

The Degree of Interest in Countries Shown in the 14 Languages in Yahoo! Sites

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Table of Contents

Introduction

Chapter 1: The number of sites by language

Chapter 2: Yahoo! USA and Yahoo!Japan

Chapter 3: Yahoo! in other languages

Conclusion

Notes

Tables

Table 1: Languages and the number of speakers

Table 2: Number of sites by language and the ranking of Japan

Table 3: Yahoo! USA

Table 4: Yahoo! Japan

Table 5: Yahoo! China

Table 6: Yahoo! Taiwan

Table 7: Yahoo! Korea

Table 8: Yahoo! Espana

Table 9: Yahoo! Brazil

Table 10: Yahoo! Deutschland

Table 11: Yahoo! France

Table 12: Yahoo! Italia

Table 13: Yahoo! Denmark

Table 14: Yahoo! Catalan

Table 15: Yahoo! Sverige

Table 16: Yahoo! Norge

Introduction

A portal site is a web site providing a huge search engine used as an entrance to the Internet and is a collection link. A typical directory-type portal site is Yahoo! which was launched in 1995. Yahoo! USA consists of 14 large items (Note 1) and has “Countries” in the sub rank item of “Regional.” The 194 country names are listed here with the number of web sites belonging to each country.

The number of sites carried by each country indicates the degree of interest, the popularity, and the significance of that country. The more sites a country owns, the more popular the country is. In effect, the site numbers are popularity ranking.

In this paper, the comparison of the number of sites will be made in the following languages for which Yahoo! owns portal sites. The investigation date is September 11, 2003.

Catalan (Note 2), Chinese (Big 5)(Note 3), Chinese (GB2312)(Note 4), Danish, English, French, German, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish.

The following authors presented the concept of “Soft Power” as a substitute of economic power. “The degree of interest” in this paper can be considered to be a part of Soft Power.

Bell, Daniel,

Coming of Post-Industrial Society: A Venture in Social Forecasting, Middlesex: Penguin, 1973.

Alvin Toffler,

The Third Wave, Bantam Books, 1989.

Machlup Fritzs,

The Production and Distribution of Knowledge in the United States, Princeton: Princeton Univ. Press, 1962.

Refer to the following site of the Ministry of Foreign Affairs for a table of Japanese and English notations for country names:

<http://www.mofa.go.jp/mofaj/world/ichiran/index.html>

This paper is available at

<http://www.tiu.ac.jp/~kuwabara/index-e.html>

Chapter 1: Number of sites by language

Yahoo! maintains 27 portal sites across the world. Among these, seven are English portals.

Yahoo! U.S.A.

Yahoo! Asia

Yahoo! Australia & NZ

Yahoo! Canada

Yahoo! India

Yahoo! Singapore

Yahoo! UK & Ireland

Spanish owns four portal sites next to English as follows:

Yahoo! Espana

Yahoo! Argentina

Yahoo! Mexico

Yahoo! U.S. en espanol

There are Yahoo! portals for languages like Swedish, Danish, Norwegian with fewer than 10 million speakers, as well. There is also a Yahoo! site for the Catalonia language in the Catalonia district in Spain.

In contrast to West European languages, Hindi, Russian, Arabic, and Indonesian languages are not yet served by specific Yahoo! portals, even though they are spoken by very large populations, as follows (Note 5). Obviously Yahoo! overemphasizes the Western languages.

Hindi: 487 million people

Russian: 277 million people

Arabic: 228 million people

Indonesian: 170 million people

The following are Yahoo! portals by area (Note 6). Note that the African continent does not own any Yahoo! portal sites.

Europe

- | | |
|-------------------------|-----------|
| 1. Yahoo! Catalan | Catalan |
| 2. Yahoo! Denmark | Danish |
| 3. Yahoo! Deutschland | German |
| 4. Yahoo! Espana | Spanish |
| 5. Yahoo! France | French |
| 6. Yahoo! Greece | Greek |
| 7. Yahoo! Italia | Italian |
| 8. Yahoo! Norge | Norwegian |
| 9. Yahoo! Sverige | Swedish |
| 10. Yahoo! UK & Ireland | English |

Americas

- | | |
|------------------------------|-------------------|
| 1. Yahoo! Argentina | Spanish |
| 2. Yahoo! Brazil | Portuguese |
| 3. Yahoo! Canada | English |
| 4. Yahoo! Canada en francais | French |
| 5. Yahoo! Mexico | Spanish |
| 6. Yahoo! U.S.A. | English |
| 7. Yahoo! U.S. in Chinese | Chinese
(Big5) |
| 8. Yahoo! U.S. en espanol | Spanish |

