



'Why do they hate us?'

International attitudes towards America, American brands and advertising

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Abstract This study attempts to unravel the complex issues surrounding President Bush's question after 9/11 — 'Why do they hate us?' — by exploring international student attitudes towards 'all things' American. A survey of 105 international students from various countries who were enrolled at Regents College in London, England in July 2003 was conducted to measure attitudes towards America, US brands, media and advertising. The survey findings are analysed herein to discover relationships between the measured attitudes and to determine if certain characteristics among international students make them more likely to 'hate us'.

Keywords: *Public diplomacy, international communication, advertising, USA*

INTRODUCTION

In an address to the American people nine days after the terrorist attacks of 11th September, President George W. Bush asked this question: 'Why do they hate us?' (Bush, 2001). By using the word 'they', President Bush referred implicitly to the 11th September terrorists and their organisation Al Qaeda, and less directly to the Muslim world. Three years later, after the war in Iraq, the question remains; however, 'they' now includes most non-Americans (Friedman, 2003). Large-scale international polls taken since 9/11 reveal high levels of anti-Americanism among citizens of other countries, including

European allies such as France and Spain and friendly Muslim countries like Pakistan and Indonesia (Pew Research Center, 2004; Stokes, 2004).

The US government, US corporations and US scholars have tried to answer President Bush's question, not only to explain the horrific events at the World Trade Center and the Pentagon, but also to understand America's role in a global society. Bush answered his own question by saying 'they hate our democracy and our freedoms' (Bush, 2001) and called on the US State Department to expand its public diplomacy efforts in the Middle East (Kendrick and Fullerton, 2003; US General Accounting Office, 2004).

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US corporations have answered the question by blaming a form of cultural imperialism among global marketers. Worried about declining sales of their products, business leaders have called for a united 'Brand America' effort (Love, 2003; Reinhard, 2003). US media scholars have blamed American popular culture, namely television and movies, as a source of hostility and have questioned the media's role in shaping perceptions of America (DeFleur and DeFleur, 2003).

To explore the possible answers to President Bush's question, a survey of international students was conducted which measured attitudes towards America, American brands, media and advertising. This paper reports the results of the international student survey and attempts to discover relationships between attitudes towards 'things American' and to determine if certain characteristics among international students make them more likely to 'hate us'.

BACKGROUND

Attitudes towards America

Several international public opinion polls have been conducted since 9/11, most notably the Pew Research Center for the People and the Press's Global Attitudes Project. The Global Attitudes Project is a series of public opinion surveys that measures the values and attitudes of people in countries worldwide (Pew Research Center, 2004). The first project was released in December 2002, with updates in March 2003 (before the Iraq war), May 2003 (after the Iraq war) and March 2004. The results of the Pew poll show a decline in favourable feelings towards the USA. For example, favourability ratings of the USA in Great Britain have gone from 83 per cent before 9/11 to as low as 48 per cent

before the Iraq war, and 58 per cent one year later. Most other European countries follow a similar trend, but at more negative levels. According to the most recent Pew study, a year after the war in Iraq, attitudes towards America are more negative and hatred towards the USA, especially in Muslim countries, is more intense (Pew Research Center, 2004).

Other global surveys have produced similar findings. A 2002 Gallup poll of nine predominantly Muslim countries showed that a majority had unfavourable views of the USA and President Bush (Schmemmann, 2002). Zogby International released similar data from eight Arab countries. The Zogby poll showed attitude towards the USA was 'wretched', with only one in six Arabs holding favourable views of the USA (Kristof, 2002; Telhami, 2003). Other polls in Islamic countries show that while publics there embrace American-style democracy and freedom, they reject American cultural values. They equate US culture to American music, videos and television programmes (Stokes, 2004; DeFleur and DeFleur, 2003), which by their secular nature stand in sharp contrast to Islamic teachings.

A closer examination of the polls reveals that the negative feelings towards America among people in other countries are largely tied to US policy, not the US people or American values (Telhami, 2003). The Zogby poll, for example, revealed that when asked about 'American freedom and democracy', 'American education', 'American products', and the 'American people', for example, Arabs were overwhelmingly positive. But when asked about American policy towards Palestinians, Iraq or the Arab world in general, they were harshly negative (Zogby, 2003). Polls in Europe show that people dislike American foreign policy, particularly with regards to the war in Iraq, but separate

those feelings from American products, people and business, which they do like (Guyon, 2003).

