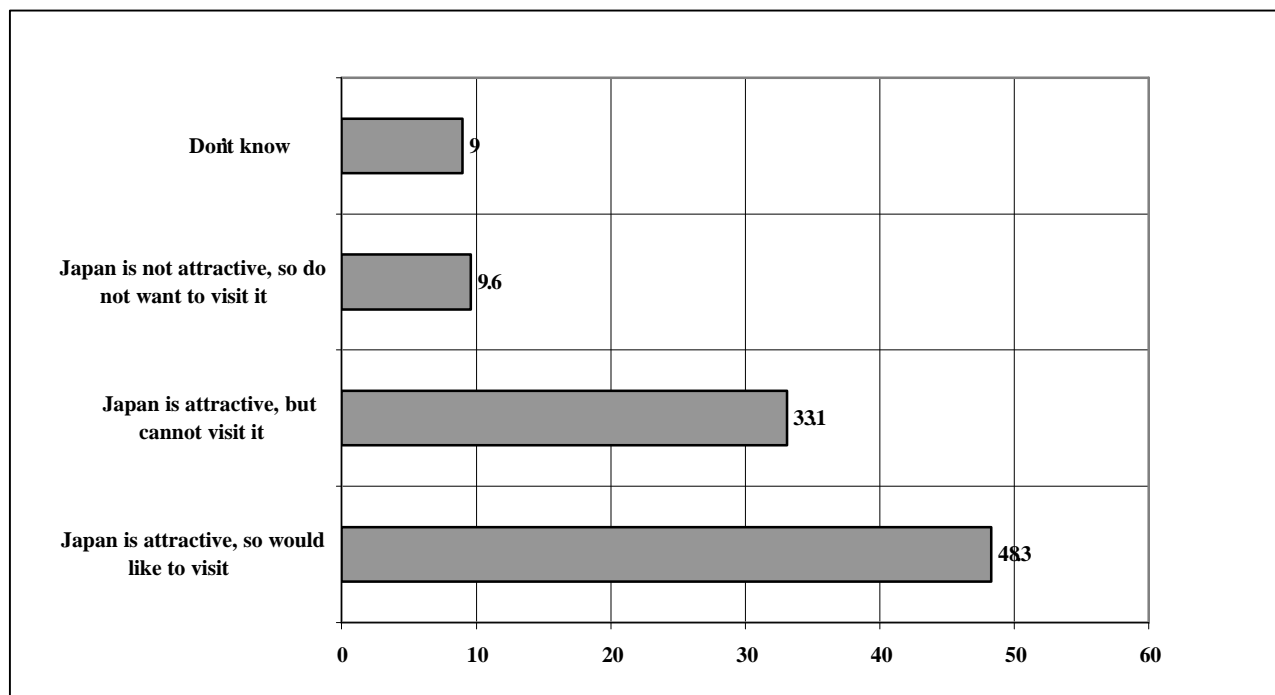


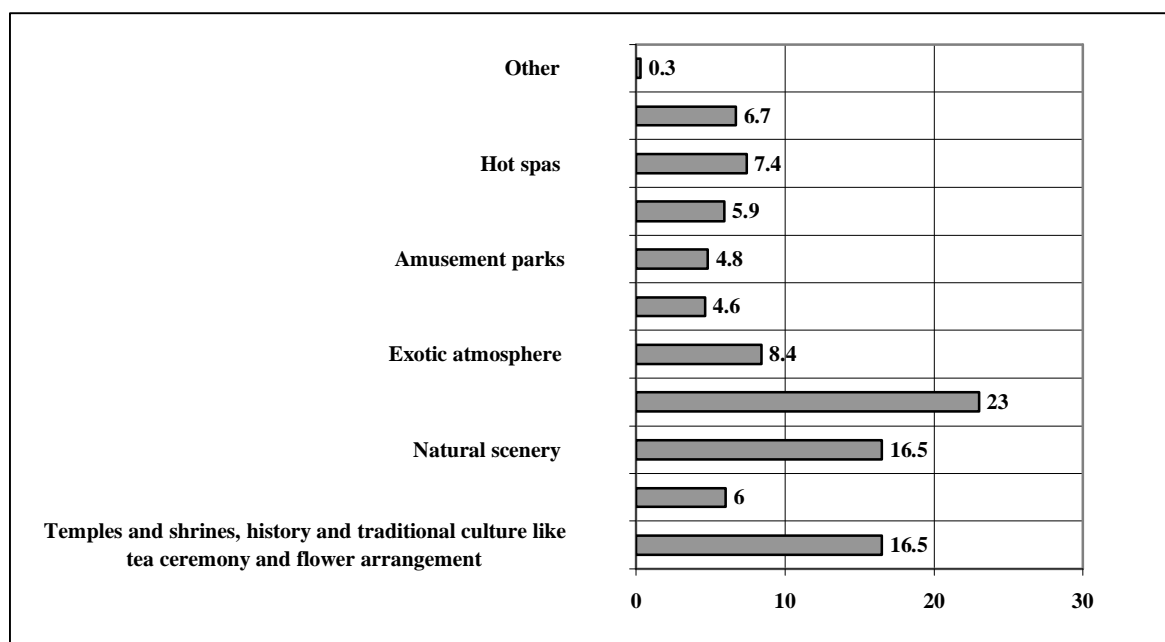
Table 23: Relative distribution of the study sample responses based on the views of the respondents on the attractiveness of Japan as a holiday destination

