



Brief Version

Understanding How Young People See ASEAN

Awareness, Values, and Identity

*Exploring the Fifth Domain of the
ASEAN Youth Development Index*



**Understanding How Young People See ASEAN:
Awareness, Values, Identity**

(Brief Version)

The ASEAN Secretariat
Jakarta

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

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Acronyms

AEC	ASEAN Economic Community
AMS	ASEAN Member State
AMMY	ASEAN Ministerial Meeting on Youth
APSC	ASEAN Political-Security Community
ASCC	ASEAN Socio-Cultural Community
ASEAN	Association of Southeast Asian Nations
CoP	Declaration on Culture of Prevention for a Peaceful, Inclusive, Resilient, Healthy, and Harmonious Society
COVID-19	Coronavirus Disease 2019
IYRES	Institute for Youth Research Malaysia
PRMED	Policy Monitoring and Evaluation Division
SOMY	ASEAN Senior Officials Meeting on Youth
VOI	Values-Oriented Identity
YDI	ASEAN Youth Development Index



Foreword

As future leaders, members of the workforce, and innovators, youth play a significant role in sustaining ASEAN as it works to advance peace and prosperity in Southeast Asia. As we strengthen ASEAN's cooperation and Community-building efforts, it is critical for us to instill awareness and understanding among the younger generation, e.g., those between the ages of 15 and 35, of the shared values and identity within a very diverse region.

This aspiration is supported by the Declaration on Culture of Prevention (CoP) for a Peaceful, Inclusive, Resilient, Healthy, and Harmonious Society, which was adopted at the 31st ASEAN Summit in 2017. It solidified the agreement of ASEAN's Leaders to promote a culture of prevention by inculcating shared values, such as peace, harmony, intercultural understanding, inclusiveness, and diversity, among other things. This was further strengthened by the launch of the Narrative of ASEAN Identity at the 37th ASEAN Summit in 2020, which emphasised the role and contributions of young people in shaping the region's identity.

Empowering youth is a regional priority. For decades, ASEAN has dedicated resources to strengthening youth participation and skill development by providing opportunities for cultural exchanges, leadership, and training programmes. It is important that ASEAN chart the progress of such initiatives, by collecting and analysing key data and information related to youth development in the region.

To this end, the establishment of the ASEAN Youth Development Index (YDI) in 2017 provided us with a comprehensive framework to assess youth's trajectory. The first phase of the YDI covered Four Domains under the rubric of welfare: education, health and well-being, employment and opportunities, and participation and engagement. This report, covering the second phase of the YDI, explores the **Fifth Domain**, which is comprised of awareness, values, and identity. This domain is a crucial part of ASEAN's Community-building endeavours. It affords us a better understanding of the affinity that our youth have for ASEAN.

I am confident that this report offers a solid empirical foundation for the refinement of ASEAN's youth development policies as well as the efforts of relevant stakeholders in promoting ASEAN awareness, values, and identity across the region. This will certainly contribute to our work in realising a rules-based, people-oriented, and people-centred ASEAN Community.



DATO LIM JOCK HOI
Secretary-General of ASEAN

Foreword

In 1992, the ASEAN Ministerial Meeting on Youth (AMMY) was established to promote cooperation on youth development among ASEAN Member States in order to raise ASEAN awareness, enhance perceptions of equality and partnership, and thereby, contribute towards peace, progress and prosperity in the region.

As the future leaders and workforce of ASEAN, the role of youth in achieving the ASEAN Community Vision 2025 and Sustainable Development Goals is crucial. The adoption of ASEAN Socio-Cultural Blueprint 2025 by the ASEAN Leaders in 2015 and implementation of ASEAN Work Plan on Youth 2016-2020 have paved the way towards better involvement of youth in ASEAN Community-building efforts.

With the growing interest among ASEAN Member States and Dialogue Partners in youth cooperation, policies and programmes dedicated to the youth segment of the ASEAN population have become more comprehensive. Recognising the need for a more evidence-based policy-making and programme formulation on youth development, in 2017, the AMMY launched the First ASEAN Youth Development Index (YDI), followed by the ASEAN Declaration on the Adoption of ASEAN YDI by the ASEAN Leaders at the 31st ASEAN Summit. The YDI will not only provide a census of youth development in the region, but also a sense of areas and issues where more attention needs to be devoted to among its five domains.

Understanding How Young People See ASEAN allows deeper exploration on each of the aspects covered under the **Fifth Domain** of the ASEAN YDI: ASEAN Awareness, Values, and Identity—among university students. The data collection took place in 2020 as the Year of ASEAN Identity, amidst the challenging times of COVID-19 pandemic and in anticipation of disruptions made by the Fourth Industrial Revolution. Remarkably, although ASEAN adolescents and young people face great difficulties and new challenges during the COVID-19 pandemic and lockdown policies, ASEAN youth are the key forces that actively help their respective governments and stand on the front lines to respond, prevent, and fight the virus.

I am convinced that this report provides new perspectives on how youth can play significant roles in ASEAN's journey towards recovery and in building the region's adaptability and resilience in facing future disruptions. I am also hopeful that this report will inspire youth development stakeholders to create better synergy in developing policies and programmes for and with the youth of ASEAN.



ALOUNXAI SOUNNALATH
Chairperson of the ASEAN Ministerial Meeting on Youth (2019-2021)
Secretary-General of the Lao Youth Union

Message from the Task Force

Amid various disruptions brought about by the COVID-19 pandemic and the Fourth Industrial Revolution, the global population keeps increasing, as does the proportion of youth, in some regions. In ASEAN, youth, defined as individuals aged between 15 and 35, comprise 34% of the total population. This segment of the population is undeniably the source of ASEAN's future leaders and workforce.

The youth of ASEAN play important roles in driving the socio-economic and environmental development of the region. Therefore, it is essential for ASEAN to advance the strategic direction, policies, and programmes of youth development, both at the national and regional levels. To this end, the involvement of multiple sectors and various stakeholders, including youths themselves, is crucial.

The ASEAN Youth Development Index (YDI) is an important framework for collecting data and analysing the condition of youth development in ASEAN Member States. The ASEAN YDI encompasses Five Domains that indicate comparative progress, advantages, and disadvantages, and offer specific insights for policy coherence for youth development among ASEAN Member States, namely: education, health and well-being, employment and opportunity, participation and engagement, and ASEAN Awareness, Values, and Identity.

With the support of the United Nations Population Fund (UNFPA), the ASEAN Ministerial Meeting on Youth (AMMY) launched the First ASEAN YDI in 2017. The report has been providing evidence-based references on youth development, particularly the first four domains. This has led to better scoping for ASEAN youth cooperation, which has in turn led to more collaborative investments in ASEAN Community-building efforts to meet the expectations and needs of our young people.

The First ASEAN YDI serves as an evidence-based reference for enhancing the implementation of the ASEAN Work Plan on Youth 2016-2020. It has also provided insights on how to address youth development programmes that require cross-Sectoral and cross-Pillar collaboration. The First ASEAN YDI has also informed the formulation of ASEAN's post-2020 strategic direction on youth development and the forthcoming ASEAN Work Plan on Youth 2021-2025.

The omnipresent utilisation of digital devices and media platforms has brought about not only opportunities, but also challenges among ASEAN's millennials and Generation Z-ers. The COVID-19 pandemic and other disruptions, such as natural disasters, have significantly affected the lives of youth. As we work toward a "new normal", youth, as the catalyst of socio-economic and environmental development, shall continue to unfold new opportunities and challenges in an ever-changing world.

In response to these circumstances, the forthcoming ASEAN Work Plan on Youth 2021-2025 will focus on, among other things, how ASEAN can leverage the utilisation of digital platforms, encourage a creative and adaptive learning environment, and nurture 21st-century skills for youth that have been deemed critical in the post-pandemic world.

Hence, it is indeed a critical time for ASEAN to reflect on how ASEAN as a sub-regional intergovernmental organisation can address and achieve the Sustainable Development Goals 2030 without leaving anyone behind by, among other things, understanding how young people see ASEAN. It is also necessary for all stakeholders to enable the creation of more opportunities for youth to be involved in policy making and programme formulation, as well as to voice their aspirations to decision makers at the national, regional, and global level.

The ASEAN YDI is an essential measure for the advancement of youth development in the region. The integration of ASEAN Awareness, Values, and Identity as the **Fifth Domain** in the next iteration of ASEAN YDI is expected to create a tailored context for the Index that will help share ASEAN's endeavors in engaging youth through various channels and approaches.

Our sincere appreciation to the ASEAN YDI Task Force, the expert team, the ASEAN Secretariat, as well as ASEAN entities, youth organisations, and other partner organisations who have been contributing to the formulation of this report.



SOMKIAO KINGSADA

Member of the ASEAN Youth Development Index Task Force
Chairperson of the ASEAN Senior Officials Meeting on Youth (2019-2021)
Director-General of International Relations,
Cooperation Department of Lao Youth Union

Executive summary

The Association of Southeast Asian Nations, or ASEAN, was founded in 1967, based on the ideas of national independence, non-interference, consultation, and consensus—a group of principles otherwise known as the ASEAN Way. For more than a half a century, ASEAN, buttressed by its three “Pillars”—the ASEAN Political-Security Community, the ASEAN Economic Community, and the ASEAN Socio-Cultural Community—has worked to foster increased cooperation and integration among its Member States.

Today, more than 223 million young people, aged between 15 and 35, live in ASEAN’s 10 Member States—almost a third of the region’s total population of 654 million people. The size and proportion of ASEAN’s youth has never been larger. The problems faced by youth have also never been so large, ranging from adapting to the dizzying pace of change from the Fourth Industrial Revolution to the fallout from the COVID-19 pandemic.

ASEAN launched the Youth Development Index in 2017 to determine what problems are important to youth—and to ascertain their impressions about ASEAN. The goal was to create a tool that policymakers and stakeholders could use to make informed decisions, plans, and policies to support youth; to promote their development; and to see how youth awareness and acceptance of ASEAN might be boosted.

The first phase of ASEAN Youth Development Index (YDI-I) measured Four Domains: education, health and well-being, employment and opportunity, and participation and engagement. In 2020, ASEAN completed work on the second phase of this project, YDI-II, to cover the **Fifth Domain** of qualitative factors: youth awareness, values, and identity in the context of ASEAN.

A survey was administered to more than 1,500 students from 10 flagship universities in each ASEAN Member State (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam). Over 600 students at regional universities in Indonesia, Malaysia, and Thailand were also surveyed, to gauge the spectrum of opinion inside several countries.



Results of the survey are clear: the youth of ASEAN, are, in broad terms, aware of ASEAN, share its values, and think positively about ASEAN Identity. Youth in ASEAN are most concerned about reducing poverty, health and disease control, and educational exchanges. ASEAN’s economic work is of most importance to youth, followed by its social and cultural aspects, and then by its political and security functions.

The youth surveyed said that they learned about ASEAN through national school systems, national media, the internet, and social media; offering stakeholders guidance to better deliver ASEAN’s messages to the people.