US government's response to anti-Americanism

In response to the numerous polls and reports of an unfavourable US image abroad, the Bush administration employed sophisticated propaganda techniques, including a government-sponsored international advertising campaign, to fight the war on terrorism. In 2002 the US Department of State launched the Shared Values Initiative, which included a series of broadcast and print ads showing the positive aspects of Muslim life in America. The ads have been distributed in Muslim countries throughout the world 'to position who America is, not only for ourselves under this kind of attack, but also for the outside world' (Undersecretary of State for Public Diplomacy Charlotte Beers, quoted in Kendrick and Fullerton, 2003). The Shared Values Initiative campaign was cut short, reportedly, after many targeted countries refused to air the ads. In countries that did air the ads, they were believed to be largely ineffective; however, the government has not released any campaign research results measuring the effectiveness (Kendrick and Fullerton, 2003). More recently, US Department of State activity has focused on Arabic-language broadcast networks in the Middle East and South Asia (US General Accounting Office, 2004).

In 2003 Edward Djerejian, Arab specialist, former ambassador and White House spokesman, headed a Congressional advisory group to study America's image abroad. In his report, released in October 2003, Djerejian announced that hostility towards the USA was at shocking levels and was

harshly critical of the US Department of State's public diplomacy efforts since 9/11. The report urged the Bush administration to overhaul the public diplomacy function and appoint a public relations guru to oversee the effort (Weismann, 2003). A recent GAO report (2004) was equally critical of Bush's public diplomacy activities, accusing the Department of State of lacking a comprehensive communication strategy to support the war on terrorism.

US corporations' response

Overwhelming negative attitudes towards America among international audiences have caused concern for American business executives, who fear that anti-Americanism will affect their bottom line (Guyon, 2003). Recognising that they have little influence with the administration, business leaders have come together to restore America's image on their own. Keith Reinhard, chairman of advertising giant DDB Worldwide, organised multiple meetings with major US brand executives to develop a platform to save 'Brand America' (Reinhard, 2003). Reinhard believes that much of the foundation of the hostility towards America can be traced to a type of cultural imperialism that results from 'US global business expansion' (2003: 30). Reinhard's movement is grounded in the perceived offensiveness of US marketers who operate in other cultures because of widely held views among locals that US companies are exploitative, insensitive about local customs and religious norms and more interested in money than humanity. Similarly, Tim Love, vice-chairman-international of Saatchi & Saatchi, another massive international ad agency, called for global marketers to be sensitive to the cultures of countries in which they do business and help improve the lives of the people

who live there. Love believes that people are more 'in touch with icons like Coca-Cola and McDonald's than with their own government' (Love, 2003).

As anti-Americanism grows, many global marketers have redesigned their logos and brand names to shed their 'all-American' image (Elliott, 2003). Recent international advertising studies have shown that connecting products to America, once a brand asset, may now be a negative strategy (Avraham and First, 2003; Elliott, 2003). But *Fortune* magazine reported that 'the death of Brand America is greatly exaggerated'. For example, the French do not hold especially favourable attitudes towards George W. Bush, but they have no problem eating at McDonald's on the Champs-Elysees (Guyon, 2003).

International attitudes towards advertising

Closely tied to American brands is the advertising employed to promote them. A ubiquitous force in most countries, advertising permeates modern society at every level. Many argue that global advertising is an international symbol of America (Stokes, 2004). Therefore, understanding international attitudes towards advertising may help to explain negative attitudes towards America and shed light on President Bush's 'why do they hate us?' question.

Studies examining attitudes towards advertising date back to the 1960s, when Bauer and Greyser (1968) conducted a large national probability survey and found that people held mixed attitudes towards advertising. A decade later, Larkin (1977) found that college students exhibited negative feelings towards advertising to varying degrees. In a factor analysis study, Larkin categorised attitudes towards advertising into four general areas: social effects of advertising,

economic effects of advertising, ethics of advertising and regulations of advertising. Larkin reported that the majority of students were critical of the social and economic aspects of advertising. Larkin's (1977) survey instrument, which is widely based on Bauer and Greyser (1968), was used in this study.

