

1 Soft Power Rubric

Suppose a country's soft power is defined as the degree to which a foreign country looks at us as "we" rather than as "they." When foreigners think of us as "we" that means they have really committed to our point of view.

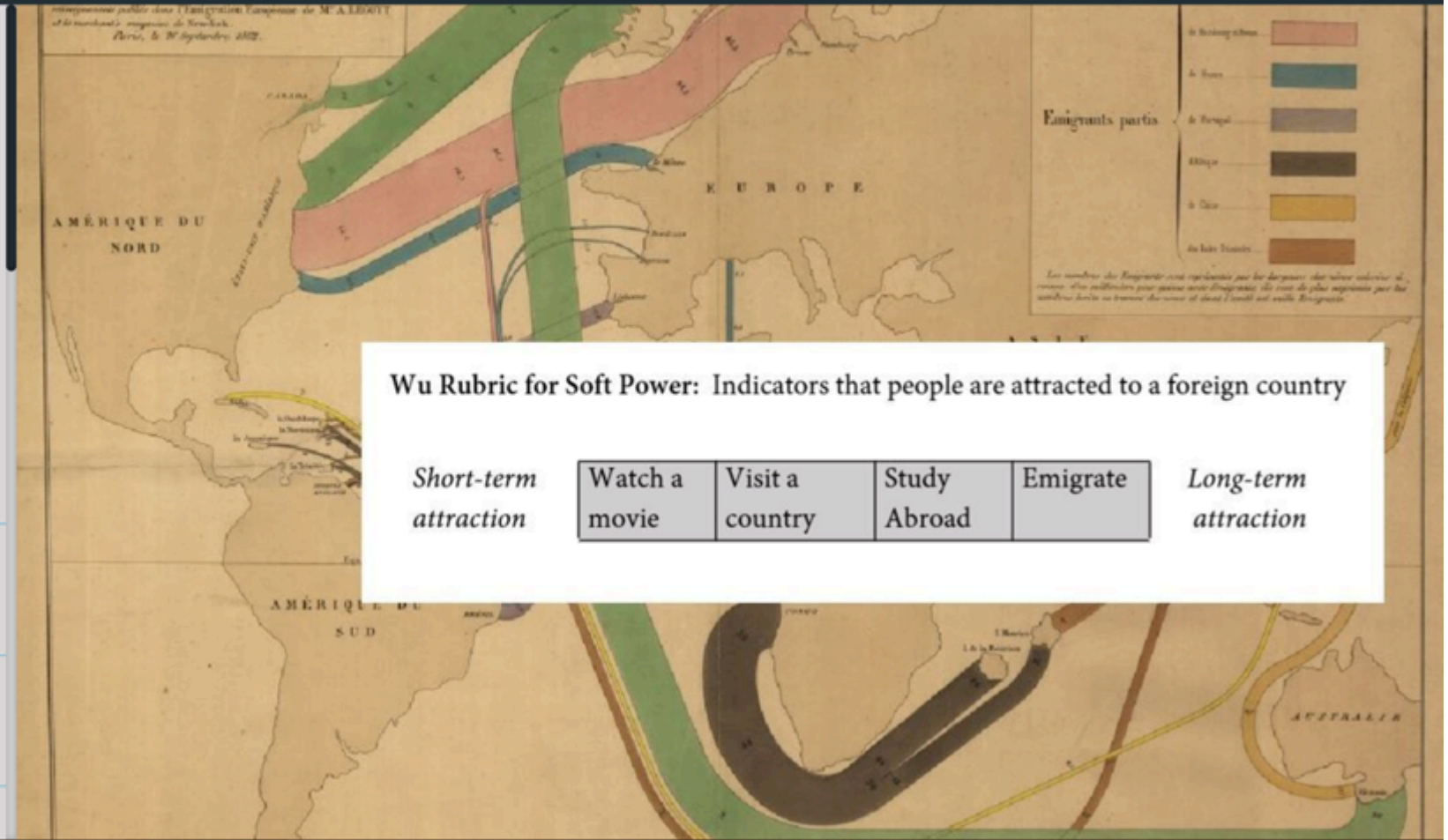
The Soft Power Rubric includes indicators that show transnational people-to-people interactions: migration, study abroad, travel abroad, and watching foreign movies.

For more information, see briefing paper at <https://www.wilsoncenter.org/publication/soft-power-amidst-great-power-competition>