The degree of interest in Countries shown in the 14 languages in Yahoo! Sites — 43 —

Asia-Pacific

1. Yahoo! Asia	English
2. Yahoo! Australia & NZ	English
3. Yahoo! China	Chinese (GB2312)
4. Yahoo! Hong Kong	Chinese (Big5)
5. Yahoo! India	English
6. Yahoo! Japan	Japanese
7. Yahoo! Korea	Korean
8. Yahoo! Singapore	English
9. Yahoo! Taiwan	Chinese (Big5)

The number of speakers of the languages discussed in this paper is as follows:

Table 1: Language and the number of speakers

Language	Number of speakers (unit: million)
Chinese	1,052
English	508
Spanish	417
Portuguese	191
French	128
German	128
Japanese	126
Korean	78
Italian	62
Catalan	10
Swedish	9
Danish	5
Norwegian	5

English sites such as the UK, Australia, and India are mirror sites except when they focus on their own countries. A “mirror site” means a duplicated site with the same contents as the original website.

In **Table 2**, the number of sites by language is shown. Greek is precluded as the Greek portal was launched recently (Note 7).

Table 2: Number of sites by language and the ranking of Japan (Note 8)

“A” indicates the total number of sites.

“B” indicates the number of sites of “Japan” in “A”.

“C” indicates the ranking of Japan in “A”.

	language	A	B	C
1	English	2,557,581	7,918	17
2	Chinese(GB)	403,881	8836	4
3	Japanese	392,329	384,528	1
4	Chinese(Big5)	377,570	10,755	4
5	German	291,479	80	33
6	Spanish	211,372	98	33
7	Korean	189,065	383	3
8	Portuguese	153,052	155	6
9	French	139,054	183	15
10	Italian	67,556	17	22
11	Danish	37,664	13	18
12	Catalan	37,419	1	34
13	Swedish	23,952	16	14
14	Norwegian	19,415	10	16
15	Greek	0	0	
	Total	4,901,389		

More than half of all the sites are in English. Chinese(GB) is the second most common language, followed by Japanese.

Chapter 2: Yahoo! USA and Yahoo! Japan

As mentioned before, Yahoo! USA includes Yahoo! Asia, Yahoo! Australia & NZ, Yahoo! Canada, Yahoo! India, Yahoo! Singapore and, Yahoo! UK & Ireland. Yahoo! USA sites do not necessarily belong to U.S citizens since websites ignore nationalities and country boundaries. Therefore, the number of sites can be said that they indicate the degree of concern toward a country by people in English-speaking areas.

The following Yahoo! USA table shows all the countries of Yahoo! USA.

Table 3: Yahoo! USA

1	USA	1,760,139
2	UK	228,589
3	Canada	137,469
4	Australia	99,351

— 44 — 東京国際大学論叢 人間社会学部編 第9号(通巻60号) 2003年9月

5	India	31,712	56	Lebanon	859
6	New Zealand	23,982	57	Venezuela	849
7	France	21,773	58	Sri Lanka	847
8	Ireland	18,142	59	Nepal	802
9	Italy	15,549	60	Jordan	801
10	China	13,190	61	Belize	786
11	Singapore	12,413	62	Serbia and Montenegro	760
12	Netherlands	11,971	63	Jamaica	677
13	Spain	10,666	64	Ecuador	667
14	Germany	10,491	65	Colombia	660
15	Malaysia	8,695	66	Slovenia	642
16	Thailand	7,978	67	Saudi Arabia	618
17	Japan	7,918	68	Dominican Republic	581
18	South Africa	7,717	69	Malta	559
19	Greece	6,308	70	Estonia	536
20	Philippines,	6,075	71	Bangladesh	527
21	Indonesia	5,875	72	Kenya	511
22	Switzerland	5,556	73	Lithuania	461
23	Mexico	5,320	74	Slovakia	450
24	Denmark	5,217	75	Latvia	449
25	Sweden	4,721	76	Cambodia	411
26	Belgium	4,632	77	Afghanistan	386
27	Taiwan	4,595	78	Cuba	373
28	Israel	4,550	79	Fiji	372
29	Korea, S	4,550	80	Nigeria	343
30	Russia	3,755	81	Iraq	333
31	Brazil	3,601	82	Luxembourg	330
32	Finland	2,976	83	Tanzania	325
33	Czech	2,752	84	Trinidad and Tobago	324
34	Turkey	2,576	85	Guatemala	304
35	Argentina	2,506	86	Panama	304
36	Austria	2,119	87	Syria	299
37	Norway	2,059	88	Barbados	286
38	Pakistan	2,007	89	Kuwait	285
39	Portugal	1,925	90	Brunei	272
40	Poland	1,517	91	Myanmar	271
41	Costa Rica	1,364	92	Bolivia	264
42	Chile	1,270	93	Georgia	263
43	Iceland	1,209	94	Bosnia and Herzegovina	259
44	Bahamas	1,168	95	Macedonia	258
45	Romania	1,126	96	Zimbabwe	254
46	Egypt	1,113	97	Morocco	252
47	United Arab Emirates	1,020	98	Mongolia	249
48	Vietnam	1,019	99	Belarus	229
49	Hungary	1,004	100	Honduras	221
50	Peru	941	101	Papua New Guinea	221
51	Croatia	937	102	Armenia	220
52	Iran	934	103	Uzbekistan	204
53	Cyprus	900	104	Namibia	202
54	Ukraine	895	105	Uganda	200
55	Bulgaria	882	106	El Salvador	187