International attitudes towards advertising were investigated well before anti-Americanism threatened global brands. Studies with students in other countries have revealed more positive attitudes towards advertising than similar studies with students in the USA. In one study that compared undergraduates from the USA, New Zealand, Denmark, Greece and India on their thoughts about advertising in general, researchers found that as ad expenditures and exposures increased, ad perceptions switched from function-related to practice-related issues (Andrews *et al.*, 1991). Schweitzer *et al.* (2003) surveyed students in 15 countries and found that attitudes towards advertising varied cross-culturally; however, they were unable to determine if students from economically advanced countries were more positive towards advertising than those from economically disadvantaged countries.

Studies conducted in countries transitioning to a capitalist economy have been of particular interest to scholars. Studies at universities in Chile (Manso-Pinto and Diaz, 1997) and Russia (Andrews *et al.*, 1994) found that students there have more positive beliefs towards advertising than their American counterparts. Fullerton and Weir (2002) surveyed students in Kazakhstan, a former Soviet state, and found their beliefs to be predominantly negative towards advertising in general. The students in the study seemed to be unsure about the role of advertising in their new capitalist system and doubted its ability to improve the quality of life in their country.

Predominantly Muslim students believed significantly more strongly that there should be less sex in advertising than did their non-Muslim peers.

Role of US media content

Mass communication scholars Melvin and Margaret DeFleur conducted a survey of 1,313 teenagers in 12 countries, which was released in 2003. The study found consistently negative attitudes towards the USA (DeFleur and DeFleur, 2003).

Attitudes varied from country to country, with Saudi Arabian students holding the most negative feelings towards America, followed by those in Bahrain, South Korea, Lebanon, Mexico, China, Spain, Taiwan, Pakistan and Nigeria. Students in Italy and Argentina were slightly positive towards the USA. The authors of the study pointed to a strong influence of American exported media content in shaping global youth attitudes; however, the study design was questionable in its ability to make such linkages.

DeFleur and DeFleur (2003) cited American pop culture, including movies and television, as the predominant reason for the dislike of America among the international participants in the study. Building on theories from his book 'Theories of Mass Communication' (DeFleur and Ball-Rokeach, 1989), and a lifetime of mass communication scholarship, Melvin DeFleur explained how the content of mass media shapes people's ideas about reality. He believes this effect is particularly strong in young people, who are exposed to massive amounts of media and have few other life experiences to counter the media images.

Harvard researchers also examined the relationship between exposure to US media and anti-Americanism by analysing 2002 Gallup data from nine predominantly Muslim countries

(Gentzkow and Shapiro, 2003). The study found that exposure to US newspapers, television and radio was not correlated to pro-US attitudes; however, particular sources of information about America did make a difference — exposure to CNN was associated with pro-American attitudes, for example, while exposure to Al Jazeera correlated strongly with anti-American views. The study also reported that those who studied in English tended to be more pro-American, but overall levels of education did not make a difference.

Theoretical framework

DeFleur and DeFleur's theory of the social construction of reality posits that humans develop an understanding of the world through communication with others in society (DeFleur and DeFleur, 2003). According to the theory, people construct meanings for all aspects of reality by discussing, agreeing and socially assigning language to things around them. In the modern era, the mass media plays a role in developing meanings of events, situations and objects. People construct reality through exposure to depictions and portrayals in media content, whether entertainment, news or advertising (DeFleur and DeFleur, 2003). The notion that the media creates 'pictures in our heads' about 'the world outside' with which people have little or no experience is one of the original ideas in mass communication research, dating back to Walter Lippman's 'Public Opinion' in 1922. In today's global society, for those who have never seen America or known an American personally, their beliefs of America may come from the images of America that they see in US-produced movies, television and advertising, which are consumed in abundance throughout the world. This study explores these

theoretical assumptions by investigating the research questions below.

RESEARCH QUESTIONS

This study makes a broad attempt to answer Bush's question, 'Why do they hate us?', by examining several areas that have been posited by politicians, business leaders and mass-media scholars as reasons for anti-Americanism, including attitudes towards advertising, likeability of American brands and exposure to American television and movies. To this end, the following research questions were addressed.

- What is the overall *attitude towards America* held by international students, and does attitude differ according to demographic variables such as country of origin, religion, age and gender?
- What is the overall *attitude towards advertising* held by international students, and does attitude differ according to demographic variables such as country of origin, religion, age, gender and having visited the USA?
- What is the overall *likeability of US brands* held by international students, and does it differ according to demographic variables such as country of origin, religion, age, gender and having visited the USA?
- Does a relationship exist between attitude towards America, attitude towards advertising and likeability of US brands?
- Is there a difference in attitude towards America between students who have visited the USA and those who have not?
- Is there a difference in attitude towards America between students who watch American television programmes and movies and those who do not?