2 Immigration to Russia

3 Immigration to China

Students to Russia and



1 Soft Power Rubric

2 Immigration to Russia

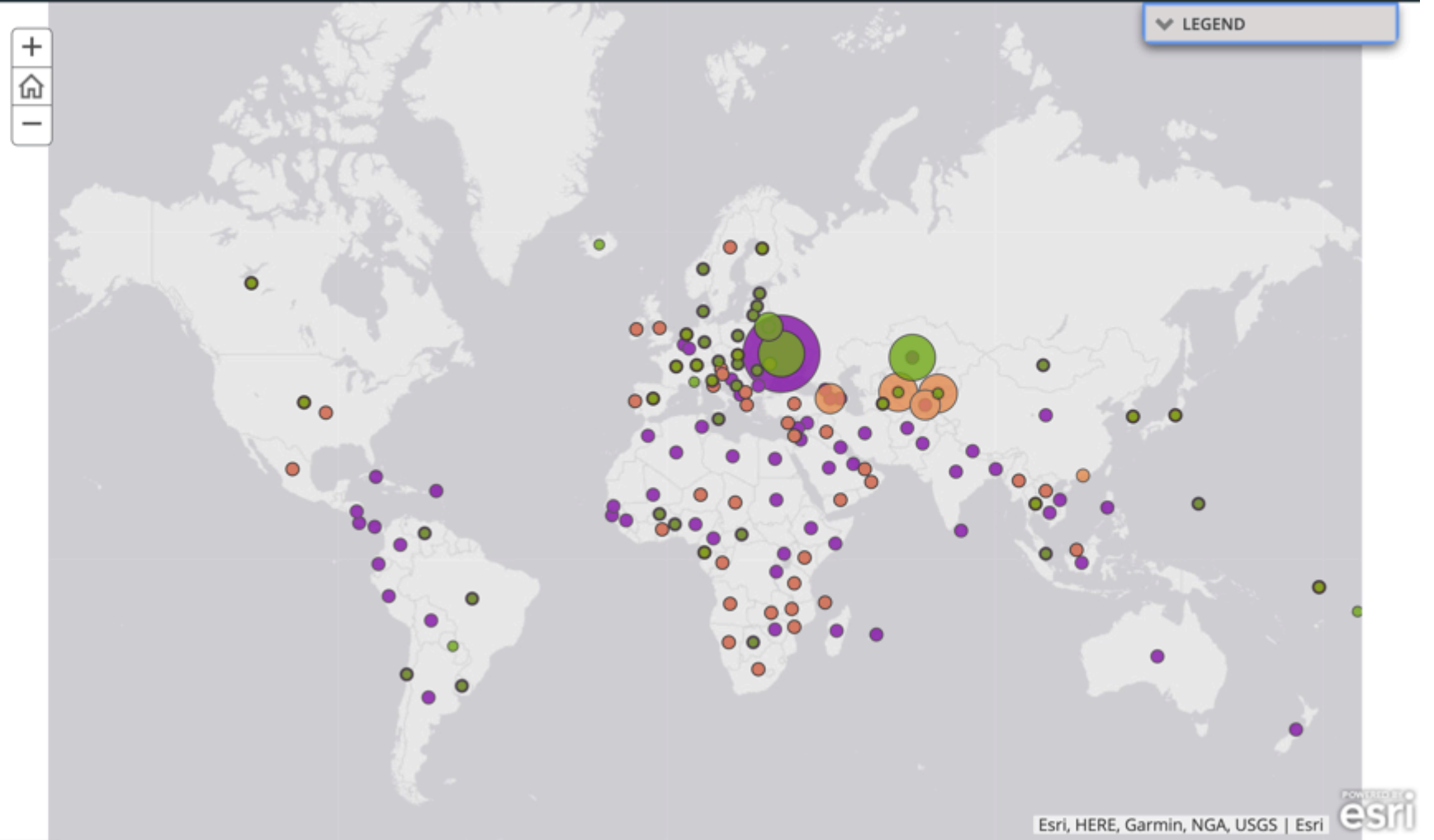
Russia is among the leading countries in the world in terms of attracting immigrants. Not only does it attract a large number of immigrants, they come from a diverse range of countries around the world.

Contrast this with the next map of immigrants to China.

Note: Data from UN Population Division, reflects change in immigrant stock from individual countries in specific five year ranges.. 1990-1995 green; 2000-2005 orange; 2010-2015 purple

3 Immigration to China

4 Students to Russia and China



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A Story Map



1 Soft Power Rubric

2 Immigration to Russia

3 Immigration to China

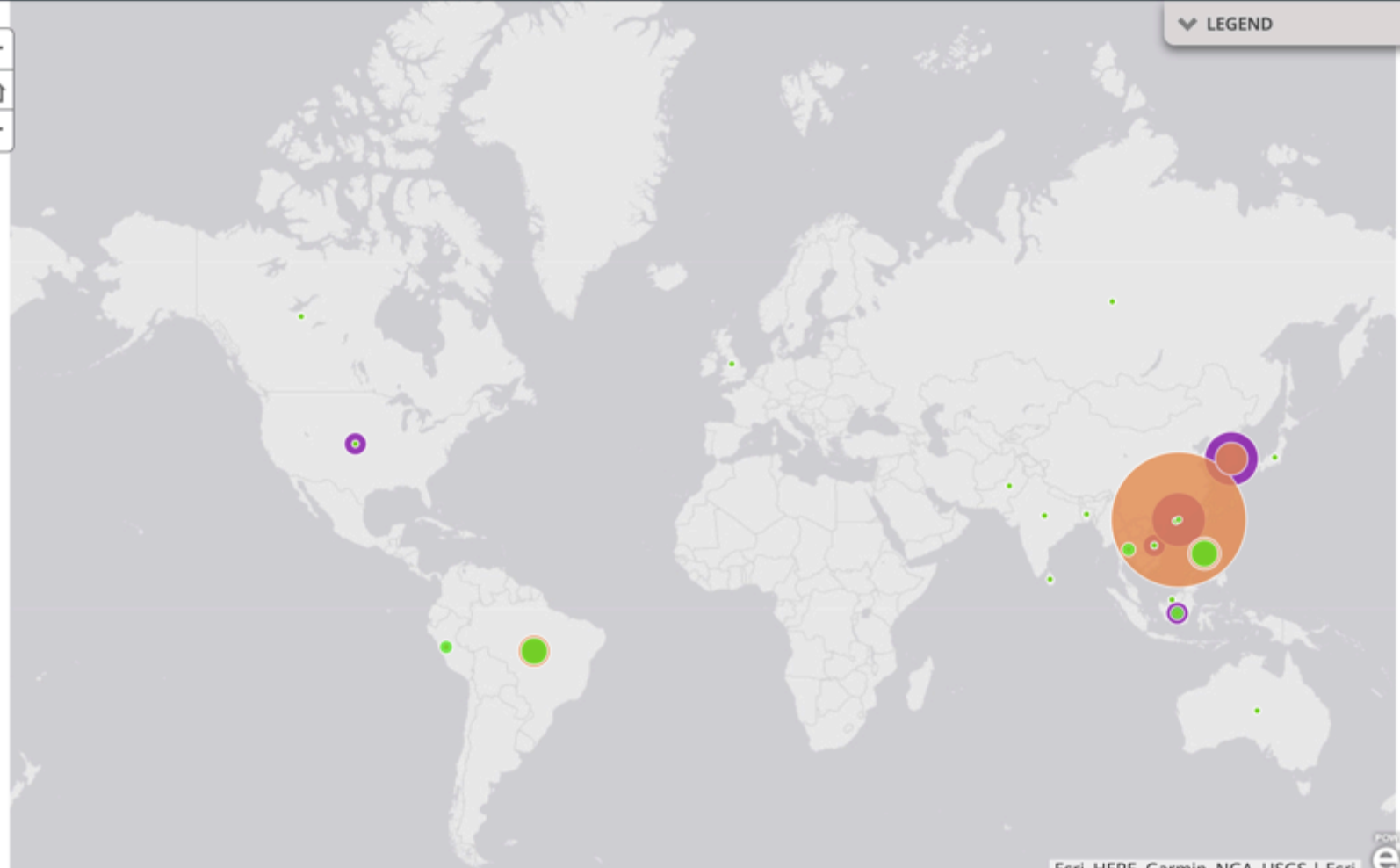
China attracts migrants primarily from Hong Kong, which was returned to China in this time period. Other immigrants come primarily from Asia.