Details	Ratio %
Temples and shrines, history and traditional culture such as tea ceremony and flower arrangements	16.5
Modern culture such as pop music, animation and modern architecture	6.0
Natural scenery	16.5
Advanced technology and high-tech products	23.0
Exotic atmosphere	8.4
Japanese cuisine	4.6
Amusement parks	4.8
Shopping	5.9
Hot spas	7.4
Beaches	6.7
Other*	0.3
Total	100

(Number of cases- 884)

- 33% of the respondents in this item believe that the reasons for the attractiveness of Japan is a result of the kindness and good manners of the people, and 33% of the respondents believe it is attractive because of the high standard of living, and 34% because it is extremely expensive.

Chart no. (23)- Relative distribution of the study sample responses based on the reasons for attraction to Japan as a holiday destination



3-5-2 Reasons for lack of interest in Japan and inability to visit

On the other hand, the respondents in the sample who mentioned that they find Japan attractive as a holiday destination but cannot visit it (33.1%), and those who mentioned that Japan is unattractive as a holiday destination and so do not wish to visit it (9.6%)- they attributed the reason for this to high prices (46.3%), geographic distance (20.6%), lack of knowledge of the Japanese language (12.6%) and to the complexity of accommodation and transport arrangements (10.2%).

It is worth noting that (4.0%) of the study sample respondents indicated other reasons that have not been previously mentioned, most important of which is a lack of tourism promotion and advertising, and also the fact that Japan is continually vulnerable to earthquakes and volcanoes, and the difficulty of obtaining a visa from the Japanese Embassy in Amman. (See table no. 24- and its chart)

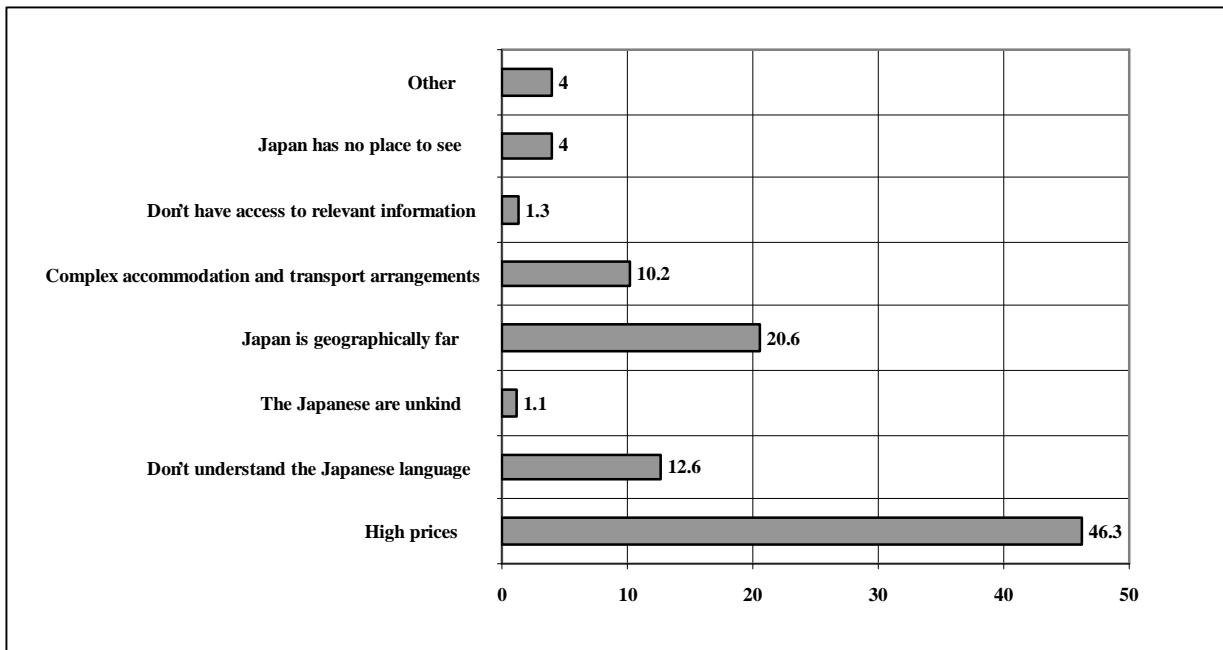
Table 24: Relative distribution of the study sample responses based on the reasons for lack of interest in Japan and inability to visit

