Abstract:
This study examined stereotype traits of older adults elicited from 40 young (M age = 19.6), 40 middle-aged (M = 36.8), and 40 older Chinese adults (M = 64.7). Trait lists were compared across age groups and to traits reported by U.S. and Chinese New Zealand participants in earlier research (Hummert, Garstka, Shaner, & Strahm, 1994; Ng, Liu, Loong, & Weatherall, 1999). Results indicated considerable overlap between stereotype traits of these Chinese participants and those from the earlier studies with Western participants, but also revealed 22 stereotype traits unique to Chinese culture. Participants of all ages reported more positive age traits than negative ones, with young participants reporting the highest number of positive traits. Consistent with Ng et al. (1999), the latter result suggests that views of aging are more positive in Chinese than in Western cultures. Discussion focuses on age stereotypes in the context of Chinese culture.

Keywords:
Stereotype traits