Compared to Russia, China attracts fewer immigrants from fewer countries.

Note: Data from UN Population Division, reflects change in immigrant stock from individual countries in specific five year ranges. 1990-1995 green; 2000-2005 orange; 2010-2015 purple

4 Students to Russia and China

5 Visitors to China and



Esri, HERE, Garmin, NGA, USGS | Esri



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4 Students to Russia and China

In the 1980's far more foreign students studied in the USSR than in China.

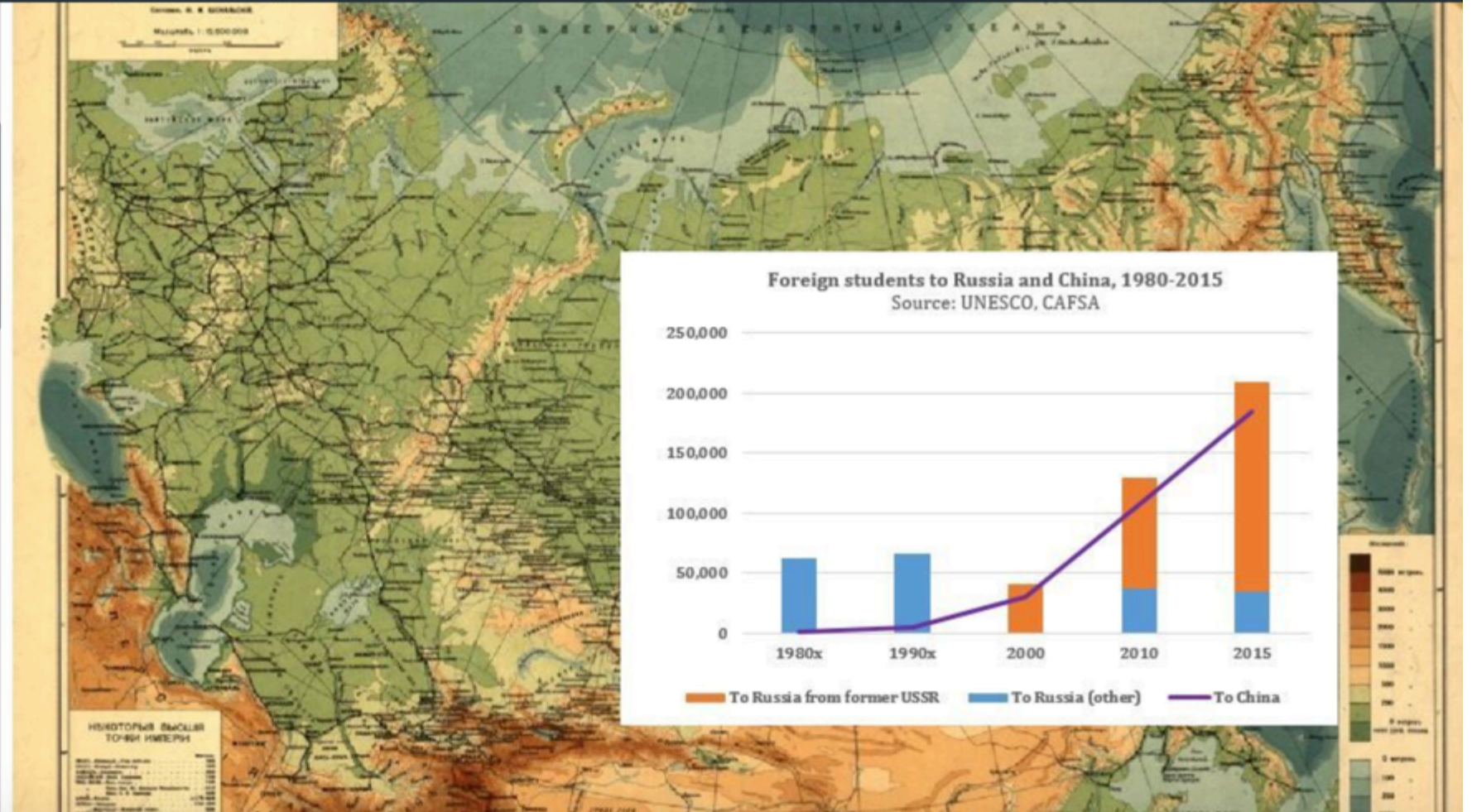
By 2015, the number of foreign students in China and Russia approach the similar levels.

The orange bars (2000-2015) represent foreign students in Russia from former Soviet republics who in previous years would have been considered domestic, not foreign students.

China's figures do not include students from Hong Kong, Macao, and Taiwan.

Note: The 1980x bar reflects 1978 data for Russia and 1981 data for China. The 1990x bar reflects 1990 data for Russia and 1989 data for China.