Details	Ratio%
High prices	46.3
Don't understand Japanese language	12.6
The Japanese are unkind	1.1
Japan is geographically far	20.6
Complex accommodation and transport arrangement	10.2
Don't have access to relevant information	1.3
Japan has no places to see	4.0
Other*	4.0
Total	100

(Number of cases- 374)

- 15% of the respondents to this item believe that Japan is unattractive due its political alliance with the US, and 15% due to the unsuitability of work conditions, and 15% due to a lack of financial ability, and 15% because of the absence of tourism promotion and advertising, and 15% because Japan is an industrial country and not a tourist one, and 8% due to the frequent occurrence of volcanoes and earthquakes, and 8% due to the difficulty of obtaining a visa, and 8% because it does not give its citizens dignity and freedom.

Chart no. (24)- Relative distribution of the study sample responses based on the reasons for lack of interest in Japan and inability to visit



Part III. Questionnaire

1. Japan in general

(1)- What is your impression on Japan? (Multiple answer)

1. One of the peace seeking countries in the world.
2. Free and democratic country.
3. A not totally westernized but modernized unique country with rich tradition and culture.
4. A country with economic and technological power and high standard of education and living.
5. A totally westernized country which ignores its traditional culture.
6. An obedient country without specific character.
7. Other (please state):
.....
8. Don't know.

(2)- What do you think are the characteristics of the Japanese? (Multiple answer)

1. Hard-working.
2. Sincere.
3. Open and friendly.
4. Creative and energetic.
5. Insular and closed.
6. Overworking.
7. Do not state their own views clearly.
8. Other (please state):
.....
9. Don't know.

(3)- Which of the following provide you with information on Japan? (Multiple answer)

1. Television.
2. Radio.
3. Studies in school education.
4. Newspaper/Magazines.
5. Friends/Neighbors.
6. Japanese friends.
7. Visit to Japan.
8. Movies.
9. Internet.
10. Events at Japanese Embassy/Consulate-General.
11. Other (please state):
state):.....

(4)- Which are the areas you are interested in learning more about Japan? (Multiple answers)

1. Politics/Diplomacy.
2. Economy/Industry.
3. Japanese products.
4. Animation/Comics.
5. Pop music.
6. Science/Technology.
7. Social system like medical services and welfare.
8. Spiritual culture like Bushido and Zen.
9. Traditional culture like Flower arrangement and Tea ceremony.
10. Sports like Judo/Kendo.
11. Other (please state)

(5)- Do you have favourable or unfavourable opinion on Japan?

1. Very favourable.
2. Favourable.
3. Unfavourable.
4. Very unfavourable.
5. Don't know.

(6)- Why do you feel this way? (Single answer)

(1) (For those chose 1,2) (Multiple answer)

1. Traditional culture.
2. Technology/Economy.
3. Gentle nature of the people.
4. Animation/Comics.
5. Peaceful constitution/ Pacifism.
6. Other (please state):

(2) (For those chose 3) (Multiple answer)

1. Economy-centered nature of the people.
2. Science- centered nature of the people.
3. Heteronomous nature of the people.
4. Closed nature of the people.
5. Past history of the WWII.
6. Other (please state):

2. International community and Japan

(7)- How would you describe the role that Japan plays in the international society?