The degree of interest in Countries shown in the 14 languages in Yahoo! Sites — 45 —

107	Mauritius	182	158	Mozambique	61
108	Uruguay	181	159	Burkina Faso	58
109	Ghana	172	160	East Timor	58
110	Botswana	168	161	Angola	56
111	Kazakhstan	166	162	Mali	56
112	Seychelles	166	163	Turkmenistan	56
113	Bahrain	163	164	Chad	55
114	Sudan	159	165	Vanuatu	51
115	Nicaragua	158	166	San Marino	47
116	Ethiopia	145	167	Suriname	47
117	Oman	145	168	Samoa	46
118	Azerbaijan	144	169	Sierra Leone	46
119	Grenada	139	170	Swaziland	44
120	Monaco	139	171	Palau	43
121	Qatar	136	172	Vatican City	42
122	Korea N	131	173	Burundi	40
123	Haiti	128	174	Equatorial Guinea	40
124	Maldives	128	175	Comoros	39
125	Tunisia	128	176	Congo	38
126	Yemen	127	177	Eritrea	34
127	Laos	125	178	Lesotho	32
128	Tonga	124	179	Togo	32
129	Saint Lucia	119	180	Gabon	31
130	Dominica	113	181	Guinea	31
131	Antigua and Barbuda	111	182	Tuvalu	28
132	Micronesia	109	183	Cape Verde	27
133	Malawi	108	184	Djibouti	27
134	Albania	103	185	Sao Tome and Principe	26
135	Andorra	103	186	Niger	25
136	Bhutan	100	187	Central African Republic	24
137	Zambia	99	188	Marshall Islands	24
138	Congo	96	189	Benin	23
139	Guyana	95	190	Mauritania	22
140	Moldova	94	191	Kiribati	19
141	Algeria	89	192	Guinea-Bissau	18
142	Paraguay	89	193	Nauru	14
143	Libya	85	194	Western Sahara	12
144	Saint Vincent and The Grenadines	83		Total	2,557,581
145	Kyrgyzstan	81			
146	Senegal	75			
147	Cote d'Ivoire	74			
148	Liechtenstein	74			
149	Gambia	71			
150	Rwanda	70			
151	Somalia	68			
152	Saint Kitts and Nevis	67			
153	Cameroon	65			
154	Tajikistan	65			
155	Liberia	64			
156	Solomon Islands	62			
157	Madagascar	61			

English-speaking countries such as the USA, the UK, Canada, Australia, India, New Zealand, Ireland and Singapore occupy the top ranks.

The site number of UK is remarkably high. This shows not only that the interest in the UK among Americans is high, but also shows that British people have established a number of sites, and in addition, people in

Australia, Canada, Commonwealth and the world also own British sites.

China's 9th place may reflect the rapidly developing Chinese economy. Japan, with fewer than 10,000 sites, is in 16th place, lower in interest than Malaysia (14th) and Thai (15th). Major causes of this may be ascribed to diminishing interest in Japan, decreasing information flow from Japan, Japan's recent economic depression, and the high prices of commodities and travel budget. Note that Taiwan (17th) ranks higher than Korea (29th).

The following are the top 80 countries represented in Yahoo! Japan.

