

38 Seconds over 38th Parallel

How American Military-made short movie can promote alignment despite antagonism between Japan and Korea?



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Introduction and Hypothesis

While there are variety of empirical effort to uncover the power of public diplomacy, the studies have mostly focused on the activities initiated by the ministries in charge of external relations. **In this study, rather than external relations ministries and agencies, we focus on the effectiveness of public diplomacy by the military.** Military has a trend toward public diplomacy. In this military public diplomacy study, we show that a 38 seconds movie made by US armed forces induces positive feeling for cooperation among two highly tensed countries, South Korea and Japan.

Hypothesis: does military made public diplomacy movie change perception of foreign civilians?

Method

We conducted two waves online survey experiments in South Korea and Japan.

Experiment I: January 15

(Japan: N=1050)

Experiment II: July 10-15

(South Korea: N=800 ; Japan: N=741)

(Yahoo Japan Crowdsourcing

(<http://crowdsourcing.yahoo.co.jp>) in Japan and,

Macromill Embrain

(<http://www.embrain.com/eng/>) in South Korea.)

Fig 1: Featured Scenes from the Treatment Movie

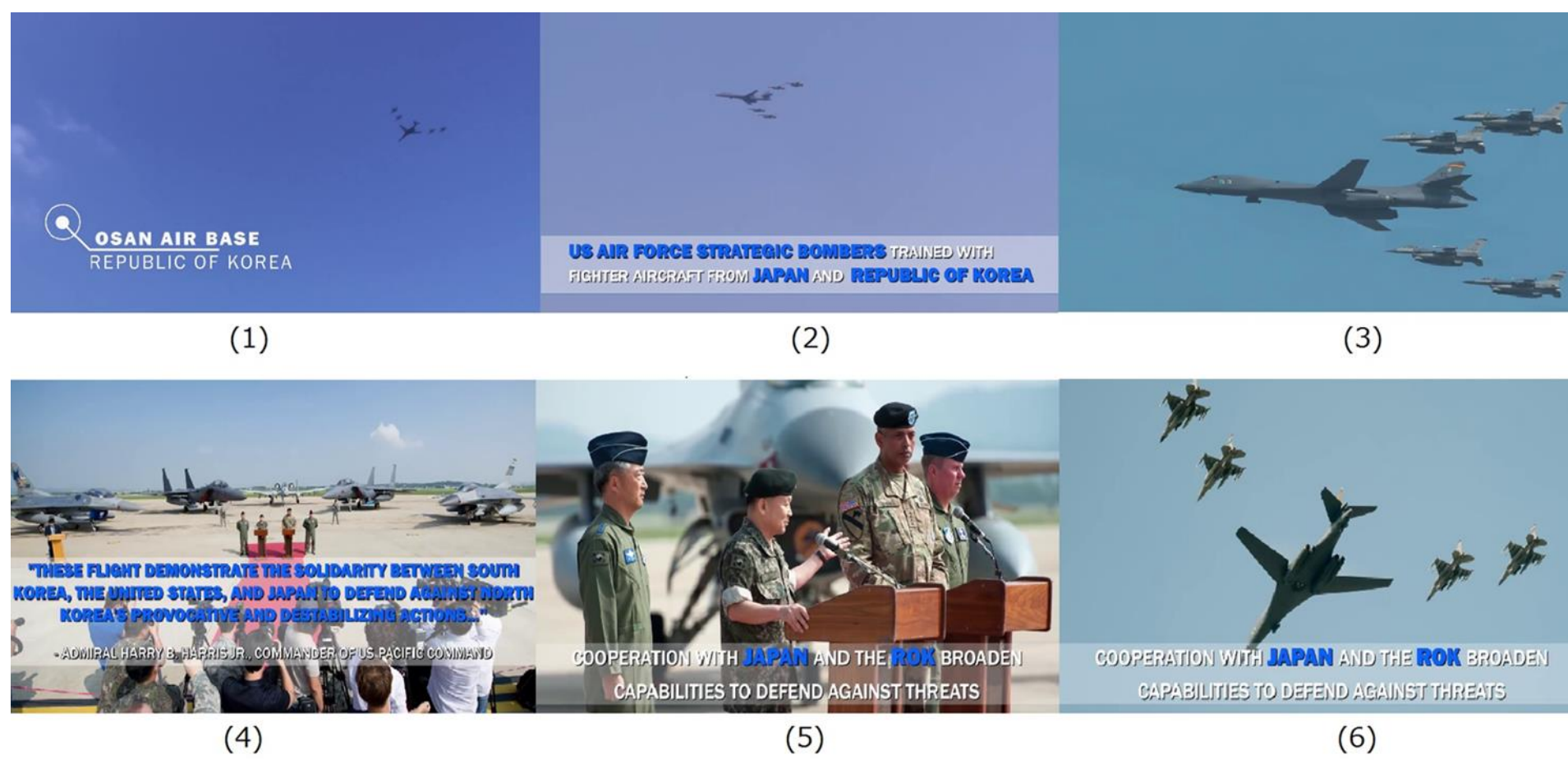


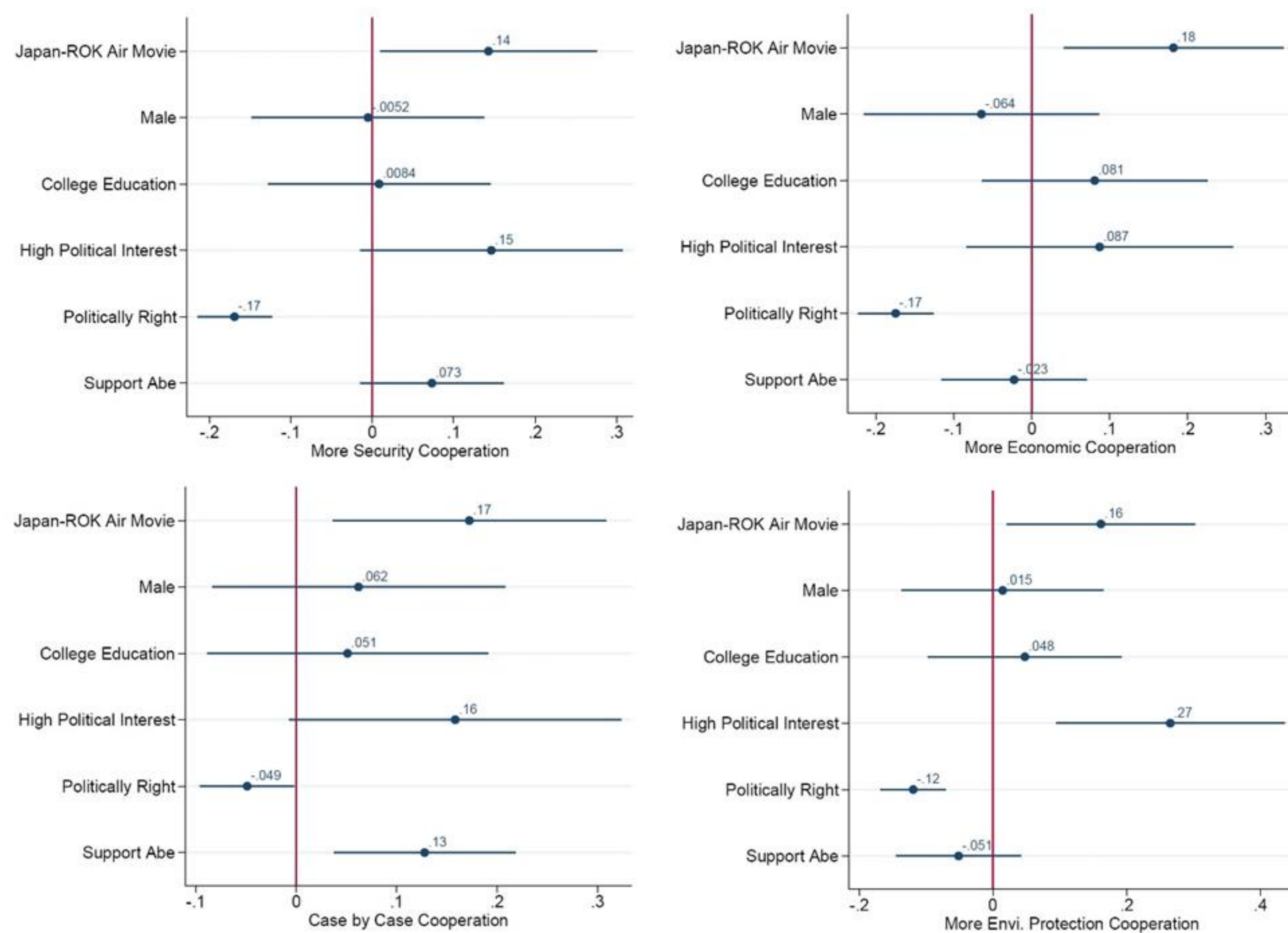
Fig 2: Featured Scenes from the Control Movie



