

**PERCEIVED IMAGES AND PORTRAYALS OF ASIANS IN  
FILM AND TELEVISION**

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## **Abstract**

This study aimed to develop a comprehensive understanding of the extent to which the portrayals of Asians in films and television shows influence students' perception of Asians. Specifically, this study comparatively examines the perception of Asians from Asia and Asian Americans, as well as the interpretation of Asian visual representation in film and television shows among college students. A survey was administered to 270 college students between the age of 18-28 at the University of Hawaii. Overall, this study found that both Asians from Asia and Asian Americans were perceived as model minorities. There appeared to be no to almost no relationship between perceptions of Asians and respondent's nationality and ethnicity. While there were similarities between perceptions of Asians in real life and perceptions of the portrayals of Asians in films and television, the extent of influence of portrayals of Asians in films and television on perception could not be measured.

## TABLE OF CONTENT

|  |    |
|--|----|
| Chapter 1 Introduction                               | 1  |
| 1.1 Problem Statement                                | 1  |
| 1.2 Research Objectives                              | 3  |
| Chapter 2 Literature Review                          | 5  |
| 2.1 Race and Ethnicity                               | 5  |
| 2.2 Stereotypes and Representation                   | 7  |
| 2.3 Asian Stereotypes: Past and Present              | 10 |
| 2.3.1 Yellow Peril                                   | 11 |
| 2.3.2 Dragon Lady                                    | 12 |
| 2.3.3 Charlie Chan                                   | 13 |
| 2.3.4 Lotus Blossom                                  | 13 |
| 2.3.5 The Martial Artist                             | 14 |
| 2.3.6 Model Minority                                 | 14 |
| 2.3.7 Asian Stereotypes and Orientalism              | 17 |
| 2.4 Sources of Influence: Stereotypes and perception | 19 |
| 2.4.1 Films and Television                           | 19 |
| 2.4.2 Interpersonal Relationships                    | 22 |
| 2.4.3 Advertising/ Commercials                       | 23 |
| 2.4.4 News Networks                                  | 24 |
| 2.5 Summary  | 25 |
| Chapter 3 Research Questions and Key Concepts        | 28 |
| 3.1 Research Questions                               | 28 |
| 3.2 Definitions of Key Concepts                      | 32 |
| Chapter 4 Methods                                    | 37 |
| 4.1 The Sample                                       | 37 |
| 4.2 The Questionnaire                                | 38 |
| 4.3 Administration of the Questionnaire              | 40 |
| 4.4 Data Analysis                                    | 41 |
| Chapter 5 Results and Discussion                     | 43 |
| 5.1 Respondent Characteristics                       | 43 |
| 5.2 Answers to Research Questions                    | 48 |

|   |     |
|---|-----|
| Chapter 6 Conclusion                                  | 67  |
| 6.1 Summary of Major Findings and Conclusion          | 67  |
| 6.2 Contributions of this Study                       | 69  |
| 6.3 Limitations of this Study                         | 70  |
| 6.4 Suggestions for Future Research                   | 72  |
| Appendix A: Consent Form                              | 74  |
| Appendix B: Questionnaire                             | 75  |
| Appendix C: Codebook                                  | 80  |
| Appendix D: Content Analysis for Open-ended Questions | 159 |
| References  | 161 |

## LIST OF TABLES

|       |  |    |
|-------|--|----|
| Table |  |    |
| 1     | Respondent Characteristics   | 44 |
| 2     | Respondent's Ethnicity and Nationality   | 44 |
| 3     | Number of Movies and Television Shows Respondents Watch per Month  | 46 |
| 4     | Perception on Visual Representation of Asian Stereotypes in Films and TV Shows (in percentages)  | 47 |
| 5.1   | Perception of Asian Males from Asia  | 49 |
| 5.2   | Perception of Asian Females from Asia  | 50 |
| 6.1   | Perception of Asian American Males   | 52 |
| 6.2   | Perception of Asian American Females   | 53 |
| 7.1   | Similarity and Differences of Perception between Asian Males from Asia and Asian American Males (in percentages)                           | 54 |
| 7.2   | Similarity and Differences of Perception between Asian Females from Asia and Asian American Females (in percentages)                       | 55 |
| 8.1   | Summary Table for the Relationships between Nationality-Ethnicity and Selected Characteristics of Asian Males from Asia (in percentages)   | 56 |
| 8.2   | Summary Table for the Relationships between Nationality-Ethnicity and Selected Characteristics of Asian Females from Asia (in percentages) | 57 |
| 9.1   | Summary Table for the Relationships between Nationality-Ethnicity and Selected Characteristics of Asian American Males (in percentages)    | 58 |
| 9.2   | Summary Table for the Relationships between Nationality-Ethnicity and Selected Characteristics of Asian American Females (in percentages)  | 59 |
| 10.1  | Perceived Portrayal of Asian Males in Films  | 61 |
| 10.2  | Perceived Portrayal of Asian Females in Films  | 62 |
| 10.3  | Perceived Portrayal of Asian Males in Television   | 63 |
| 10.4  | Perceived Portrayal of Asian Females in Television   | 64 |
| 11    | The Relationship between Sources of Influence on Interaction with Asians and the Respondent's Nationality and Ethnicity                    |    |

|    |  |    |
|----|--|----|
|    | (in percentage within nationality-ethnicity)         | 65 |
| 12 | Perceived Relative Influence of Films and Television |    |
|    | (in percent)   | 66 |

# Chapter 1

## Introduction

### *1.1 Problem Statement*

Hollywood's romance with Asia tends to be a flirtation with the exotic rather than an attempt at any genuine intercultural understanding (Marchetti, 1993). The ways Asians are portrayed and represented in films and television shows has been observed with great interest by scholars over the past few decades. However, beyond portrayals of Asians as images, the social interpretation of these images has to be explored. This study examines the perception of Asians and Asian Americans among college students, and the extent to which these perceptions are influenced by mainstream film and television shows.

The United States is a racially and ethnically diverse country. According to the 2010 U.S. Census Bureau (2010), Asians are currently the third significant minority in the nation, comprising of 14.6 million people, making up 4.8% of the U.S. population. In the same 2010 census brief, the Asian population is also the fastest growing race group, increasing by 43 percent between 2000 and 2010. By 2050, the Asian-American population is projected to reach 9% of the entire population (US Census Bureau, 2008). The "Asian-American" population, as defined by the US Census Bureau, encompasses American nationals of Chinese, Filipinos, Koreans, Asian Indians, Japanese Vietnamese, Hmong, Thai and (other) Asian descent. Despite their astonishingly rapid increase in population, Asians are still underrepresented in the media. According to Fall Colors 2003-2004: Prime Time Diversity Report (p. 2), the percentage of Asian/Pacific characters stays at only 3% of total characters and 1% of opening credit characters. In addition, Asian/Pacific characters are far less likely than characters from other racial groups to appear in primary roles.

Due to the economic power, academic achievement and increasing prominence of Asians, there has been an emphasis on Asians as the *model minority* stereotype. Despite this positive stereotype of Asians and Asian Americans, there have also been numerous negative stereotypes such as the *yellow peril*, *dragon lady*, *Charlie Chan*, *lotus blossom* etc. All these stereotypes have deep historical, political and cultural context embedded in them. Jessica Hegedornn (1994) noted that stereotypes of Asian and Asian American men in mainstream media are often depicted as sexless, villainous, or gentle, while women are portrayed as exotic, evil or submissive. Presently, the model minority stereotype is more prevalent in the media. The model minority stereotype emphasizes Asians as competent, professional, diligent, technologically skilled and well-educated (Lin, Kwan, Cheung & Fiske, 2005; Paek & Shah, 2003).

The conflicting media representation has aroused the interest of many “ethnic and race” and “media” scholars. While there have been a number of studies pertinent to themes of stereotypes in race representation, there is a dearth of literature on empirical studies of perceptions on Asians, as portrayed in films and television shows. Media effect studies on racial attitudes indicate that portrayals of racial and ethnic minorities on television influences not only American’s perceptions of those groups, but also minorities’ views of themselves (Sun, Miezan & Liberman, 2009; Greenberg et al., 2002). None of the previous studies examined comparatively how Asians, Asian Americans, non-Asian Americans and non-Asian non-American college students perceive images of Asians in films and television.

The construction of stereotypes is rooted in specific beliefs. Stereotypes represent more than just an image, it is an interpretation of the present cultural environment (Berg, 2002; Wong, 1978). Previous research primarily uses content

analysis to examine the representation of Asian in the media. However, the study of stereotypes and perception has to be addressed in a sociological approach, establishing a link between real life social relationships and stereotyping. Beyond their existence as a mental construct, stereotyping involves a group of individuals. Thus, for this study, a survey would be designed: (1) to explore perception of Asians among college students; and (2) to explore the interpretation of Asian portrayals in films and television series.

Too often, Asians are treated as a homogenous group, and the Asian culture is understood to be a single unitary entity (Shah, 2003). Hollywood has historically pushed everyone of Asian ancestry to the same group, with its stereotyping imagery. While, in reality, Asians of different backgrounds would have different characteristics, as far as Hollywood and the film industry is concern, most Asians have similar characteristics, hence stereotypically depicted in films.

In this study, the term Asians refers to people of East Asian, South Asian and South East Asian descent. Students who are of *two or more races*, one of which is of East Asian, South Asian or South East Asian descent would be included as Asian in this study. Assuming Asians from Asia and Asian Americans have some differences as well as similarities, it is necessary to examine the perceptions about the two groups of Asians separately.

### *1.2 Research Objectives*

The main objectives of this study are:

1. To comparatively examine perception of Asians from Asia and Asian Americans among college students, across Asian Americans, non-Asian Americans, non-American Asians, and non-American, non-Asians.
2. To explore the interpretations of the portrayals of Asians in film and television among college students.

3. To explore the extent to which the portrayals of Asians in films and television shows influence students' perception of Asians.

The thesis is structured as follows: In Chapter Two, a literature on images of Asians is reviewed. Chapter Three presents the research questions addressed in the study and the definitions of the key concepts constituting the research questions. Chapter Four discusses the methods used for collecting and analyzing the data for this study. Chapter Five presents and discusses the findings. Chapter Six concludes with the contributions and the limitations of the study as well as suggestions for future research.

## Chapter 2

### Literature Review

This chapter presents a review of the literature on the following: (1) definitions of race and ethnicity (2) definitions of stereotypes and representations; (3) Asian stereotypes; (4) channels of influences in the formation of perception and; (5) stereotypes and perceptions.

#### *2.1 Race and Ethnicity*

Concepts of race and ethnicity have evolved over time and tend to be ill-defined in research (Schulman, Rubenstein & Chesley, 1995; Lin & Kelsey, 2005). There is generally still no agreed consensus on the definitions of *race* and *ethnicity*. In John Last's *A Dictionary of Epidemiology*, he distinguishes race and ethnicity through biological inheritance. Epidemiologists define race as "persons who are relatively homogeneous with respect to biological inheritance" (Last, 1995, p. 57), while ethnic group is defined as "a social group characterized by a distinctive social and cultural tradition, a common history and origin, and a sense of identification with the group" (Last, 1995, p. 57). Lin & Kelsey (1995) refer to race as "perceived race". According to them, "despite the different definitions of race and ethnicity, the two concepts are rarely distinguished from one another in practice...it is important to note that race as currently assessed is in fact perceived race, rather than race based on biological inheritance" (Lin & Kelsey, 1995, p. 2).

While there are many biological definitions of race and ethnicity, this review is focused more on the social definitions of the two concepts. In the social sciences, many theories of race and ethnicity exist. The sociology of race is seen in two dominant perspectives: (1) race as a socially constructed concept through political, legal, economic and scientific institutions (Taylor, 2008), and (2) race as a socially

constructed concept based on phenotypical differences, such as facial characteristics, skin color, etc. Ethnicity, on the other hand, is more of an internal classification, very much a self-perceived concept. In simple terms, Jenkins (1986) distinguishes ethnicity as a form of self-identification, while race as a matter of external classification.

Due to self-identification, there is wide range of the meaning of ethnicity. For example, Yinger (1986) noted that

Ethnicity has come to refer to anything from a sub-societal group that clearly shares a common descent and cultural background (e.g., the Oneida Indians or, the Iroquois), to persons who share a former citizenship although diverse culturally (Indonesians in the Netherlands), to pan-cultural groups of persons of widely different cultural and societal background who, however can be identified as similar on the basis of language, race or religion mixed with broadly similar statuses (Hispanics in the United States) (p.23).

Due to the exceedingly broad use of the term ethnicity in society, Light (1981) suggests that this concept be termed *ethnic scope*. Migration has widened the scope of ethnicity, and now, ethnicity could be seen as continental (Asian), national (Chinese), regional (Cantonese) or local in scope (Cantonese locality). Indeed, at least to some degree, it cannot be denied that both ethnicity and race are closely tied to the system of social relations and stratification, hence the emergence of racial prejudice, stereotypes and identities. Thus, race and ethnicity are not just genuine culture, but also a cause and effect of the social system.

In the United States Census, race and ethnicity are considered separate and distinct identities. According to the United States Census Bureau 2010, there are four main racial categories (American Indian/Alaskan Native, Asian/Pacific Islander, Black

and White) with various sub-racial categories. In addition, there are two ethnicity categories, Hispanic/Latino origin and Not of Hispanic/Latino origin.

## 2.2 *Stereotypes and Representation*

Walter Lippmann first coined the term *stereotyping* in 1922. Riehart (1963) defines stereotypes as “sets of belief, usually stated as categorical generalizations that people hold about the members of their own and other groups” (p. 137). While there have been definitions of stereotypes and stereotyping, “a single and unified concept of stereotypes cannot be found” (Shah, 1987, p. 112).

Fiske (1989) noted that when individuals categorize other people, they do so in order to simplify the mental questions of who the person is, and how they should be treated. There are, however, significant differences between stereotypes as mental constructs, and stereotypes found in image-based and visual-based media (Berg, 2002).

Berg stresses that

...the picture in our heads kind of stereotype exists in the individual mind, whereas the mediated stereotype exists on the screen as a public commodity. The individual stereotypical mental construct may or may not remain a private image; it may or may not travel far beyond the individual or in-group circles; it may or may not be the basis for a racist tract. In contrast, the mediated stereotype is always public and, in the cast of Hollywood cinema, has a global reach...whosoever sees the films sees the stereotype (p. 38).

The mediated stereotype is a shared vision. No longer is society dealing with a theoretical mode of representation, it is *this* particular image, which is given for *this* particular signification (Barthes, 1956). A mediated stereotype operates by gathering a specific set of negative traits and assembling them into a particular image (Berg, 2002). Berg examines the many layers of meaning in a stereotypical image in terms of how a

character's skin color defines his race and nationality, as constructed by popular consciousness. He also looks at the how the narrative portrays predictable behavior, psychological view of society, values and ideals of the character.

In a media image discourse, Patricia Hill Collins (1990) developed the notion of *controlling images* when she theorized about black images. Utilizing cultural institutions to disseminate images of less dominant groups, the dominant class acts to pit these marginalized groups against each other while leaving themselves unexamined (Sun et al., 2009; Espiritu, 2000; Hamamoto, 1994)

Not surprisingly, portrayals in Hollywood films affect the way people view themselves, and their identity as a person. Identities are forged through the marking of difference (Woodward, 1997). According to Shah (2003), "difference is central to the creation of meaning, which is a key to formation of identities. Humans frequently organize their social world on the basis of observed difference" (p. 1). He further elaborated, "the process of constructing an identity is both social and symbolic" (Shah, 2003, p. 2). Symbolic systems of representation are almost always stereotypes, depicting a group as more dominant, more positive over another. By associating these representations to a culture, it helps construct, generalize and justify an image or viewpoint on a culture.