Table 4 : Yahoo! Japan

1	Japan	384,528
2	USA	2,330
3	China	802
4	Korea	397
5	Australia	322
6	UK	320
7	Canada	309
8	Thailand	235
9	Italy	228
10	France	195
11	Indonesia	156
12	Germany	141
13	Spain	134
14	Taiwan	120
15	New Zealand	116
16	India	107
17	Russia	85
18	Malaysia	82
19	Singapore	79
20	Ireland	66
21	Brazil	66
22	Vietnam	65
23	Philippines	64
24	Turkey	53
25	Nepal	48
26	Mexico	47
27	Korea, N	44
28	Switzerland	42
29	Sweden	42
30	Egypt	41
31	Cambodia	40

32	Netherlands	38
33	Mongolia	38
34	Austria	34
35	Greece	28
36	Peru	28
37	Belgium	28
38	Argentina	27
39	Denmark	25
40	Finland	25
41	Chili	24
42	Afghanistan	23
43	Kenya	23
44	Myanmar	23
45	Maldives	23
46	Fiji	19
47	Czech	18
48	South Africa	17
49	Portugal	16
50	Israel	15
51	Cuba	15
52	Costa Rica	15
53	Pakistan	15
54	Paraguay	15
55	Palau	14
56	United Arab Emirates	13
57	Ecuador	13
58	Saudi Arabia	13
59	Norway	13
60	Ukraine	12
61	Sri Lanka	12
62	Tanzania	12
63	Hungary	12
64	Bangladesh	12
65	Federated States Of Micronesia	12
66	Laos	12
67	Morocco	11
68	Iran	10
69	Serbia • Montenegro	10
70	Poland	10
71	Iceland	9
72	Guatemala	9
73	Columbia	9
74	Iraq	8
75	Ethiopia	8
76	Croatia	8
77	Jamaica	8
78	Slovenia	8
79	Venezuela	8
80	Yemen	7

The USA leads the world by a big

The degree of interest in Countries shown in the 14 languages in Yahoo! Sites — 47 —

margin. It is reasonable that China and South Korea rank 2nd and 3rd, respectively. On the Internet the nexus of Japan, China, Taiwan, and Korea is much stronger than expected.

On Japanese internet portals, the English-speaking countries such as Australia (4th place), Britain (5th), Canada (6th) are popular. In the FIGS countries (Note 9) in EU, it is remarkable that Italy (8th) ranks higher than France (9th), Germany (11th) and Spain (12th).

In Southeast Asia, Thailand and Indonesia are among the top ten. The popularity of Indonesia may be attributed to Bali.

Chapter 3: Yahoo! in other languages

In this chapter only the top 30 countries are listed.

Table 5: Yahoo! China

1	China	250,448
2	Taiwan	76,039
3	Hong Kong	47,355
4	Japan	8,836
5	USA	7,984
6	Korea	2,471
7	England	1,643
8	Canada	1,231
9	Macau	766
10	Malaysia	657
11	France	647
12	Germany	596
13	Australia	546
14	Singapore	518
15	Italy	433
16	Spain	337
17	Thailand	299
18	Russia	274
19	New Zealand	207
20	Iraq	131
21	Holland	121
22	Austria	117
23	Ireland	96
24	Norway	94
25	Switzerland	93

26	Sweden	92
27	India	72
28	Greece	71
29	Argentina	70
30	Philippines	69

On China site, China, Taiwan, Hong Kong and Macao in the Kanji area occupy the top ranks. Malaysia (10th), Singapore (14th) and Thai (17th) where Chinese-speaking people live also rank high.

Japan ranks higher than the USA at 4th place. Korea also ranks high in 6th place.

Table 6: Yahoo! Taiwan

1	China	250,528
2	HongKong	48,012
3	Taiwan	45,378
4	Japan	10,755
5	USA	9,048
6	Korea,S	2,699
7	UK	1,717
8	Canada	1,286
9	Macau	767
10	Malaysia	705
11	France	684
12	Germany	614
13	Singapore	604
14	Australia	562
15	Italy	440
16	Spain	341
17	Thailand	309
18	Russia	277
19	New Zealand	209
20	Iraq	129
21	Holland	124
22	Austria	117
23	Norway	101
24	Ireland	99
25	Switzerland	94
26	Sweden	92
27	India	72
28	Greece	72
29	Argentina	71
30	Philippines	70

On Taiwan site, Japan ranks 3rd following China and Hong Kong, higher than the USA. Korea also ranks high at 5th place. Malaysia (9th) and Singapore (12th), where

many Fuchien Chinese with the same lineage as Taiwanese live, also are among the high ranked countries.