Coefficient Plot for Key IVs

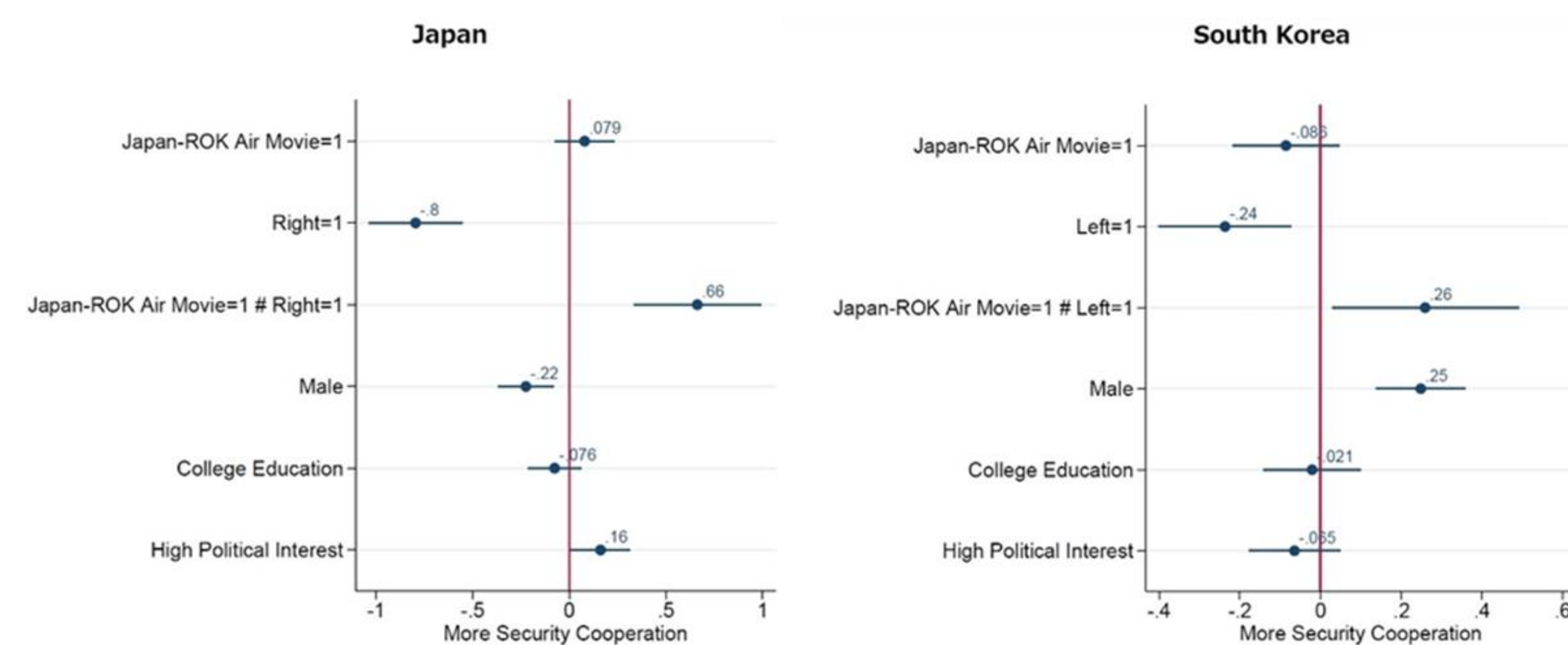
Experiment I

Item: Security (Upper Left), Economic (Upper Right), Case by Case (Low Left) and Environmental (lower Right) Cooperation



Experiment II

Item: Security Cooperation with Right Wing Interaction in Japan (Left), and Security Cooperation with Left Wing Interaction in South Korea (Right)



- The panels show statistically significant positive effects in generating attitude to support more cooperation with South Korea.
- In Experiment II, the figures show statistically significant positive effects in generating attitude to support more cooperation in security and case-by-case issues with South Korea in Japan; however, the reverse was not true.

- Japanese right wing people tended to deny cooperation with S.K. strongly before seeing the movie. After US-made video, this recovers to the baseline.
- Korean left wing people tended to deny cooperation with Japan before seeing the movie. After that, they see the cooperation as positive.

Conclusion

- American military made 38 seconds movie over the 38th parallel matters both in Japan and Korea. While it did not generate a normal public diplomacy effect --- a positive view toward the US, the movie significantly made a difference in support for national security cooperation among South Korea and Japan, where people generally see each other very badly.
- While it may not so easy, it seems to be possible that US military informational efforts could affect positively to form the supporters of US strategy.