- What factors among international students might indicate positive attitudes towards America?

METHODOLOGY

International students attending classes at Regents College in London, England completed a pencil-and-paper questionnaire in a classroom on the Regents campus during July 2003. The 13-page questionnaire consisted primarily of two large attitudinal scales. The first scale measured attitudes towards America ($\alpha = 0.56$) and contained 16 five-point Likert-scale questions ranging from strongly disagree (1) to strongly agree (5). The first 12 questions of the scale were taken from DeFleur and DeFleur (2003), with the final four adapted from other sources (Pew Research Center, 2002). The second attitudinal scale measured attitudes towards advertising ($\alpha = 0.81$). It consisted of 25 five-point Likert-scale questions, ranging from strongly disagree (1) to strongly agree (5), taken from Larkin (1977). Additional questions dealt with likeability and exposure to US brands, movies and television. Several demographic questions, including whether or not respondents had visited the USA, were asked at the end of the questionnaire. In addition to the attitudinal scales and demographic questions, the study employed an experimental design and copy test of the State Department's Shared Values commercials; however, the data were not used in this study.

The data were analysed using SPSS for Macintosh. Attitudinal scales were recoded so that all questions were one-directional in order to calculate overall mean scores for each attitude. Statistics for individual items on each attitudinal scale are reported in Tables 1 (attitudes towards America) and 2 (attitudes towards advertising).

Table 1: Statistics for rankings of agreement with statements measuring attitudes towards America

Statement	Mean rating	Median	Mode	Standard deviation	Variance
'American people are generally quite violent.'	2.94	3.00	3	0.886	0.785
'American people are generous.'	3.28	3.00	3	0.714	0.510
'Many American women are sexually immoral.'	2.73	3.00	2	0.858	0.736
'Americans respect people who are not like themselves.'	2.74	3.00	2	1.038	1.077
'American people are very materialistic.'	3.75	4.00	4	0.864	0.746
'American people have strong religious values.'	3.05	3.00	3	1.023	1.047
'American people like to dominate other people.'	4.06	4.00	5	0.959	0.920
'Americans are a peaceful people.'	2.47	2.00	2	0.867	0.751
'Many American people engage in criminal activities.'	2.86	3.00	3	0.777	0.604
'American people are very concerned about their poor.'	2.65	3.00	2	0.930	0.865
'American people have strong family values.'	3.11	3.00	4	1.031	1.064
'There is little for which I admire Americans.'	3.15	3.00	4	1.059	1.122
'I would like to live in the USA if I had the opportunity.'	2.98	3.00	4	1.092	1.192
'It is good that American ideas and customs are spreading to my country.'	2.83	3.00	2	1.164	1.355
'I like American music, movies and television.'	3.85	4.00	4	0.810	0.656
'Muslims who live in America are treated fairly.'	2.82	3.00	3	0.932	0.869

Sample

One hundred and five international students from various countries who were enrolled at Regents College in London, England in July 2003 constituted the sample for this study. Regents College holds summer programmes over a variety of liberal arts and business courses, and students typically study for terms of three to five weeks. Because students from around the world attend classes at Regents in the summer, the site was considered appropriate for selecting a convenience sample of international students.

Two US professors and several US students working on the project served as primary recruiters, and were assisted by faculty members from the Regents College international studies programme. Respondents were given an incentive of £5 (about US\$8) for their participation.

FINDINGS

Respondent profile

Slightly more than half of the international students who participated were female (53.8 per cent), and 46.2 per cent were male. The average age of

the participants was 22, with a range of 16 to 41. English was the native language of only 7 per cent, although 58 per cent said they spoke English fluently and all were studying in English. Four out of five were full-time students, with the remaining 20 per cent being part-time.

Students represented 25 different countries, with European countries accounting for almost 70 per cent of those participating, then 10.5 per cent from the Middle East/India, 9.5 per cent from East Asia, 5.7 per cent from Africa and 3.8 per cent from South America. Asked if they knew anyone in the USA, 67.3 per cent said yes, and 49 per cent said they had regular e-mail contact with friends, co-workers or relatives in the USA. Almost all (97.0 per cent) said they would like to visit the USA, and 41 per cent already had.