Stereotypes are used to justify prejudice and potential discrimination intellectually (Rinehart, 1963). Racial stereotypes necessitate being explored historically because race is a social and historical construction (Omi & Winant, 1994). Due to imperialism history, racial stereotype was constructed to make western identity more superior, and thus racial stereotypes of the yellow race did not distinguish yellow from Chinese, Japanese, Korean, and Vietnamese descent.

The point of studying stereotypes as a whole, not as individually separate entities, lies in the need to understand the implications of ways the conglomeration of stereotypes affect society historically, socially, culturally and politically. Stereotypes as an ideology have strong effects, as Berg (1990) postulated, “One of the saddest aspects of stereotyping is that the stereotyped members may begin to believe and accept the stereotype” (p. 299).

As an Asian American growing up, Jiao (2007) struggled with her identity. Similar to many other ‘voiceless’ Asian American women, she writes that “the repression of the self has been institutionalized and normalized by prevalent racial stereotypes that define Asian women as either obedient, docile mutes or exotic toys” (p. 60). Similarly, in the *Slanted Screen* (2006), Darrel Hamamoto, Professor of Asian American Studies at UC Davis found that,

It affects their behavior, it affects the way they view themselves, it affects who and how they want to associate with a group, some of them would consciously stay away from other Asian Americans because of some hurtful conclusions they come up with. Some of them experience or indicate a high degree of racial self-hate, it comes from these images that of perhaps Asian American being powerless are notions that the white man is in charge (30.00 minutes).

Steele (2010) examined the ways stereotype threatens identity contingencies in our lives, and in a broader society, in some of society’s most tenacious problems. Through a series of experiments on the strength of stereotype threat on the academic performances of African Americans, Steele (2010) found that stereotypes and identity threats brings out the protective side of the human character, “which is aroused by the mere prospect of being negatively stereotyped, and that, once aroused, it steps in and takes over the capacities of a person-to such an extent that little capacity is left-over for

work at hand” (p. 214). In his experiments, the extra pressure of identity threat negatively affects African American women in their capacity for mathematics. On the other hand, the elimination of the conception of test from being a diagnostic ability to a non-diagnostic ability brings African American performers to the same level as white performance on the Raven’s Progressive Matrices IQ test. Hence, stigmatization-a devalued social status, and stereotypes had the capacity to impair intellectual performances (Steele, 2010).

### *2.3 Stereotypes of Asians: Past and Present*

When Asian immigrants first started appearing in the media in the early 20<sup>th</sup> century, they were often depicted with slanted eyes, buck teeth and yellow skin. The culturally biased perception of the Chinese as uniquely non-Western in dress, language, religion, customs, and eating habits determined that the Chinese were inferior (Wong, 1978). As with other non-white characters in Hollywood films, these stock Asian characters were usually marginalized as “background color”: houseboys, railroad or laundry workers, cooks and other assorted servant (Benshoff & Griffin, 2009; Wu, 2008). In *Son of Kong* (1933), the sequel to *King Kong*, Victor Wong plays the “loyal servant in a coolie attire, who steals guns from the enemy and rows the boat while his White boss stands handsome and helpless. His boss shows his gratitude by saying-good boy, Charlie” (Danico & Ng, 2004, p. 122). Similarly, in *Lost Horizon* (1937), and *Lost City of the Jungle* (1946), the mystic city of Shangri-La in the Himalayas and Pendrang respectively were shot almost exclusively from the white characters’ viewpoint, while the Asian inhabitants served as extras.

The history of Asian stereotypes in U.S. is in large measure a pageant of six basic stereotypes. This section provides a broad overview of Asian images in mainstream Hollywood films and television, beginning with the defamatory stereotypes

in the early 20<sup>th</sup> century to current representations in the 21<sup>st</sup> century. The historical antecedents, cultural and political context of these representations are also discussed.

### 2.3.1 *Yellow peril.*

The Yellow Peril concept is said to have been most popular in its dogmatic forms in the first half of the 20<sup>th</sup> century (Kawai, 2005; Palumbo-Liu, 1999). Hollywood's depiction of Asia has been inextricably linked to the threat of the so-called yellow peril (Marchetti, 1993). Rooted in medieval fears of Genghis Khan and Mongolian invasions of Europe, the yellow peril combines racist terror of alien cultures, sexual anxieties, and the belief that the West will be overpowered and enveloped by the irresistible, dark, occult forces of the East (Marchetti, 1993). In the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, the West feared the yellow race as a threat to the dominance of the white race and were worried about the increasing population and migration of the Asian population, China's potential military and economic power, and Japan's rise as an imperial power after Japan defeated China in the Sino-Japanese war in 1885 and Russia in the Russo-Japanese war in 1905 (Okihiro, 1994; Chan, 1991; W.F. Wu, 1982). At the same time, Asian men in the America were gravitating towards the urban ghettos, forming *Chinatowns* in the cities. *Tong Wars* were occurring in various Chinatowns as the Tongs (Chinese organized criminal gangs) fought over control of illicit black market commodities such as opium, gambling and prostitution (Benshoff & Griffin, 2009).

Due to the political, cultural and social threat towards the white race, yellow peril signified the enveloping of the West by a physically, intellectually and morally inferior culture. Films such as *The Yellow Menace* (1916), *The Tong Man* (1919), *Chinatown Nights* (1929) and more recently *Big Trouble in Little China* (1986) reinforced the yellow peril image.

One of the most potent aspects of the yellow peril discourses is the sexual danger of contact between the races (Marchetti, 1993). Asian men were depicted as menacing, predatory, and lusting after white women (Shah, 2003; Benshoff & Griffin, 2009). In the “Yellow devil doctors and opium dens: A survey of the Yellow Peril stereotypes in mass media entertainment”, Gary Hoppenstand (1983) points out that the rape of the white woman by an Asian man was a metaphor for the threat posed towards the Western culture. Other than rape images, there were sexual liaisons and doom interracial love affairs. For example, D.W. Griffith’s *Broken Blossoms* (1919) tells the tragic story of an Asian man, Cheng Huan, who longs for the love of a white woman.

### 2.3.2 *Dragon lady.*

The most prevalent image of Asian women during the Hollywood classical period was the dragon lady stereotype: diabolical, sneaky, criminal mastermind, sexually alluring, sophisticated and determined to seduce and corrupt white men (Benshoff & Griffin, 2009; Shah, 2003).

Shah (1997) credits Empress Tsu-Hsi, who ruled China from 1898-1908, for being the first dragon lady. According to Shah (1997, p.xxi), the New York Times described her as “the wicked witch of the East, a reptilian dragon lady who had arranged the poisoning, strangling, beheading, or forced suicide of anyone who had ever challenged her autocratic rule.” An alternate idea about origins of the dragon lady stereotype came in the form of Anna May Wong, the first Asian woman to be featured in American cinema (Hall, 1994; AAE, 2003) She consistently played roles that were exotic, sensuous, yet she was the villain; evil and coy. In *Shanghai Express* (1932), she seduced, gained the trust of a white hero, and stabbed him.

In contemporary times, the Dragon Lady stereotype is personified by Ling Woo, a cold, ferocious, exotic and sexy lawyer in the award-winning series *Ally McBeal*. In

James Bond films, Oriental women are depicted as “always potentially treacherous, must be watched with special care” (Mullen, 1972, p. 266).

### 2.3.3 *Charlie Chan.*

During the Second World War, there was a growing fear of Japanese imperialism. Japanese soldiers were portrayed as randomly killing Chinese peasants and raping women. On the other hand, China was depicted as a benign and mysterious land and the Chinese people shown to be virtuous, industrious and trustworthy (Shah, 2003). In 1936, the Charlie Chan stereotype was created. He was non-threatening, quiet, and sometimes wise.

The Charlie Chan stereotype represents the American representation of the “good” Asian man. Created by Earl Derr Biggers, Charlie Chan is the amiable, Chinese-American Honolulu detective who spoke broken English, loved fortune cookies and had brilliant deductive reasoning skills. The Charlie Chan character has had an enduring career in radio, TV, movies and novels, from *The House Without a Key* (1926) to *Charlie Chan in Paris* (1935) to *Charlie Chan and the Cure of the Dragon Queen* (1981). Played by Warner Oland, Sidney Toler and Roland Winters, the Chan film series stands as one of the prime serial examples of Yellow Face in Hollywood (Garcia, 2001; Benshoff & Griffin, 2009).

### 2.3.4 *Lotus blossom.*

The lotus blossom stereotype originated from images of Asian women serving the US military’s “needs” during the war. Asian women emerged as submissive, meek and always ready to serve a man. In *The World of Suzy Wong* (1960), Nancy Kwan played Mei Long, a Hong Kong prostitute with a heart of gold, who was passive, shy, and lives to please men. Her individuality and intelligence have been infantilized; her passive nature renders her helpless and marginal (Jiao, 2007).

Miss Saigon and Madama Butterfly are popular contemporary works of art that are very much the epitome of Lotus Blossom stereotype. In both cases, the Asian women are portrayed as being lured into a strange, exotic seductresses web, whereby they are intrinsically inferior to their Caucasian male lovers. They are bounded tightly by culture and are inferior in terms of wit and intelligence. In the end, the lotus blossoms are marginalized, abandoned, and commits suicide.

#### *2.3.5 The martial artist.*

In the early 1970s, Asian characters began to appear in kung fu action films. The most famous martial arts figure during that time, Bruce Lee, reached international stardom through *Fist of Fury* (1972), *Return of the Dragon* (1972) and *Enter the Dragon* (1973). At age 32, Bruce Lee died of a brain hemorrhage at the height of his popularity, establishing him as an international cult figure (Benshoff & Griffin, 2009).

In contemporary films, Asian actors are often casted as martial artists. Jet Li (*Leather Weapon 4*, *Romeo Must Die*, *The One*) and Jackie Chan (*Rush Hour series*, *Shanghai Noon*, *Shanghai Knights*, *Around the World in 80 days*) are the epitome of Kung Fu masters. When asked how much creative leeway he was give during the filming of *Romeo Must Die*, Jet Li says, “We don’t know what an American audience wants to see, what do they like? Traditional Chinese martial art fighting style or a modern style?” (Burr, 2001, p. 107).

#### *2.3.6 Model minority.*

The model minority is probably the most influential and prevalent stereotype for Asian Americans today (Kawai, 2005). The model minority stereotype is believed to have been constructed in the 1960s (Kawai, 2005). In an attempt to dispel the notion that America was falling apart and the American Dream was doomed to be shattered (Wu, 2008), articles published in 1966 by mainstream media were responsible for the

rise in the model minority stereotype (Okimoto, 1994). Among which was an article entitled “*Success Story of One Minority in U.S.*”, published on December 26, 1966 in *U.S. News and World Report*, focused on the accomplishments of Chinese-Americans, stating that

...at a time when it is being proposed that hundreds of billions be spent to uplift Negroes(sic) and other minorities, the nation’s 300,000 Chinese-Americans are moving ahead on their own—with no help from anyone else (p. 73).

Since then, Asian Americans have been perceived as a successful minority: hardworking and independent. According to McGowan and Lindgren (2006), in the early 1980s, reports of skyrocketing Asian American college enrollment rates sparked another spate of magazine articles with a similar theme: despite facing discrimination in the United States, Asian Americans have been a startlingly successful minority group, and their success was making an indelible mark on American life and culture. McGowan and Lindgren (2006) listed four characteristics of the model minority “myth”:

First, Asian Americans are supposed to be extremely hard working—more hard working than whites. Second, they are said to be intelligent and highly educated, though a large number of them are dismissed as math and science geeks. Third, as a group they are seen as economically successful, especially compared to other ethnic minorities, even though they faced severe discrimination in the past and may encounter some (fairly minor) discrimination now. In other words, a regrettable history of past discrimination has not kept them down, and indeed may have spurred them on. Fourth, Asian Americans are described as “assimilating” into mainstream American life—living in the suburbs and intermarrying with whites—well, mostly assimilating, but not entirely: the articles tend to describe

(and mirror) a persisting element of foreignness or exoticism. Asian Americans “crowd” the universities, and “crowd” into math and science careers—which evokes the teeming streets of an urban Chinatown—and practice exotic medical treatments and cultural traditions (p. 335).

In a report by the National Asian Pacific American Legal Consortium (NAPALC, 2005), it was found that the roles played by Asian Americans reinforced the model minority stereotype. Specifically, of the Asian American characters identified in the content analysis, 100% had occupations that emphasize their intelligence and hard work ethic (NAPALC, 2005). In another content analysis study of more than 1300 primetime television advertisements, Asians were associated with affluence and professional status (Taylor & Stern, 1997).

Asian critical scholars call this the model minority myth. Critics of the model minority stereotype argue that this stereotype evokes negative implications behind its “positive image”. They argue that the term is a false generalization, but more importantly, the model minority stereotype has several bad consequences. McGowan and Lindgren (2006, p. 336) provided four key arguments Asian critical scholars had. Firstly, the model minority stereotype denies Asian Americans the government attention and assistance they need and deserve. Secondly, the model minority stereotype blinds Americans to the persistence of discrimination against Asian Americans. Thirdly, the model minority stereotype reinforces the American dream and implicitly blames other minority groups for their problems. Fourthly, the model minority stereotype divides Asian Americans from other minority groups. Over the last two decades, affirmative action opponents and proponents have used the model minority stereotype to support their arguments in a way that unmistakably pits Asian Americans’

interests against blacks and Latinos (Takagi, 1992). This fosters resentment among minority groups.

F.H. Wu (2002) argues that there lies a political implication behind the image, and posits that the model minority myth hurts Asian Americans themselves, citing the 1992 Los Angeles riots violence against Asian Americans as an example. Wu further stressed that by depicting Asian-Americans as the model minority, it serves to indicate the status of other racial minorities as inferior and problematic minorities. He pointed out “each commendation of Asian American is paired off against a reprimand of African Americans”(p. 62). Incidentally, and interestingly, the Black Power Movement was becoming more prominent and gaining power in the late 1960s, after the shooting of African American civil rights movement leader in June 1966.

Going beyond academics, politics and economics, the model minority stereotype also depicts Asians as socially awkward, physically unattractive by Western standards, and asexual-rarely shown in romantic situations (Sun et al., 2009; Tajima, 1989; Xing, 1998).

In general, the model minority is seen as silent, disciplined, studious, nerdy, mama’s boy, affluent, well educated, professional and technologically skilled.

### *2.3.7 Asian Stereotypes and Orientalism.*

The history of Asian stereotypes is intricately linked to Edward W. Said’s (1978) notion of Orientalism. In the 1970s, cultural critic Edward Said argued influentially that the West’s seeming fascination with the Orient was less an interest in the actual geographic region and its cultures than a fascination with the idea of those places as different from white Western cultures (Benshoff & Griffin, 2009). In Orientalism, Said examined the ways the ‘Orient’ continued to be constructed by

Westerners, describing Orientalism as “a western style for dominating, reconstructing and having authority over the Orient” (p. 3).

While there have been many critics of Orientalism, the concept has maintained huge significance in the world of post-colonial studies. Said’s notion of Orientalism offers a useful framework in understanding the ways in which the western media shapes and constructs eastern peoples, cultures and values. According to Wong (1977),

Stereotypical delimitations, which have been created, established and maintained by whites in the motion picture industry, present a property that is not only responsible for retaining a finite set of character depictions, as opposed to the unlimited potential for whites, but also accountable for the institutionalizing of racist stereotypes. That the Asians presented to the American film audience are largely a patchwork of traditionally inaccurate images and clichés, totally the products of the western society, is generally in no way conveyed to the audience (p. 15).