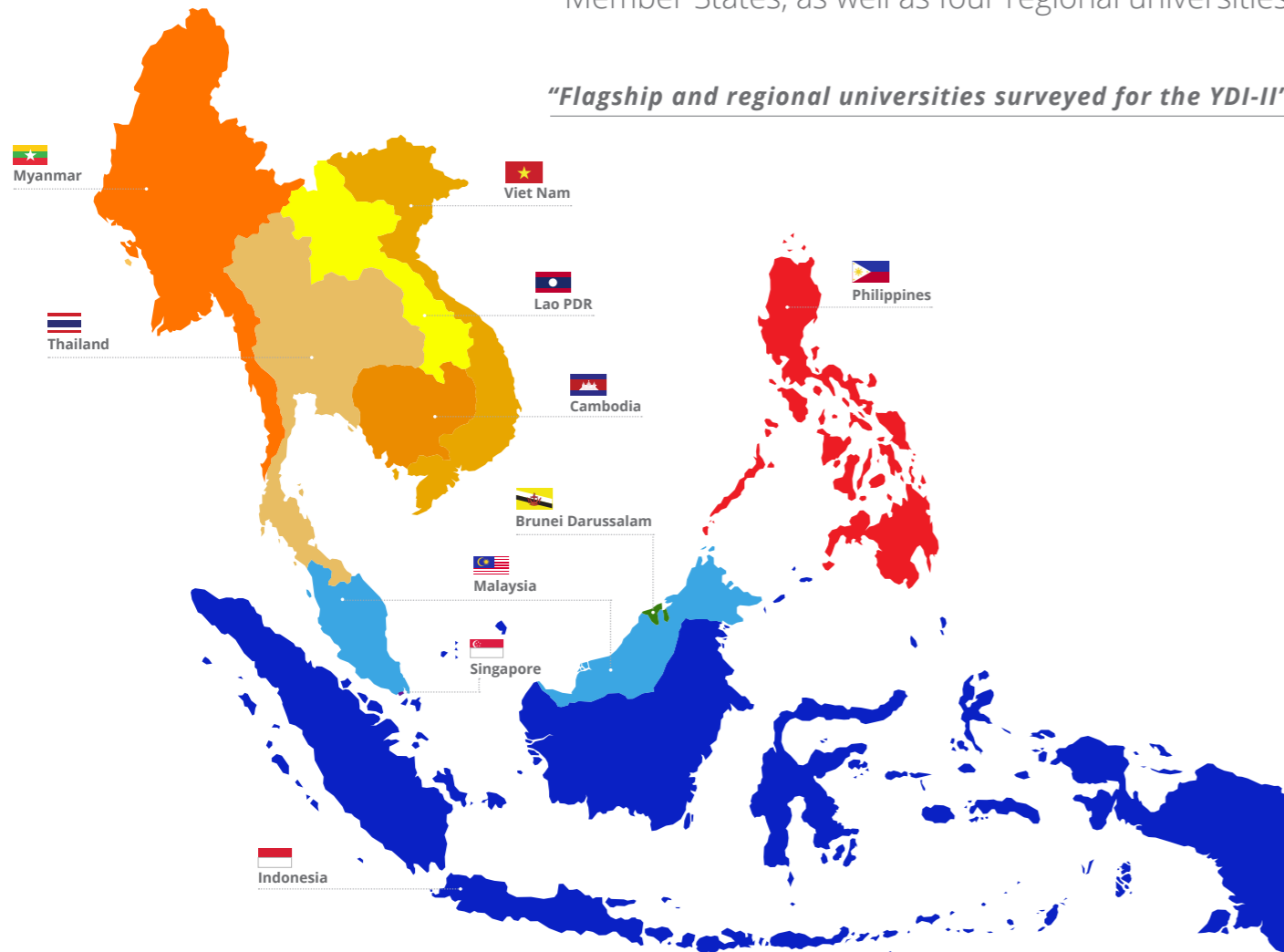
Awareness of ASEAN, as measured by the survey, was not strongly linked to high levels of shared ASEAN values, or a sense of ASEAN identity. Use of an index to measure young people’s sense of a “Values-Oriented Identity” would help stakeholders better understand how youth appreciate ASEAN.

Finally, since youth awareness of ASEAN does not mean youth necessarily share a sense of belonging to ASEAN, stakeholders must consider how to better communicate ASEAN’s benefits to young people. However, this must be done in a way that does not threaten an individual’s sense of national identity. In ASEAN, some youth think about ASEAN from nationalist perspectives. Developing an appreciation of ASEAN should be done by emphasising how ASEAN shares the values that are already revered in every country in Southeast Asia.

Methodology

The Youth Development Index-II is based principally on peer-administered surveys of students at flagship universities in each of ASEAN's 10 Member States, as well as four regional universities

"Flagship and regional universities surveyed for the YDI-II"



Flagship Universities

- Brunei Darussalam**
University of Brunei Darussalam

- Cambodia**
Royal University of Phnom Penh

- Indonesia**
University of Indonesia

- Lao PDR**
National University of Laos

- Malaysia**
University of Malaya

- Myanmar**
Yangon University

- Philippines**
University of the Philippines

- Singapore**
National University of Singapore

- Thailand**
Chulalongkorn University

- Viet Nam**
Vietnam National University

Regional Universities

- Indonesia**
University of Syiah Kuala, Banda Aceh

- Indonesia**
University of Nusa Cendana, Kupang

- Malaysia**
University of Malaysia, Sarawak;
Kuching, Sarawak

- Thailand**
Walailak University, Nakhon Si Thammarat



Measuring how important ASEAN is to young people



The Youth Development Index-II is based principally on peer-administered surveys of students at flagship universities in each of ASEAN's 10 Member States, as well as four regional universities in Indonesia, Malaysia, and Thailand. The survey comprised 25 main questions, along with several sub-questions. It yielded 75 data points. Data were grouped into three indices—Awareness, Identity, and Values, and a fourth index that averaged Values and Identity.

Data collection was done in 2020, as part of activities supporting the designation of 2020 as the Year of ASEAN Identity.

At Yangon University, only a third of data was collected in person before COVID-19 restrictions closed schools; the remaining data were obtained through online surveys that were completed by December 2020. Most data at the University of Malaya were collected through in-person interviews, although there was a separate parallel online survey done by the Institute for Youth Research for the University of Malaysia-Sarawak and a supplementary sample for the University of Malaya, to provide comparisons between East and peninsular Malaysia students.

In general, online scores were higher. Participants could easily opt in or out of an online survey after learning about its topic, which led to potential self-selection biases. In face-to-face surveys, respondents had no prior knowledge of the subject matter. The results could thus be considered more accurate.



Methodology

Three sub-domains were explored by the YDI-II



Awareness

Familiarity with and knowledge about ASEAN.

Questions Asked

In general, how familiar are you with ASEAN?

Write the names of as many ASEAN countries as come to your mind

Which of the following is the flag of ASEAN? (Six flags shown)

What year was ASEAN founded? (Six years shown)

Values



Defined as perceptions of the values and benefits of ASEAN to countries or individuals. Agreeing with ASEAN's stated values, norms, and principles. This is more normative and subjective, compared to the Awareness Index.

Questions and statements given to students

Membership in ASEAN is beneficial to my country

My country's membership in ASEAN is beneficial to me personally

The future of ASEAN is important

Cultural diversity and differences among ASEAN nations is an asset

ASEAN is people-centred and people-oriented



Identity

Defined as feeling membership in ASEAN, e.g., identifying with ASEAN. Having an identity based on shared similarities with other peoples and countries in ASEAN.*

Statements given to students

ASEAN countries are similar culturally

ASEAN countries are similar economically

ASEAN countries are similar politically

I feel I am similar to my friends or people from other ASEAN countries

I feel I am a citizen of ASEAN

*Rated on a four-point scale from "Strongly Agree" to "Strongly Disagree", with each question weighted equally.

Methodology

Researchers collected additional data to figure out the importance of ASEAN Member States to young people, and to gain insights into how young people viewed ASEAN countries as similar or different.

Two methods were used.

1. Free Association

The survey asked students to name, at random, any 20 countries. Researchers used the statistical metric Smith's S, which combines frequency and priority in measuring the overall salience of items across multiple lists, to see how prominently ASEAN countries were in the minds of respondents. All 10 ASEAN countries fell within the top 30 countries mentioned by students—and usually within the top 20.

2. Cognitive Map

A cultural anthropological approach was also used to devise cognitive maps to represent how students were grouping the 10 countries of ASEAN. Students were presented with 60 different lists—each with three different ASEAN countries—and asked to identify the most different nation. Maps were developed based on the frequency of affinities.

In general, there was a nationalist trend, where students favoured their own nation. However, students also tended to see ASEAN according to the three models below—although there were variations from country to country.

A. Mainland-Maritime model

Some students favoured a Mainland-Maritime model, contrasting countries of Mainland Southeast Asia (**Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam**) to those of Maritime Southeast Asia (**Brunei Darussalam, Indonesia, Malaysia, the Philippines and Singapore**).



B. Malay-Muslim model

Other students favoured a Malay-Muslim model, contrasting **Brunei Darussalam, Indonesia, and Malaysia** to **Cambodia, Lao PDR, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam**. Occasionally, Singapore was grouped by students with the Muslim-majority nations.

C. Indochina plus Thailand model

Finally, there were students who favoured the Indochina plus Thailand model, grouping **Cambodia, Lao PDR, and Viet Nam (historically referred to in English as "Indochina") with Thailand**, in contrast to the rest of the region (**Myanmar plus Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Singapore**).



Results

The best way to assess the Indices across nations and universities are to measure them against each other and against the average scores.

Compare the ASEAN Average Scores below with individual country results on the following pages.



65.7%	90.2%	51.6%
Were familiar with ASEAN. Students correctly listed an average of 8.54 of 10 ASEAN countries.	Correctly identified the ASEAN flag .	Correctly identified ASEAN's founding year .



92.6%	75%	97.5%	92%	81.4%
Agreed that ASEAN membership benefited their country.	Agreed that their country's membership in ASEAN benefited them personally .	Agreed that ASEAN's future is important.	Agreed that ASEAN diversity is an asset.	Agreed that ASEAN is people-centred and people-oriented .



75.7%	41.9%	37.8%
Said ASEAN countries were culturally similar.	Said ASEAN countries were economically similar.	Said ASEAN countries were politically similar.

In general, sentiments about ASEAN were more positive in Cambodia and Lao PDR, its newest and least-developed ASEAN members. In Myanmar, ASEAN skepticism, as measured by the ASEAN Awareness Surveys of 2007 and 2014, conducted by the ASEAN Foundation, has diminished, while such uncertainty is on the rise at the flagship university in Thailand, under the YDI-II study.

Values and Identity were more positively correlated, while Awareness did not correlate with Identity and was only weakly correlated with Values. It is clear that Awareness of ASEAN has little bearing on having a shared ASEAN Identity, nor does a shared sense of ASEAN Identity imply greater knowledge of or about ASEAN. A combined Values and Identity Index is justified, on the basis of statistically significant correlations.

Typological understandings of ASEAN Identity, i.e., identity based on similarities, are weakly supported and hinge on combining different constructs, e.g., a sense of ASEAN citizenship, similarity among countries based on politics, economics, and culture, etc. However, a sense of ASEAN citizenship correlates with an affinity for ASEAN Values.

Stakeholders should consider adopting a Values-Oriented Identity (VOI) Index to represent the **Fifth Domain** of the Youth Development Index, weighted more toward ASEAN values, rather than Identity.

