

American Attitudes Towards, and Involvement in, Japanese Advertising : A Preliminary Report on a Pilot Survey

ABSTRACT

This is a preliminary report on a survey conducted at the University of Michigan in February of 1997 to learn about American attitudes towards, and involvement in, Japanese advertising.

The survey is a pilot for additional work planned in this area. The data are only from university students, but the samples cannot be treated as representative of all university students in the United States.

Despite these limitations, the data suggest that Japanese advertising and advertisements in the United States play at least some role in shaping American images of Japanese people, culture and society.

Key words : mass media, advertising, Japan·Japanese people·Japanese Advertising