One of the most enduring images of “The Orient” is encapsulated in the opera *Madame Butterfly*, a tragic story in which Asia is represented by the exotic, meek and long suffering Butterfly, a beautiful woman who sacrificed her life for the western man she loved.

In understanding Orientalism as a theory, the key here is to understand that the relationship between the Occident, in its capacity of media production, and the Orient, as a subject of that production, is one of power (Park & Wilkins, 2005). Through visual media and imagery, western media has the power to shape a representation of the East. No doubt efforts have been made to restructure negative imagery to more positive imagery by the Western media. For example, in the original 1968 *Hawaii Five-O* series,

with the exception of Detective Chin Ho (played by Kam Tong Chun), Asians were retrogressively depicted in the context of villainy and illegality (Wong, 1977). In the 2010 Hawaii Five-O remake, there were a number of positive leading roles played by Asians, including Detective Kona Kalakaua (played by Grace Park) and Detective Chin Ho (played by Daniel Day Kim).

The concept of Orientalism was originally focused on the geographical Orient of Middle East. However, many East Asian scholars have drawn upon Orientalism to study the western representation of the East Asian race, and its social effects. There is concern that the segregation of Asians into an Asian-role could cause racial perception and identity complexity among Asian-and non-Asian viewers.

#### *2.4 Sources of influences: Stereotypes and perception*

On June 1983, the Washington State Commission on Asian American Affairs held a conference on Asian Stereotypes and the Media at Seattle University. The purpose of this conference was based on the premise that “if everyone stopped for a moment and thought about how they receive information about the world, it would inevitably lead them to the media. And if they looked at the total picture painted of Asian Pacific Americans by the media, they would see an incomplete, distorted and most often negative one” (Somlo, 1983). Besides visual images being a reflection of reality, the process of shaping values, beliefs and perception about ourselves and others is also very much influenced and impacted by the media. This section would review literature on the various sources of influences in which stereotypes are developed and perpetuated by individuals.

##### *2.4.1 Films and television.*

The film industry is at least partial reflection of the society in which it operates and reflects the belief systems which permits the industry to prosper, for if the product

does not satisfy the audience, the audience does not support the industry (Wong, 1978, p. 1). Similarly, Marchetti (1993, p. 7) viewed films as constructed objects of significance rooted in specific social environment at points in time. Besides films, television series also reflect the social changes happening in reality.

A National Asian Pacific American Legal Consortium study (NAPALC) in 2005 showed that virtually no Asian actors are on situation comedies, and the characters in dramas tend to have less depth than most regulars, with minimal on-screen time and few romantic roles (Texeira, 2005). While many older TV series focused on Asians as a Charlie Chans or a China Doll, the role of Asians in contemporary television series is slowly evolving. Younger Asian American actors working in TV today, such as Naveen Andrews, B.D. Wong, and Russell Wong often find themselves most regularly cast as supporting actors in multicultural TV shows like *LOST* and *Law and Order: SVU* (Benshoff & Griffin, 2009).

In *The Early Window*, Liebert and Sprafkin (1988) found that television influences attitudes about race and gender, through cultivation of stereotype portrayals. Watching the representation of racial, ethnicity and gender representation leads to an accurate/inaccurate expectation of reality.

Cultivation theory provides a useful theoretical framework to study the effect stereotypical representation visual media has on cultivating viewer and societal perception. Cultivation analysis was developed by George Gerbner during a study on the influence television has on viewers' idea of what the everyday world is like. Cultivation theory proposes that long-term and heavy exposure to television contributes to homogenous construction of social reality and ideology (Gerbner et al. 1980). Cultivation theorists argue that television has long-term effects, which are small but cumulative and significant. This is further observed through a series of interviews in

The Slanted Screen (2006), a critical documentary exploring portrayals of Asian men in American cinema. In *The Slanted Screen* (2006), Lois Salisbury, former director of *Children Now*, revealed that “Kids told us that they pretty much clearly expected white people cast in roles that generally would have positive attributes, either wealth, well-educated, leadership roles, the boss, doctor, whereas they expected to see, particularly African Americans and Latinos cast in much more limited roles, for example, as the maid or the janitor. They didn’t expect to see Asian cast at all.” She further revealed that in their focus group, they found that (a) firstly, children were aware they rarely saw Asians on television, and they felt disempowered, (b) secondly, children were clear that when they did see Asians, it was in very stereotypical roles. Thus, by not seeing role models illustrated in a diversity of ways, it limits the aspirations of who they think they can be when they grow up (*The Slanted Screen*, 2006).

Gerbner, Gross, Morgan, and Signorielli (1986) argued that while religion or education had previously been greater influences on social trends and mores, television became “the source of the most broadly shared images and messages in history...Television cultivates from infancy the very predispositions and preferences that used to be acquired from other primary sources ... The repetitive pattern of television's mass-produced messages and images forms the mainstream of a common symbolic environment" (p. 17).

Cultivation theory interprets the repeated media exposure and acquisition of racial and ethnic stereotypes as social reality (Wu, 2008; Perse, 2001). This theory is especially relevant when describing the influence of visual stereotypes. Stereotypes in the media serves a purpose, positive or otherwise, and it is crucial to explore how this perception cultivates into societal views and mindsets. Based on cultivation theory, it is highly likely that exposure to a certain stereotype, over and over again, would influence

people's perception of Asians. In addition, it would also have an effect on the identity of Asians themselves; how they view their own culture. For example, Lee and Vaught (2003) found that first and second-generation Asian American girls and young women largely internalized the dominant ideals of Asian female representations in the mainstream media.

Zhang (2010) applied cultivation theory to conduct an empirical study on the extent to which people accept the media stereotypes about Asians. The study found that people's perceptions and judgment are largely aligned with media representations, and that among racial-ethnic groups in the U.S., Asians are perceived as most likely to achieve academic success, most likely to be perceived as nerds and most likely to be left out. He also found that Asians are perceived to be unsociable and make the least desirable friends.

Gerbner's cultivation theory is useful when it comes to assessing the impact film and television has on our culture, but it leaves out some aspects that also seem to have an impact on the belief systems that make up our society (Linguist, 2006). Besides films and television, there are some other sources of influences that hold substantial impact on perception.

#### *2.4.2 Interpersonal relationships.*

The definition and classification of interpersonal relationships is the first step in understanding how interpersonal relationships influence the construction of perception in people. According to Ho (1998), one way of categorizing interpersonal relationships is through the basis of their formation: (1) Kinship by blood; (2) Connection by geographical origin (ethnic group etc.); (3) Nationality; (4) Political authority and subjugation by military or colonialism; (5) Social Class; (6) Office or employment; (7) Residential location; (8) Institutional affiliation; (9) Social connection based on

ascription; (10) Tutelage and apprenticeship (teacher-student); (11) Professional consultation (doctor-patient); (12) Friendship, companionship and sexual attraction; and (14) Situational, temporary and chance encounters (Ho, 1998).

Relationships are also formed on multiple bases and may be classified in more than one category. Interracial relationships are a subject of intense popularity and controversy within the Asian American community (Fujino, 1997). In a study about interracial couples, Killian (2001) found that

Couples who decentralized race and color tended to establish a couple identity through shared events and relationship milestones. Navigating around difference, these couples deemphasized partner differences by “not seeing” race, class, and sometimes gendering their relationships and by “starting from scratch,” leaving behind the history, traditions, and rituals from their families of origin. Another practice was to acknowledge the different familial traditions and consciously, collaboratively to re-envision their integration (p. 36).

Interracial relationships are very much a core part of interpersonal relationships. It involves a bond between two individuals, and close and meaningful relationships with other ethnic group could very well form a stronger perception than television depictions (Maestro and Tropp, 2004).

#### *2.4.3 Advertising/commercials.*

In a study by Taylor and Stern (1997), Asian Americans were shown to be overrepresented in television ads according to proportionality criterion with the U.S. population. However, this was not surprising as Asian Americans were the representation of both rapid growth and affluence, as Fisher (1994, S-2) calls it the of the “fastest growing and most affluent demographic segment”. However, in

their analysis of 1300 prime time television advertisement, Taylor and Stern (1997) found that Asian models are more likely than members of other minority groups to appear in background roles, and the portrayals of Asian Americans are very much an emphasis of their work ethic in business settings. Rarely were Asian Americans advertising images portrayed in home/family settings or social relationships.

In a similar study six years later, the model minority emphasis was still prevalent in advertisement and commercials. In 2003, Hye Jin Paek and Hemant Shah conducted a content analysis on the 'model minority' myth in U.S magazine advertising. They found overwhelming representations of Asians associated with financial success, technology savvy skills, academic excellence, problematic gender dynamics and racial hierarchy among other minorities. Ki-Young Lee and Sung-Hee Joo updated this study in 2005 and found that the model minority stereotype continued to dominate the Asian image in advertising.

#### *2.4.4 News networks.*

During a panel discussion about Asian representation in the news at the Asian Stereotypes and the Media Conference (1983), there was a general consensus that the presence of Asian reporters is important in ensuring the accuracy and sensitivity in Asian Americans news coverage, It was found that "Stereotypes are reinforced quite frequently in the articles that do appear on Asians. Second, stereotypes are perpetuated year round, not necessarily when there are tragic incidents. Third, when there are tragic incident, articles tended to be sensationalistic" (Somlo, 1983, p. 6).

In a Media Matters to America (2008) report entitled Locked Out: The lack of gender and ethnic diversity on cable news, aimed at documenting the

degree to which different programs and networks presented a representative picture resembling the American public, it was found that CNN, Fox News and MSNBC were still largely dominated by white, male voices, while women and non-whites were dramatically underrepresented. By recording the gender and ethnicity of every guest appearing on 12 prime-time cable programs on three of the largest cable news network (CNN, Fox News and MSNBC) for the entire month of May 2008, the study found that

- (1) 84 percent of the prime-time guests on the three cable networks were white. Fox News was the “whitest network”, with 88 percent.
- (2) African-Americans appeared on the networks at rates roughly proportional to their percentage of the population (12 percent)
- (3) Latinos were dramatically underrepresented, making up 15 percent of the American population, but only 3% of guests appearances on cable news.
- (4) Asians were underrepresented as well, making up 4.4 % of the American population, but only 2 percent of guest appearances on prime-time cable news.

People are influenced by what they see. CNN, MSNBC and Fox News are major news networks trusted and regularly tuned in by the general population. If prime-time cable news networks are so overwhelmingly dominated by white voices and do not reflect the diversity of the country, these controlled images would very have an effect on people’s perception of both the majority, dominant group, and minority subordinated group.

### *2.5 Summary*

While stereotyping has developed a negative connotation, psychologist Sam Gosling (2009) explains stereotype as a necessary yet dangerous

phenomenon. While it is more efficient to treat every new instance as a class of broader events, in which we already had pre-conceived information, sticking too closely to stereotypes, discourages people from revising their impressions on the basis of new information.

The history of Asian stereotypes and its representation through visual media have always been closely related to cultural, social and political context. The history of Asian stereotypes in U.S. is in large measure a pageant of six basic stereotypes: the yellow peril, dragon lady, Charlie Chan, lotus blossom, martial artist and the model minority. The model minority is probably the most influential and prevalent stereotype for Asian Americans today (Kawai, 2005). Behind the positive image of model minority, there lays some negative implications. Going beyond academics and politics, the model minority depicts Asians as socially awkward and physically unattractive (Sun et al., 2009; Tajima, 1989; Xing, 1998).

Films and television have traditionally been a strong influence on individual perception; yet, the extent to which this influences race perception still remains a topic of discussion. Besides film and television, there may be other sources of influence on individual perception of Asians.

While there have been ongoing efforts in challenging stereotypes and misrepresentations, there remains a tendency for Hollywood films and television to make Asia (and Asians) exotic. Writer Mia Mask argues that *Eat, Pray, Love* follows on the heels of *Sex and the City* as Hollywood's latest return to Orientalism (Nisbett, 2010). Coined by Edward Said, Orientalism refers to the tendency in Western literature and film to depict the near East and India through

the lens of well-worn stereotypes. Orientalism as a theory and cultivation theory are theories crucial in the study of film stereotyping and perception.

By exploring previous literature and studies, as well as by applying these theories, this paper would explore (1) college students' perception of Asians from Asia and Asian Americans, and (2) the extent to which these perceptions are influenced by film and television images/representations. This question is highly essential in media effects and ethnic studies. Once these factors are understood, researchers will be able to further examine the implications of film and television representation within a social context in the real world.

## Chapter 3

### Research Questions and Key Concepts

This chapter discusses the research questions to be addressed in the study, followed by the definitions of the key concepts constituting them.

#### *3.1 Research Questions*

Lasoff (1987) proposed that human beings think in terms of categories. Since the early 20<sup>th</sup> century, six main images of Asians have emerged: yellow peril, dragon lady, Charlie Chan, lotus blossom, martial artists and the model minority. Two decades later, one would likely recognize that America's attitude towards Asians have not changed much during the past century (Jiao, 2007). When Sun et al. (2009) surveyed 538 college students from the East Coast of the United States about their perception of Asian American men, they found that Asian American men were very much perceived as the model minority: hardworking, computer whiz, quiet, skinny, conservative and nerdy.

While studying perceptions of Asians, it is important to do so in a comparative manner because different nationalities and ethnicities may have different perceptions. In order to comparatively examine perceptions of Asians across four different lenses, the following four nationality-ethnicity groups are identified: (a) Non-Asian non-American is an individual who is neither of Asian descent nor an American citizen; (b) Non-Asian American is an American citizen who is not of Asian descent; (c) Non-American Asian is an individual of Asian descent who is not an American citizen; (d) Asian-American is an American citizen who is an individual of Asian descent.

|                  |                    |                                |                           |
|------------------|--------------------|--------------------------------|---------------------------|
|                  | <b>NATIONALITY</b> |                                |                           |
| <b>ETHNICITY</b> |                    | <b>NON-AMERICAN</b>            | <b>AMERICAN</b>           |
|                  | <b>NON-ASIAN</b>   | (a) Non-Asian,<br>Non American | (b) Non-Asian<br>American |
|                  | <b>ASIAN</b>       | (c) Non-American<br>Asian      | (d) Asian<br>American     |

**RQ1: What do college students perceive are the main characteristics of Asians?**

**RQ1 (a): What are college students' perceptions of Asians from Asia?**

**RQ1 (b): What are college students' perceptions of Asian Americans?**

**RQ1 (c): What are the similarity and differences between college student' perception of Asians from Asia and Asian Americans?**

**RQ1 (d): To what extent do perceived characteristics of Asians from Asia vary across the four nationality-ethnicity groups?**

**RQ1 (e): To what extent do perceived characteristics of Asian Americans vary across the four nationality-ethnicity groups?**

In a focus group discussion about the racial stereotypes in *Rush Hour 2* by Park et al. (2006), participants expressed explicitly and inexplicitly how most stereotypes in

films were based on truth. Similarly, Fiske (1987) argues that realism in the media encourages viewers to incorporate on-screen attitudes and beliefs onto the real world.

However, Dennis Chin, a staff writer and Asian American student at The College of New Jersey's editorial Unbounded (Spring 2004), writes that he couldn't picture himself in roles played by Asians, "wearing a kimono and holding a giant samurai sword (*Kill Bill*), being the weird foreign exchange student with the accent (*Sixteen Candles*), flying through the air (*Crouching Tiger, Hidden Dragon*), being the old man spitting fortune cookie-talk (*The Karate Kid*), being the Fu Manchu evil, barbaric Asian commander (*The Bridge on the River Kwai* and *The Manchurian Candidate*)." These are exaggerated roles constructed by the film industry to portray Asians. Following the exaggerated Charlie Chan character, there has been an emasculation of Asian male roles today in the form of nerdy and socially awkward geniuses and computer programmers (Sun et al. 2009; Cao & Novas, 1996). Besides the model minority stereotype for Asian males, there is the other prevalent 'macho' kung fu martial artist image in mainstream cinema today. Ironically, while they are muscular, strong and heroic, they are neither sexy nor romantic (Sun et al. 2009).