The popularity of English-speaking areas is noticeable; the USA (4th), the UK (6th), Canada (7th), Australia (13th), and New Zealand (18th). Note that Russia ranks 17th, higher than New Zealand or India.

Table 7: Yahoo! Korea

1	Korea	184217
2	USA	1010
3	Japan	514
4	China	383
5	Canada	276
6	UK	255
7	France	166
8	Australia	158
9	New Zealand	147
10	Germany	143
11	Italy	125
12	Philippines	117
13	Taiwan	86
14	Thailand	72
15	Korea, N	71
16	Spain	65
17	Russia	62
18	India	59
19	Vietnam	43
20	Netherlands	38
21	Malaysia	38
22	Switzerland	37
23	Brazil	32
24	Grease	31
25	Indonesia	30
26	Egypt	29
27	Ireland	28
28	Turkey	28
29	South Africa	26
30	Singapore	25

As for the Korean Yahoo! site, Japan and China rank high as expected, lagging behind only the USA. The English-speaking areas such as the USA (2nd), Canada (4th), the UK (5th), Australia (8th) and New Zealand (9th) are popular. Notably Vietnam (19th) ranks higher than Malaysia (22nd).

Table 8: Yahoo! Espana

1	Spain	88766
2	Argentina	36097
3	Mexico	32359
4	USA	8387
5	Chile	7643
6	Colombia	7172
7	Venezuela	7133
8	Peru	2484
9	Uruguay	2205
10	Ecuador	1935
11	PuertoRico	1628
12	Cuba	1467
13	Bolivia	1331
14	France	1130
15	Italy	1123
16	CostaRica	1096
17	UK	1011
18	Dominican Republic	832
19	Guatemala	614
20	Paraguay	612
21	ElSalvador	598
22	Panama	577
23	Brazil	536
24	Germany	478
25	Nicaragua	405
26	Canada	382
27	Honduras	256
28	Russia	172
29	Andorra	150
30	Australia	125

On the Spanish sites, the following Spanish-speaking Latam nations earn the high ranks.

Spain, Argentina, Mexico, Chile, Colombia, Venezuela, Peru, Uruguay, Ecuador, Puerto Rico, Cuba, Bolivia, Costa Rica, Dominican Republic, Guatemala, Paraguay, El Salvador, Panama, Nicaragua, Honduras, Andorra

Japan ranks 33rd, China 34th and Korea 64th. and Taiwan 68th. (not shown in this table). This suggests that the Spanish-speaking areas have low interest in Far East Asia.

The degree of interest in Countries shown in the 14 languages in Yahoo! Sites — 49 —

Table 9: Yahoo! Brazil

1	Brazil	141,145
2	Portuga	19,793
3	USA	583
4	UK	157
5	Italy	156
6	Japan	155
7	Argentina	105
8	Spain	103
9	France	97
10	Germany	88
11	Canada	84
12	Australia	49
13	China	37
14	Angola	31
15	Mozambique	30
16	Capo Verde	29
17	Russia	28
18	Paraguay	22
19	India	20
20	Chile	19
21	Sweden	18
22	Ireland	17
23	Holland	16
24	Mexico	16
25	Norway	16
26	Uruguay	15
27	Israel	13
28	New Zealand	11
29	Finland	10
30	Greece	10

On the Portuguese site, Japan ranks high at 6th. This may be attributed to the Japanese Brazilian influence in this country. China ranks 13th. It seems that the Brazilian site maintains a relatively low profile of other neighboring countries in Latam except Argentina (7th).

Table 10: Yahoo! Deutschland

1	Germany	226,692
2	Switzerland	25,173
3	Austria	20,673
4	Italy	7,010
5	Spain	2,970
6	USA	1,016
7	France	852
8	Denmark	678
9	Greece	480

10	Netherlands	308
11	UK	272
12	Portuga	218
13	Turkey	195
14	Liechtenstein	187
15	Russia	185
16	Belgium	179
17	Hungary	174
18	Luxembourg	170
19	Czech	164
20	Thailand	154
21	Brazil	144
22	Canada	136
23	China	124
24	Israel	118
25	Croatia	109
26	Sweden	108
27	SouthAfrica	101
28	Mexico	94
29	Afghanistan	93
30	Norway	86

Yahoo! Deutschland seems to be popular in German-speaking countries such as Switzerland, Austria, Liechtenstein, Hungary, Luxembourg, Czech, Croatia, Sweden and Norway.

