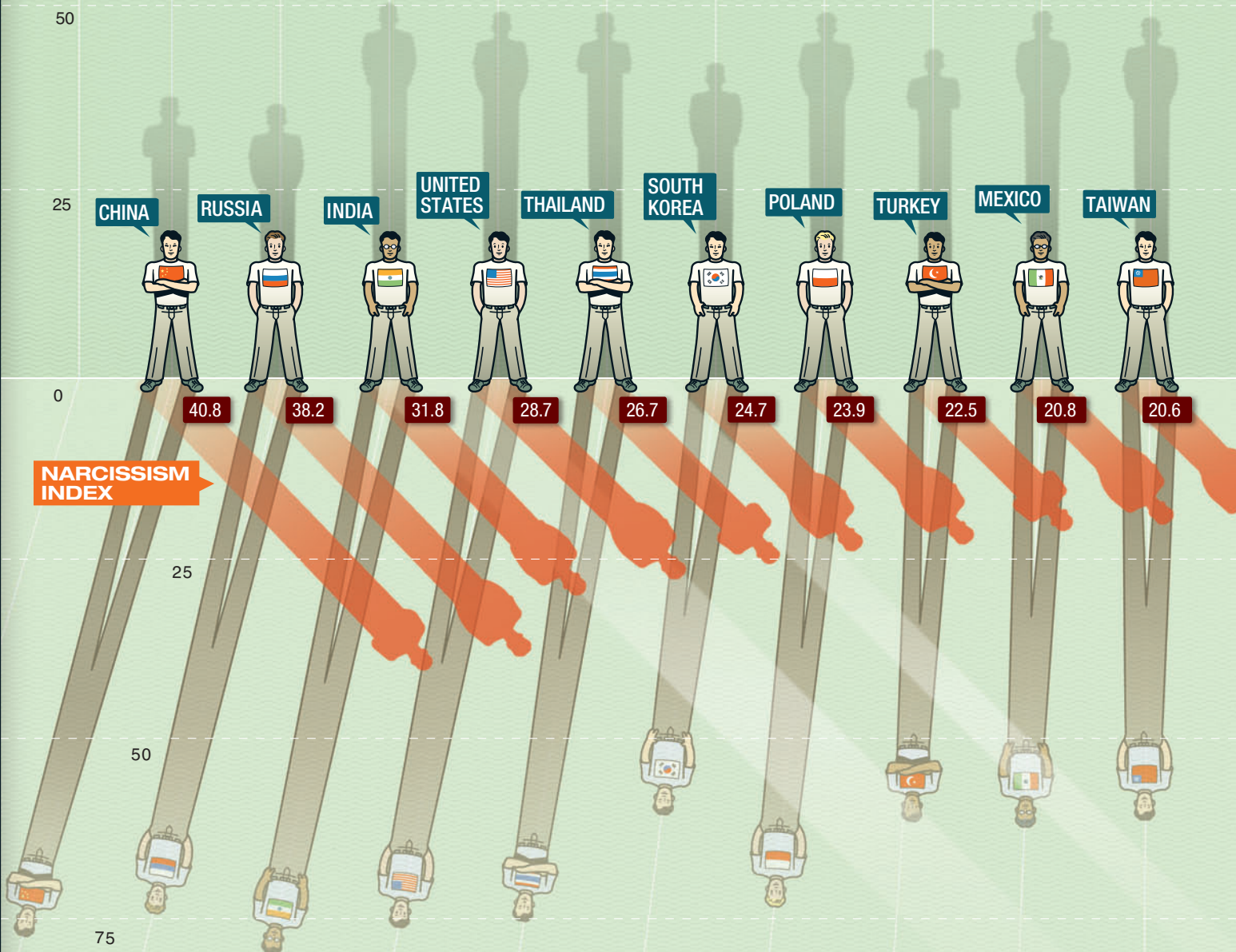


NATIONAL NARCISSISM

FOR COUNTRIES AS WELL AS people, there's a simple way to tell the difference between healthy self-image and hubris: Do others agree with your high opinion of yourself? Our Narcissism Index measures the gap between a country's self-perception and its reputation in the eyes of other countries. By this gauge, residents of the United Kingdom and Italy are justified in their patriotic devotion. China's pronounced, though unrequited, love of China is encouraged by Communist party campaigns, with such subtle slogans as "Chinese people are amazing." At the self-effacing end of the scale, Japan seems to embody one of its proverbs: "The nail that sticks up gets hammered down."

REPUTATION: HOW COUNTRIES ARE SEEN BY OTHERS




SELF-IMAGE: HOW COUNTRIES SEE THEMSELVES

SOURCE: REPUTATION INSTITUTE, "COUNTRYREP 2009."
ONLY COUNTRIES WITH AT LEAST 20 MILLION PEOPLE ARE SHOWN.

 = SELF-IMAGE

 = REPUTATION

 = NARCISSISM INDEX
(The difference between a country's self-image and its reputation)

100

75

50

25

0

SOUTH AFRICA

AUSTRALIA

FRANCE

CANADA

SPAIN

BRAZIL

GERMANY

UNITED KINGDOM

ITALY

JAPAN

25

50

75



20.0

19.4

19.3

16.8

12.5

11.6

10.9

9.3

5.2

-4.2