Similar to films, Asians in television series are often depicted in stereotypical roles. According to a report by the National Asian Pacific American Legal Consortium (2005), a content analysis of television programming demonstrated that 100% of the roles played by Asian Americans have reinforced the model minority stereotype, as these roles emphasize their intelligence and hard work ethic. It would be interesting to explore the way students interpret Asian characters in film and television.

**RQ2: How do college students perceive portrayal of Asians in films and television?**

Besides films, other forms of media and interpersonal relationships also influence perceptions. According to cultivation theory, heavier exposure to television would make the audience identify social reality more with representations framed in television programs (Gerbner & Gross, 1976). Similarly, although many focus group participants initially claimed that they could distinguish between fiction and reality, Park et al. (2006) observed a strong relationship between film representations of race and participants' opinions about racial traits. Stereotyping through media and other channels of communication influences both perception and attitude.

Media studies scholars argue that the media provides important sources from which we construct identities and our view of others (Sun et al., 2009; Kellner, 2003). In a focus group interview, Sun et al. (2009) found that there was a common phenomenon of respondents using what they saw in the media as a reinforcement and validation of what they observed of Asian Americans in every day life.

According to Saito (1997), the model minority myth and its yellow peril underside promotes the portrayal of Asian Americans as perpetual outsiders, which in turn fosters discrimination and violence. Similarly, Wu (2008) also found that the majority of White Americans indeed felt threatened and unwilling to compete with Asian Americans for limited social resources including admission to colleges and employment opportunities.

In addition to the media, interpersonal relationships also play a part in influencing perceptions about Asians. Mastro and Tropp (2004) found that close and meaningful relationships with other ethnic groups had a greater influence than ethnic minority portrayals on television series.

**RQ3: Relative to interpersonal relationships with Asians, to what extent do college students think portrayal of Asians in films and television shows**

**influence their own perception of Asians?**

**RQ3 (a): What is the perceived relative influence of Asians in film and television on college student's perception?**

### *3.2 Definitions of the Key Concepts*

This section conceptually and operationally defines the key concepts constituting the research questions presented above: (1) perceived characteristics of Asians; (2) the four nationality-ethnicity group; (3) perceived portrayal of Asians in films and television; (4) the extent of influence on perception of Asians by interpersonal relationships; and (5) perceived relative influence of portrayal of Asians in films and television shows.

#### *Perceived characteristics of Asians*

Conceptual Definition: Perceived characteristics of Asians referred to the respondent's views, thoughts and impressions on the physical, attitudinal and behavioral attributes of Asians. Sun et al. (2009) found that Asian American females were perceived as quiet, hardworking, skinny, conservative, not angry, not manipulative and not outspoken. Similar to their female counterparts, Asian American men were perceived as hardworking, computer whiz, quiet, skinny, conservative and nerdy (Sun et al., 2009). For the purpose of this study, Asians refer to Asians from Asia refers to people who are of East Asian, South Asian and South-East Asian descent from the Asian region. Asian Americans refers to American citizens who are of East Asian, South Asian and South-East Asian decent.

Operational Definition: This concept was measured by multiple-choice questions, in which respondents were asked to select characteristics that best reflected their perceptions of Asians Males from Asia, Asian Females from Asia, Asian Americans Males and Asian American Females (Appendix B, Question 5-8).

*Four Nationality-Ethnicity Group*

Conceptual Definition: The four nationality-ethnicity groups referred to the group to which the respondent belongs to in terms of nationality (American or not) and ethnicity (Asian or not). The following 2x2 table shows the four groups resulting from cross-classifying individuals in terms of their ethnic and national identities.

|           |           | NATIONALITY                 |                        |
|-----------|-----------|-----------------------------|------------------------|
|           |           | NON-AMERICAN                | AMERICAN               |
| ETHNICITY | NON-ASIAN | (a) Non-Asian, Non American | (b) Non-Asian American |
|           | ASIAN     | (c) Non-American Asian      | (d) Asian American     |

- (a) Non-Asian, non-American: Non-Asian non-American refers to an individual who is not of Asian descent and is not an American citizen.
- (b) Non-Asian American: A non-Asian American refers to an American citizen who is not of Asian descent. This includes an American who is any of the following ancestry: Caucasian, African Americans, American Indians and Alaska Native, Hispanic and Latino, Native Hawaiian and/or other Pacific Islander (US Census glossary, 2009).
- (c) Non-American Asian: Non-American Asian refers to an individual who is of Asian decent and is not an American citizen. Any non-American with

ancestry or ancestries of any of the following: Asian Indian, Bhutanese, Chinese, Filipino, Hmong, Indochinese, Indonesian, Japanese, Korean, Laotian, Malaysian, Okinawan, Pakistan, Singaporean, Sri Lankan, Thai, Vietnamese or Other Asian. A non-American individual with two or more ethnic background, of which at least one is of Asian ethnicity, would be considered Non-American Asian.

- (d) Asian American: An Asian American refers to an individual who is an immigrant Asian in U.S. or an American born of Asian descent (Garcia, 2001, p. 14). Specifically, this refers to an American national who is of East Asian, South Asian and South-East Asian descent, i.e. an American citizen with ancestry or ancestries of Asian Indian, Bhutanese, Chinese, Filipino, Hmong, Indochinese, Indonesian, Japanese, Korean, Laotian, Malaysian, Okinawan, Pakistan, Singaporean, Sri Lankan, Thai, Vietnamese or Other Asian. An American citizen with “two or more races” of which at least one is of Asian ethnic background would be considered an Asian American in this study.

Operational Definition: This concept was measured by two questions asking respondents to check their nationality and ethnicity in the boxes provided (Appendix B, Question 2 & 4). A respondent with dual citizenship, one of which was from the United States, was considered American for this study. Respondents with multiple ethnicities, one of which is of Asian heritage, would be considered Asian for this study.

#### *Perceived Portrayal of Asians in Films and Television*

Conceptual Definition: Perceived portrayal of Asians in films and television refers to the respondent’s perception of Asian characters in films and television.

According to MANAA (2003), Asians are often shown as an unassimilated

culture, in which the names of the characters, accents and mannerisms are inherently comical or sinister, and are often shown in stereotypical occupations such as “Korean grocers, Japanese businessmen, TV anchorwomen, martial artist, gangsters, faith healers, laundry workers, and prostitutes. This misrepresents the diversity of the work force” (p. 1). In addition, the National Asian Pacific American Legal Consortium (NAPALC, 2005) published a report revealing that roles played by Asians in prime-time television have reinforced the model minority stereotype. By watching visual images of Asians in films and television, respondents perceive the images in various manners.

Operational Definition: This concept was measured by four qualitative questions asking respondents to write three main characteristics of (1) Asian male commonly portrayed in movies; (2) Asian female commonly portrayed in movies; (3) Asian male commonly portrayed in TV shows; and (4) Asian female commonly portrayed in TV shows (Appendix B, Question 11-14).

*Extent of relative influence on perception of Asians by interpersonal relationships*

Conceptual Definition: The extent of influence on our perception of Asians by interpersonal relationships refers to the extent to which the respondent believes that his/her experiences in interpersonal relationships with Asians have affected own perception of Asians. Interpersonal relationships refers to a “particular type of connection existing between people related to or having dealings with each other (e.g., husband-wife), with attributes that are more specific, sharply defined, or lasting” (Ho, 1998, p. 3). Ho (1998) further expanded the categorization of interpersonal relationships by their intrinsic and non-intrinsic attributes into 14 main classifications, among which are kinship by blood, nationality, social class, employment relationships,

institutional affiliation, companionship, casual acquaintanceship and any other social connection between two individuals. Fiske (1992) points out that “ people make meaning and think about each other in the service of interaction; their interactions depend on their goals, which in turn depend on their immediate roles within the larger culture” (p. 878). When interactions between two individuals occur, a perception might form, consciously or subconsciously.

Operational Definition: This concept was measured by a simple two-choice question asking respondents if the media or interpersonal relationship had more influence on their perception of Asians (Appendix B, Question 15). Respondents were also asked to elaborate on the difference between interpersonal relationships and the media in terms of shaping their view of Asians (Appendix B, Question 16).

*Perceived relative influence of portrayal of Asians in films and television shows*

Conceptual Definition: The extent of influence on perception of Asians by portrayals of Asians in films refers to the degree to which respondent believes that representation and portrayals in film and television series affect own views, thoughts and impressions of Asians.

Operational Definition: This concept was measured on a five-point scale with respect to the extent to which respondents agreed with the following statements: “Visual representation and stereotypes in film and television reflect reality” (Appendix B, Question 20); “Visual images of Asians on screen influence my initial interaction with Asians” (Appendix B, Question 21); “When interacting with Asians, I think she/he is just like that character in that movie or television show” (Appendix B, Question 22); “The perceptions I hold towards Asians are similar to the representation on screen” (Appendix B, Question 23); “There is truth in stereotypes” (Appendix B, Question 24).

## Chapter 4

### Methods

This chapter discusses the methods used for data collection and analysis for the study specifically: (1) the sample; (2) the questionnaire; (3) administration of the questionnaire; and (4) data analysis.

#### *4.1 The Sample*

The units of observation and the unit of analysis of this study are individual students from the University of Hawaii, Manoa. The study population consisted of both American and international college students within the age range of 18 – 28, from both undergraduate and graduate levels. The specific age range was selected because individuals within that ten-year period (18-28 years of age) are assumed to have grown up in the same cultural environment, and have exposure to the media and the internet.

In order to comply with the regulations as set forth by the Institutional Review Board (IRB), all respondents had to ascertain that they were at least 18 years of age and were participating in the survey on a voluntary basis. A consent form was designed approved by the IRB, and attached to each questionnaire (Appendix A).

The sample was drawn from six undergraduate classes from January to March 2011. Three classes were from the Department of Sociology, two from the School of Communications, one from the Department of Ethnic Studies and one from the School of Second Language Studies.

After six weeks of data collection, 231 completed questionnaires were collected. However, there was an insufficient number of non-American Asian participants (only 26 respondents). Thus, additional participants were recruited from international graduate students at the Hale Manoa East-West Center dorm, at the University of

Hawaii, making the total number of non-American Asian respondents 49. After an eight-week period, the total number of completed questionnaires was 270.

#### *4.2 The Questionnaire*

The instrument used in this study was a 25-item questionnaire (Appendix B). A combination of open-ended and close-ended questions was used. In an issue as complex as stereotypes, perceptions and influences, questions were designed to understand the facet of respondent's perspectives.

The questions were developed through an analysis of previous surveys and studies from the literature review. The questionnaire was broken into five sections. Beginning with questions about the respondent's backgrounds (Q1-Q4): gender, nationality, age and race or ethnicity.

The second section of the questionnaire (Q5-Q8) dealt with respondent's perception of the physical and attitudinal/behavioral characteristics of the following groups: Asian males from Asia, Asian females from Asia, Asian American males and Asian American females. This section consisted of multiple-choice questions in which respondents were given a list of characteristics to select from. This section provided general information about perception, and would be used to explore the influence of film and television stereotypes.

The next section of questions (Q9 – Q14) examined respondent's interpretations of the portrayal of Asians in American films and television shows. Questions 9 and 10 were used to gauge the frequency in which the respondent watch films or television show. Question 11 to Question 14 were open-ended questions in which respondents was asked to describe three main characteristics Asian males and females commonly portrayed in films and television shows. This section provided a basis for analyzing (a) the extent to which the respondent's perception about the portrayals of Asian males and

females differ in film and television, (b) the similarities or differences between perception of Asians and the portrayals of Asians in films and television shows.

The next section of the questionnaire consisted of two broad questions (Q15 and Q16), in which respondents were asked if the media or interpersonal relationships had a stronger influence in his/her interaction with Asians. The respondent was then asked to elaborate on the extent to which interpersonal relationships influence the way they viewed Asians.

The final section of the questionnaire (Q17 - Q25) examined the extent to which visual representation and stereotypes affect interaction and perception. Questions 17 – 24 used a 5-point scale in which respondent was asked if he/she strongly disagrees, disagrees, neither agrees nor disagrees, agrees or strongly agrees with the statements provided. Respondents were given first-person statements (I am..., think..., I hold..., my...etc). The final question in the questionnaire, Question 25, was directed at respondents of Asian heritage/ethnicity. This question is an open-ended question in which respondent was asked if the visual representation of Asians on screen had any influence on his/her self-image. This is an important aspect to study when analyzing visual stereotypes.

The questionnaire took approximately 10 minutes for respondents to complete. Students who chose to fill out the questionnaire must first read and agree to the conditions, as stated in the consent form. The consent form briefly described the researcher's objectives, time commitment, benefits and risk to participation, confidentiality and rights of the individual as well as the contact information of the researcher and UH Committee on Human bodies.

The questionnaire was pre-tested on 12 graduate students from the Department of Communications, University of Hawaii at Manoa (UHM). Each questionnaire was

prefaced with a cover sheet instructing respondents to make notes on ambiguous questions. One correction was made based on the pre-test results. Question 15 was changed from an open-ended question to a multiple choice question.

#### *4.3 Administration of the Questionnaire*

The finalized questionnaire was administered to students through two different methods: In person and online distribution. The majority of the responses to the questionnaire were obtained through handing out the questionnaires in person to the respondents in classes or dormitory. A permission from each class instructor was obtained prior to distribution of the questionnaires. A brief explanation of the survey was given to the class before distributing the questionnaires. 218 completed questionnaires were collected from classes and the dormitory.

The second method in which the responses to the questionnaire were obtained was through SurveyMonkey.com. This method was used in two classes, in which the instructors posted an email announcement with the survey link to their class students. The survey link was also sent out to the community at the Hale Manoa East-West Center dorm. The online version contained both the consent form and survey. 52 completed questionnaires were collected through the online version.

Data collection was conducted over a period of eight weeks, from requesting permission from instructors to doing data input for analysis purposes. At the end of the eight-weeks period, 270 questionnaires were collected. However, six respondents had to be excluded because they were not in the 18-28 age range. Perhaps with more time and resources, more responses could have been collected.

The breakdown of questionnaires across four nationality-ethnicity groups were as follows:

| Ethnicity & Nationality | Frequency | Valid Frequency |
|-------------------------|-----------|-----------------|
| Non-American, Non-Asian | 5         | 5               |
| Non-American Asian      | 49        | 49              |
| Non-Asian American      | 82        | 80              |
| Asian American          | 134       | 130             |
| Total                   | 270       | 264             |

#### 4.4 Data Analysis

A codebook (Appendix C) was constructed containing information on each variable in the questionnaire.

(1) Question 2: Nationalities were coded as either American, non-American or no response.

(2) Question 4: Ethnicities were coded as Asians, non-Asians or no response.

Asians included Asian Indian, Asian Chinese, Asian Japanese, Asian Filipino, Asian Korean, Asian Vietnamese and Asian others. Non-Asian included White, African American/Black, Spanish/Hispanic/Latino, American Indian or Alaska Native, Native Hawaiian, Pacific Islander Guamanian/Chamorro/Samoan/others, Middle Eastern and others.

(3) Question 11, 12, 13 and 14: Responses were compiled and content analyzed.