Would you say it is commensurate, somewhat commensurate, or not commensurate with its economic power? (Single answer)

1. Commensurate.
2. Somewhat commensurate.
3. Somewhat not commensurate.
4. Not commensurate.
5. Don't know.

(8)- In which area do you think Japan should play an international role more? (Multiple answer)

1. Maintenance of world peace.

2. Counter-terrorism.
3. Development of the world economy.
4. Giving aid to developing countries.
5. Cultural exchange.
6. Development of science and technology.
7. Conservation of global environment.
8. Other (please state):

.....

3. The relation between Japan and Middle East countries.

(9)- Which do you think is the most important counterpart of your country in the world?
(Single answer)

1. Middle-East countries.
2. U.S.
3. Europe.
4. Russia.
5. China.
6. Japan.
7. South Korea.
8. Other.

(10)- Thinking of Southeast- Asia and East Asia, which one do you think is the most important country for your country? (Single answer)

1. Japan.
2. China.
3. South Korea.
4. India.
5. Indonesia.
6. Malaysia.
7. Other.
8. Don't know.

(11)- how do you see the present bilateral relations with Japan? (Single answer)

1. Excellent.
2. Good.
3. Fair.
4. Poor.
5. Don't know.

(12)- Who do you evaluate Japan's role in the Middle-East peace process?

1. Appreciate.
2. Expect Japan to play a larger role.
3. Don't appreciate (Reason why:.....)
4. Don't know about the role of the Japanese government.
5. Don't know.

(13)- How do you assess the dispatch of Japanese Self Defense Forces to Iraq?

1. Appreciate.
2. Don't appreciate.
3. Don't know about the dispatch of Japanese self Defense Forces to Iraq.

4. Don't know.

(Please state the reason if you chose 2) (Multiple answer)

1. It means to support a U.S. occupation policy.
2. Financial aid is sufficient.
3. Foreign forces should be pulled out of Iraq.
4. Others.

(14)- How do you evaluate the current situation of Japanese humanitarian and reconstruction assistance to Iraq? (Single answer)

1. Highly appreciated.
2. Appreciated.
3. Don't appreciate (Reason why?.....)
4. Don't know about the activities of the Japanese government.
5. Don't know.

(15)- What do you expect more from Japan? (Single answer)

1. Contributions to Middle-East Peace.
2. Promotion to mutual understanding between Japan and Middle-East through dialogue among civilizations.
3. Promoting cultural exchange like conserving cultural heritage.
4. Promoting trade and investment.
5. Economic cooperations including environmental technology transfers.
6. Cooperation in the field of higher education, Science and Technology.
7. Cooperation in medical services and social systems.
8. Status quo should be kept.
9. Don't know.

(16)-How attractive do you think Japan is as a trade partner for your country? (Single answer)

1. Attractive.
2. Somewhat attractive.
3. Somewhat unattractive.
4. Unattractive.
5. Don't know.

4. Tourism promotion.

17. Do you think Japan is attractive as a holiday destination? (Single answer)

1. Japan is attractive, so would like to visit.
2. Japan is attractive, but can not visit.
3. Japan is not attractive, so do not want to visit.
4. Don't know.

18. Why do you feel this way? (For those chose 1 and 2: multiple answers)

1. Temples and shrines, history and traditional culture like tea ceremony and flower arrangement.
2. Modern culture like pop music, animation and modern architecture.
3. Natural scenery.
4. Advanced technology and high-tech products.

- 5. Exotic atmosphere.
- 6. Japanese cuisine.
- 7. Amusement parks.
- 8. Shopping.
- 9. Hot spas.
- 10. Beaches.
- 11. Other (Please state):.....

(2) (For those chose 3: multiple answer)

- 1. High prices.
- 2. Don't understand Japanese language.
- 3. The Japanese are unkind.
- 4. Japan is geographically far.
- 5. Complex accommodation and transport arrangement.
- 6. Don't have the access to relevant information.
- 7. Japan has no place to see.
- 8. Other (please state):
.....