

Citation:

Zhang, Y. B., & Wang, K. (2006). Chinese older, middle-aged, and young participants' stereotypes of young adults. *Hallym International Journal of Aging, 2*, 95-118.

Abstract:

This study examined stereotype traits of Chinese young adults generated by 180 older, middle-aged, and young Chinese participants. Trait lists were compared across age groups and to Western traits reported in earlier research. Results indicated a considerable overlap between stereotype traits generated by the Chinese participants and those from earlier studies with Western participants (e.g., energetic, ambitious, and reckless). Unique Chinese traits (e.g., filial, hedonistic, and individualistic) associated with young adults were also identified. Whereas the middle-aged and older participants listed an equal number of positive and negative traits, the young participants generated significantly more negative traits than positive ones. Discussion focuses on the impact of modernization and cultural change on perceptions of young adults in the Chinese society.