The coding scheme was then developed accordingly. The following are the sixteen categories for question 11 and 13: martial artist, athletic, smart/intelligent, nerdy, socially awkward, conservative, successful, funny, handsome, short/skinny, obedient/loyal, sidekick, villain/gangster, foreigner, shy/quiet and others. Question 12 and 14 were coded into the following fifteen categories: attractive, exotic, sexy/seductive, intelligent, submissive,

independent/confident, fighter/killer, quiet, nerdy, slim, materialistic, motherly, helpless, foreigner and others.

(4) Question 16: Responses were compiled, content analyzed and categorized into the following: (1) personal interaction; (2) each person is different; (3) Living in Hawaii gives one Asian exposure; and (4) counters media stereotypes.

(5) Question 25: Responses in the open-ended question were content analyzed into the following three responses: (1) No; (2) Somewhat; and (3) Yes.

The data were then entered into the Statistical Package for the Social Sciences (SPSS version 18) using the codes specified in the codebook.

## **Chapter 5**

### **RESULTS AND DISCUSSION**

This chapter presents and discusses the results of the data analysis. The first section will describe the general characteristics of the respondents. Next, the answers to the research questions will be presented and discussed. Given that the sample relied on available subjects, the findings from this study are not generalizable to any population beyond the sample.

#### *5.1. Respondent Characteristics*

A total of 270 respondents participated in this study. 218 paper questionnaires were collected, and 52 respondents participated using the online version of the questionnaire. However, because the study only took into account respondents who were within the 18-28 age range, six participants had to be excluded from the study. Thus, only 264 respondents were used for analysis.

Table 1 shows the gender, age, nationality and ethnicity of the respondents. 152 respondents (57.6%) were female. The mean age was 20.96. Of the 264 respondents, 36.4% were 18 or 19 years old, 29.9% were 20 or 21 years old, with the remaining 33.7% between the ages of 22-28.

210 respondents (79.5%) were American citizens. 179 respondents (67.8%) were of Asian ethnicity. Asian ethnicity includes individual of the following heritage: Chinese, Japanese, Filipino, Korean, Vietnamese, Asian Indian and Asian others.

In terms of the respondent's ethnicity and nationality, 130 respondents (49.2%) were Asian Americans, 80 respondents (30.3%) were non-Asian Americans and 49 respondents (18.6%) were non-American Asians (Table 2). Only five respondents (1.9%) were non-American, non-Asians. Given the low number of non-American, non-Asians, they are excluded from any further analysis in the study.

Table 1: Respondent Characteristics

| Characteristics    | Categories   | Frequency | Valid Percent | Cumulative Percent | N   |       |  |
|--------------------|--------------|-----------|---------------|--------------------|-----|-------|--|
| <b>Sex</b>         | Male         | 112       | 42.4          | 42.4               | 264 |       |  |
|                    | Female       | 152       | 57.6          | 100.0              |     |       |  |
| <b>Age</b>         | 18           | 43        | 16.3          | 16.3               | 264 |       |  |
|                    | 19           | 53        | 20.1          | 36.4               |     |       |  |
|                    | 20           | 41        | 15.5          | 51.9               |     |       |  |
|                    | 21           | 38        | 14.4          | 66.3               |     |       |  |
|                    | 22           | 25        | 9.5           | 75.8               |     |       |  |
|                    | 23           | 19        | 7.2           | 83.0               |     |       |  |
|                    | 24           | 9         | 3.4           | 86.4               |     |       |  |
|                    | 25           | 19        | 7.2           | 93.6               |     |       |  |
|                    | 26           | 7         | 2.7           | 96.2               |     |       |  |
|                    | 27           | 5         | 1.9           | 98.1               |     |       |  |
|                    | 28           | 5         | 1.9           | 100.0              |     |       |  |
|                    | Mean         |           |               |                    |     | 20.96 |  |
|                    | Median       |           |               |                    |     | 20.00 |  |
|                    | Mode         |           |               |                    |     | 19.00 |  |
| <b>Nationality</b> | American     | 210       | 79.5          | 79.5               | 264 |       |  |
|                    | Non-American | 54        | 20.5          | 100.0              |     |       |  |
| <b>Ethnicity</b>   | Asian        | 179       | 67.8          | 67.8               | 264 |       |  |
|                    | Non-Asian    | 85        | 32.2          | 100.0              |     |       |  |

Table 2: Respondent's Ethnicity and Nationality

|                                      | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------------------|-----------|---------|---------------|--------------------|
| <b>Valid Non-American, Non-Asian</b> | 5         | 1.9     | 1.9           | 1.9                |
| <b>Non-American Asian</b>            | 49        | 18.6    | 18.6          | 20.5               |
| <b>Non-Asian American</b>            | 80        | 30.3    | 30.3          | 50.8               |
| <b>Asian American</b>                | 130       | 49.2    | 49.2          | 100.0              |
| <b>Total</b>                         | 264       | 100.0   | 100.0         |                    |

*Estimated number of movies and television shows respondents watch per month.*

Respondents were asked to estimate the number of movies they watched per month. As can be seen in Table 3, the number of movies respondents reported watching per month ranged from 0 to 55 (Table 3). 38.8% of the respondents reported watching 0-2 movies, 30.2% watching 3-4 movies and 31.0% watching more than 4 movies per month. Excluding one outlier (who reported viewing 55 movies per month), the mean was 4.3 and the median was 3.

Respondents were also asked to estimate the number of TV shows they watch per month. The number of TV shows respondents reported watching ranged from 0 to 104 per month. 35.8% reported watching 0-3 television shows, 29.6% reported watching 4-9 shows and the remaining 34.6% reported watching more than nine shows per month (Table 3).

*Perception on the portrayal of Asian stereotypes in films and television shows.*

In terms of perceptions on the portrayals of Asians in films and TV shows, 89.7% agreed or strongly agreed that they were aware of racial and ethnic stereotyping (Table 4). When asked if they viewed portrayals of Asians on screen as generally positive, 45.4% of the respondents neither agreed nor disagreed, 31.5% agreed or strongly agreed, and 23.1% disagreed or strongly disagreed. Over three quarters of the respondents (77.0%) generally agreed or strongly agreed that there was a difference between the visual representation of Asians from Asia and that of Asian Americans.

Overall, while respondents had high awareness about racial and ethnic stereotyping in films and television shows about Asians from Asia and Asian Americans, they were not sure if the portrayal of Asians were positive (Table 4).

Table 3: Number of Movies and Television Shows Respondents Watch per Month

|                         | Frequency | Percent | Valid Percent | Cumulative Percent | N   |
|-------------------------|-----------|---------|---------------|--------------------|-----|
| <b>MOVIES</b>           |           |         |               |                    |     |
| 0                       | 6         | 2.3     | 2.3           | 2.3                | 257 |
| 1                       | 49        | 18.6    | 19.1          | 21.4               |     |
| 2                       | 45        | 17.0    | 17.5          | 38.9               |     |
| 3                       | 47        | 17.8    | 18.3          | 57.2               |     |
| 4                       | 31        | 11.7    | 12.1          | 69.3               |     |
| 5                       | 34        | 12.9    | 13.2          | 82.5               |     |
| 6                       | 6         | 2.3     | 2.3           | 84.8               |     |
| 7                       | 5         | 1.9     | 1.9           | 86.8               |     |
| 8                       | 4         | 1.5     | 1.6           | 88.3               |     |
| 9                       | 0         | -       | -             | -                  |     |
| 10                      | 18        | 6.8     | 7.0           | 95.3               |     |
| >10                     | 12        | 4.9     | 4.7           | 100.0              |     |
| <b>Total</b>            | 257       | 97.7    | 100.0         | 100.0              |     |
| <b>Television Shows</b> |           |         |               |                    |     |
| 0                       | 17        | 6.4     | 6.7           | 6.7                | 254 |
| 1                       | 13        | 4.9     | 5.1           | 11.8               |     |
| 2                       | 30        | 11.4    | 11.8          | 23.6               |     |
| 3                       | 31        | 11.7    | 12.2          | 35.8               |     |
| 4                       | 24        | 9.1     | 9.4           | 45.3               |     |
| 5                       | 27        | 10.2    | 10.6          | 55.9               |     |
| 6                       | 8         | 3.0     | 3.1           | 59.1               |     |
| 7                       | 5         | 1.9     | 2.0           | 61.0               |     |
| 8                       | 9         | 3.4     | 3.5           | 64.6               |     |
| 9                       | 2         | 0.8     | 0.8           | 65.4               |     |
| 10                      | 45        | 17.0    | 17.7          | 83.1               |     |
| 11-20                   | 26        | 9.8     | 10.3          | 93.3               |     |
| 21-30                   | 12        | 4.5     | 4.7           | 98.0               |     |
| >30                     | 5         | 1.9     | 2.0           | 100.0              |     |
| <b>Total</b>            | 254       | 96.2    | 100.0         | 100.0              |     |

|               |                | Estimate Number of Movies Respondents Watch per Month | Estimate Number of TV Shows Respondents Watch per Month |
|---------------|----------------|---|---|
| <b>N</b>      | <b>Valid</b>   | 257   | 254   |
|               | <b>Missing</b> | 6   | 10  |
| <b>Mean</b>   |                | 4.30  | 8.37  |
| <b>Median</b> |                | 3.00  | 5.00  |
| <b>Mode</b>   |                | 1   | 10  |

Table 4: Perceptions on Visual Representation of Asian Stereotypes in Films and TV Shows (in percentages)

| Statement  | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree | N   |
|--|-------------------|----------|----------------------------|-------|----------------|-----|
| <b>Visual Representation</b>   |                   |          |                            |       |                |     |
| <i>Awareness of racial and ethnicity stereotyping in films and TV</i>                      | 1.6               | 1.2      | 7.5                        | 34.5  | 55.2           | 252 |
| <i>Portrayal of Asians on screen is generally positive</i>                                 | 2.8               | 20.3     | 45.4                       | 29.1  | 2.4            | 251 |
| <i>Difference between the visual representation of Asians from Asia and Asian American</i> | 4.5               | 3.2      | 15.4                       | 47.4  | 29.6           | 247 |

## *5.2 Answers to Research Questions*

### **RQ1: What do college students perceive are the main characteristics of Asians?**

#### **RQ1a: What are college students' perceptions of Asians from Asia?**

As shown in Table 5.1, the most frequently perceived physical characteristics for Asian males from Asia are skinny (83.0%) and short (68.2%). In terms of attitudinal and behavioral characteristics, Asian males from Asia are perceived as intelligent (69.9%), quiet (67.8%), smart (65.9%), conservative (52.3%) and geeky (51.9%). Being lazy (9.1%), sexy (9.1%), outspoken (7.6%) and masculine (6.8%) are the least perceived traits.

Table 5.2 shows the most often perceived physical traits for Asian females from Asia. Slim (76.5%), short (72.0%), skinny (67.0%), pretty (62.5%) and attractive (52.3%) are the top five physical traits selected. In terms of attitudinal and behavioral characteristics, Asian females from Asia are perceived as feminine (70.1%), quiet (61.7%), conservative (51.9%), intelligent (51.9%) and smart (50.4%). Being lazy (3.0%), brave (3.0%), sporty (3.4%), athletic (6.8%), outspoken (8.7%) and aggressive (10.2%) are the least perceived traits.

Both Asian males and females from Asia are perceived as physically skinny and short, intelligent, smart as well as quiet and conservative.

Table 5.1: Perception of Asian Males from Asia

| <b>Characteristic</b>          | <b>Frequency (Yes)</b> | <b>Valid (%)</b> |
|--------------------------------|------------------------|------------------|
| <b>Physical</b>                |                        | <b>N = 261</b>   |
| <b>Skinny</b>                  | 219                    | 83.0             |
| <b>Short</b>                   | 180                    | 68.2             |
| <b>Attractive</b>              | 77                     | 29.2             |
| <b>Tall</b>                    | 57                     | 21.6             |
| <b>Handsome</b>                | 56                     | 21.2             |
| <b>Strong</b>                  | 26                     | 9.8              |
| <b>Muscular</b>                | 23                     | 8.7              |
| <b>Fat</b>                     | 14                     | 5.3              |
| <b>Attitudinal/ Behavioral</b> |                        | <b>N = 261</b>   |
| <b>Intelligent</b>             | 182                    | 69.9             |
| <b>Quiet</b>                   | 179                    | 67.8             |
| <b>Smart</b>                   | 174                    | 65.9             |
| <b>Conservative</b>            | 138                    | 52.3             |
| <b>Geeky</b>                   | 137                    | 51.9             |
| <b>Successful</b>              | 111                    | 42.0             |
| <b>Nerdy</b>                   | 108                    | 40.9             |
| <b>Serious</b>                 | 108                    | 40.9             |
| <b>Obedient</b>                | 96                     | 36.4             |
| <b>Considerate</b>             | 95                     | 36.0             |
| <b>Patient</b>                 | 90                     | 34.1             |
| <b>Helpful</b>                 | 88                     | 33.3             |
| <b>Loyal</b>                   | 82                     | 31.1             |
| <b>Artistic</b>                | 71                     | 26.9             |
| <b>Independent</b>             | 70                     | 26.5             |
| <b>Funny</b>                   | 69                     | 26.1             |
| <b>Athletic</b>                | 56                     | 21.2             |
| <b>Interesting</b>             | 55                     | 20.8             |
| <b>Boring</b>                  | 54                     | 20.5             |
| <b>Sociable</b>                | 49                     | 18.6             |
| <b>Materialistic</b>           | 44                     | 16.7             |
| <b>Aggressive</b>              | 32                     | 12.1             |
| <b>Sporty</b>                  | 31                     | 11.7             |
| <b>Cowardly</b>                | 30                     | 11.4             |
| <b>Adventurous</b>             | 29                     | 11.0             |
| <b>Brave</b>                   | 27                     | 10.2             |
| <b>Lazy</b>                    | 24                     | 9.1              |
| <b>Sexy</b>                    | 24                     | 9.1              |
| <b>Outspoken</b>               | 20                     | 7.6              |
| <b>Masculine</b>               | 18                     | 6.8              |

Table 5.2: Perception of Asian Females from Asia

| Characteristic                | Frequency (Yes) | Valid (%)      |
|-------------------------------|-----------------|----------------|
| <b>Physical</b>               |                 | <b>N = 261</b> |
| Slim                          | 202             | 76.5           |
| Short                         | 190             | 72.0           |
| Skinny                        | 177             | 67.0           |
| Pretty                        | 165             | 62.5           |
| Attractive                    | 138             | 52.3           |
| Beautiful                     | 109             | 41.3           |
| Tall                          | 18              | 6.8            |
| Fat                           | 6               | 2.3            |
| Strong                        | 6               | 2.3            |
| <b>Attitudinal/Behavioral</b> |                 | <b>N = 261</b> |
| Feminine                      | 185             | 70.1           |
| Quiet                         | 163             | 61.7           |
| Conservative                  | 137             | 51.9           |
| Intelligent                   | 137             | 51.9           |
| Smart                         | 133             | 50.4           |
| Patient                       | 106             | 40.2           |
| Obedient                      | 101             | 38.3           |
| Materialistic                 | 95              | 36.0           |
| Considerate                   | 94              | 35.6           |
| Artistic                      | 81              | 30.7           |
| Helpful                       | 81              | 30.7           |
| Successful                    | 79              | 29.9           |
| Exotic                        | 75              | 28.4           |
| Sociable                      | 74              | 28.0           |
| Sexy                          | 64              | 24.2           |
| Independent                   | 59              | 22.3           |
| Loyal                         | 59              | 22.3           |
| Interesting                   | 55              | 20.8           |
| Serious                       | 55              | 20.8           |
| Geeky                         | 51              | 19.3           |
| Seductive                     | 45              | 17.0           |
| Nerdy                         | 44              | 16.7           |
| Funny                         | 40              | 15.2           |
| Boring                        | 31              | 11.7           |
| Adventurous                   | 30              | 11.4           |
| Aggressive                    | 27              | 10.2           |
| Outspoken                     | 23              | 8.7            |
| Athletic                      | 18              | 6.8            |
| Sporty                        | 9               | 3.4            |
| Brave                         | 8               | 3.0            |
| Lazy                          | 8               | 3.0            |

**RQ1b: What are college students' perceptions of Asian Americans?**

As seen in Table 6.1, the most frequently perceived physical characteristics for Asian American males are skinny (53%) and short (48.5%). In terms of behavioral and attitudes, Asian American males are perceived as smart (48.5%), athletic (47.0%), intelligent (46.2%) and sociable (46.2%). The least perceived characteristics include being cowardly (4.9%), sexy (8.7%) and boring (9.8%).