Attitude towards America

Overall, the international students in this study had a slightly negative attitude about America (mean = 2.89). They agreed most strongly with the statement 'American people like to dominate other people' (mean = 4.06) and disagreed most

Table 2: Statistics for rankings of agreement with statements measuring attitudes towards advertising

Statement	Mean rating	Median	Mode	Standard deviation	Variance
'Advertising is essential to the prosperity of our economy.'	3.85	4.00	4	0.875	0.765
'Advertising often persuades people to buy things they really do not need.'	4.17	4.00	5	0.955	0.913
'In general, advertising presents a true picture of the product advertised.'	2.30	2.00	2	0.887	0.787
'There should be less advertising.'	3.25	3.00	4	1.059	1.121
'Advertising helps raise our standard of living.'	2.95	3.00	4	0.984	0.969
'Most advertising insults the intelligence of the consumer.'	3.27	3.00	3	1.031	1.063
'There is a need for more truth in advertising.'	4.01	4.00	4	0.882	0.779
'Advertising results in better products for the public.'	2.93	3.00	3	0.943	0.890
'Advertisements should be more realistic.'	3.72	4.00	4	0.946	0.894
'There is too much exaggeration in advertising today.'	3.94	4.00	4	0.864	0.747
'There should be more government regulation of advertising.'	3.36	4.00	4	1.001	1.002
'In general, advertising results in lower prices for products.'	2.50	2.00	2	1.039	1.079
'Too many of today's advertisements are silly and ridiculous.'	3.57	4.00	4	0.989	0.978
'There should be less stress on sex in advertising.'	3.52	4.00	3	1.110	1.233
'Advertising increases the costs of goods and services.'	3.84	4.00	4	0.822	0.675
'Advertising just tends to confuse people by presenting them with too many choices and claims.'	3.24	3.00	4	1.066	1.136
'Advertising is making us a nation of conformists — everyone acting the same way and liking the same things.'	3.59	4.00	4	1.035	1.071
'Advertising is making us a materialistic people — interested in owning and getting things.'	3.65	4.00	4	1.038	1.077
'Advertising helps to create business monopolies.'	3.62	4.00	4	1.004	1.007
'Advertising is wasteful since it only transfers sales from one manufacturer to another without actually adding any new money to the economy.'	2.80	3.00	3	0.837	0.700
'Advertising should be on a more adult level.'	3.15	3.00	4	0.918	0.842
'Too many of today's advertisements attempt to create a trivial or imaginary difference between products that are actually identical or very similar in composition.'	3.79	4.00	4	0.817	0.667
'There is a real need for better taste in most of today's advertisements.'	3.73	4.00	4	0.775	0.601
'There should be a ban on advertising of harmful or dangerous products.'	3.90	4.00	4	0.898	0.806
'Too much of today's advertising is false and misleading.'	3.54	4.00	3	0.961	0.924

strongly with the statement 'Americans are peaceful people' (mean = 2.47). It should be noted that the data were collected approximately three months after the US invasion of Iraq.

Over three-quarters (76.9 per cent) of the international students surveyed agreed or strongly agreed with the statement, 'I like American music, movies and television', but only about one-third (32.4 per cent) thought that it was good that American ideas and customs were spreading to their country.

T-tests and ANOVAs revealed no significant differences in overall attitude towards America among groups based on

demographic variables such as gender, age, geographic region and religion.

Attitude towards advertising

Overall, the international students in this study held predominately negative attitudes towards advertising (mean = 2.51). They agreed most strongly with the statement 'Advertising often persuades people to buy things that they do not really need' (mean = 4.17) and disagreed most strongly with the statement 'In general, advertisements present a true picture of the product advertised' (mean = 2.30).

T-tests and ANOVAs revealed no significant differences in attitude towards advertising on demographic variables such as gender, age, geographic region, religion, having visited the USA.

Brand likeability

International students in this sample were ambivalent towards the purchase of US brands with 75 per cent saying that it did not matter if the products they bought were from the USA or not — they chose products they liked best, regardless of national origin. Three per cent of the sample preferred to buy US branded products and about 2 per cent refused to buy US brands.

T-tests and ANOVAs revealed no significant differences on US brand likeability scores on demographic variables such as gender, religion, having visited the USA. Age seemed to make a difference in the likeability of US brands ($f = 1.750$, $p = 0.046$), with younger and older survey participants preferring US brands while those aged between 20 and 30 were neutral or negative towards US brands.