Neither Japan nor other Asian countries attract much attention from German-speakers although the popularity of Germany in Yahoo! Japan ranks 11th. In Yahoo! Deutschland, Japan ranks 33rd facing an uphill battle, lower than Thailand (20th). It is obvious that the cultural relationship between Germany and Japan is not quite symmetrical. China is relegated to 23rd spot.

Table 11: Yahoo! France

1	France	89430
2	Canada	26055
3	Belgium	7587
4	Switzerland	5921
5	USA	1088
6	Morocco	710
7	Italy	558
8	UK	518
9	Spain	506
10	Germany	497

11	Luxembourg	471
12	Algeria	373
13	Tunisia	361
14	Senegal	192
15	Japan	183
16	China	171
17	Russia	171
18	Monaco	166
19	Coted'Ivoire	154
20	Madagascar	139
21	Greece	124
22	Brazil	109
23	Mali	104
24	Portugal	101
25	Australia	100
26	Egypt	99
27	India	98
28	Cameroon	97
29	Lebanon	90
30	Burkina Faso	88

As for Yahoo! France, the following French-speaking countries occupy the higher top ranks.

France, Canada, Belgium, Switzerland, Morocco, Algeria, Tunisia, Senegal, Monaco, Cote d'Ivoire, Madagascar, Mali, Cameroon, Lebanon, Burkina Faso

It is striking that there are many African countries involved. The relationship between France and its former colonies is still prevalent in the Internet world.

Note that the USA (5th) ranks lower than such countries as Belgium or Switzerland. Japan and China somehow make it to the 15th and 16th places respectively.

Table 12: Yahoo! Italia

1	Italy	65,900
2	France	218
3	UK	111
4	Spain	106
5	USA	106
6	Germany	96
7	Greece	65
8	Austria	49
9	Egypt	44

10	Czech	39
11	Brazil	38
12	Netherlands	33
13	Canada	32
14	Croatia	26
15	Ireland	23
16	Belgium	21
17	Hungary	20
18	Afghanistan	19
19	Argentine	19
20	China	19
21	Russia	19
22	Japan	17
23	Maldives	17
24	Portugal	17
25	Mauritius	16
26	Costa Rica	16
27	India	15
28	Iraq	15
29	Rumania	15
30	Dominican	14

Yahoo! Italia is interested in the neighboring countries as follows:

France, UK, Spain, Germany, Greece, Austria, Egypt, Czech, Netherlands, Croatia, Ireland, Belgium, Hungary, Portugal, Rumania

China (20th) and Japan (22nd) have somehow better scores compared with the ones of Yahoo! Deutschland and Yahoo! Espana.

Table 13: Yahoo! Danmark

1	Denmark	36,774
2	France	107
3	Spain	76
4	UK	72
5	Sweden	58
6	USA	54
7	Germany	53
8	Italy	43
9	Australia	33
10	Norway	27
11	Iceland	23
12	Greece	22
13	China	22
14	Serbia - Montenegro	21
15	Thailand	21
16	Brazil	13
17	Israel	13

The degree of interest in Countries shown in the 14 languages in Yahoo! Sites — 51 —

18	Japan	13
19	Poland	12
20	Portugal	12
21	Czech	12
22	Belgium	10
23	Vietnam	10
24	Indonesia	9
25	Russia	9
26	Switzerland	9
27	Austria	9
28	Turkey	8
29	India	6
30	Ireland	6

Here in Denmark site, China ranks 13th while Japan ranks 18th, both lower than Thailand (15th).

Table 14: Yahoo! Catalan

1	Denmark	36,774
2	France	107
3	Spain	76
4	Uk	72
5	Sweden	58
6	USA	54
7	Germany	53
8	Italy	43
9	Australia	33
10	Norway	27
11	Iceland	23
12	Greece	22
13	China	22
14	Serbia - Montenegro	21
15	Thailand	21
16	Brazil	13
17	Israel	13
18	Japan	13
19	Poland	12
20	Portugal	12
21	Czech	12
22	Belgium	10
23	Vietnam	10
24	Indonesia	9
25	Russia	9
26	Switzerland	9
27	Austria	9
28	Turkey	8
29	India	6
30	Ireland	6

In Yahoo! Catalan, China has only two

sites and Japan has only one site.

