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研究課題名(和文) Socio-tropic Attitudes and Trade-Policy Preference Formation

研究課題名(英文) Socio-tropic Attitudes and Trade-Policy Preference Formation

研究代表者

ハーン エドワード (Hearn, Edward)

同志社大学・グローバル・コミュニケーション学部・助教

研究者番号：70780047

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研究成果の概要(和文)：当研究は、全国調査を使い日本国民の外交政策に対する態度を分析する。政策選好に対して個人志向的態度と社会指向的態度がどう影響し、どう異なるかについて明確な分析を提供する。結果は、社会指向性モデルを強くサポートする。日本国民は、貿易に関する態度を形成する際、貿易の社会志向的影響を重視する。さらに、貿易の社会指向的認識は、主として国際貿易が個人に与える影響についての不確かさを減じることによって、貿易の個人志向的な認識に影響する。一方、個人志向的な認識は貿易政策に関する認識に影響を与えるが、個人は貿易が自分たちにどう影響するかわからない。さらに、個人が個人志向的な貿易の認識を一般化しているという証拠はない。

研究成果の学術的意義や社会的意義

The research results provide a framework for differentiating sociotropic and egotropic interests. The results further provide insight into public opinion in Japan. Framing trade in terms of societal affects can influence policy preference directly and indirectly by altering egotropic perceptions.

研究成果の概要(英文)：This research used a national survey with an embedded experimental design to analyze Japanese citizens attitudes toward foreign policy. The study helped to provide a clear examination of and differentiate the impact of egotropic and sociotropic attitudes on policy preferences. The results of the study find strong support for the sociotropic model. This suggests that Japanese citizens place a strong emphasis on the perceived sociotropic effects of trade when forming attitudes about globalization. Furthermore, sociotropic perceptions of trade are found to influence individuals' perceived personal impact of trade mainly by reducing uncertainty about the personal impact of international trade. Less support is found for the egotropic model. While egotropic perception influence trade policy perceptions, individuals have difficulty predicting how trade affects them personally. Furthermore, there is no evidence that individuals generalize egotropic perceptions of trade to society in general.

研究分野：International Relations

キーワード：political economy free trade protectionism public opinion self interest sociotropic attitudes foreign policy survey experiments

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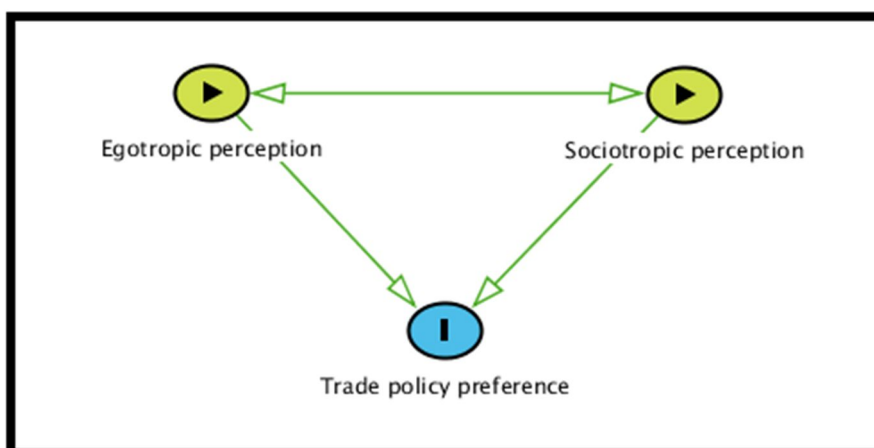
1. 研究開始当初の背景

There is little consensus on the impact of socio and egotropic interests on trade-policy preference formation, and there are three significant gaps in the current literature. First, very few empirical studies specifically consider trade attitude formation outside the US and Western Europe (A notable exception is the work conducted by Naoi and Kume focusing on consumer attitudes and trade-policy preferences in Japan). Second, while economic insecurity is argued to lead to protectionist sentiments, the majority of studies have minimized the role of perception in attitude formation and thus rely on inefficient proxies to gauge insecurity. Third, the work on sociotropic attitudes ignores the fact that socio-tropic beliefs about trade may be driven by and likewise influence the perceived individual effects of trade.