Relationship between attitude towards America, attitude towards advertising and likeability of US brands

There was a significant positive correlation between attitude towards America and attitude towards advertising ($r = 0.242$; $p = 0.013$). International students who were more positive towards America were also more positive towards advertising. There was not a significant correlation between likeability of US brands and attitude towards America or attitude towards advertising. While international students who said that they preferred to buy US brands scored more

positively on both attitudinal scales, the difference was not statistically significant when compared with their counterparts who were neutral or negative about buying US brands.

Having visited the USA

Forty-one per cent of those surveyed reported having visited the USA; however, there was no significant difference between international students who had visited the USA and those who had not in terms of their overall attitude towards America. Less than one-third of the sample said that they would like to live in the USA if they had the opportunity.

Watching US television

Two-thirds of the sample said that they watched US television programmes. Almost half (46 per cent) thought that US television programmes showed characters who are similar to most American people, and 37 per cent said that there were television programmes and movies from the USA that they particularly disliked. There was no significant difference, however, between international students who watched US television programmes and those who did not in terms of their overall attitude towards America.

Factors indicating positive attitudes towards America

A regression analysis testing multiple combinations of variables including gender, religion, country of origin, likeability of US brands and having visited the USA revealed no significant factors which might predict a positive attitude towards America other than having a positive attitude towards advertising.

DISCUSSION

This study attempts to unravel the complex issues surrounding President Bush's question after 9/11 — 'Why do they hate us?' — by exploring international student attitudes towards all things American. Specifically the study investigates the relationship between global anti-Americanism and aspects of American culture such as advertising, US brands and US media content. The findings herein are consistent with recent large-scale international polls (Pew Research Center, 2004; Zogby, 2003) that show increasingly unfavourable feelings towards the USA. In this study, negative feelings towards America were consistent across genders, religions and geographic regions.

The US government, industry and scholars have provided various answers to President Bush's question by blaming different aspects of American culture, including freedom, democracy, global marketing and the mass media. The US government seems to believe, as illustrated in current propaganda efforts in the Muslim world, that more familiarity with US freedom and democracy will diminish the hatred shown towards America. The findings of this study, however, showed no significant difference in attitudes between those who had visited the USA, and are therefore somewhat familiar with American freedoms, and those who had not.

The global marketers' claim that negative feelings towards America cause negative attitudes towards US brands did not hold up in this study. International students were generally ambivalent about the origin of the products they bought, seeking the best product for them rather than being concerned with its country of origin. The findings of this study instead support *Fortune* magazine's report that the 'death of Brand America has been widely exaggerated' (Guyon, 2003).

DeFleur and DeFleur's (2003) assertion that anti-Americanism stems from images found in US exported media, particularly movies and television, was also not supported. There was no attitudinal difference between international students who said that they watched American movies and television and those who did not. The findings of this study are consistent with Gentzkow and Shapiro's (2003) analysis showing no relationship between exposure to US media and feelings of anti-Americanism. Based on these findings, the social construction of reality theory was not strongly supported. Students may be forming their attitudes about America exclusive of media content. This finding is limited, however, by the fact that levels of US media exposure were not specifically measured and therefore correlations between viewing levels and attitudes were not established.

The students reported overwhelmingly that they like American television, movies and music, but they do not like America in general. Perhaps this finding is further evidence that international publics separate American culture from US policy; they like the former but are disturbed by the latter (Guyon, 2003).

Attitudes towards America did seem to be related to attitudes towards advertising, in that students who held more positive attitudes towards advertising also felt more favourably towards America. This finding supports the idea that advertising is an international symbol of America and an icon of American culture. Advertising stands for capitalism, democracy and freedoms (market freedom, press freedom and speech freedom). The relationship between attitudes towards America and attitudes towards advertising, generally unexplored in the literature, needs further examination and should be considered as part of a larger US strategy

to communicate with audiences abroad.

The primary limitation of this study is its potential lack of external validity; it is difficult to know if the same results would be found among other groups who might have participated. In the case of the present study, the decision to use a sample of international students living temporarily in London was an attempt to accrue a 'worldwide' sample in an efficient manner by selecting participants in a single location. Obviously the international students who participated were not randomly drawn from residents of their respective countries. Nonetheless, to the extent that university students around the world represent the next generation of world leaders in business and government, the findings of this study can shed some light on not only 'why they hate us' but also, possibly, on 'how to get them to like us'.

Publisher's Note

This paper was submitted by special invitation, and was therefore not submitted to the usual review process.

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