Table 6.2 shows the most often perceived physical traits for Asian American females. Physically, Asian American females are perceived as slim (62.9%), attractive (59.1%), pretty (58.0%), short (57.6%) and skinny (52.3%). Their commonly perceived behavioral/attitudinal traits include being feminine (55.7%), smart (50.8%), sociable (49.2%), intelligent (48.9%) and independent (39.8%). The least perceived characteristics for Asian American females are laziness (6.4%), being brave (7.2%) and boring (8.0%).

Both Asian American males and females are perceived as physically skinny and short, smart and intelligent, as well as sociable.

Table 6.1: Perception of Asian American Males

| <b>Characteristic</b>         | <b>Frequency (Yes)</b> | <b>Valid (%)</b> |
|-------------------------------|------------------------|------------------|
| <b>Physical</b>               |                        | <b>N = 261</b>   |
| <b>Skinny</b>                 | 140                    | 53.0             |
| <b>Short</b>                  | 128                    | 48.5             |
| <b>Tall</b>                   | 94                     | 35.6             |
| <b>Attractive</b>             | 88                     | 33.3             |
| <b>Muscular</b>               | 86                     | 32.6             |
| <b>Handsome</b>               | 84                     | 31.8             |
| <b>Strong</b>                 | 78                     | 29.5             |
| <b>Fat</b>                    | 32                     | 12.1             |
| <b>Attitudinal/Behavioral</b> |                        | <b>N = 261</b>   |
| <b>Smart</b>                  | 128                    | 48.5             |
| <b>Athletic</b>               | 124                    | 47.0             |
| <b>Intelligent</b>            | 122                    | 46.2             |
| <b>Sociable</b>               | 122                    | 46.2             |
| <b>Successful</b>             | 105                    | 39.8             |
| <b>Independent</b>            | 104                    | 39.4             |
| <b>Funny</b>                  | 96                     | 36.4             |
| <b>Adventurous</b>            | 86                     | 32.6             |
| <b>Outspoken</b>              | 80                     | 30.3             |
| <b>Geeky</b>                  | 78                     | 29.5             |
| <b>Sporty</b>                 | 77                     | 29.2             |
| <b>Aggressive</b>             | 71                     | 26.9             |
| <b>Quiet</b>                  | 71                     | 26.9             |
| <b>Serious</b>                | 71                     | 26.9             |
| <b>Nerdy</b>                  | 64                     | 24.2             |
| <b>Masculine</b>              | 62                     | 23.5             |
| <b>Conservative</b>           | 60                     | 22.7             |
| <b>Considerate</b>            | 57                     | 21.6             |
| <b>Interesting</b>            | 56                     | 21.2             |
| <b>Materialistic</b>          | 55                     | 20.8             |
| <b>Artistic</b>               | 54                     | 20.5             |
| <b>Helpful</b>                | 54                     | 20.5             |
| <b>Obedient</b>               | 53                     | 20.1             |
| <b>Brave</b>                  | 39                     | 14.8             |
| <b>Lazy</b>                   | 39                     | 14.8             |
| <b>Loyal</b>                  | 38                     | 14.4             |
| <b>Patient</b>                | 38                     | 14.4             |
| <b>Boring</b>                 | 26                     | 9.8              |
| <b>Sexy</b>                   | 23                     | 8.7              |
| <b>Cowardly</b>               | 13                     | 4.9              |

Table 6.2: Perception of Asian American Females

| <b>Characteristic</b>         | <b>Frequency (Yes)</b> | <b>Valid (%)</b> |
|-------------------------------|------------------------|------------------|
| <b>Physical</b>               |                        | <b>N = 261</b>   |
| <b>Slim</b>                   | 166                    | 62.9             |
| <b>Attractive</b>             | 156                    | 59.1             |
| <b>Pretty</b>                 | 153                    | 58.0             |
| <b>Short</b>                  | 152                    | 57.6             |
| <b>Skinny</b>                 | 138                    | 52.3             |
| <b>Beautiful</b>              | 113                    | 42.8             |
| <b>Tall</b>                   | 36                     | 13.6             |
| <b>Fat</b>                    | 24                     | 9.1              |
| <b>Strong</b>                 | 12                     | 4.5              |
| <b>Attitudinal/Behavioral</b> |                        | <b>N = 261</b>   |
| <b>Feminine</b>               | 147                    | 55.7             |
| <b>Smart</b>                  | 134                    | 50.8             |
| <b>Sociable</b>               | 130                    | 49.2             |
| <b>Intelligent</b>            | 129                    | 48.9             |
| <b>Independent</b>            | 105                    | 39.8             |
| <b>Materialistic</b>          | 98                     | 37.2             |
| <b>Successful</b>             | 97                     | 36.7             |
| <b>Interesting</b>            | 78                     | 29.5             |
| <b>Seductive</b>              | 78                     | 29.5             |
| <b>Outspoken</b>              | 76                     | 28.8             |
| <b>Artistic</b>               | 75                     | 28.4             |
| <b>Sexy</b>                   | 75                     | 28.4             |
| <b>Exotic</b>                 | 74                     | 28.0             |
| <b>Athletic</b>               | 70                     | 26.5             |
| <b>Quiet</b>                  | 70                     | 26.5             |
| <b>Adventurous</b>            | 67                     | 25.4             |
| <b>Funny</b>                  | 63                     | 23.9             |
| <b>Considerate</b>            | 61                     | 23.1             |
| <b>Helpful</b>                | 57                     | 21.6             |
| <b>Aggressive</b>             | 56                     | 21.2             |
| <b>Conservative</b>           | 51                     | 19.3             |
| <b>Obedient</b>               | 51                     | 19.3             |
| <b>Serious</b>                | 51                     | 19.3             |
| <b>Patient</b>                | 46                     | 17.4             |
| <b>Sporty</b>                 | 43                     | 16.3             |
| <b>Geeky</b>                  | 41                     | 15.5             |
| <b>Loyal</b>                  | 40                     | 15.2             |
| <b>Nerdy</b>                  | 32                     | 12.1             |
| <b>Boring</b>                 | 21                     | 8.0              |
| <b>Brave</b>                  | 19                     | 7.2              |
| <b>Lazy</b>                   | 17                     | 6.4              |

**RQ1c: What are the similarities and differences between college students' perceptions of Asians from Asia and Asian Americans?**

As seen in Table 7.1, there are a number of similarities in the ways Asian males from Asia and Asian American males were perceived. Both groups were not perceived as sexy, brave or lazy. They were both, however, perceived as being successful and attractive.

Asians males from Asia recorded higher percentages on the following characteristics: Quiet, skinny, conservative, intelligent and geeky. Asian American males, on the other hand, recorded higher percentages on being sociable, athletic, muscular, outspoken and adventurous.

Table 7.1: Similarity and Differences of Perception between Asian Males from Asia and Asian American Males (in percentages)

| <b>Characteristic</b> | <b>Asians From Asia (A)</b> | <b>Asian Americans (B)</b> | <b>Difference between (A) &amp; (B)</b> |
|-----------------------|-----------------------------|----------------------------|---|
| <b>Similarities</b>   |                             |                            |   |
| <b>Lazy</b>           | 9.1                         | 14.8                       | -5.7                                    |
| <b>Brave</b>          | 10.2                        | 14.8                       | -4.6                                    |
| <b>Attractive</b>     | 29.2                        | 33.3                       | -4.1                                    |
| <b>Materialistic</b>  | 16.7                        | 20.8                       | -4.1                                    |
| <b>Successful</b>     | 42.0                        | 39.8                       | 2.2                                     |
| <b>Interesting</b>    | 20.8                        | 21.2                       | -0.4                                    |
| <b>Sexy</b>           | 9.1                         | 8.7                        | 0.4                                     |
| <b>Differences</b>    |                             |                            |   |
| <b>Quiet</b>          | 67.8                        | 26.9                       | 40.9                                    |
| <b>Skinny</b>         | 83.0                        | 53.0                       | 30.0                                    |
| <b>Conservative</b>   | 52.3                        | 22.7                       | 29.6                                    |
| <b>Sociable</b>       | 18.6                        | 46.2                       | -27.6                                   |
| <b>Athletic</b>       | 21.2                        | 47.0                       | -25.8                                   |
| <b>Muscular</b>       | 8.7                         | 32.6                       | -23.9                                   |
| <b>Intelligent</b>    | 69.9                        | 46.2                       | 23.7                                    |
| <b>Outspoken</b>      | 7.6                         | 30.3                       | -22.7                                   |
| <b>Geeky</b>          | 51.9                        | 29.5                       | 22.4                                    |
| <b>Adventurous</b>    | 11.0                        | 32.6                       | -21.6                                   |

Asian females from Asia and Asian American females are perceived similarly in a substantial number of characteristics (Table 7.2). Both groups recorded moderate to high percentages in the following traits: physically pretty and beautiful, smart, exotic, materialistic, artistic, intelligent and sexy. Both groups also recorded low percentages at being physically strong, lazy, boring and brave.

In terms of differences, Asian females from Asia recorded higher percentages for being quiet, conservative, patient and obedient. Asian American females, on the other hand, are perceived as more sociable, outspoken, and athletic.

Table 7.2: Similarity and Differences of Perception between Asian Females from Asia and Asian American Females (in percentages)

| <b>Characteristic</b> | <b>Asians from Asia (A)</b> | <b>Asian American (B)</b> | <b>Difference between (A) &amp; (B)</b> |
|-----------------------|-----------------------------|---------------------------|---|
| <b>Similarities</b>   |                             |                           |   |
| <b>Nerdy</b>          | 16.7                        | 12.1                      | 4.6                                     |
| <b>Pretty</b>         | 62.5                        | 58.0                      | 4.5                                     |
| <b>Brave</b>          | 3.0                         | 7.2                       | -4.2                                    |
| <b>Sexy</b>           | 24.2                        | 28.4                      | -4.2                                    |
| <b>Geeky</b>          | 19.3                        | 15.5                      | 3.8                                     |
| <b>Boring</b>         | 11.7                        | 8.0                       | 3.7                                     |
| <b>Lazy</b>           | 3.0                         | 6.4                       | -3.4                                    |
| <b>Intelligent</b>    | 51.9                        | 48.9                      | 3.0                                     |
| <b>Artistic</b>       | 30.7                        | 28.4                      | 2.3                                     |
| <b>Strong</b>         | 2.3                         | 4.5                       | -2.2                                    |
| <b>Beautiful</b>      | 41.3                        | 42.8                      | -1.5                                    |
| <b>Serious</b>        | 20.8                        | 19.3                      | 1.5                                     |
| <b>Materialistic</b>  | 36.0                        | 37.2                      | -1.2                                    |
| <b>Exotic</b>         | 28.4                        | 28.0                      | 0.4                                     |
| <b>Smart</b>          | 50.4                        | 50.8                      | -0.4                                    |
| <b>Differences</b>    |                             |                           |   |
| <b>Quiet</b>          | 61.7                        | 26.5                      | 35.2                                    |
| <b>Conservative</b>   | 51.9                        | 19.3                      | 32.6                                    |
| <b>Patient</b>        | 40.2                        | 17.4                      | 22.8                                    |
| <b>Sociable</b>       | 28.0                        | 49.2                      | -21.2                                   |
| <b>Outspoken</b>      | 8.7                         | 28.8                      | -20.1                                   |
| <b>Athletic</b>       | 6.8                         | 26.5                      | -19.7                                   |
| <b>Obedient</b>       | 38.3                        | 19.3                      | 19.0                                    |

**RQ1d: To what extent do perceived characteristics of Asians from Asia vary across the four nationality-ethnicity groups?**

Table 8.1 presents a summary of cross tabulations between top ten perceived characteristics of Asian males from Asia and respondents' nationality-ethnicity. There appears to be no to almost no relationship (Lambda ranging from 0.000 to 0.041) between intelligent, quiet, nerdy, serious, short, skinny, smart and successful, on the one hand, and respondents' nationality-ethnicity, on the other. The relationships between conservative and geeky, on the one hand, and nationality-ethnicity, on the other, are very slight. (Lambda = 0.062 and 0.073 respectively)

Table 8.1: Summary Table for the Relationships between Nationality-Ethnicity and Selected Characteristics of Asian Males from Asia (in percentages)

| Perceived Characteristics of Asian Males from Asia | Respondents' Nationality and Ethnicity |                    |                |        |
|--|--|--------------------|----------------|--------|
|  | Non-American Asian                     | Non-Asian American | Asian American | Lambda |
| Skinny   | 65.3                                   | 81.3               | 90.8           | .028   |
| Intelligent  | 51.0                                   | 72.5               | 73.8           | .000   |
| Short  | 46.9                                   | 83.8               | 65.4           | .014   |
| Quiet  | 55.1                                   | 76.3               | 67.7           | .000   |
| Smart  | 40.8                                   | 66.3               | 75.4           | .040   |
| Conservative                                       | 49.0                                   | 42.5               | 60.8           | .062   |
| Geeky  | 30.6                                   | 60.0               | 54.6           | .073   |
| Successful   | 30.6                                   | 30.0               | 53.8           | .041   |
| Nerdy  | 36.7                                   | 47.5               | 37.7           | .004   |
| Serious  | 40.8                                   | 43.8               | 38.5           | .004   |

Table 8.2 summarizes the relationships between the top 13 perceived characteristics of Asian females from Asia and nationality-ethnicity group. There appears to be no to almost no relationship (Lambda ranging from 0.000 to 0.042) between slim, beautiful, feminine, patient, considerate, obedient, quiet, skinny, short and attractive, on the one hand, and respondents' nationality-ethnicity, on the other. The relationships between pretty, intelligent and smart, on the one hand, and nationality-ethnicity, on the other, are very slight. (Lambda = 0.060, 0.065 and 0.091 respectively).

