Table 1 Non-local students' evaluation of Hong Kong's soft power

	Non-Mainland Students		Mainland Students	
	Mean	(n)	Mean	(n)
Affective dimension				
Political system	5.31	(152)	6.04	(309)
Economy	7.82	(185)	7.54	(357)
Education and science [1]	7.60	(184)	7.08	(370)
Education level of the population	7.48	(174)	6.79	(342)
Quality of the university	8.14	(186)	7.90	(374)
Level of science and technology	7.21	(175)	6.44	(360)
Culture[2]	7.06	(183)	6.71	(369)
Popular culture	6.62	(176)	6.72	(364)
Cultural heritage	6.74	(178)	6.18	(363)
Tourist attractions	7.71	(187)	7.22	(369)
Affective dimension index[3]	6.88	(149)	6.82	(302)
Normative dimension				
Observation of international norms	6.93	(123)	7.29	(272)
Contribution to the resolution of international problems [4]	5.29	(112)	6.21	(281)
Helping economic development	5.16	(116)	5.70	(284)
Building trust and cooperation	5.76	(127)	6.51	(280)
Resolution of humanitarian crises	4.64	(88)	6.50	(256)
Normative dimension index[5]	5.98	(94)	6.77	(232)
Soft power index [6]	6.28	(86)	6.82	(207)

Question: "How does each of the following statements describe Hong Kong?"

(0 – 10 points: 0 = not at all; 10 = extremely well)

a) Has a political system that serves the needs of its people

b) Has an internationally competitive economy

c) Has a highly educated population

d) Has high-quality universities

e) Possesses advanced science and technology

f) Has an appealing popular culture

g) Has a rich cultural heritage

h) Is an attractive destination for international tourism

i) Respects the sovereignty (the power of a country to control its own government) of other Asian countries

j) Helps other Asian countries to develop their economies

k) Builds trust and cooperation among Asian countries

l) Provides assistance in the event of humanitarian crises (e.g., natural disasters) in Asia.

Note: 1. The score for "education and science" was calculated by taking the average score for the level of education of the population, the quality of the university, and the level of science and technology; 2. the score for "culture" was calculated by taking the average score for popular culture, cultural heritage, and tourist attractions; 3. the score for the affective dimension index was calculated by taking the average score for political system, economy, education and science, and culture; 4. the score for "contribution to the resolution of international problems" was calculated by taking the average score for helping with economic development, building trust and cooperation, and the resolution

of humanitarian crises; 5. the score for the normative dimension index was calculated by taking the average score for the observation of international norms and contribution to the resolution of international problems; and 5. the score for the soft power index was calculated by taking the average score for the affective dimension index and the normative dimension index.

Table 2 Overall feeling towards Hong Kong

Non-Mainland Students		Mainland Students	
Mean	(n)	Mean	(n)
7.40	(193)	6.30	(382)

Question: "Please rate your overall feelings towards Hong Kong".

(0 – 10 points: 0 = extremely bad; 10 = extremely good)

Table 3 Change in Feeling towards Hong Kong (%)

	Poorer than before	No change	Better than before	(n)
Non-Mainland students	18.7	33.2	48.2	(193)
Mainland Students	50.8	30.4	18.8	(382)

Question: "What are your feelings towards Hong Kong after coming to Hong Kong to study? Poorer than before, no change, or better than before?"