2. 研究の目的

This project directly addresses these problems and seeks to expand our knowledge of trade-policy preference formation by developing and testing new theories of trade attitude formation in Japan. This research project will examine the impact of socio-tropic attitudes on trade-policy preference formation. First, the research will seek to empirically establish the independence of sociotropic trade attitudes from egotropic concerns. While many studies consider the effect of sociotropic and egotropic attitudes on trade policy preferences, the relationship between egotropic and sociotropic perceptions is unclear. As depicted in Figure 1, while egotropic and sociotropic attitudes are found to influence trade policy preferences it is also possible that these perceptions influence each other. Second, the project will test multiple hypotheses predicting the determinants of trade attitudes

Figure 1: Relationship between egotropic, sociotropic and trade attitudes



3. 研究の方法

The research design leverages an experiment embedded into a nationally-representative survey to directly test the proposed hypotheses. The randomized experimental design allows for a direct test of causal relationships that cannot be achieved with standard observational studies. The project collected large sample of 1000 respondents to allow

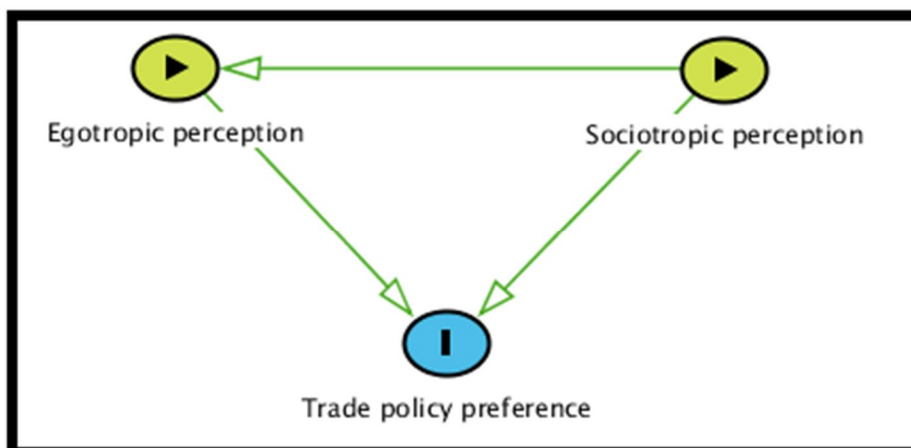
adequate power to test multiple hypotheses. To ensure high-quality data, the survey was fielded in collaboration with a polling agency experienced in administering nationally-representative polls. It is important to consider the generalizability of the sample to the larger Japanese population. The sample mirrors the Japanese population on key demographics such as age, gender, education and income.

The study utilizes a broad measure of perceptions about the personal and societal effects of trade to avoid making assumptions about perceptions based on proxies such as education and skill. The design also allows for respondents to express uncertainty about the perceived affects of trade.

4 . 研究成果

The results of the study find strong support for the sociotropic model. This suggests that Japanese citizens place a strong emphasis on the perceived sociotropic effects of trade when forming attitudes about globalization. As depicted in Figure 2, sociotropic perceptions of trade are found to influence individuals' perceived personal impact of trade mainly by reducing uncertainty about the personal impact of international trade. Less support is found for the egotropic model. While egotropic perception influence trade policy perceptions, individuals have difficulty predicting how trade affects them personally. Furthermore, there is no evidence that individuals generalize egotropic perceptions of trade to society in general. The research results provide a framework for differentiating sociotropic and egotropic interests. The results further provide insight into public opinion in Japan. Framing trade in terms of societal affects can influence policy preference directly and indirectly by altering egotropic perceptions.

Figure 2: Relationship between egotropic, sociotropic and trade attitudes



Future research should consider how public opinion formation in Japan differs from other advanced industrialized democracies. Particularly, if the role of sociotropic attitudes have a greater impact on policy preferences than found in other developed economies.

5. 主な発表論文等

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3. 雑誌名 Japanese Journal of Political Science	6. 最初と最後の頁 31～42
掲載論文のDOI（デジタルオブジェクト識別子） https://doi.org/10.1017/S1468109919000124	査読の有無 有
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 該当する

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3. 雑誌名 Research & Politics	6. 最初と最後の頁 1～7
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〔学会発表〕 計5件（うち招待講演 0件/うち国際学会 5件）

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4. 発表年 2018年

〔図書〕 計0件

〔産業財産権〕

〔その他〕

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6. 研究組織

氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
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