Table 8.2: Summary Table for the Relationships between Nationality-Ethnicity and Selected Characteristics of Asian Females from Asia (in percentages)

| Perceived Characteristics of Asian Females from Asia | Respondents' Nationality and Ethnicity |                    |                |        |
|--|--|--------------------|----------------|--------|
|  | Non-American Asian                     | Non-Asian American | Asian American | Lambda |
| <b>Slim</b>  | 71.4                                   | 76.3               | 78.5           | .000   |
| <b>Short</b>   | 42.9                                   | 77.5               | 79.2           | .038   |
| <b>Skinny</b>  | 59.2                                   | 68.8               | 70.8           | .014   |
| <b>Pretty</b>  | 57.1                                   | 47.5               | 74.6           | .060   |
| <b>Attractive</b>                                    | 51.0                                   | 46.3               | 58.5           | .042   |
| <b>Beautiful</b>                                     | 49.0                                   | 30.0               | 46.2           | .000   |
| <b>Considerate</b>                                   | 30.6                                   | 30.0               | 40.0           | .004   |
| <b>Feminine</b>                                      | 69.4                                   | 65.0               | 73.8           | .000   |
| <b>Quiet</b>   | 69.4                                   | 65.0               | 65.4           | .009   |
| <b>Intelligent</b>                                   | 49.0                                   | 46.3               | 60.0           | .065   |
| <b>Smart</b>   | 38.8                                   | 43.8               | 60.0           | .091   |
| <b>Patient</b>                                       | 38.8                                   | 30.0               | 47.7           | .000   |
| <b>Obedient</b>                                      | 30.6                                   | 37.5               | 40.8           | .004   |

**RQ1e: To what extent do perceived characteristics of Asian Americans vary across the four nationality-ethnicity groups?**

Table 9.1 presents a summary of cross tabulations between top eight perceived characteristics of Asian American males and respondents' nationality-ethnicity. There appears to be no to almost no relationship (Lambda ranging from 0.000 to 0.038) between independent, successful, intelligent and smart, on the one hand, and respondents' nationality-ethnicity, on the other. The relationships between sociable, skinny, athletic, on the one hand, and nationality-ethnicity, on the other, are very slight. (Lambda = 0.070, 0.074 and 0.078 respectively). The relationship between short and nationality-ethnicity is low, with a Lambda of 0.103.

Table 9.1: Summary Table for the Relationships between Nationality-Ethnicity and Selected Characteristics of Asian American Males (in percentages)

| Perceived Characteristics of Asian American Males | Respondents' Nationality and Ethnicity |                    |                |        |
|---|--|--------------------|----------------|--------|
|   | Non-American Asian                     | Non-Asian American | Asian American | Lambda |
| Skinnny   | 30.6                                   | 62.5               | 54.6           | .074   |
| Short   | 14.3                                   | 66.3               | 50.0           | .103   |
| Athletic  | 40.8                                   | 33.8               | 57.7           | .078   |
| Smart   | 32.7                                   | 50.9               | 53.8           | .038   |
| Intelligent                                       | 24.5                                   | 48.8               | 53.1           | .031   |
| Independent                                       | 38.8                                   | 31.3               | 45.4           | .000   |
| Sociable  | 49.0                                   | 27.5               | 56.2           | .070   |
| Successful  | 28.6                                   | 33.8               | 46.9           | .004   |

Table 9.2 summarizes the relationships between the top 10 perceived characteristics of Asian American females and nationality-ethnicity group. There appears to be no to almost no relationship between independent, beautiful and slim, on the one hand, and respondents' nationality-ethnicity, on the other (Lambda = 0.000, 0.012, 0.047 respectively). The relationships between pretty, smart, intelligent, sociable and feminine on the one hand, and nationality-ethnicity, on the other, are very slight (Lambda ranges from 0.073 to 0.092). The relationship between skinny and short, with respondents' nationality and ethnicity, appeared to be low, with a Lambda of 0.100 and 0.110 respectively.

Table 9.2: Summary Table for the Relationships between Nationality-Ethnicity and Selected Characteristics of Asian American Females (in percentages)

| Perceived Characteristics of Asian American Females | Respondents' Nationality and Ethnicity |                    |                |        |
|---|--|--------------------|----------------|--------|
|   | Non-American Asian                     | Non-Asian American | Asian American | Lambda |
| <b>Slim</b>   | 38.8                                   | 66.3               | 69.3           | .047   |
| <b>Short</b>  | 22.4                                   | 68.8               | 63.8           | .110   |
| <b>Skinny</b>                                       | 26.5                                   | 57.5               | 60.0           | .100   |
| <b>Pretty</b>                                       | 32.7                                   | 53.8               | 70.8           | .073   |
| <b>Beautiful</b>                                    | 53.1                                   | 28.7               | 49.2           | .012   |
| <b>Feminine</b>                                     | 26.5                                   | 62.5               | 62.3           | .092   |
| <b>Smart</b>  | 32.7                                   | 48.8               | 59.2           | .076   |
| <b>Sociable</b>                                     | 38.8                                   | 40.0               | 59.2           | .091   |
| <b>Intelligent</b>                                  | 34.7                                   | 42.5               | 57.7           | .080   |
| <b>Independent</b>                                  | 38.8                                   | 36.3               | 42.3           | .000   |

**RQ2: How do college students perceive portrayal of Asians in films and television?**

In the questionnaire, respondents were asked to describe main characteristics of Asian males and females commonly portrayed in films and televisions: Asian male in films (Appendix B, Q11), Asian females in films (Appendix B, Q12), Asian males in TV (Appendix B, Q13) and Asian females in TV (Appendix B, Q14). The responses to these four open-ended questions were content analyzed to construct coding categories and subsequently coded accordingly.

Tables 10.1 and 10.3 present the perceived portrayals of Asian males in films and television respectively. The main characteristics of Asian males commonly portrayed in films and television include: Martial Artist; Athletic; Smart/Intelligent; Nerdy; Socially Awkward; Conservative; Successful; Funny; Handsome; Short; Obedient/Loyal; Sidekick; Villain/Gangster; Foreigner; Shy/Quiet; and Others. Description of each of these categories is presented in Appendix D.

Tables 10.2 and 10.4 present the perceived portrayal of Asian females in films and television respectively. The main characteristics of Asian females commonly portrayed in films and television include: Attractive; Exotic; Sexy/Seductive; Intelligent; Submissive; Independent; Fighter/Killer; Quiet; Slim; Materialistic; Motherly; Helpless; Foreigner; and Others. Description of each of these categories is presented in Appendix D.

Table 10.1 is a frequency table presenting the perceived portrayal of Asian males in films. Asian males in films are perceived as smart and intelligent, nerdy. They are also often portrayed as martial arts experts such as kung fu fighters etc.

Asian females in films are perceived as physically attractive, quiet, sexy/seductive and intelligent (Table 10.2). Asian females are also slightly perceived as submissive and exotic, and physically slim in films.

Table 10.1: Perceived Portrayal of Asian Males in Films

| <b>Characteristics</b>   | <b>Frequency<br/>(N = 264)</b> | <b>Percentage</b> |
|--------------------------|--------------------------------|-------------------|
| <b>Smart/Intelligent</b> | 121                            | 45.8              |
| <b>Nerdy</b>             | 85                             | 32.2              |
| <b>Martial Artist</b>    | 85                             | 32.2              |
| <b>Short</b>             | 67                             | 25.4              |
| <b>Shy/Quiet</b>         | 60                             | 22.7              |
| <b>Successful</b>        | 43                             | 16.3              |
| <b>Athletic</b>          | 42                             | 15.9              |
| <b>Villain/Gangster</b>  | 32                             | 12.1              |
| <b>Handsome</b>          | 31                             | 11.7              |
| <b>Funny</b>             | 29                             | 11.0              |
| <b>Others</b>            | 28                             | 10.6              |
| <b>Conservative</b>      | 23                             | 8.7               |
| <b>Socially Awkward</b>  | 22                             | 8.3               |
| <b>Obedient/Loyal</b>    | 21                             | 8.0               |
| <b>Foreigner</b>         | 18                             | 6.8               |
| <b>Sidekick</b>          | 13                             | 4.9               |

Table 10.2: Perceived Portrayal of Asian Females in Films

| <b>Characteristics</b> | <b>Frequency<br/>(N = 264)</b> | <b>Percentage</b> |
|------------------------|--------------------------------|-------------------|
| <b>Quiet</b>           | 88                             | 33.3              |
| <b>Attractive</b>      | 86                             | 32.6              |
| <b>Sexy/Seductive</b>  | 83                             | 31.4              |
| <b>Intelligent</b>     | 72                             | 27.2              |
| <b>Submissive</b>      | 54                             | 20.5              |
| <b>Slim</b>            | 52                             | 19.7              |
| <b>Exotic</b>          | 46                             | 17.4              |
| <b>Fighter/Killer</b>  | 40                             | 15.2              |
| <b>Helpless</b>        | 33                             | 12.5              |
| <b>Others</b>          | 30                             | 11.4              |
| <b>Motherly</b>        | 26                             | 9.8               |
| <b>Independent</b>     | 23                             | 8.7               |
| <b>Nerdy</b>           | 11                             | 4.2               |
| <b>Foreigner</b>       | 11                             | 4.2               |
| <b>Materialistic</b>   | 9                              | 3.4               |

As shown in Table 10.3, Asian males in television are often perceived as smart, intelligent and nerdy. They are also sometimes portrayed as shy and quiet, with comedic personalities.

The portrayals of Asian females in television are often perceived as intelligent, sexy and seductive, as well as attractive (Table 10.4). Asian females portrayed in television are also slightly perceived as quiet, with a fighter or killer instinct.

Table 10.3: Perceived Portrayal of Asian Males in Television

| <b>Characteristics</b>   | <b>Frequency<br/>(N = 264)</b> | <b>Percentage</b> |
|--------------------------|--------------------------------|-------------------|
| <b>Smart/Intelligent</b> | 114                            | 43.2              |
| <b>Nerdy</b>             | 90                             | 34.1              |
| <b>Shy/Quiet</b>         | 48                             | 18.2              |
| <b>Funny</b>             | 41                             | 15.5              |
| <b>Short</b>             | 32                             | 12.1              |
| <b>Successful</b>        | 32                             | 12.1              |
| <b>Martial Artist</b>    | 27                             | 10.2              |
| <b>Athletic</b>          | 27                             | 10.2              |
| <b>Sidekick</b>          | 22                             | 8.3               |
| <b>Handsome</b>          | 22                             | 8.3               |
| <b>Socially Awkward</b>  | 21                             | 8.0               |
| <b>Obedient/Loyal</b>    | 21                             | 8.0               |
| <b>Villain/Gangster</b>  | 19                             | 7.2               |
| <b>Conservative</b>      | 19                             | 7.2               |
| <b>Others</b>            | 16                             | 6.1               |
| <b>Foreigner</b>         | 15                             | 5.7               |

Table 10.4: Perceived Portrayal of Asian Females in Television

| Characteristics | Frequency<br>(N=264) | Percentage |
|-----------------|----------------------|------------|
| Intelligent     | 74                   | 28.0       |
| Sexy/Seductive  | 74                   | 28.0       |
| Attractive      | 68                   | 25.8       |
| Quiet           | 47                   | 17.8       |
| Fighter/Killer  | 44                   | 16.7       |
| Exotic          | 36                   | 13.6       |
| Independent     | 36                   | 13.6       |
| Slim            | 29                   | 11.0       |
| Submissive      | 28                   | 10.6       |
| Motherly        | 25                   | 9.5        |
| Helpless        | 23                   | 8.7        |
| Nerdy           | 22                   | 8.3        |
| Materialistic   | 20                   | 7.6        |
| Foreigner       | 16                   | 6.1        |
| Others          | 9                    | 3.4        |

**RQ3: Relative to interpersonal relationships with Asians, to what extent do college students think portrayal of Asians in films and television shows influence their own perception of Asians?**

Respondents were asked to select if the media or interpersonal relationships had a stronger influence on their interaction with Asians. In general, approximately two thirds of the Non-American Asian group reported that their interpersonal relationships had a stronger influence than the media on their own perception of Asians (Table 11). Three quarters of the Asian American respondents also reported that interpersonal relationships had a stronger influence than the media.

Table 11: The Relationship between Sources of Influence on Interaction with Asians and the Respondent's Nationality and Ethnicity (in percentage within nationality-ethnicity)

| Source of Influence         | Respondent's Nationality and Ethnicity |                    |                | Total |
|-----------------------------|--|--------------------|----------------|-------|
|                             | Non-American Asian                     | Non-Asian American | Asian American |       |
| Media                       | 34.8                                   | 28.8               | 21.7           | 100.0 |
| Interpersonal Relationships | 65.2                                   | 71.2               | 78.3           | 100.0 |
| Total                       | 100.0                                  | 100.0              | 100.0          |       |

Lambda = 0.05

**RQ3a: What is the perceived relative influence of Asians in film and television on college students' perception?**

Almost three quarters of the respondents (74%) agreed or strongly agreed that there was truth in stereotypes (Table 12). However, only 22.6% agreed or strongly agreed that visual representation and stereotypes in film and television reflect reality. Only 30.4% agreed or strongly agreed their own perceptions towards Asians were similar to the representation on screen. When asked about their interaction with Asians, 24.4 % agreed or strongly agreed that visual images on screen influence their initial interaction with Asians. Similarly, 24.4% reported that they think *she or he is just like a character in a movie or television show when interaction with Asians*. Overall, the results seemed to be inconsistent.

Table 12: Perceived Relative Influence of Films and Television (in percent)

| Statement   | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree | N   |
|---|-------------------|----------|----------------------------|-------|----------------|-----|
| <b>Visual Representation in relation to Reality</b>   |                   |          |                            |       |                |     |
| <i>There is truth in stereotypes</i>  | 8.6               | 11.9     | 35.0                       | 37.0  | 37.0           | 243 |
| <i>Visual representation and stereotypes in film and TV reflect reality</i>                         | 16.4              | 31.1     | 29.9                       | 19.7  | 2.9            | 244 |
| <i>Perceptions towards Asians are similar to the representation on screen</i>                       | 28.4              | 26.7     | 27.6                       | 15.2  | 15.2           | 243 |
| <i>Visual images of Asians on screen influence initial interaction with Asians</i>                  | 23.6              | 27.2     | 24.8                       | 22.0  | 2.4            | 246 |
| <i>Thinking she or he is just like a character in a movie/TV show, when interacting with Asians</i> | 33.5              | 28.2     | 24.1                       | 12.2  | 12.2           | 245 |

## Chapter 6

### CONCLUSION

The purpose of this study was to comparatively examine the perception about Asians from Asia and Asian Americans, and to explore the perception about the portrayals of Asians in films and television among a sample of students at the University of Hawaii at Manoa. Overall, this study found that both Asians from Asia and Asian Americans were perceived as the model minorities: smart and intelligent. Asians from Asia were seen as conservative and quiet, while Asian Americans were considered sociable and independent.

#### *6.1. Summary of Major Findings and Conclusion*

In this study, Asians from Asia and Asian Americans were perceived similarly in terms of physical attributes. However, there were some differences in their perceived attitudinal and behavioral attributes.

Sun et al. (2009) found that Asian American men were perceived as hardworking, computer whiz, quiet, skinny, conservative and nerdy among college students in the East Coast of the United States. Similarly, this study also found that both Asian males from Asia and Asian American males were perceived as physically skinny and short, smart, intelligent and successful. However, while Asian males from Asia were seen as quiet, conservative and geeky, Asian American males were considered athletic, sociable and independent.

According to Sun et al. (2009), Asian American women were perceived as quiet, hardworking, skinny, conservative, not outspoken and not manipulative, feminine and sexy. Similarly, in this study, Asian females from Asia and Asian American females were perceived as physically attractive and pretty, short, slim, skinny, feminine, smart and intelligent. However, Asian females from Asia were

perceived as quiet and conservative, while Asian American females scored highly on being sociable and independent.

In general, Asians from Asia were considered quiet and conservative, while Asian Americans were seen as being sociable and independent. Respondents viewed both male and female Asians from Asia almost identically, and Asian American males and females alike. What distinguished the males and females from both groups was a sense of perceived sexual attractiveness, which the males were perceived as lacking.

Across the four nationality-ethnicity group, there appeared to be no to almost no relationship between perceptions of Asians and respondent's nationality-ethnicity. Thus, non-American Asians, non-Asian Americans and Asian Americans held similar perceptions about Asians.

In terms of respondent's perception about the portrayals of Asians in film and television, males were generally viewed as smart/intelligent, nerdy and martial artist, while females were viewed as quiet, attractive, sexy/sexuctive and intelligent. These portrayals were very consistent with the model minority and martial artist image for Asian men, and the dragon lady image for Asian women.