5 Visitors to China and Russia



5 Visitors to China and Russia

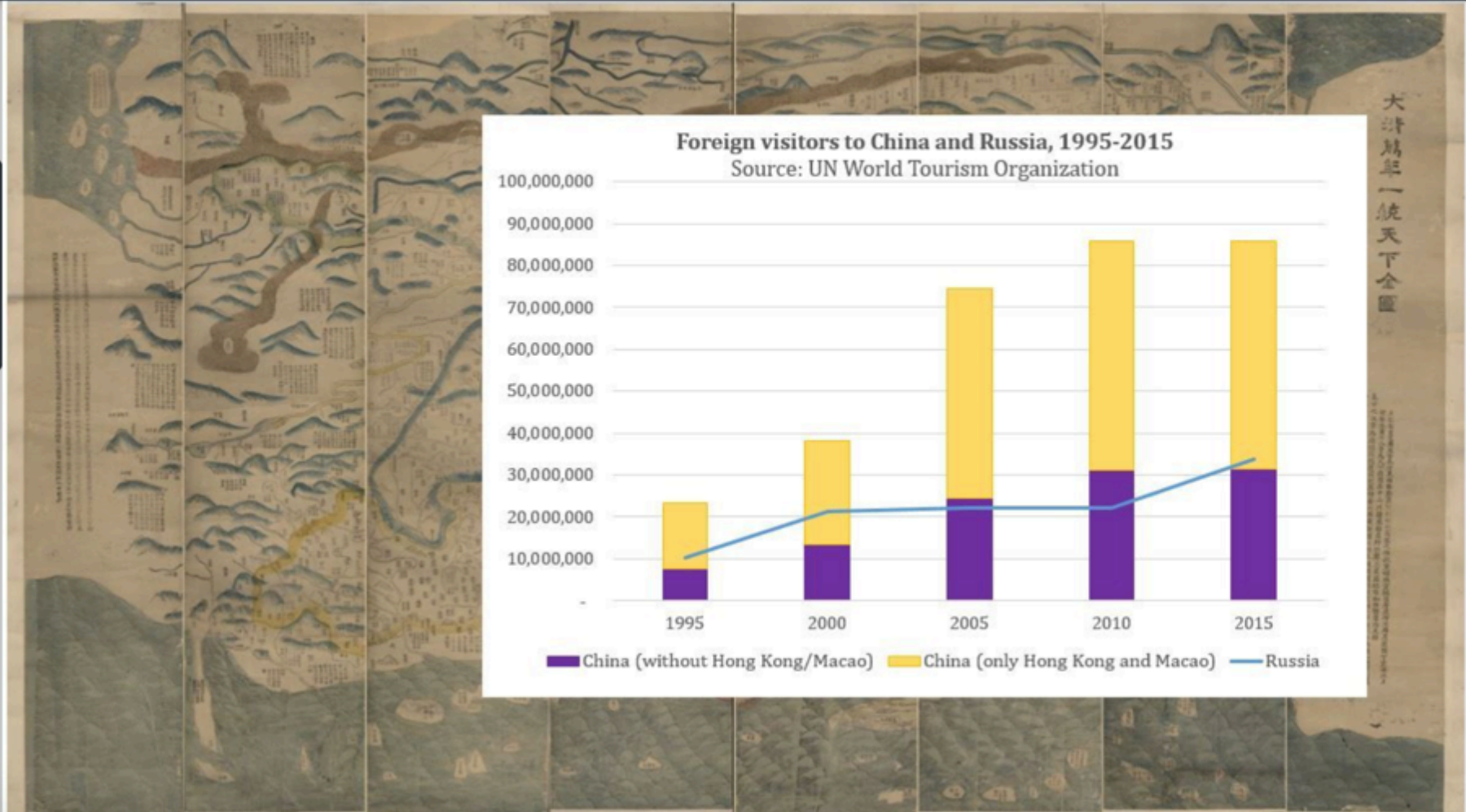
Between 1995 and 2015, China had more foreign visitors than Russia.

A significant number of foreign visitors to China are from the former colonies of Hong Kong and Macao, which during this period were returned to China.

The yellow bars represent visitors from Hong Kong and Macao, who in 1995 were foreigners, but not from 2000 forward. For UN organizations, Hong Kong and Macao report statistics separately from China.

By 2015, China and Russia have comparable numbers of foreign visitors, if visitors to China from Hong Kong and Macao are not included.

6 Foreign movie audience, Russia and



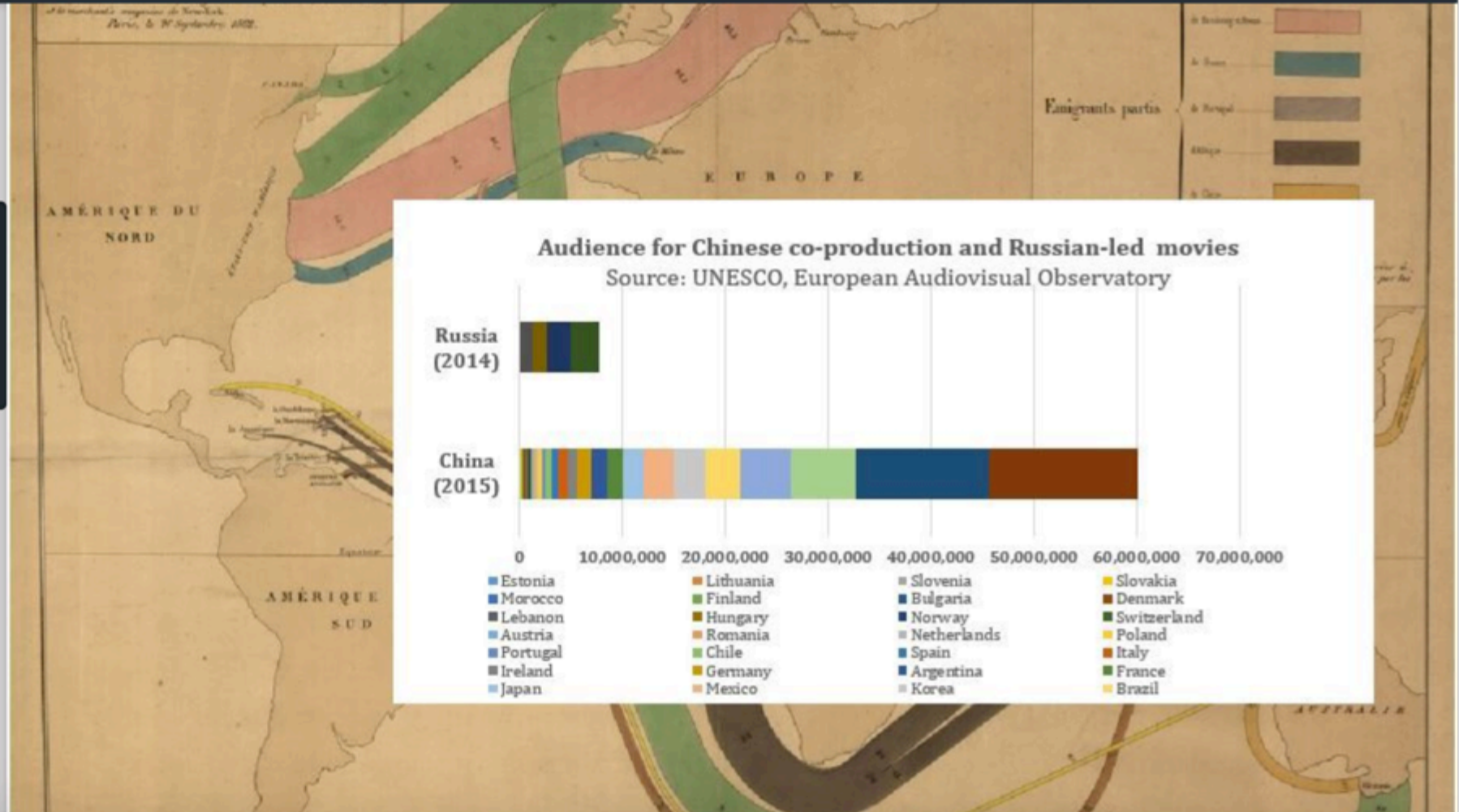
6 Foreign movie audience, Russia and China

The USSR is a major source of imported foreign movies for many countries in UNESCO's data from 1970-1990. However, Russia does not appear as a major production country for the most widely watched movies in the world in UNESCO's 2005-2015 data.