Awareness, Values, and Identity Indices

Nation	Awareness Index	Values Index	Identity Index	Values & Identity Index	VOI Index
ASEAN Average	0.713	0.747	0.563	0.655	0.746
Brunei Darussalam	0.759	0.751	0.485	0.618	0.754
Cambodia	0.736	0.759	0.620	0.689	0.778
Indonesia	0.728	0.772	0.658	0.715	0.785
Lao PDR	0.722	0.783	0.623	0.703	0.781
Malaysia	0.748	0.742	0.580	0.661	0.745
Myanmar	0.794	0.757	0.607	0.684	0.765
Philippines	0.559	0.760	0.551	0.656	0.751
Singapore	0.639	0.723	0.456	0.590	0.705
Thailand	0.681	0.600	0.496	0.548	0.582
Viet Nam	0.782	0.836	0.586	0.711	0.833

Brunei Darussalam

143 students surveyed by peer interviewers at the University of Brunei Darussalam



Cognitive Map

Malay-Muslim plus Singapore, versus Mainland plus Philippines.

Combined Values and Identity Index 0.618

Below average



Overall ASEAN Awareness Index Score
Above average
0.759

69.2%	97.9%	56.6%
Were familiar with ASEAN (above average). Correctly identified an average of 8.94 of 10 ASEAN Member States (above average).	Correctly identified the ASEAN flag (above average).	Correctly identified ASEAN's founding year (above average).



Overall ASEAN Values Index Score
Above average
0.751

91.6%	75.5%	99.3%	95.8%	84.6%
Agreed that ASEAN membership benefits Brunei Darussalam (below average).	Agreed that they benefited personally from Brunei Darussalam's ASEAN membership (above average).	Agreed that ASEAN's future is important (above average).	Agreed that ASEAN diversity is an asset (above average).	Agreed that ASEAN is people-centred and people-oriented (above average).



Overall ASEAN Identity Index Score
Second lowest
0.485

55.9%	19.6%	18.2%	72%	90.9%
Said ASEAN countries were culturally similar (second lowest).	Said ASEAN countries were economically similar (second lowest).	Said ASEAN countries were politically similar (second lowest).	Said that they were similar to people from other ASEAN countries (second lowest).	Felt a sense of ASEAN citizenship (above average).

Free Association

The Philippines has a low salience for students surveyed in Brunei Darussalam, despite its geographic proximity.

Cambodia

150 students surveyed by peer interviewers at the Royal University of Phnom Penh



Cognitive Map

Indochina plus Thailand, versus Maritime plus Myanmar—although a significant minority differentiate Cambodia and Lao PDR from the rest of ASEAN.

Combined Values and Identity Index 0.689

Above average



Overall ASEAN Awareness Index Score
Above average
0.736

78%	96.6%	53%
Were familiar with ASEAN (second highest). Correctly identified an average of 8.55 of 10 ASEAN Member States (above average).	Correctly identified the ASEAN flag (above average).	Correctly identified ASEAN's founding year (above average).



Overall ASEAN Values Index Score
Above average
0.759

95.3%	77.3%	94.0%	76.5%	88.6%
Agreed that ASEAN membership benefits Cambodia (above average).	Agreed that they benefited personally from Cambodia's ASEAN membership (above average).	Agreed that ASEAN's future is important (second lowest).	Agreed that ASEAN diversity is an asset (second lowest).	Agreed that ASEAN is people-centred and people-oriented (above average).



Overall ASEAN Identity Index Score
Above average
0.620

86.7%	43.6%	55.3%	76.4%	96%
Said ASEAN countries were culturally similar (second highest).	Said ASEAN countries were economically similar (above average).	Said ASEAN countries were politically similar (second highest).	Said that they were similar to people from other ASEAN countries (below average).	Felt a sense of ASEAN citizenship (highest regionally).

Free Association

Cambodia's immediate neighbours—Thailand, Viet Nam, and Lao PDR—were very highly salient. However, the Malay-Muslim countries of Brunei Darussalam, Indonesia, and Malaysia, as well as Myanmar, were not.

Indonesia

143 students
surveyed by peer interviewers at the
University of Indonesia

Cognitive Map

Malay-Muslim plus Singapore,
versus Mainland plus Philippines.



Combined Values and Identity Index 0.715

Highest regionally



Overall ASEAN Awareness Index Score
Above average

0.728

76.7%	97.3%	53.4%
Were familiar with ASEAN (above average). Correctly identified an average of 8.31 of 10 ASEAN Member States (below average).	Correctly identified the ASEAN flag (above average).	Correctly identified ASEAN's founding year (above average).



Overall ASEAN Values Index Score
Above average

0.772

92%	62%	97.3%	97.3%	83.3%
Agreed that ASEAN membership benefits Indonesia (below average).	Agreed that they benefited personally from Indonesia's ASEAN membership (second lowest).	Agreed that ASEAN's future is important (below average).	Agreed that ASEAN diversity is an asset. (highest regionally).	Agreed that ASEAN is people-centred and people-oriented (above average).



Overall ASEAN Identity Index Score
Highest regionally

0.658

90.7%	64%	50%	86.6%	92.7%
Said ASEAN countries were culturally similar (highest regionally).	Said ASEAN countries were economically similar (second highest).	Said ASEAN countries were politically similar (above average).	Said that they were similar to people from other ASEAN countries (highest regionally).	Felt a sense of ASEAN citizenship (above average).

Free Association

Brunei Darussalam is of relatively low salience, while Malaysia and Singapore have the highest salience, along with Indonesia.

Lao PDR

142 students
surveyed by peer interviewers at the
National University of Laos

Cognitive Map

Mainland Countries, versus Maritime Countries. Low consensus on the cognitive map of ASEAN, with respondents expressing regionalist and nationalist preferences. A larger sub-group appeared to hold a nationalist-type model, where Lao PDR's differences from all other ASEAN countries was most significant.



Combined Values and Identity Index 0.703

Above average



Overall ASEAN Awareness Index Score
Above average

0.722

60.6%	99.3%	37.3%
Were familiar with ASEAN (below average). Students correctly identified 9.8 of 10 ASEAN Member States (highest regionally).	Correctly identified the ASEAN flag (highest regionally).	Correctly identified ASEAN's founding year (second lowest).



Overall ASEAN Values Index Score
Second highest

0.783

97.2%	95%	100%	94.4%	89.4%
Agreed that ASEAN membership benefits Lao PDR (second highest).	Agreed that they benefited personally from Lao PDR's ASEAN membership (highest regionally).	Agreed that ASEAN's future is important (highest regionally).	Agreed that ASEAN diversity is an asset (above average).	Agreed that ASEAN is people-centred and people-oriented (above average).



Overall ASEAN Identity Index Score
Second highest

0.623

73.9%	65.5%	64.8%	77.5%	95.1%
Said ASEAN countries were culturally similar (below average).	Said ASEAN countries were economically similar (highest regionally).	Said ASEAN countries were politically similar (highest regionally).	Said that they were similar to people from other ASEAN countries (above average).	Felt a sense of ASEAN citizenship (second highest).

Free Association

Lao PDR's mainland neighbours, especially Thailand and Viet Nam, were the most salient, along with Singapore.

Malaysia

190 students
surveyed by peer interviewers at the
University of Malaya



Cognitive Map

Malaysian and Singaporean, versus Mainland plus Philippines. A slightly larger group of students hold a Malay-Muslim plus Singapore model, with “nationalist” elements of both Malaysia and Singapore exceptionalism, with Indonesia falling in an intermediate position.

Combined Values and Identity Index 0.661

Above average



Overall ASEAN Awareness Index Score

Above average

0.748

66%	91%	60.1%
Were familiar with ASEAN (above average). Students correctly identified 8.84 of 10 ASEAN Member States (above average).	Correctly identified the ASEAN flag (above average).	Correctly identified ASEAN's founding year (above average).



Overall ASEAN Values Index Score

Below average

0.742

94.7%	77.7%	98.4%	96.3%	89.9%
Agreed that ASEAN membership benefits Malaysia (above average).	Agreed that they benefited personally from Malaysia's ASEAN membership (above average).	Agreed that ASEAN's future is important (above average).	Agreed that ASEAN diversity is an asset (above average).	Agreed that ASEAN is people-centred and people-oriented (above average).



Overall ASEAN Identity Index Score

Above average

0.580

76.5%	53.2%	35.1%	76.1%	91.5%
Said ASEAN countries were culturally similar (above average).	Said ASEAN countries were economically similar (above average).	Said ASEAN countries were politically similar (below average).	Said that they were similar to people from other ASEAN countries (below average).	Felt a sense of ASEAN citizenship (above average).

Free Association

Malaysia's immediate neighbours—Indonesia, Thailand, and Singapore—were most salient, but not Brunei Darussalam.

Myanmar

151 students
surveyed at **Yangon University**, comprising about a third conducted in person by peer interviewers before COVID-19 closed the university, followed by online surveys of the rest that were completed by December 2020.



Cognitive Map

Mainland Southeast Asia and the Malay-Muslim countries of Brunei Darussalam, Indonesia, and Malaysia. However, students also favoured the Mainland-Maritime model, and the Singapore exceptionalism model.

Combined Values and Identity Index 0.684

Above average



Overall ASEAN Awareness Index Score

Highest regionally

0.794

49.7%	97.4%	76.1%
Were familiar with ASEAN (lowest regionally). Students correctly identified 9.13 of 10 ASEAN Member States (above average).	Correctly identified the ASEAN flag (above average).	Correctly identified ASEAN's founding year (highest regionally).



Overall ASEAN Values Index Score

Above average

0.757

97.4%	76.3%	99.4%	94.2%	82.6%
Agreed that ASEAN membership benefits Myanmar (highest regionally).	Agreed that they benefited personally from Myanmar's ASEAN membership (above average).	Agreed that ASEAN's future is important (second highest).	Agreed that ASEAN diversity is an asset (above average).	Agreed that ASEAN is people-centred and people-oriented (above average).



Overall ASEAN Identity Index Score

Above average

0.607

84.6%	46.2%	45.5%	80.4%	92.3%
Said ASEAN countries were culturally similar (above average).	Said ASEAN countries were economically similar (above average).	Said ASEAN countries were politically similar (above average).	Said that they were similar to people from other ASEAN countries (above average).	Felt a sense of ASEAN citizenship (above average).

Free Association

Highest cultural salience was for Thailand, Singapore, Lao PDR, and Malaysia.

Philippines

150 students surveyed by peer interviewers at the University of the Philippines

Cognitive Map

Maritime (minus Brunei Darussalam), versus Mainland (plus Brunei Darussalam), with a distinctive sense of Singapore exceptionalism.



Combined Values and Identity Index 0.656

Average



Overall ASEAN Awareness Index Score
Lowest regionally
0.559

58.7%	54%	40%
Were familiar with ASEAN (below average). Students correctly identified 7.43 of 10 ASEAN Member States (lowest regionally).	Correctly identified the ASEAN flag (lowest regionally).	Correctly identified ASEAN's founding year (below average).



Overall ASEAN Values Index Score
Above average
0.760

94.7%	78.7%	97.3%	95.3%	78%
Agreed that ASEAN membership benefits the Philippines (above average).	Agreed that they benefited personally from the Philippines' ASEAN membership (above average).	Agreed that ASEAN's future is important (below average).	Agreed that ASEAN diversity is an asset (above average).	Agreed that ASEAN is people-centred and people-oriented (below average).



Overall ASEAN Identity Index Score
Below average
0.551

86.7%	32%	27.3%	83.4%	83.3%
Said ASEAN countries were culturally similar (second highest).	Said ASEAN countries were economically similar (below average).	Said ASEAN countries were politically similar (below average).	Said that they were similar to people from other ASEAN countries (second highest).	Felt a sense of ASEAN citizenship (below average).