Table 15: Yahoo! Sverige

1	Sweden	22790
2	Finland	479
3	Spain	61
4	Denmark	57
5	USA	46
6	UK	45
7	Germany	29
8	France	27
9	Thailand	27
10	Australia	24
11	Greece	20
12	Italy	20
13	Norway	20
14	Japan	16
15	Russia	16
16	China	14
17	Brazil	13
18	Iceland	12
19	Canada	12
20	Poland	11
21	India	8
22	Czech	8
23	Israel	7
24	Kenya	7
25	Austria	7
26	Argentina	6
27	Yugoslavia	6
28	Portugal	6
29	South Africa	6
30	Korea, S	6

In the Swedish site, Japan ranks 14th while China ranks 16th, both lower than Thailand (9th).

Table 16: Yahoo! Norge

1	Norway	18648
2	Spain	100
3	UK	96
4	France	63
5	USA	63
6	Denmark	44
7	Sweden	39
8	Greece	32
9	Italy	21
10	Germany	20
11	Thailand	19
12	Russia	18
13	Australia	15

14	India	12
15	China	11
16	Japan	10
17	Canada	9
18	Cuba	9
19	Iceland	9
20	Kenya	9
21	Serbia-Montenegro	8
22	Egypt	7
23	South Africa	7
24	Tanzania	7
25	Brazil	6
26	Ireland	6
27	Netherlands	6
28	Nepal	6
29	Indonesia	5
30	Israel	5

In the Norwegian site, China ranks 15th and Japan ranks 16th, while neighboring countries such as Spain, the UK and France earn high ranks.

Conclusion

- 1) Japan ranks 20 or so by Popularity Rankings and 11th by Global Competitive Rankings, while she remains the world's second largest economy, exceeded only by the United States.
- 2) Japanese language sites ranks 3rd, following English and Chinese in site numbers by language
- 3) There is a total of 2.6 million sites under the "Countries" links on Yahoo! USA, which is more than the total number of sites in other languages.

There are 38 million sites with the extension "co.jp" for Japan, while there are 740 million ".com" registered, more than 20 times the number of "co.jp's".

English is overwhelmingly predominant on the Internet.

- 4) The Far East countries like Japan, China, Taiwan, and Korea have far more sites than expected; Chinese (GB2312)

- 400,000, Japanese 390,000, Chinese (Big5) 380,000, Korean 190,000.
- 5) According to "How Many Online?" of NUA (Note 10), the number of Internet users worldwide is total of 600 million. Asia Pacific, Europe and North America are sharing evenly with 190 million as of September 2002. It is expected that the rapidly developing Asia-Pacific will become the largest internet population in the world in 2003.
 - 6) The number of sites in the FIGS- speaking countries is unexpectedly low; German 290,000, Spanish 210,000, French 140,000, Italian 70,000. The poor result of French, which is considered another major diplomatic language next to English, is especially noticeable.
 - 7) In Europe, Yahoo! offers portal sites even to the languages with fewer than 10 million speakers, such as Swedish, Danish, and Norwegian. On the other hand, Yahoo! does not offer any portal sites in the following languages: Hindi (487 million speakers), Russian (277 million), and Arabic (228 million), and Indonesian (170 million).
 - 8) The African continent is yet to be served by Yahoo!. Yahoo! Swahili is expected to start up soon. 40 million people speak Swahili.
 - 9) IT still attaches too much importance to the Western languages.
 - 10) The degree of interest in Japan is lower than that of China. Western countries do not pay attention to the Far East as much as countries of the Far East do. In particular, in German and Spanish speaking areas, the Far Eastern countries rank below 30, showing this tendency strongly.
 - 11) Japanese government is waging "Visit

The degree of interest in Countries shown in the 14 languages in Yahoo! Sites — 53 —

Japan Campaign” to double the annual number of foreign tourists by 2010. In 2002 foreign tourists numbered 5 million, roughly one-third the number of Japanese overseas travellers. The countries Japan should give more weight to in the future are China, Korea and Taiwan, since the concern towards Japan in these

countries are much higher than in European countries. As of May, 2003, there are 110,000 foreign students studying in Japan according the education ministry. Chinese students make up the largest segment, at 71,000 or 65 percent of the total. South Koreans came next at 16,000 or 15 percent. (Note 11, 12, 13)

Notes

1) 14 items in Yahoo!

- 01 Business & Economy
- 02 Computers & Internet
- 03 News & Media
- 04 Entertainment
- 05 Recreation & Sports
- 06 Health
- 07 Government
- 08 Regional
- 09 Society & Culture
- 10 Education
- 11 Arts & Humanities
- 12 Science
- 13 Social Science
- 14 Reference

2) Catalan

Catalonian language. The Romance language used in the self-governing state Catalonia in northeast Spain with Barcelona as its principal city. Historically connected strongly with the south of France.