Hong Kong, but not the People's Republic of China, is a major source of imported foreign movies in UNESCO's 1970-1990 data. In more recent data, Hong Kong and China both appear as major producers of the most widely watched movies in the world.

The European Audiovisual Observatory estimates nearly 7 million people in 4 countries attended Russian-led films in

7 Russia v China



7 Russia v China

8 Immigrants and students from Japan and S. Korea

9 Visitors from Japan and S. Korea

10 S. Korea v Japan

11 South Africa: Immigration flow 1990 - 1995 SADC

Wu Rubric for Soft Power

Russia

Immigrants

More immigrants from more countries than China

Foreign students

Growing number of students, especially from former Soviet states

Foreign visitors

Over 30 million in 2015

Foreign movie audience

Estimated 6 million foreign audience in 2015

Conclusion

- Russia has significant, stable soft power especially in neighboring countries.
- From a very low base, China's soft power has rapidly increased in the last 25 years.

China

Immigrants mostly from countries nearby

Comparable to Russia, but more rapidly growing from a lower base

Over 130 million in 2015, about 100 million from Hong Kong and Macao

Estimated 60 million foreign audience in 2015

8 Immigrants and students from Japan and S. Korea

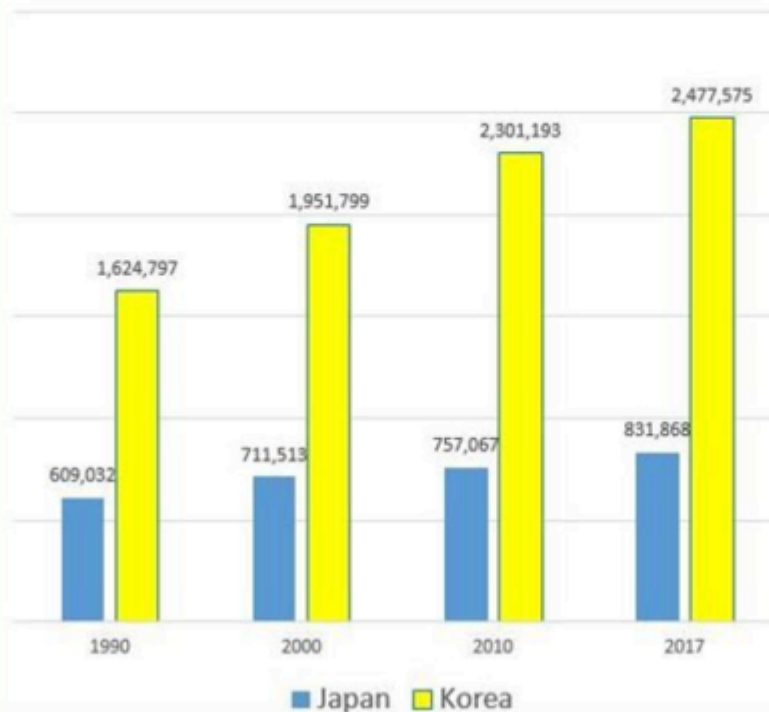
While Japan's population is twice the size of South Korea's, there are three times as many Korean immigrants abroad as Japanese, see the graph on the left. The map on the next page shows where Korean emigrants and Japanese emigrants live.

While from 1970-1990 Japanese students abroad outnumbered Korean students abroad, this shifted in 2000. In 2015, there are almost four times the number of Korean students abroad as Japanese.

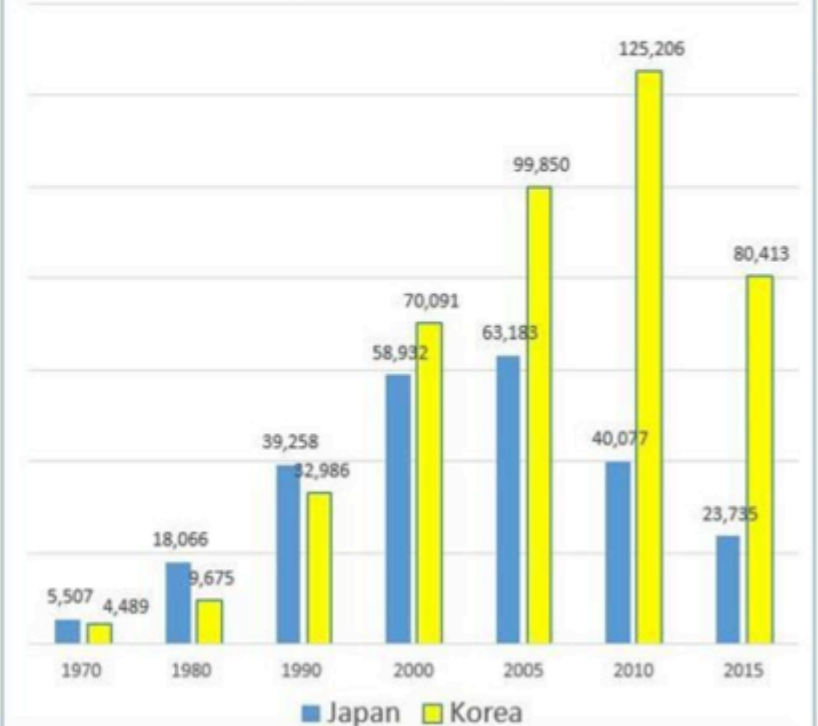
Sources: UN Population Division and UNESCO

9 Visitors from Japan and S. Korea

Japan and Korea:
Emigres abroad, 1990-2017
Source: UN Population Division



Japan and Korea:
Sending students abroad, 1970-2015
Source: UNESCO



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9 Visitors from Japan and S. Korea

This map shows the most popular destination countries for Japanese and Koreans traveling abroad in foreign countries in 2015.