Free Association

Students in the Philippines had one of the lowest overall saliences for ASEAN countries.

Singapore

201 students surveyed by peer interviewers at the National University of Singapore

Cognitive Map

The dominant model of ASEAN is Singapore exceptionalism, combined with Singapore and Malay-Muslim, versus Mainland plus Philippines.



Combined Values and Identity Index 0.590

Second lowest



Overall ASEAN Awareness Index Score
Second lowest
0.639

55.3%	88.5%	39%
Were familiar with ASEAN (second lowest). Students correctly identified 7.61 of 10 ASEAN Member States (second lowest).	Correctly identified the ASEAN flag (below average).	Correctly identified ASEAN's founding year (below average).



Overall ASEAN Values Index Score
Second lowest
0.723

97%	70.1%	97.5%	97%	76.1%
Agreed that ASEAN membership benefits Singapore (above average).	Agreed that they benefited personally from Singapore's ASEAN membership (below average).	Agreed that ASEAN's future is important (average).	Agreed that ASEAN's diversity is an asset (second highest).	Agreed that ASEAN is people-centred and people-oriented (second lowest).



Overall ASEAN Identity Index Score
Lowest regionally
0.456

54.2%	12.9%	18%	76.1%	69.2%
Said ASEAN countries were culturally similar (lowest regionally).	Said ASEAN countries were economically similar (lowest regionally).	Said ASEAN countries were politically similar (lowest regionally).	Said that they were similar to people from other ASEAN countries (below average).	Felt a sense of ASEAN citizenship (second lowest).

Free Association

Singapore's immediate neighbours, Indonesia and especially Malaysia, along with Thailand were most salient. However, Brunei Darussalam was not.

Thailand

150 students surveyed by peer interviewers at Chulalongkorn University

Combined Values and Identity Index 0.548

Lowest regionally



Overall ASEAN Awareness Index Score
Below average
0.681

60.7%	98.7%	25.3%
Were familiar with ASEAN (below average). Students correctly identified an average 9.47 of 10 ASEAN Member States (second highest).	Correctly identified the ASEAN flag (second highest).	Correctly identified ASEAN's founding year (lowest regionally).



Overall ASEAN Values Index Score
Lowest regionally
0.600

74%	45.3%	92.7%	78.5%	46.7%
Agreed that ASEAN membership benefits Thailand (lowest regionally).	Agreed that they benefit personally from Thailand's ASEAN membership (lowest regionally).	Agreed that ASEAN's future is important (lowest regionally).	Agreed that ASEAN diversity is an asset (second lowest).	Agreed that ASEAN is people-centred and people-oriented (lowest regionally).



Overall ASEAN Identity Index Score
Below average
0.496

78.7%	36.7%	22%	74%	46.7%
Said that ASEAN countries were culturally similar (above average).	Said ASEAN countries were economically similar (below average).	Said ASEAN countries were politically similar (below average).	Said that they were similar to people from other ASEAN countries (below average).	Felt a sense of ASEAN citizenship (lowest regionally).

Free Association

Students demonstrated the second lowest overall salience for ASEAN countries in the listing exercise. Interestingly, China, Japan, the US, the UK, and South Korea were more salient to students than most ASEAN countries.

Cognitive Map

Mainland versus Maritime. Some also believed in Singapore's exceptionalism in ASEAN, or felt that ASEAN's Maritime countries were more alike than the Mainland countries.



Viet Nam

150 students surveyed by peer interviewers at Vietnam National University

Combined Values and Identity Index 0.711

Second highest



Overall ASEAN Awareness Index Score
Second highest
0.782

85.5%	86.2%	75.5%
Were familiar with ASEAN (highest regionally). Students correctly identified 7.68 of 10 ASEAN countries (below average).	Correctly identified the ASEAN flag (second lowest).	Correctly identified ASEAN's founding year (second highest).



Overall ASEAN Values Index Score
Highest regionally
0.836

90.1%	93.4%	98.7%	92.1%	94.7%
Agreed that ASEAN membership benefits Viet Nam (second lowest).	Agreed that they benefited personally from Viet Nam's ASEAN membership (second highest).	Agreed that ASEAN's future is important (above average).	Agreed that ASEAN diversity is an asset (above average).	Agreed that ASEAN is people-centred and people-oriented (highest regionally).



Overall ASEAN Identity Index Score
Above average
0.586

75%	52.6%	48.7%	70.4%	90.8%
Said ASEAN countries were culturally similar (below average).	Said ASEAN countries were economically similar (above average).	Said ASEAN countries were politically similar (above average).	Said that they were similar to people from other ASEAN countries (lowest regionally).	Felt a sense of ASEAN citizenship (above average).

Free Association

Lowest overall salience for ASEAN countries among those surveyed.

Cognitive Map

Indo-China plus Thailand, versus Maritime plus Myanmar. Viet Nam and Singapore exceptionalism are prevalent.

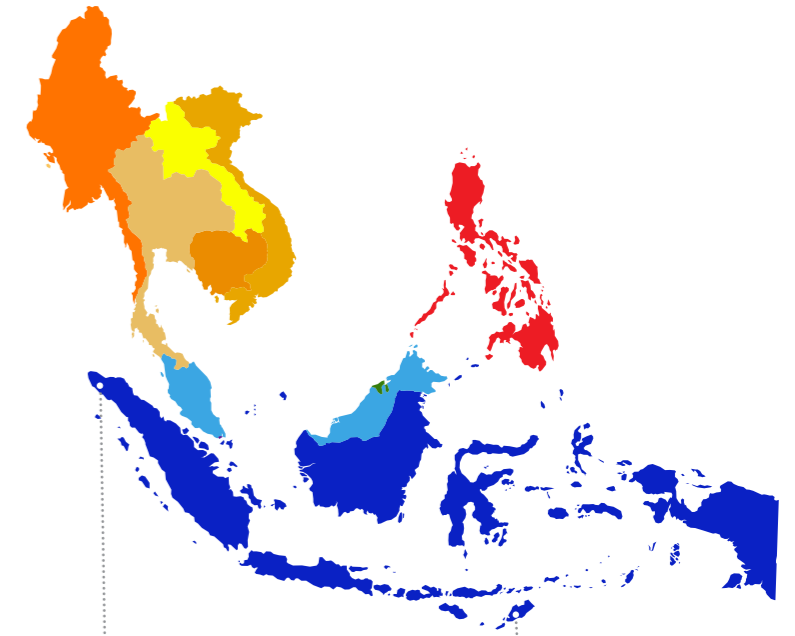


What do youth outside capital cities think about ASEAN?



We chose to administer the YDI-II survey to students at four universities outside the capital cities of Indonesia, Malaysia, and Thailand, to get a sense of how the opinions of youth might vary within a country, and how differences in ethnicity and religious identity might influence youth views.

Indonesia



University of Syiah Kuala, Aceh
Primarily Muslim student body, in western Indonesia

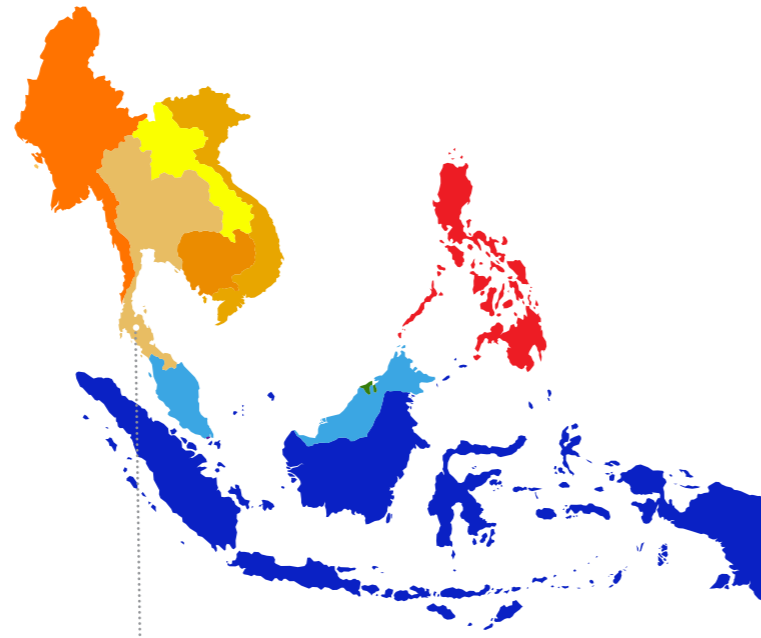
University of Nusa Cendana, Kupang
Primarily Christian student body, in eastern Indonesia

There was not much regional variation for the Awareness, Values, Identity, and Values-Oriented Identity (VOI) Indices. Students from Indonesia's regional universities scored lower on the Awareness Index and higher on the Values Index than their peers in Greater Jakarta. The feeling of ASEAN citizenship was strongest at the University of Nusa Cendana among the three Indonesian universities. Finally, the VOI Index for the regional universities outperformed Vietnam National University, which had the highest score among the flagship universities (0.833).

On **cognitive maps**, students at University of Syiah Kuala had a **Malay-Muslim model** with a strong sense of **Singaporean exceptionalism**, compared to the Malay-Muslim model at the flagship University of Indonesia. Meanwhile, the University of Nusa Cendana students saw Indonesia, Malaysia, and Singapore as most closely associated, and Brunei Darussalam, rather than Singapore, as exceptional. On **free association**, Brunei Darussalam held the second highest cultural salience for University of Syiah Kuala, compared to students across the region, with the exception of students from Brunei Darussalam itself.

	Awareness	Values	Identity	Values & Identity	Values-Oriented Identity
Flagship University					
University of Indonesia	0.728	0.772	0.658	0.715	0.785
Regional Universities					
University of Syiah Kuala	0.535	0.829	0.673	0.750	0.841
University of Nusa Cendana	0.616	0.872	0.671	0.772	0.884
ASEAN Average	0.713	0.747	0.563	0.655	0.746

Thailand



Walailak University

Sample was 100% Muslim, 72.5% Malay, and 27.5% Thai heritage, in southern Thailand

There was not much regional variation for the Awareness, Values, Identity, and Values-Oriented Identity Indices. However, in Thailand, students at Walailak University scored higher on the Awareness Index than their peers in Bangkok, and scored 10% or higher on the Values and Identity Indices. Students at Walailak University scored also higher than the overall ASEAN regional average on the Values-Oriented Identity Index (0.753).

On **cognitive maps** of ASEAN, students at Chulalongkorn University, in the capital, and Walailak University, in the region, generally shared a **Mainland-Maritime type model**. On **free association**, ASEAN countries in general were of low cultural salience at Chulalongkorn, but had relatively high cultural salience at Walailak. The students at Walailak also showed a high cultural salience for Malay-Muslim countries in the region—not only Indonesia and Malaysia but also Brunei Darussalam.

	Awareness	Values	Identity	Values & Identity	Values-Oriented Identity
Flagship University					
Chulalongkorn University	0.681	0.600	0.496	0.548	0.582
Regional University					
Walailak University	0.742	0.756	0.597	0.676	0.753
ASEAN Average	0.713	0.747	0.563	0.655	0.746

Malaysia



University of Malaysia

Located in Sarawak, in Malaysian Borneo. Survey administered online by the Institute for Youth Research Malaysia. Students were of Sarawak Malaysian, Chinese Malaysian, Iban, Dayak, and Bidayuh heritage.