3) Chinese(GB2312)

Simplified Chinese used in mainland China

4) Chinese(Big5)

Traditional Chinese used in Taiwan and Hong Kong.

5) Number of speakers

Joshua Project 2000

<http://www.ad2000.org/peoples/>

The number of speakers in this paper includes second language speakers.

6) Yahoo! URLs in the world

Yahoo! Argentina <http://ar.yahoo.com/>
 Yahoo! Asia <http://asia.yahoo.com/>

Yahoo! Australia & NZ

<http://au.yahoo.com/>
 Yahoo! Brazil <http://br.yahoo.com/>
 Yahoo! Canada <http://ca.yahoo.com/2>
 Yahoo! Catalan <http://ct.yahoo.com/>
 Yahoo! China <http://cn.yahoo.com/>
 Yahoo! Denmark <http://dk.yahoo.com/>
 Yahoo! Deutschland <http://de.yahoo.com/>
 Yahoo! Espana <http://es.yahoo.com/>
 Yahoo! France <http://fr.yahoo.com/>
 Yahoo! Canada en francais

<http://cf.yahoo.com/>
 Yahoo! Hong Kong <http://hk.yahoo.com/>
 Yahoo! Greek <http://gr.yahoo.com/>
 Yahoo! India <http://in.yahoo.com/>
 Yahoo! Italia <http://it.yahoo.com/>
 Yahoo! Japan <http://www.yahoo.co.jp/>
 Yahoo! Korea <http://kr.yahoo.com/>
 Yahoo! Mexico <http://mx.yahoo.com/>
 Yahoo! Norge <http://no.yahoo.com/>
 Yahoo! Singapore <http://sg.yahoo.com/>
 Yahoo! Sverige <http://se.yahoo.com/>
 Yahoo! Taiwan <http://tw.yahoo.com/>
 Yahoo! U.S.A. <http://www.yahoo.com/>
 Yahoo! U.S. in Chinese

<http://chinese.yahoo.com/>
 Yahoo! U.S. en espanol

http://espanol.yahoo.com
 Yahoo! UK & Ireland <http://uk.yahoo.com/>

As for the country codes used in the internet site above, refer to the URL below.
<http://www.iana.org/cctld/cctld-whois.htm>

7) Starting time of Yahoo! sites

1995 Yahoo! is incorporated
 1996 Yahoo! Japan is launched

— 54 — 東京国際大学論叢 人間社会学部編 第9号 (通巻60号) 2003年9月

- 1997 Yahoo! UK is launched
 Yahoo! Germany is launched
 Yahoo! France is launched
 Yahoo! Singapore is launched
 Yahoo! Australia is launched
 Yahoo! Korea is launched
 Yahoo! Denmark is launched
 Yahoo! Norway is launched
 Yahoo! Sweden is launched
 1998 Yahoo! Italy is launched
 Yahoo! Chinese launches
 Yahoo! en Espanol is launched
 Yahoo! Spain is launched
 1999 Yahoo! Taiwan is launched
 Yahoo! Hong Kong is launched
 Yahoo! Brazil is launched
 Yahoo! Mexico is launched
 2000 Yahoo! Argentina is launched
 Yahoo! India is launched
 Yahoo! Canada is launched

Yahoo! Media Relations: Company Milestones
<http://docs.yahoo.com/info/pr/milestones.html>

8) Cite situations by language

In this paper Yahoo! USA lists all countries while Yahoo! Japan lists the top 80. Other Yahoo! sites list the top 30.

9) FIGS

“FIGS” means the major languages in the

European Union: French, Italian, German and Spanish.

10) NUA

<http://www.nua.ie/surveys/howmanyonline/>

11) Global Competitive Rankings

Japan rose from 13th to 11th place and Korea climbed two slots to 18th place by the World Economic Forum (<http://www.weforum.org/>). Taiwan and Singapore were the highest-ranked Asian economies. China fell nine places down because of a remarkable deterioration in perceived quality of public institutions.

12) Economic Freedom Rankings

Japan, South Korea and Taiwan jointly ranked 26th by Economic Freedom Index (<http://cf.heritage.org/index/pastScores.cfm>), an annual compilation of statistics representing factors that rates a country economically free. This index demonstrates a correlation between economic freedom and development. Hong Kong and Singapore topped the list. The rankings of other Asian countries are as follows:

Thailand	44
The Philippines	51
Malaysia	60
India	91
China	100

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