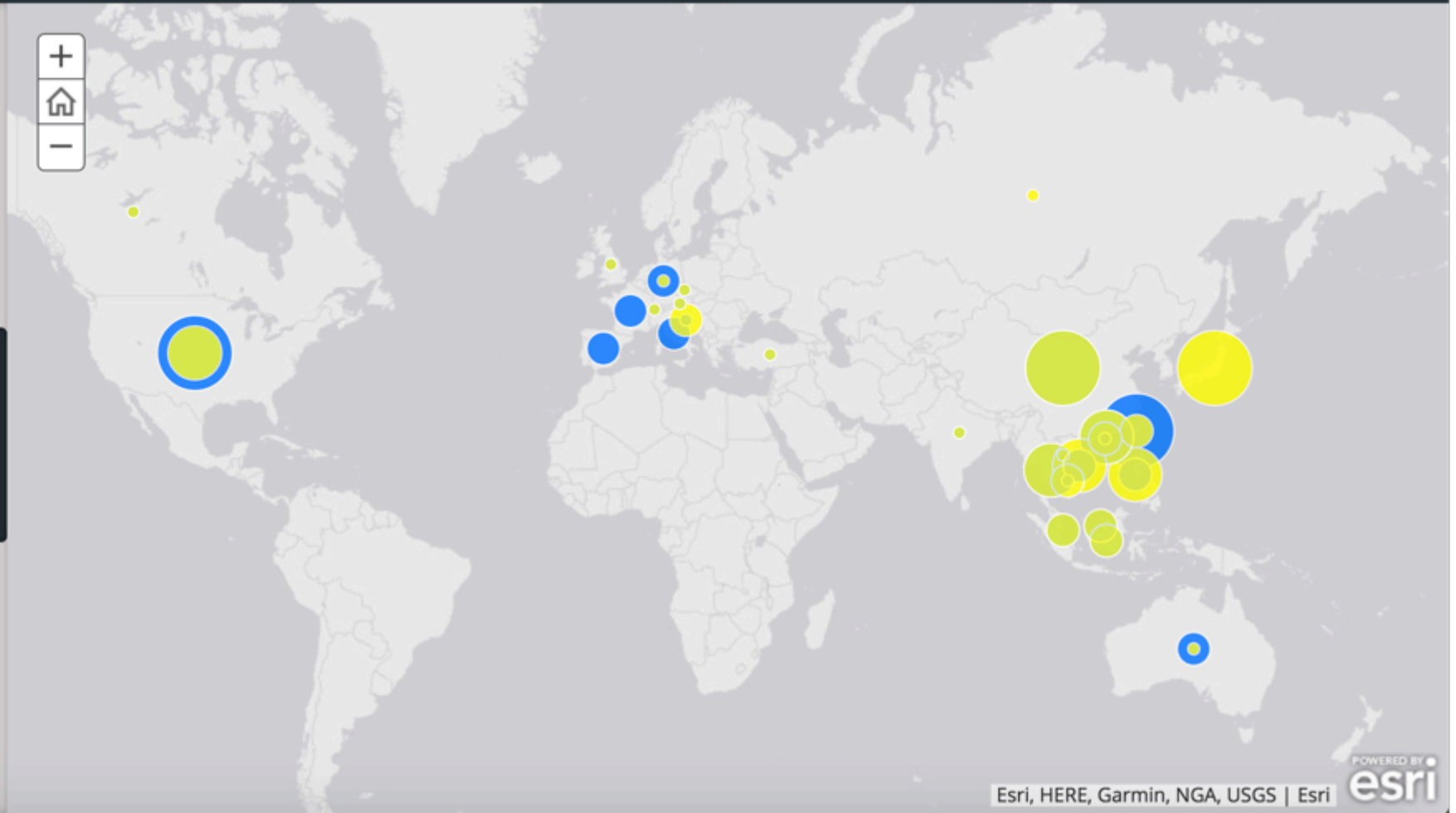
While Japanese traveling abroad remained between 20 to 25 million from 1995 to 2015, the number of Koreans traveling abroad rose from around 5 million in 1995 to 21 million in 2015.

Japan data is in blue, Korea in yellow.

Source: UNESCO

10 S. Korea v Japan

11 South Africa:



Esri, HERE, Garmin, NGA, USGS | Esri



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11 South Africa: Immigration flow 1990 - 1995 SADC

12 South Africa: Visitors to SADC 1990 and 2015

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Japan and Korea: Comparison of Soft Power Resources

	<i>Foreigners attracted</i>		<i>Sending nationals abroad</i>	
	Japan	Korea	Japan	Korea
Migration	2,232,189	1,143,087	801,380	2,391,558
Students	131,647*	54,197	23,735	80,413
Visitors	19,737,409	13,231,651	21,537,885	23,311,010

*2014 data

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South Africa: Immigration flow 1990 - 1995 SADC

This network shows the change in the direction and number of immigrants from all countries to members of the South African Development Community between 1990 -1995 and 2010-2015.

From 1990-1995, major destinations for immigrants into SADC were South Africa, Malawi, and Tanzania.

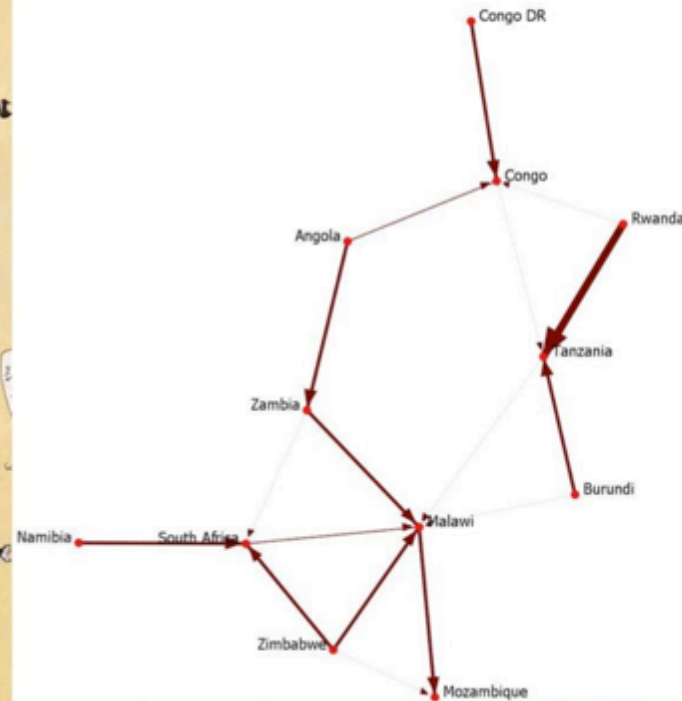
Compared to the network from 1990-1995, the centrality of South Africa grows in the midst of a large increase in the number of immigrants arriving in SADC. Immigrants to SADC originate from a far larger set of countries around the world.