Four groups were surveyed: Peninsular and Sarawak Malays, Chinese Malaysians, and a Bumiputera (indigenous) sub-group comprised of Iban, Dayak, and Bidayuh people. There was modest variation based on ethnicity. As with their peers in Kuala Lumpur, students in Sarawak favour a **cognitive map** comprised of Malay-Muslim countries plus Singapore, as contrasted with mainland countries plus the Philippines. However, neither grouping demonstrated close association. Further, Malaysia and Indonesia were clearly differentiated from Singapore and Brunei Darussalam.

Chinese-Malaysians evinced a sense of both Singaporean and Malaysian exceptionalism in the region—echoing a minor ethnic difference between the perceptions of Malays and non-Malays. This difference was reflected in the **free association** of ASEAN countries among Malaysian students. Singapore has higher cultural salience for Chinese-Malaysian students, Brunei Darussalam for Malay students, and the Philippines for those who are ethnically Iban, Dayak, or Bidayuh.

Due to differences in the approach to data-collection (online), researchers caution direct comparison of this data to other data sets (collected face-to-face). The online method generally produces higher scores.

	Awareness	Values	Identity	Values & Identity	Values-Oriented Identity
Iban/Dayak/Bidayuh	0.805	0.810	0.584	0.697	0.817
Malay (Peninsular)	0.831	0.819	0.588	0.703	0.823
Malay (Sarawak)	0.768	0.819	0.619	0.719	0.822
Chinese (Malaysian)	0.777	0.748	0.576	0.662	0.747
University of Malaysia Sarawak average	0.799	0.802	0.590	0.696	0.805






How do young people learn about ASEAN?

Stakeholders looking to boost youth awareness should listen to how young people say they learn about ASEAN. The Top-5 sources used by students, according to surveys, were school, the internet and social media, television, books, and newspapers.

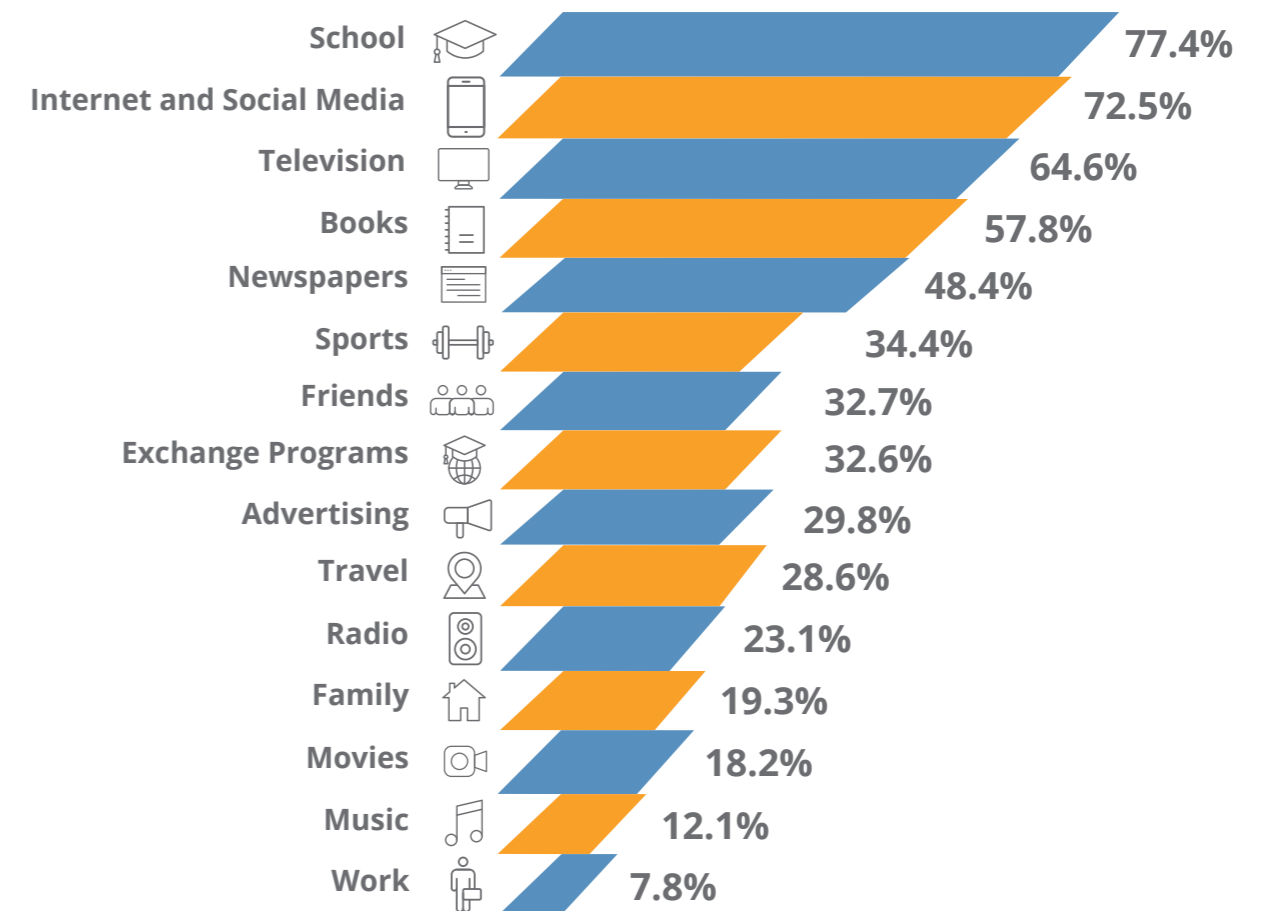
	Television was always a top source (No. 2 to No. 4).
	Books were in the Top-4 everywhere (except Brunei Darussalam and Singapore).
	Newspapers were always ranked between Top 3 and Top 7.
	Sports, like the Southeast Asian Games, promoted ASEAN awareness to more than 20% of all students surveyed, in every country.
	Exchange programmes were important in Brunei Darussalam, Lao PDR, Myanmar, and the Philippines.
	Advertising was important in Cambodia, Lao PDR, and Thailand.



Top info sources on ASEAN, ranked by respondents in each ASEAN Member State

COUNTRY	 School	 Internet and Social Media	 Television	 Books	 Newspapers
Average	1	2	3	4	5
Brunei Darussalam	2	1	3	6	4
Cambodia	2	3	4	1	7
Indonesia	1	2	4	3	5
Lao PDR	3	1	2	4	5
Malaysia	1	1	3	4	5
Myanmar	4	1	2	3	5
Philippines	2	1	3	4	5
Singapore	1	2	4	8	3
Thailand	1	3	2	4	7
Viet Nam	1	2	3	4	5

Percent of respondents receiving info on ASEAN from specific sources

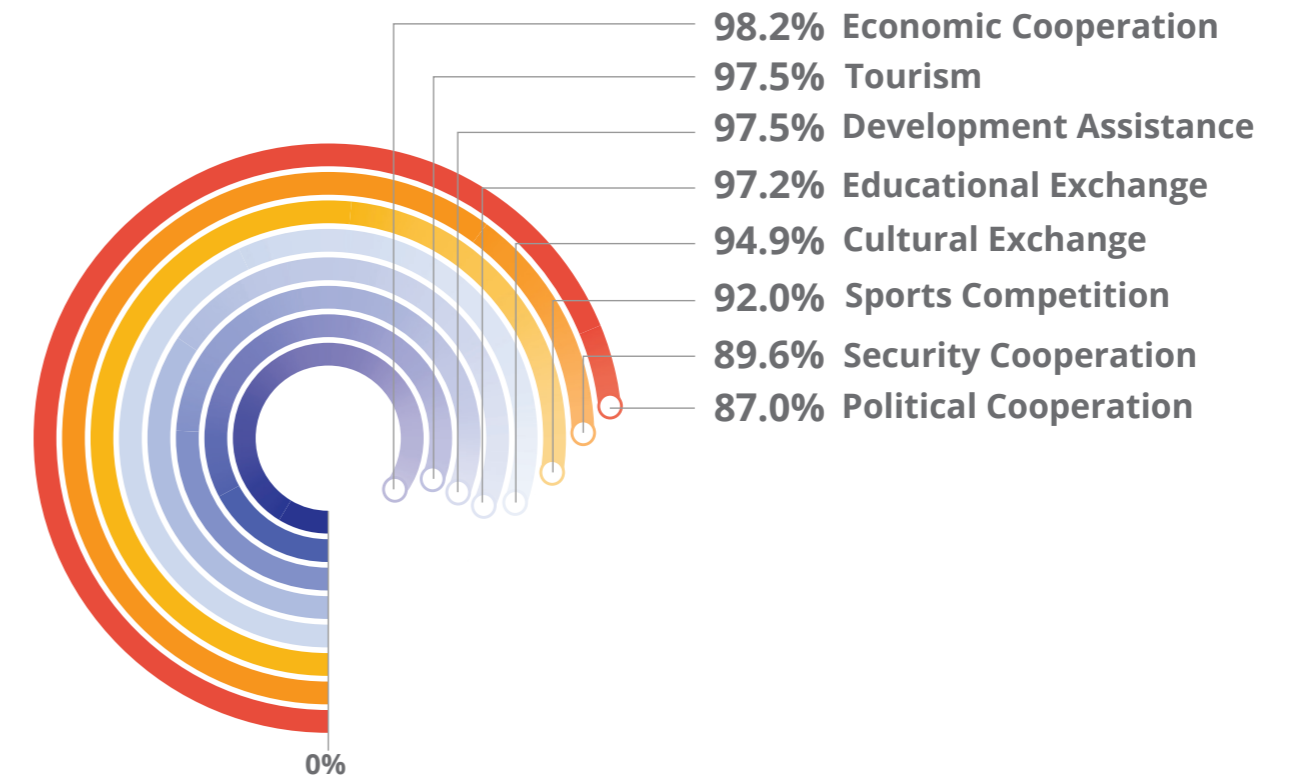


What aspects of ASEAN's work are important to youth?

The YDI-II survey presented eight problems connected to ASEAN integration and cooperation to students, who were asked to rank the problems by their overall importance. Most important to ASEAN youth, across all Member States, were issues that fell primarily under the ASEAN Economic Community. Next in importance were issues under the ASEAN Socio-Cultural Community, such as tourism, education, and cultural exchanges, e.g., areas that directly benefited students. Problems connected to the ASEAN Political-Security Community were deemed least important.

