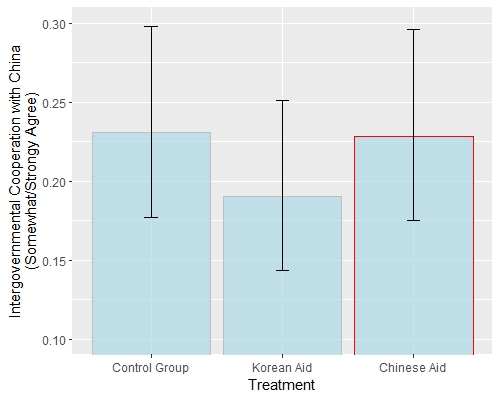
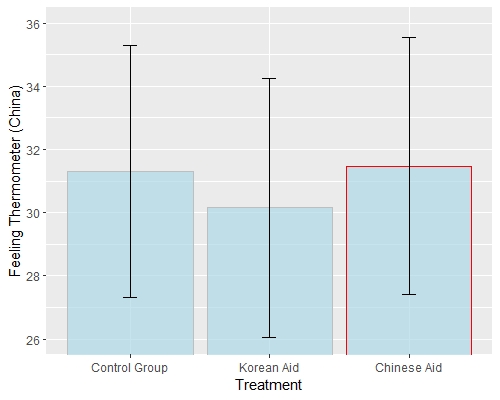
**Appendix I. Additional Analyses**

**Table A1. Without any control variables**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Feeling thermometer for Korea  OLS | Willingness to cooperate with the Korean government  Ordered logistic | | Feeling thermometer for China  OLS | | Willingness to cooperate with the Chinese government  Ordered logistic | |
|  | (1) | | (2) | | (3) | | (4) |
| Korean Aid | 7.253\*\*\*  (2.048) | | 0.129  (0.151) | | 0.013  (2.389) | | -0.167  (0.147) |
| Chinese Aid | 1.571  (2.064) | | -0.264  (0.152) | | -1.373  (2.408) | | -0.049  (0.148) |
| Constant | 61.859\*\*\*  (1.453) | |  | | 39.282\*\*\*  (1.695) | |  |
| Observations | 872 | | 872 | | 872 | | 872 |

Standard errors are in parentheses   
Notes: \* p<0.05; \*\* p<0.01; \*\*\* p<0.001



**Figure A1. Treatment Effect on the Feeling Thermometer for China (Left, based on Model 6) and Willingness to Cooperate with the Chinese Government (Right, based on Model 8)**

**Table A2. Group-level difference in the perceived value of Angkor**

One-way ANOVA Test

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | DF | Sum Sq | Mean Sq | F value | Pr(>F) |
| Group | 2 | 1.61 | 0.8041 | 1.187 | 0.306 |

Tukey's HSD (honestly significant difference) test

|  |  |  |
| --- | --- | --- |
|  | Difference | Adj. P-value |
| Group2(Korean Aid Video)-Group1(Control) | -0.142 | 0.295 |
| Group3(Chinese Aid Video)- Group1(Control) | -0.102 | 0.532 |
| Group3(Chinese Aid Video)-Group2(Korean Aid Video) | 0.040 | 0.907 |

**Appendix II. Transcripts for the videos**

[Treatment 1: Korean Aid]

Narration:

* 0:00:01: The Angkor in Cambodia Siem Reap is one of the most famous World Heritage sites in Asia.
* 0:00:08: The temples in Angkor are architectural masterpieces laden with tales of Cambodian history and legend.
* 0:00:16: For centuries, it was the center of the Khmer Kingdom that once controlled most of Southeast Asia.
* 0:00:22: However, Temples in Angkor were seriously damaged by a lack of maintenance over the decades.
* 0:00:29: To restore the site, the Cambodian government requested international assistance.
* 0:00:37: South Korea has long been cooperating with Cambodia to help them preserve the endangered Angkor Monument.
* 0:00:45: The “Preah pithu Temple Restoration project” is carried out by the experts from The Korea Cultural Heritage Foundation in collaboration with Cambodia.
* 0:00:56: A range of activities including preliminary research supporting Cambodia with technology and equipment, the temple has successfully been restored.
* 0:01:09: Due to these remarkable preservation efforts Preah pithu Temple can be enjoyed by travelers from all over the world who come to Angkor.

[Treatment 2: Chinese Aid]

Narration:

* 0:00:01: The Angkor in Cambodia Siem Reap is one of the most famous World Heritage sites in Asia.
* 0:00:08: The temples in Angkor are architectural masterpieces laden with tales of Cambodian history and legend.
* 0:00:16: For centuries, it was the center of the Khmer Kingdom that once controlled most of Southeast Asia.
* 0:00:22: However, Temples in Angkor were seriously damaged by a lack of maintenance over the decades.
* 0:00:29: To restore the site, the Cambodian government requested international assistance.
* 0:00:38: China has long been cooperating with Cambodia to help them preserve the endangered Angkor Monument.
* 0:00:44: The “Chau Say Tevoda Temple Restoration project” is carried out by the experts from The Chinese Academy of Cultural Heritage in collaboration with Cambodia.
* 0:00:56: A range of activities including preliminary research supporting Cambodia with technology and equipment, the temple has successfully been restored.
* 0:01:06: Due to these remarkable preservation efforts Chau Say Tevoda Temple can be enjoyed by travelers from all over the world who come to Angkor.

[Control group]

Narration:

* 0:00:01: The Angkor, in Cambodia Siem Reap is one of the most famous World Heritage sites in Asia.
* 0:00:07: The site is located in the northwestern region of the country and is only four miles from the city of Siem Reap.
* 0:00:16: It covers more than 400 square kilometers, an area larger than New York City's five boroughs combined including forested areas and newly discovered suburbs.
* 0:00:28: The center of the Khmer Empire thrived here from the 9th to 15th centuries over an area that stretched from Myanmar to Vietnam.
* 0:00:39: The temples in Angkor are architectural masterpieces laden with artistic treasures like the bar relief galleries that tell enduring tales of Cambodian history and legend.
* 0:00:51: However, Temples in Angkor were seriously damaged by heavy rains, looting, and a lack of maintenance over the decades.
* 0:01:01: It's still a mystery to historians and scientists why the city's rulers abandoned the site.
* 0:01:07: Peak tourist season for the Angkor is December and January when rainfall is less likely and the weather is kinder
* 0:01:15: No matter the time of year, a visit to the Angkor is sure to leave you awestruck.