To be included in the diagram, there must be an increase of greater than 5000 immigrants during this period.

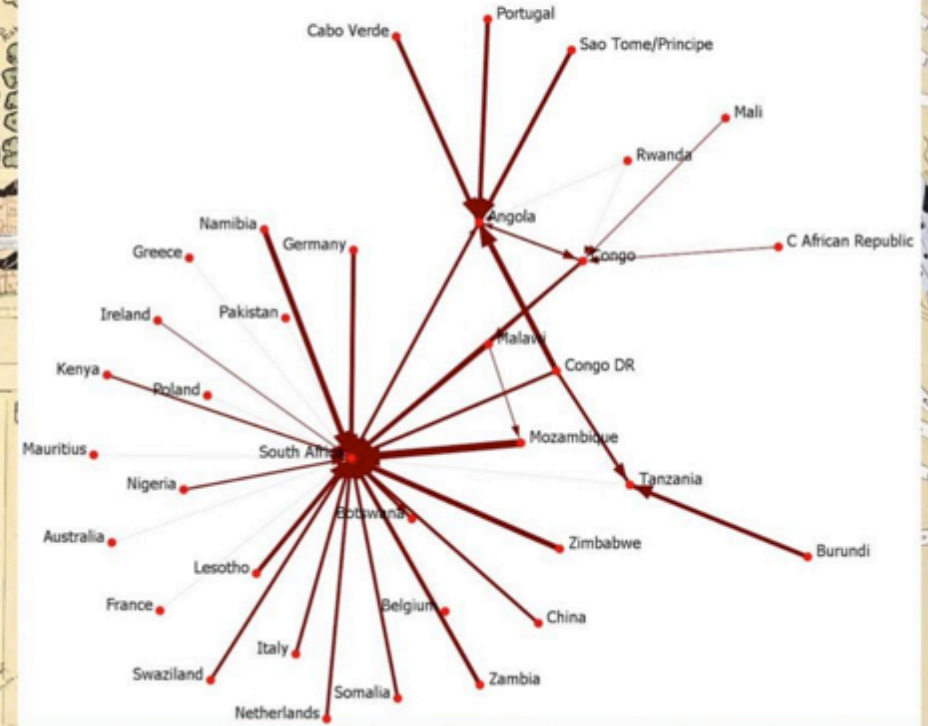
12

South Africa: Visitors to SADC

1990-1995: Migration into SADC



2010-2015: Migration into SADC



12 South Africa: Visitors to SADC 1990 and 2015

During apartheid, only a few countries sent more than 5000 visitors to South Africa.

This network shows the number of foreign visitors to members of the SADC in 1990.

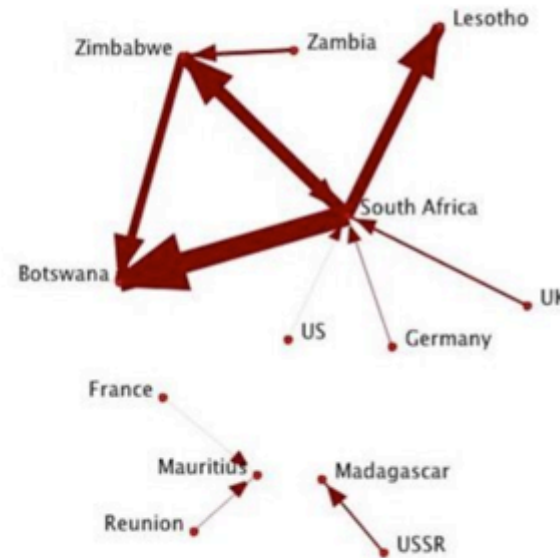
In contrast with the 1990 data, in 2015, there are more visitors and South Africa is more central to the network.

After apartheid, immigrants, foreign visitors flowed into the South Africa and the entire Southern African region is more integrated.

To be included in the diagram, there must be more than 5000 visitors on a route.