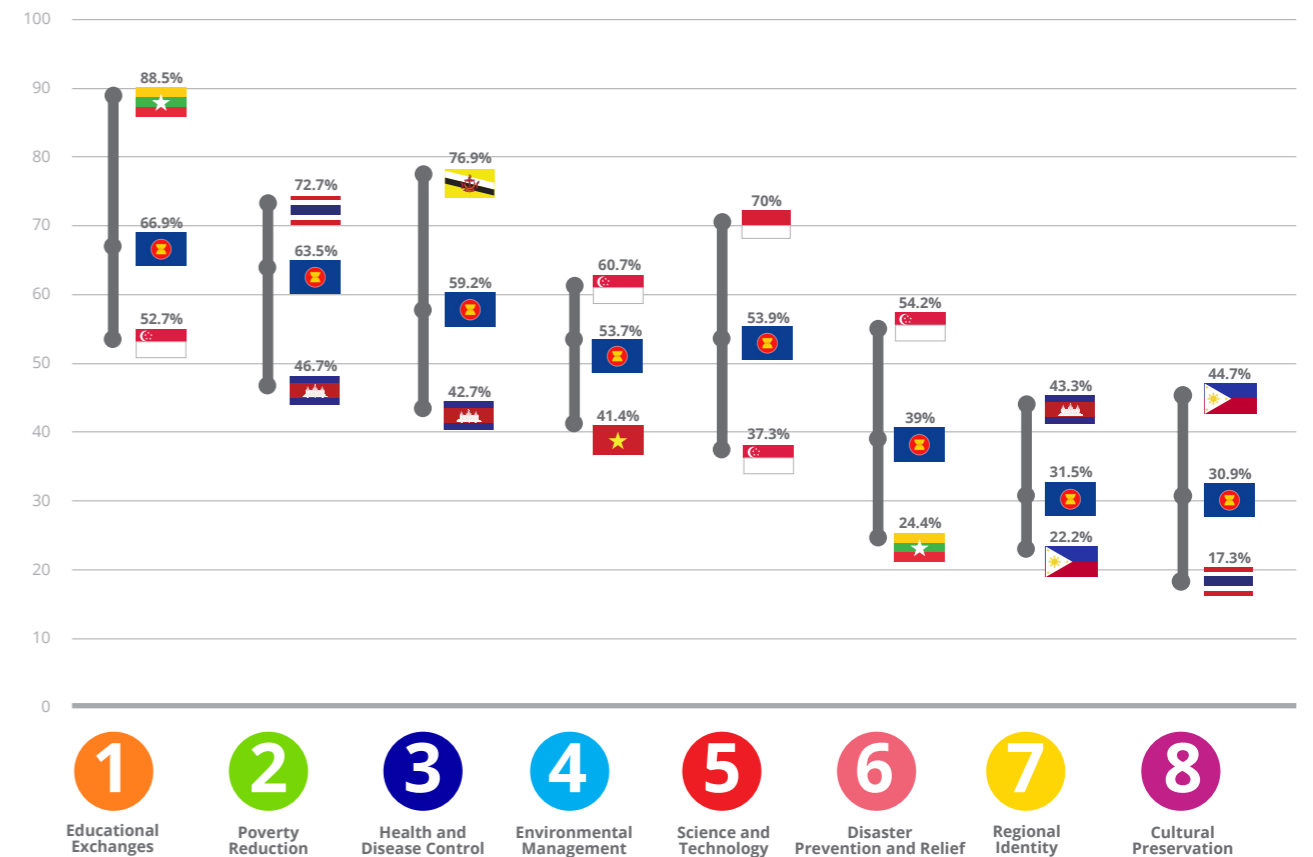
	Educational exchanges were a Top-2 issue throughout ASEAN, except in Singapore and Malaysia , where they were only a Top-5 issue.
	Poverty reduction and health and disease management were always Top-4 issues in ASEAN, except in Cambodia .
	Science and technology varied greatly, and were of most interest in Indonesia , Malaysia , and Cambodia , and of least interest in Singapore .
	Disaster management was a top concern in Singapore and of least of interest in Myanmar .
	Regional identity and cultural preservation were always ranked low, the most interest was in the Philippines .

What aspects of ASEAN's work are important for youth?



What issues and activities are important for ASEAN youth?

Graphs list country where issue was most important, the ASEAN average, and then the country where the issue was least important.



Youth and ASEAN citizenship




84.4% of students said they felt a sense of ASEAN citizenship, but what does that mean? These quotations offer a limited view into the thoughts of young people in the region.




Most frequently, people equated national citizenship with ASEAN citizenship...


"Singapore is part of ASEAN. Hence, I am a citizen of ASEAN as well." 


"Because I am a Vietnamese citizen and Viet Nam is a member of ASEAN, I feel that I am an ASEAN citizen." 

...or spoke of ASEAN's personal benefits


"I am a citizen of ASEAN. I have more opportunities to study and work in ASEAN countries." 


Some liked how ASEAN benefited their country

"Cambodia has gained more benefits related to economy, tourism, education, and agriculture." 

"Malaysia gets to develop in education and economy with [the] cooperation of ASEAN countries." 

While others spoke of ASEAN's general benefits

"ASEAN citizenship is a uniting platform for Asian countries in order to achieve world peace." 


"We cooperate with each other in advancing our ASEAN region, improving economic performance for human development, and providing decent jobs." 

"ASEAN spirit in overcoming problems such as air pollution." 



Visa-free travel was popular


“There are membership benefits such as travel that I enjoy.” 

“It means that we can freely enter other ASEAN countries and are protected by government agencies.” 


Students praised the ASEAN Way


“Many cultures, ethnic groups, religions, nations are united in ASEAN.” 

“Support each other’s economic growth, infrastructure development, education, and [national] defence and security team.” 

“We should unite, compromise, and head toward a sustainable future together.” 


Similarities fueled a sense of ASEAN citizenship...

“I feel most at home and myself, considering the cultural traditions, food, music, etc..., are somewhat relatable.” 


“I connect with people from ASEAN even though we’re not from the same countries.” 


...as did a shared sense of economic development

“We have the same economic level.” 

“An association of mid-level developing countries that are going to progress.” 


Some cited cultural or geographic similarities


“I am a Malay and Malaysian. Philippines and Singapore have a Malay population as well. We almost have the same culture.” 

“Words used and the use of various spices and condiments is shared by the ASEAN countries.” 


“Based on geographic location which is Southeast Asia.” 

Students liked their personal experiences with ASEAN

“I participated as an ASEAN citizen to represent Brunei at South Korea in 2019 to meet the First Lady of South Korea.” 


“Being a Singaporean (heart of ASEAN) and taking part in competitions organised by the ASEAN Foundation made me feel this way.” 

“Because of the cultural exchange I have experienced before.” 

“I have contributed to ASEAN by studying about the usefulness of ASEAN such as cultural exchange and economic development.” 

Others took pride in ASEAN

“I am proud to be part of ASEAN.” 


“I think ASEAN countries are the best and unique countries.” 


“I am really happy to be a citizen of ASEAN.” 

“It is best to be a citizen of ASEAN.” 




Duty was important to some...


“ASEAN citizens are people in each country that help build up the ASEAN. They are subject to as well as have rights and duties in accordance with ASEAN rules and regulations.” 


“A citizen who supports their country in everything related to ASEAN.” 

...as was a sense of ASEAN friendliness


“ASEAN citizens are friendly.” 

“Friendly and generous.” 

“I’m a citizen of ASEAN because I normally engage with friends from ASEAN and I travel to these countries most.” 

“Because I have ASEAN friends and we are good friends (sense of belonging).” 

Sports helped students feel camaraderie within ASEAN

“For me, I feel that I am a citizen of the ASEAN because of our country’s participation in the ASEAN Games [SEA Games].” 

“Because [our] athletes can participate in ASEAN Games [SEA Games].” 

Whether students have friends from other ASEAN countries—and the number of countries where they have friends—varies widely across the region.

When asked about their friends from other ASEAN countries....

52% reported friends from at least one ASEAN country

More than 80% in Brunei Darussalam and Singapore reported friends from at least one ASEAN country

32.9% in Brunei Darussalam, 28.4% in Singapore, and 25.3% in Myanmar reported friends in three ASEAN countries

Less than 25% in Cambodia reported a friend in ASEAN

Do you have friends from other ASEAN countries?

	Yes, 3 or more countries	Yes, from 2 countries	Yes, from 1 country	No
Brunei Darussalam	32.9%	23.1%	25.9%	18.2%
Cambodia	6.7%	6.0%	10.0%	77.3%
Indonesia	5.3%	7.3%	22.0%	65.3%
Lao PDR	11.3%	16.2%	23.2%	49.3%
Malaysia	12.8%	19.7%	26.1%	41.5%
Myanmar	25.3%	9.7%	18.8%	46.1%
Philippines	9.4%	10.1%	22.8%	57.7%
Singapore	28.4%	30.3%	23.9%	17.4%
Thailand	11.3%	12.0%	20.0%	56.7%
Viet Nam	9.2%	9.9%	18.4%	62.5%
ASEAN Average	15.6%	15.0%	21.3%	48.1%

More affluent students may be at an advantage in joining in educational exchanges that allow them to make friends in multiple ASEAN countries. Expanding these opportunities to more youth across ASEAN would be a valuable way to enhance people’s affinity for ASEAN Identity and the ASEAN Community.

Conclusion

ASEAN remains focused on helping its young people, as youth face unprecedented challenges, like the COVID-19 pandemic, and changes that will impact livelihoods for decades to come, like the Fourth Industrial Revolution.

The Youth Development Index-II was developed so stakeholders could better understand the way youth think about the problems that they face—and to ascertain how ASEAN might better leverage youth support, so it could deliver decisions, plans, and policies that might better support youth, promote their development, and boost the willingness of youth to work with and support ASEAN.

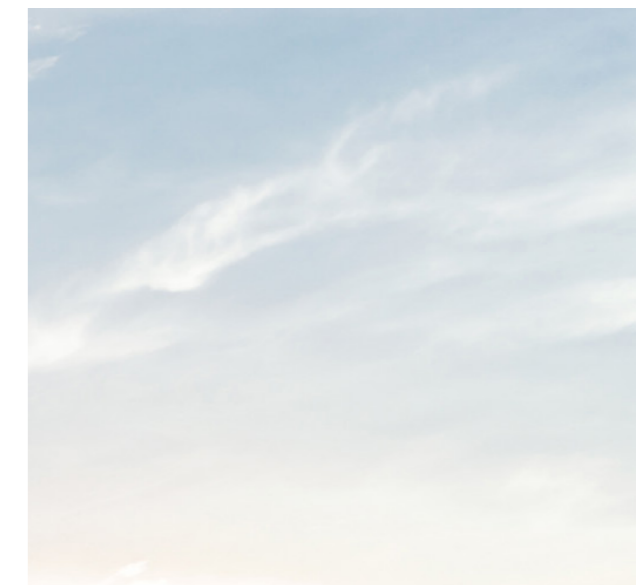
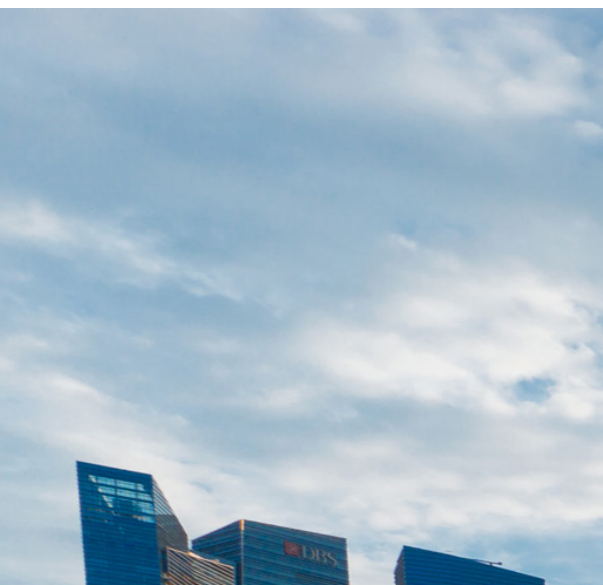
In general, university student perceptions of ASEAN, as captured by the YDI-II, remained stable when compared to the YDI-I (2017), and the ASEAN Awareness Surveys in 2007 and 2014.

Awareness, Values, and Identity were not strongly correlated in the YDI-II. Stakeholders must assume that initiatives to promote ASEAN awareness will not necessarily increase the appreciation of youth for

ASEAN's values, nor foster a sense of ASEAN identity or citizenship. Stakeholders must target initiatives to boost each of these areas individually, as well as country by country. Looking ahead, a Values-Oriented Index (VOI) is recommended for inclusion in the YDI, as it tracks with the Narrative on ASEAN Identity, which promotes shared values.

Accordingly, ASEAN must go beyond promoting a factual knowledge of its history and work. ASEAN's education and outreach must be guided by the values that are held in common by the people of each country in ASEAN, rather than seeking to inculcate external or created organisational values. It is clear that there is a sense in every nation of its own unique importance and value within ASEAN. Those "nationalist" perspectives must be respected as ASEAN works with youth in the region.

Youth should be engaged to understand how ASEAN countries share historical and cultural similarities—and how regional diversity stems from a flow of trade, ideas, and people in Southeast Asia that has persisted for thousands of years. ASEAN's youth are the inheritors of that rich diversity.



How to reach young people in ASEAN

1 Recognise national identity

Ideas of ASEAN Identity and an ASEAN Community must dovetail with youths' sense of their own national identity. These ideas must offer a framework for each youth, so their unique and diverse nations can thrive and maintain autonomy in an increasingly competitive, interconnected, and ever-changing world.



Different perceptions of ASEAN's Three Pillars 2

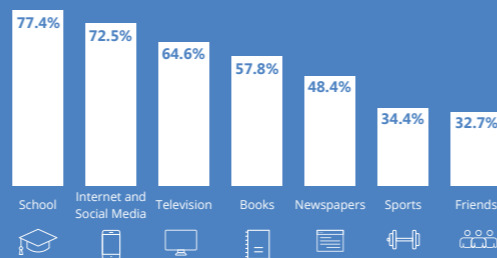


one vision
one identity
one community

While in general, economic cooperation issues were rated most important by students, the social and cultural aspects of ASEAN were of greatest prominence to youth, followed by ASEAN's economic aspects, and finally, its political and security aspects. By and large, the youth of ASEAN value being part of a socially and culturally diverse region. Emphasise ASEAN relevance and pride as detailed in "The Narrative of ASEAN Identity".

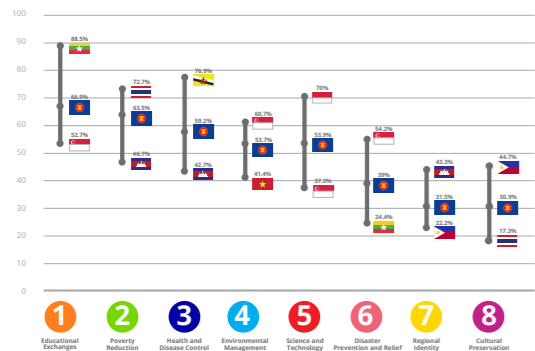
3 Recognise youth's media preferences

Youth learn about ASEAN primarily through national school systems, national media, the internet, and social media. Awareness can be enhanced by promoting ASEAN content in school curricula and through national mass media (especially television) and social media.



What issues and activities are important for ASEAN youth?

Graphs list country where issue was most important-ASEAN average-country where issue was least important.

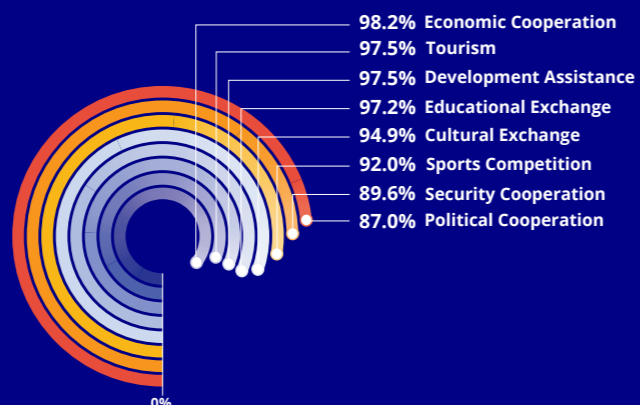


Target actions 4

Consider **targeted action** in countries that scored below average on the YDI-II, for example, devising programs to boost the Philippines' low score on the Awareness Index.

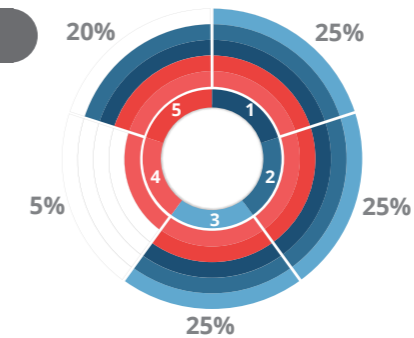
5 Focus on the future

Young people value ASEAN's works in surprising ways. Stakeholders must understand why ASEAN is important to young people.



Rethinking the Youth Development Index

6 Different weighting



Based on the YDI-II, there was a strong correlation between Values and Identity, but a poor correlation with Awareness. It is recommended that a revised weighting is used for future versions of the index:

Objective Measures
Domain 1 Education
Domain 2 Health and well-being
Domain 3 Employment and opportunity
Subjective measures
Domain 4 Participation and engagement*
Domain 5 Values-oriented identity

*Based on two proxy variables: volunteering and helping others.

7 Separate tracking



Awareness, Values, and Identity are not strongly correlated. It may be beneficial to separate Awareness from Values and Identity, which should be combined into a Values-Oriented Identity Index. ASEAN stakeholders must think about Awareness, Values, and Identity, but separately.

8 Expand the YDI's reach

Expand the existing survey tool to a greater, and more representative, sample of ASEAN youth, to explore sub-regional and within-nation variations.



9 More information

For more information on the Youth Development Index, check out the Final Reports :

www.asean.org

2017 YDI-I
Focus on Four Domains:

- Education
- Health and well-being
- Employment and opportunity
- Participation and engagement

2020 YDI-II
Focus on Fifth Domain:

- Awareness
- Values
- Identity

Annex 1

Detailed Youth Development Index-II Results



Awareness Index Components

Self-reported familiarity with ASEAN.

Nation	University	Very Familiar	Somewhat Familiar	Overall Familiar	A Little Familiar	Not at All Familiar	Overall Not Familiar
ASEAN Average		10.8%	54.8%	65.7%	31.6%	2.7%	34.3%
Brunei Darussalam	University of Brunei Darussalam	11.2%	58.0%	69.2%	28.7%	2.1%	30.8%
Cambodia	Royal University of Phnom Penh	0.7%	77.3%	78.0%	21.3%	0.7%	22.0%
Indonesia	University of Indonesia	8.7%	68.0%	76.7%	22.7%	0.7%	23.3%
Lao PDR	National University of Laos	3.5%	57.0%	60.6%	38.0%	1.4%	39.4%
Malaysia	University of Malaya	14.4%	51.6%	66.0%	33.5%	0.5%	34.0%
Myanmar	University of Yangon	14.8%	34.8%	49.7%	39.4%	11.0%	50.3%
Philippines	University of the Philippines	8.7%	50.0%	58.7%	39.3%	2.0%	41.3%
Singapore	National University of Singapore	5.0%	50.3%	55.3%	39.2%	5.5%	44.7%
Thailand	Chulalongkorn University	2.7%	58.0%	60.7%	37.3%	2.0%	39.3%
Viet Nam	Vietnam National University	38.8%	46.7%	85.5%	13.8%	0.7%	14.5%

Correctly identifying the ASEAN Flag.

Nation	University	Correct	Incorrect
ASEAN Average		90.2%	9.8%
Brunei Darussalam	University of Brunei Darussalam	97.9%	2.1%
Cambodia	Royal University of Phnom Penh	96.6%	3.4%
Indonesia	University of Indonesia	93.3%	6.7%
Lao PDR	National University of Laos	99.3%	0.7%
Malaysia	University of Malaya	91.0%	9.0%
Myanmar	University of Yangon	97.4%	2.6%
Philippines	University of the Philippines	54.0%	46.0%
Singapore	National University of Singapore	88.5%	11.5%
Thailand	Chulalongkorn University	98.7%	1.3%
Viet Nam	Vietnam National University	86.2%	13.8%

Average number of ASEAN Member States correctly listed.

Nation	University	List Score
ASEAN Average		8.54
Brunei Darussalam	University of Brunei Darussalam	8.94
Cambodia	Royal University of Phnom Penh	8.55
Indonesia	University of Indonesia	8.31
Lao PDR	National University of Laos	9.80
Malaysia	University of Malaya	8.84
Myanmar	University of Yangon	9.13
Philippines	University of the Philippines	7.43
Singapore	National University of Singapore	7.61
Thailand	Chulalongkorn University	9.47
Viet Nam	Vietnam National University	7.68

Correctly identifying the year ASEAN was founded.

Nation	University	Correct	Incorrect
ASEAN Average		51.6%	48.4%
Brunei Darussalam	University of Brunei Darussalam	56.6%	43.4%
Cambodia	Royal University of Phnom Penh	53.0%	47.0%
Indonesia	University of Indonesia	53.4%	46.6%
Lao PDR	National University of Laos	37.3%	62.7%
Malaysia	University of Malaya	60.1%	39.9%
Myanmar	University of Yangon	76.1%	23.9%
Philippines	University of the Philippines	40.0%	60.0%
Singapore	National University of Singapore	39.0%	61.0%
Thailand	Chulalongkorn University	25.3%	74.7%
Viet Nam	Vietnam National University	75.5%	24.5%



Values Index Components

Membership in ASEAN benefits my country.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		37.9%	54.7%	92.6%	6.3%	1.1%	7.4%
Brunei Darussalam	University of Brunei Darussalam	30.8%	60.8%	91.6%	7.0%	1.4%	8.4%
Cambodia	Royal University of Phnom Penh	52.7%	42.7%	95.3%	4.0%	0.7%	4.7%
Indonesia	University of Indonesia	48.0%	44.0%	92.0%	7.3%	0.7%	8.0%
Lao PDR	National University of Laos	44.7%	52.5%	97.2%	2.8%	0.0%	2.8%
Malaysia	University of Malaya	27.1%	67.6%	94.7%	4.3%	1.1%	5.3%
Myanmar	University of Yangon	42.3%	55.1%	97.4%	1.3%	1.3%	2.6%
Philippines	University of the Philippines	36.7%	58.0%	94.7%	4.0%	1.3%	5.3%
Singapore	National University of Singapore	35.8%	61.2%	97.0%	2.5%	0.5%	3.0%
Thailand	Chulalongkorn University	11.3%	62.7%	74.0%	24.0%	2.0%	26.0%
Viet Nam	Vietnam National University	52.6%	37.5%	90.1%	7.2%	2.6%	9.9%

My country's membership in ASEAN benefits me personally.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		20.7%	54.2%	75.0%	20.4%	4.7%	25.0%
Brunei Darussalam	University of Brunei Darussalam	14.0%	61.5%	75.5%	20.3%	4.2%	24.5%
Cambodia	Royal University of Phnom Penh	26.0%	51.3%	77.3%	15.3%	7.3%	22.7%
Indonesia	University of Indonesia	16.0%	46.0%	62.0%	34.0%	4.0%	38.0%
Lao PDR	National University of Laos	33.3%	61.7%	95.0%	4.3%	0.7%	5.0%
Malaysia	University of Malaya	13.8%	63.8%	77.7%	19.7%	2.7%	22.3%
Myanmar	University of Yangon	19.9%	56.4%	76.3%	19.2%	4.5%	23.7%
Philippines	University of the Philippines	18.7%	60.0%	78.7%	16.7%	4.7%	21.3%
Singapore	National University of Singapore	14.4%	55.7%	70.1%	23.9%	6.0%	29.9%
Thailand	Chulalongkorn University	8.0%	37.3%	45.3%	44.0%	10.7%	54.7%
Viet Nam	Vietnam National University	47.4%	46.1%	93.4%	4.6%	2.0%	6.6%