Source: UN World Tourism Organization

1990: Foreign visitors to SADC

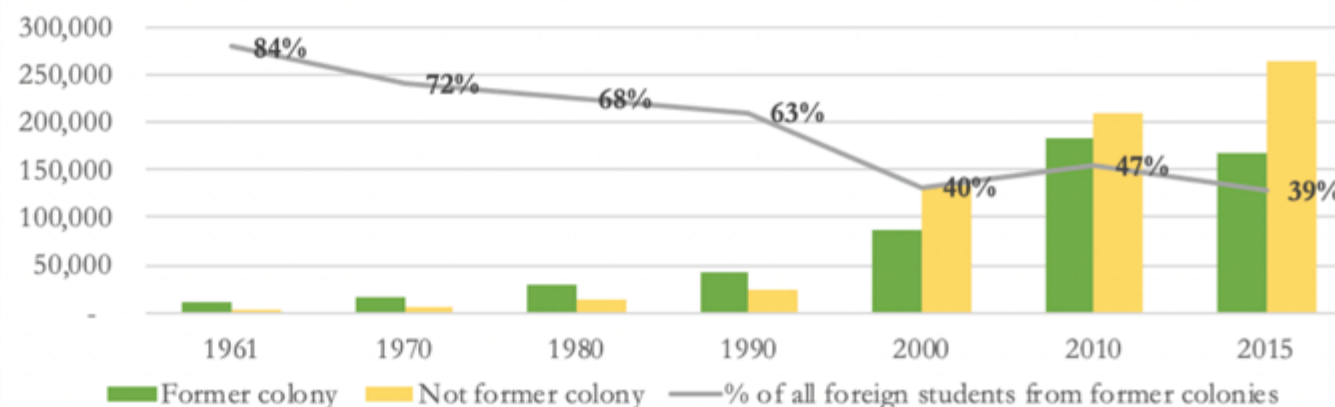


2015: Foreign visitors to SADC

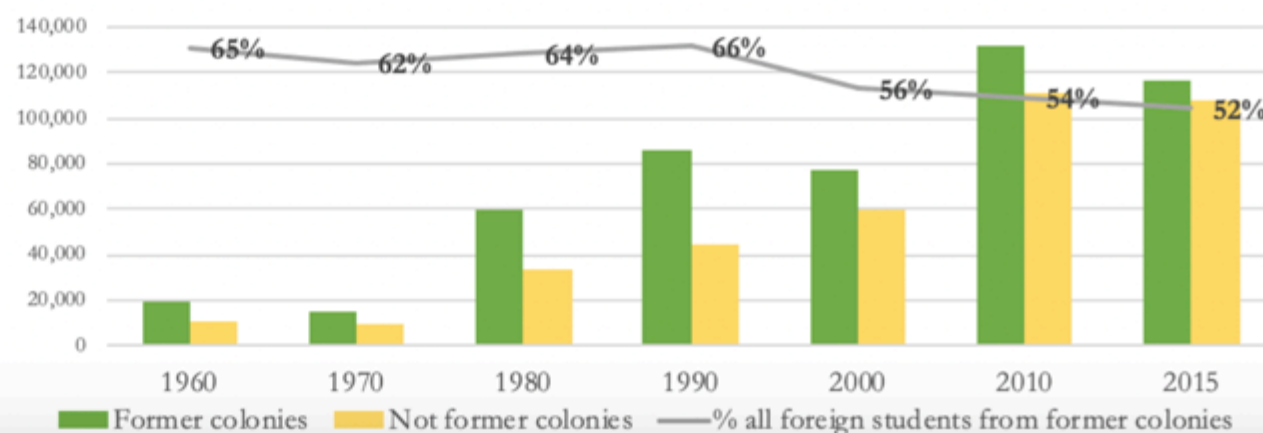


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- 13 Preview: Soft power and hard power
- 14 Preview: Top soft power leaders 1960 - 2015
- 15 Preview: Mediated interactions
- 16 References
- 17 Acknowledgements

UK: Students from former colonies Source: UNESCO Institute of Statistics



France: Students from former colonies Source: UNESCO Institute of Statistics



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12 Visitors to SADC
1990 and 2015

13 Preview: Soft
power and hard
power

14 Preview: Top soft
power leaders
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15 Preview:
Mediated
interactions

16 References

17 Acknowledgements

Table 1: Soft Power Rubric: Leading Countries, 1960-2015

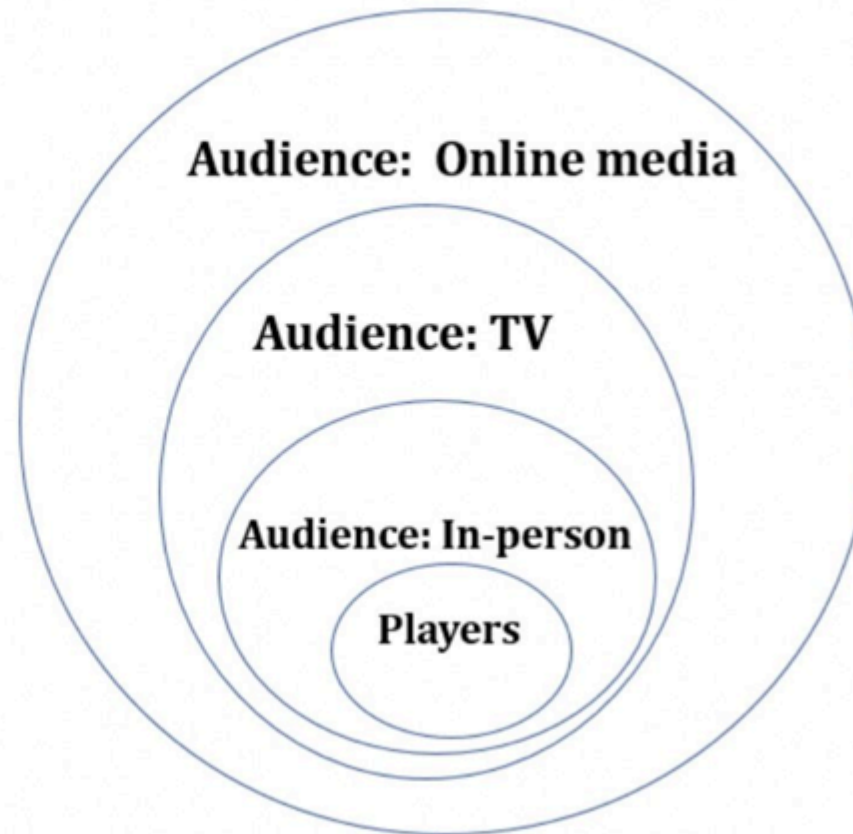
HOST	1960	1970	1980	1990	2000	2010	2015
Global	France US	US France	US France	US France	US	US	US
Europe	France Germany FD UK	France	France	France Germany Russia	France Germany	France Germany UK	France Germany UK
Americas	US	US Canada	US Canada	US Canada	US Canada	US Canada	US Canada
Asia	Australia	Australia India	Australia India	Australia Japan	Australia India	Australia	Australia
Middle East	Israel UAE	Lebanon Israel	Egypt Saudi Arabia	Saudi Arabia Egypt	Saudi Arabia Jordan	Saudi Arabia Jordan	Saudi Arabia UAE
Africa	Congo DR	Congo DR	Cote Ivoire	Morocco	South Africa	South Africa	South Africa

15 Preview: Mediated interactions

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17 Acknowledgements



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European Audiovisual Observatory. “Film production and co-production in Russia, and the export of Russian films abroad.” September 2016.

<http://www.obs.coe.int/documents/205595/552774/RU+Film+Production+and+Co-Production+in+Russia%2C%20and+the+Export+of+Russian+Films+Abroad+2016+EN/cbd71dc6-a3ef-402f-808a-52e975eda13c>

Background maps

Tabs 1 and 8, Wu Rubric and Movies. “Carte figurative et approximative représentant pour l'année 1858 les émigrants du globe, les pays d'où ils partent et ceux où ils arrivent.” Charles Joseph Minard, 1862. Library of Congress, digital ID <https://lccn.loc.gov/98687134>

Tab 4, Students. “Gipsometricheskaiia karta Rossiiskoi Imperii : (opyt izobrazheniia rel'efa Imperii).” St. Petersburg, Est. 1912. Library of Congress, <https://lccn.loc.gov/99447785>

Tabs 5 and 10, Visitors and References. “大清万年一统天下全图.” The great Qing Dynasty's complete map of all under heaven. 1911. Library of Congress, <https://lccn.loc.gov/gm71005018>

Tab 9, Conclusion. “Plan stolichnago goroda Pekina s okrestnostiu.” St. Petersburg, 1848. Library of Congress. <https://lccn.loc.gov/2011587738>