The future of ASEAN is important.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		62.8%	34.7%	97.5%	2.3%	0.2%	2.5%
Brunei Darussalam	University of Brunei Darussalam	73.4%	25.9%	99.3%	0.7%	0.0%	0.7%
Cambodia	Royal University of Phnom Penh	58.4%	35.6%	94.0%	6.0%	0.0%	6.0%
Indonesia	University of Indonesia	73.3%	24.0%	97.3%	2.7%	0.0%	2.7%
Lao PDR	National University of Laos	59.2%	40.8%	100.0%	0.0%	0.0%	0.0%
Malaysia	University of Malaya	53.7%	44.7%	98.4%	1.6%	0.0%	1.6%
Myanmar	University of Yangon	75.5%	23.9%	99.4%	0.6%	0.0%	0.6%
Philippines	University of the Philippines	73.2%	24.2%	97.3%	2.7%	0.0%	2.7%
Singapore	National University of Singapore	53.2%	44.3%	97.5%	2.0%	0.5%	2.5%
Thailand	Chulalongkorn University	34.7%	58.0%	92.7%	6.7%	0.7%	7.3%
Viet Nam	Vietnam National University	78.3%	20.4%	98.7%	0.7%	0.7%	1.3%

ASEAN's diversity is an asset.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		43.6%	48.4%	92.0%	7.2%	0.8%	8.0%
Brunei Darussalam	University of Brunei Darussalam	50.3%	45.5%	95.8%	4.2%	0.0%	4.2%
Cambodia	Royal University of Phnom Penh	34.9%	41.6%	76.5%	21.5%	2.0%	23.5%
Indonesia	University of Indonesia	59.3%	38.0%	97.3%	2.7%	0.0%	2.7%
Lao PDR	National University of Laos	38.7%	55.6%	94.4%	5.6%	0.0%	5.6%
Malaysia	University of Malaya	40.4%	55.9%	96.3%	3.7%	0.0%	3.7%
Myanmar	University of Yangon	31.6%	62.6%	94.2%	5.2%	0.6%	5.8%
Philippines	University of the Philippines	58.0%	37.3%	95.3%	4.7%	0.0%	4.7%
Singapore	National University of Singapore	42.8%	54.2%	97.0%	2.5%	0.5%	3.0%
Thailand	Chulalongkorn University	20.8%	57.7%	78.5%	19.5%	2.0%	21.5%
Viet Nam	Vietnam National University	59.9%	32.2%	92.1%	5.3%	2.6%	7.9%

ASEAN is people-centred and people-oriented.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		26.2%	55.2%	81.4%	16.3%	2.3%	18.6%
Brunei Darussalam	University of Brunei Darussalam	19.6%	65.0%	84.6%	11.9%	3.5%	15.4%
Cambodia	Royal University of Phnom Penh	43.6%	45.0%	88.6%	11.4%	0.0%	11.4%
Indonesia	University of Indonesia	34.0%	49.3%	83.3%	16.7%	0.0%	16.7%
Lao PDR	National University of Laos	23.9%	65.5%	89.4%	10.6%	0.0%	10.6%
Malaysia	University of Malaya	25.0%	64.9%	89.9%	9.6%	0.5%	10.1%
Myanmar	University of Yangon	23.9%	58.7%	82.6%	14.8%	2.6%	17.4%
Philippines	University of the Philippines	18.0%	60.0%	78.0%	19.3%	2.7%	22.0%
Singapore	National University of Singapore	9.0%	67.2%	76.1%	22.9%	1.0%	23.9%
Thailand	Chulalongkorn University	14.7%	32.0%	46.7%	40.7%	12.7%	53.3%
Viet Nam	Vietnam National University	55.9%	38.8%	94.7%	4.6%	0.7%	5.3%

@ Identity Index Components

ASEAN countries are culturally similar.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		11.4%	64.3%	75.7%	19.7%	4.6%	24.3%
Brunei Darussalam	University of Brunei Darussalam	5.6%	50.3%	55.9%	35.7%	8.4%	44.1%
Cambodia	Royal University of Phnom Penh	14.7%	72.0%	86.7%	11.3%	2.0%	13.3%
Indonesia	University of Indonesia	24.7%	66.0%	90.7%	7.3%	2.0%	9.3%
Lao PDR	National University of Laos	5.6%	68.3%	73.9%	25.4%	0.7%	26.1%
Malaysia	University of Malaya	8.0%	68.4%	76.5%	20.9%	2.7%	23.5%
Myanmar	University of Yangon	12.8%	71.8%	84.6%	10.9%	4.5%	15.4%
Philippines	University of the Philippines	16.0%	70.7%	86.7%	10.7%	2.7%	13.3%
Singapore	National University of Singapore	3.5%	50.7%	54.2%	34.3%	11.4%	45.8%
Thailand	Chulalongkorn University	12.0%	66.7%	78.7%	20.7%	0.7%	21.3%
Viet Nam	Vietnam National University	14.5%	60.5%	75.0%	16.4%	8.6%	25.0%

ASEAN countries are economically similar.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		4.9%	37.0%	41.9%	42.3%	15.8%	58.1%
Brunei Darussalam	University of Brunei Darussalam	0.7%	18.9%	19.6%	47.6%	32.9%	80.4%
Cambodia	Royal University of Phnom Penh	2.7%	40.9%	43.6%	46.3%	10.1%	56.4%
Indonesia	University of Indonesia	10.0%	54.0%	64.0%	31.3%	4.7%	36.0%
Lao PDR	National University of Laos	9.2%	56.3%	65.5%	30.3%	4.2%	34.5%
Malaysia	University of Malaya	3.2%	50.0%	53.2%	42.0%	4.8%	46.8%
Myanmar	University of Yangon	5.8%	40.4%	46.2%	42.9%	10.9%	53.8%
Philippines	University of the Philippines	3.3%	28.7%	32.0%	47.3%	20.7%	68.0%
Singapore	National University of Singapore	2.5%	10.4%	12.9%	50.7%	36.3%	87.1%
Thailand	Chulalongkorn University	7.3%	29.3%	36.7%	50.7%	12.7%	63.3%
Viet Nam	Vietnam National University	5.9%	46.7%	52.6%	30.3%	17.1%	47.4%

ASEAN countries are politically similar.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		4.6%	33.1%	37.8%	42.4%	19.8%	62.2%
Brunei Darussalam	University of Brunei Darussalam	3.5%	14.7%	18.2%	38.5%	43.4%	81.8%
Cambodia	Royal University of Phnom Penh	8.7%	46.7%	55.3%	34.7%	10.0%	44.7%
Indonesia	University of Indonesia	4.0%	46.0%	50.0%	43.3%	6.7%	50.0%
Lao PDR	National University of Laos	6.3%	58.5%	64.8%	31.0%	4.2%	35.2%
Malaysia	University of Malaya	3.2%	31.9%	35.1%	52.1%	12.8%	64.9%
Myanmar	University of Yangon	4.5%	41.0%	45.5%	44.9%	9.6%	54.5%
Philippines	University of the Philippines	2.0%	25.3%	27.3%	48.0%	24.7%	72.7%
Singapore	National University of Singapore	3.5%	14.5%	18.0%	51.0%	31.0%	82.0%
Thailand	Chulalongkorn University	4.7%	17.3%	22.0%	50.7%	27.3%	78.0%
Viet Nam	Vietnam National University	6.6%	42.1%	48.7%	24.3%	27.0%	51.3%

I feel that I am a citizen of ASEAN.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		40.7%	43.7%	84.4%	13.0%	2.6%	15.6%
Brunei Darussalam	University of Brunei Darussalam	42.0%	49.0%	90.9%	7.0%	2.1%	9.1%
Cambodia	Royal University of Phnom Penh	66.0%	30.0%	96.0%	4.0%	0.0%	4.0%
Indonesia	University of Indonesia	63.3%	29.3%	92.7%	6.7%	0.7%	7.3%
Lao PDR	National University of Laos	37.3%	57.7%	95.1%	4.9%	0.0%	4.9%
Malaysia	University of Malaya	37.8%	53.7%	91.5%	6.9%	1.6%	8.5%
Myanmar	University of Yangon	51.0%	41.3%	92.3%	5.8%	1.9%	7.7%
Philippines	University of the Philippines	30.7%	52.7%	83.3%	15.3%	1.3%	16.7%
Singapore	National University of Singapore	18.9%	50.2%	69.2%	26.4%	4.5%	30.8%
Thailand	Chulalongkorn University	12.7%	34.0%	46.7%	40.7%	12.7%	53.3%
Viet Nam	Vietnam National University	55.3%	35.5%	90.8%	8.6%	0.7%	9.2%

I am similar to my friends and people from other ASEAN countries.

Nation	University	Strongly Agree	Somewhat Agree	Overall Agree	Somewhat Disagree	Strongly Disagree	Overall Disagree
ASEAN Average		12.0%	65.2%	77.2%	18.7%	4.1%	22.8%
Brunei Darussalam	University of Brunei Darussalam	8.4%	63.6%	72.0%	25.9%	2.1%	28.0%
Cambodia	Royal University of Phnom Penh	7.4%	68.9%	76.4%	17.6%	6.1%	23.6%
Indonesia	University of Indonesia	17.4%	69.1%	86.6%	12.1%	1.3%	13.4%
Lao PDR	National University of Laos	10.6%	66.9%	77.5%	19.7%	2.8%	22.5%
Malaysia	University of Malaya	10.6%	65.4%	76.1%	20.7%	3.2%	23.9%
Myanmar	University of Yangon	17.0%	63.4%	80.4%	13.1%	6.5%	19.6%
Philippines	University of the Philippines	9.7%	73.8%	83.4%	12.4%	4.1%	16.6%
Singapore	National University of Singapore	10.9%	65.2%	76.1%	21.9%	2.0%	23.9%
Thailand	Chulalongkorn University	8.0%	66.0%	74.0%	20.7%	5.3%	26.0%
Viet Nam	Vietnam National University	19.7%	50.7%	70.4%	21.7%	7.9%	29.6%

Annex 2

ASEAN Youth Development Index (YDI) Task Force

The ASEAN Senior Officials Meeting on Youth led the development of ASEAN Youth Development Index by the appointment of a dedicated task force. Focal points from ASEAN Member States, ASEAN entities, and youth organisations participated in workshops to identify the dimensions and indicators for the development of a survey tool for the **Fifth Domain** of the ASEAN YDI.

The study and report development were undertaken primarily by Eric C. Thompson, Principal Investigator; Chulanee Thianthai, Co-Principal Investigator; Apichai Sunchindah, Project Manager; and Stefani Nugroho, Research Coordinator. The ASEAN Secretariat supported the development of study framework and report alongside the expert team. This project was made possible by the ASEAN Development Fund.

The findings, interpretations, and conclusions presented in this document may include views or recommendations from other contributors that do not necessarily reflect the views of the individual consultants.

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