According to cultivation theory, it has been suggested that stereotypical representation of visual media cultivates and contributes to a homogenous construction of social reality and ideology (Gerbner et al., 1980). In this study, there appeared to be some similarities between respondent's perception about the portrayals of Asians in films and television, and their own perception of Asians in reality. However, the data analyzed in this study were not sufficient enough to draw a conclusion on the extent of influence of portrayals of Asians in film and television on perception. This is possibly due to measurement limitations.

The construction of stereotypes is rooted in specific beliefs (Wong, 1978). This study found that 74% agreed or strongly agreed that there was indeed truth in stereotypes. However, only 22.6% agreed or strongly agreed that visual representation and stereotypes in film and television reflect reality. Similarly only 30.4% reported that their perceptions towards Asians were similar to visual representation. This study found that while most respondents expressed that stereotypes represent some truth, many considered stereotypes in films and television as not a good reflection of reality.

Fiske (1989) believed that individuals categorize other people in order to simplify the mental images of who the person is, and how they should be treated. Media studies scholars have long argued that the media helps constructs identities and a worldview of others (Sun et. al., 2009; Berg, 1990; Jiao, 2007; Shah, 2003; Steele, 2010). Nevertheless, in this study, the majority of the respondents reported that the portrayal of Asians in films and television did not have substantial influence on their own perceptions and interactions with Asians. Only 22.4% agreed or strongly agreed that visual images on screen influenced their interaction with Asians. This results suggested two possibilities: (1) Stereotypes in the media have been so internalized that respondents genuinely were not aware of the influence it has had on their own perceptions or (2) Aside from portrayals in film and television, there are more important factors influencing perception about Asians.

### *6.2. Contributions of this Study*

This study is a necessary step in understanding actual perceptions of Asians. Taking into account the cultural differences between Asians from Asia and Asian Americans, the study explored the differences in perceptions of the two groups separately. Identifying the similarities and differences in individual's perception of the two groups may help in both media research and cultural studies.

This study also used the nationality-ethnicity classification, by which perceptions about Asians were examined through the minds of Non-Asian Non-Americans, Asian non-Americans, Non-Asian Americans and Asian Americans. While no substantial differences were found across the four groups of respondents, an exploration of this is important, as how one views Asians may be influenced by the global media environment in which they were raised.

Another contribution of this study is the way in which it explored the relationship between actual perceptions of Asians and the perceptions about the portrayal in Asians in films and television. By exploring the similarities and differences between actual perception (reality) and portrayals in visual media (perceived reality), this allows one to look beyond stereotypes as an image. Rather, it explores how people view or are influenced by stereotypes in the real world. By using this approach, this study illustrates the type of approach that could be used in future cultural and media studies research.

### *6.3. Limitations of this Study*

There are several limitations in this study that should be noted. There are two sampling limitations and two measurement limitations.

The first sampling limitation is the representativeness of the sample itself. The sample of college students from the University of Hawaii may not be representative of the broader population of college students in Hawaii. Thus, the findings from this sample cannot be generalized to the entire college population as the results are only limited to the sample studied. Moreover, Hawaii is a state with majority Asians, with the Asian population accounting for 38.6% of the Hawaiian population (U.S. Census, 2010). Thus, college students at the University of Hawaii would be assumed to have a substantial amount of interaction with Asians. Interpersonal relationships would have

an effect on perception. Thus, the results from this study may not be used as a representation of the mainland United State.

The second sampling limitation is the uneven distribution of the respondents across the four nationality-ethnicity groups. The distribution breakdown is as follows:

| <b>Nationality and Ethnicity</b> | <b>Valid Frequency</b> |
|----------------------------------|------------------------|
| Non-American, Non-Asian          | 5                      |
| Non-American Asian               | 49                     |
| Non-Asian American               | 80                     |
| Asian American                   | 130                    |
| Total                            | 264                    |

Due to the small sample size, non-American non-Asians had to be excluded from analysis. There was also a lack of Non-American Asians respondents. More effort should have been made to select more students in the non-American non-Asian and non-American Asian categories.

The first measurement limitation is the way the data was collected. Much of the data came from self-reported perception measures. Due to time constraints, a self-reported questionnaire was the most feasible and efficient way to collect data. It is possible that evaluation apprehension occurred during the survey. Apprehension and anxiety could cause respondents to respond in a false manner. This includes responding in a more mainstream, positive or negative manner.

The second measurement limitation that should be noted is from the questionnaire. Firstly, the categorizations of certain characteristics were sometimes vague and general. For example, in the questionnaire (Appendix B, Q5 –Q8), respondents were asked to check the physical and attitudinal/behavioral characteristic that best exemplified their perception of Asians from Asia and Asian Americans. The

characteristics were limited to a variety selected by the researcher. Several of the characteristics were slightly ambiguous, such as “attractive” and “sexy” which could be identified as both a physical characteristic and as an attitudinal/behavioral characteristic. Secondly, the used of terminologies might have confused respondents. For example, the term “visual representation” (Appendix B: Q19, Q20 and Q23) might have been too general and vague.

#### *6.4. Suggestions for Future Research*

The findings from this study raised several possibilities for future research in this area of Asian stereotypes:

- (1) The relationship between perception of Asians and the portrayal of Asian stereotypes in films and television should be examined more closely. For example, how does stereotypes affect perception and vice versa?
- (2) Using the four nationality-ethnicity group, a more thorough research on the perception of Asians could be conducted. By doing a large-scale study by examining the relationships on perception with different nationalities, ethnicities and age groups, one could explore the extent to which perceptions are shaped or influenced by different environments.
- (3) The best type of research in the study of perception and portrayals in film and television is by utilizing both quantitative and qualitative approach, each complementing the other. The quantitative approach could examine patterns of perception and portrayals of Asian characters in film and TV. The qualitative approach could be a focus group interview to gain an insight on the media’s effects on perception of Asians. By combining both methods, one would gain a valuable understanding on the relationship between portrayals, perception and identities.

- (4) Lastly, more research about the various sources of influences such as other forms of the media, interpersonal relationships, education etc. This study predominantly focused on films and television. While there appeared to be some similarities between portrayals of Asians in films and television with perception of Asians, an examination of the relationship between other sources of influence with perception should be conducted.

## APPENDIX A: CONSENT FORM

### University of Hawaii

#### Consent to Participate in (Anonymous Survey) Research

#### Study Title: Perceived Images and Portrayals of Asians in Film and Television

**Researcher's Statement:** My name is Shiao Pei Lai and I am a graduate student at the University of Hawaii. This survey is part of my final thesis towards a master's degree in Communications. The objective of this project is to examine the perception of images and representation of Asians in film and television shows among college students.

**Activity and Time Commitment:** Participants will fill out a short pencil and paper questionnaire. Questionnaire questions consists of both multiple choice questions as well as open-ended questions. Completion of the survey will take approximately 10 minutes. I am hoping for approximately 500 students to participate in this questionnaire.

**Voluntary Participation:** Participation is completely voluntary. You may choose to not participate in this questionnaire. If you agree to participate, you may also stop participation at any time without any penalty of loss or benefits to which you are otherwise entitled.

**Benefits and Risks:** There will be no direct benefit or risk in participating in this questionnaire. The results of this project may contribute to a better understanding of the relationship between images of Asians in the media and perceptions of Asians.

**Confidentiality:** This survey is anonymous. For this reason, you will not be asked to sign this consent form. Please do not provide any personal information that could be used to identify you.

**Questions:** if you have any questions about this study, please contact me at 808.944.7893 If you have any questions about your rights as a research participant, you can contact the UH Committee on Human Studies at 808.956.5007 or [uhirb@hawaii.edu](mailto:uhirb@hawaii.edu).

Please keep this page for your reference.

Please hand the questionnaire back to the confidential box in front of the class once you have completed it. Submittal of the survey will be considered your consent to participate in this study.

## APPENDIX B: QUESTIONNAIRE

**The following questions are for the purpose of analyzing data only. All answers will remain anonymous.**

Q1. What is your gender?

- (1)  Male  
(2)  Female

Q2. Are you American?

- (1)  Yes  
(2)  No

If no, what is your nationality? \_\_\_\_\_

Q3. What is your age? \_\_\_\_\_

Q4. What is your ethnicity? **Please check all that apply.**

- (1)  White  
(2)  African American/Black  
(3)  Spanish/Hispanic/Latino  
(4)  American Indian or Alaska Native  
(5)  Asian Indian  
(6)  Asian Chinese  
(7)  Asian Japanese  
(8)  Asian Filipino  
(9)  Asian Korean  
(10)  Asian Vietnamese  
(11)  Asian, others, please state \_\_\_\_\_  
(12)  Native Hawaiian  
(13)  Pacific Islander Guamanian/Chamorro  
(14)  Pacific Islander Samoan  
(15)  Pacific Islander, others, please state \_\_\_\_\_  
(16)  Middle Eastern  
(17)  Others, please state \_\_\_\_\_

**Please check (√) all that apply.**

Q5. Please check (√) all characteristics that best reflect **your perception of Asian males from Asia?**

Physical Characteristics:

- |   |                                     |
|---|-------------------------------------|
| (1) <input type="checkbox"/> Attractive | (5) <input type="checkbox"/> Short  |
| (2) <input type="checkbox"/> Fat        | (6) <input type="checkbox"/> Skinny |
| (3) <input type="checkbox"/> Handsome   | (7) <input type="checkbox"/> Strong |
| (4) <input type="checkbox"/> Muscular   | (8) <input type="checkbox"/> Tall   |

Attitudinal/ Behavioral Characteristics:

- |  |   |  |
|--|---|--|
| (9) <input type="checkbox"/> Adventurous   | (20) <input type="checkbox"/> Helpful                   | (30) <input type="checkbox"/> Outspoken  |
| (10) <input type="checkbox"/> Aggressive   | (21) <input type="checkbox"/> Independent               | (31) <input type="checkbox"/> Patient    |
| (11) <input type="checkbox"/> Artistic     | (22) <input type="checkbox"/> Intelligent               | (32) <input type="checkbox"/> Quiet      |
| (12) <input type="checkbox"/> Athletic     | (23) <input type="checkbox"/> Interesting               | (33) <input type="checkbox"/> Serious    |
| (13) <input type="checkbox"/> Boring       | (24) <input type="checkbox"/> Lazy                      | (34) <input type="checkbox"/> Sexy       |
| (14) <input type="checkbox"/> Brave        | (25) <input type="checkbox"/> Loyal                     | (35) <input type="checkbox"/> Sociable   |
| (15) <input type="checkbox"/> Conservative | (26) <input type="checkbox"/> Masculine                 | (36) <input type="checkbox"/> Successful |
| (16) <input type="checkbox"/> Considerate  | (27) <input type="checkbox"/> Materialistic             | (37) <input type="checkbox"/> Smart      |
| (17) <input type="checkbox"/> Cowardly     | (28) <input type="checkbox"/> Nerdy                     | (38) <input type="checkbox"/> Sporty     |
| (18) <input type="checkbox"/> Funny        | (29) <input type="checkbox"/> Obedient/<br>"Mama's boy" |  |
| (19) <input type="checkbox"/> Geeky        |   |  |

Q6. Please check (√) all characteristics that best reflect your perception of **Asian females from Asia?**

Physical Characteristics:

- |   |                                     |
|---|-------------------------------------|
| (1) <input type="checkbox"/> Attractive | (5) <input type="checkbox"/> Short  |
| (2) <input type="checkbox"/> Beautiful  | (6) <input type="checkbox"/> Skinny |
| (3) <input type="checkbox"/> Fat        | (7) <input type="checkbox"/> Slim   |
| (4) <input type="checkbox"/> Pretty     | (8) <input type="checkbox"/> Strong |
|   | (9) <input type="checkbox"/> Tall   |

Attitudinal/ Behavioral Characteristics:

- |  |   |  |
|--|---|--|
| (10) <input type="checkbox"/> Adventurous  | (21) <input type="checkbox"/> Geeky         | (32) <input type="checkbox"/> Patient    |
| (11) <input type="checkbox"/> Aggressive   | (22) <input type="checkbox"/> Helpful       | (33) <input type="checkbox"/> Quiet      |
| (12) <input type="checkbox"/> Artistic     | (23) <input type="checkbox"/> Independent   | (34) <input type="checkbox"/> Seductive  |
| (13) <input type="checkbox"/> Athletic     | (24) <input type="checkbox"/> Intelligent   | (35) <input type="checkbox"/> Serious    |
| (14) <input type="checkbox"/> Boring       | (25) <input type="checkbox"/> Interesting   | (36) <input type="checkbox"/> Sexy       |
| (15) <input type="checkbox"/> Brave        | (26) <input type="checkbox"/> Lazy          | (37) <input type="checkbox"/> Sociable   |
| (16) <input type="checkbox"/> Conservative | (27) <input type="checkbox"/> Loyal         | (38) <input type="checkbox"/> Successful |
| (17) <input type="checkbox"/> Considerate  | (28) <input type="checkbox"/> Materialistic | (39) <input type="checkbox"/> Smart      |
| (18) <input type="checkbox"/> Exotic       | (29) <input type="checkbox"/> Nerdy         | (40) <input type="checkbox"/> Sporty     |
| (19) <input type="checkbox"/> Feminine     | (30) <input type="checkbox"/> Obedient      |  |
| (20) <input type="checkbox"/> Funny        | (31) <input type="checkbox"/> Outspoken     |  |

Q7. Please check (√) all characteristics that best reflect your perception of **Asian American males?**

Physical Characteristics:

- |   |                                     |
|---|-------------------------------------|
| (1) <input type="checkbox"/> Attractive | (5) <input type="checkbox"/> Short  |
| (2) <input type="checkbox"/> Fat        | (6) <input type="checkbox"/> Skinny |
| (3) <input type="checkbox"/> Handsome   | (7) <input type="checkbox"/> Strong |
| (4) <input type="checkbox"/> Muscular   | (8) <input type="checkbox"/> Tall   |

Attitudinal/ Behavioral Characteristics

- |  |   |  |
|--|---|--|
| (9) <input type="checkbox"/> Adventurous   | (20) <input type="checkbox"/> Helpful                   | (30) <input type="checkbox"/> Outspoken  |
| (10) <input type="checkbox"/> Aggressive   | (21) <input type="checkbox"/> Independent               | (31) <input type="checkbox"/> Patient    |
| (11) <input type="checkbox"/> Artistic     | (22) <input type="checkbox"/> Intelligent               | (32) <input type="checkbox"/> Quiet      |
| (12) <input type="checkbox"/> Athletic     | (23) <input type="checkbox"/> Interesting               | (33) <input type="checkbox"/> Serious    |
| (13) <input type="checkbox"/> Boring       | (24) <input type="checkbox"/> Lazy                      | (34) <input type="checkbox"/> Sexy       |
| (14) <input type="checkbox"/> Brave        | (25) <input type="checkbox"/> Loyal                     | (35) <input type="checkbox"/> Sociable   |
| (15) <input type="checkbox"/> Conservative | (26) <input type="checkbox"/> Masculine                 | (36) <input type="checkbox"/> Successful |
| (16) <input type="checkbox"/> Considerate  | (27) <input type="checkbox"/> Materialistic             | (37) <input type="checkbox"/> Smart      |
| (17) <input type="checkbox"/> Cowardly     | (28) <input type="checkbox"/> Nerdy                     | (38) <input type="checkbox"/> Sporty     |
| (18) <input type="checkbox"/> Funny        | (29) <input type="checkbox"/> Obedient/<br>"Mama's boy" |  |
| (19) <input type="checkbox"/> Geeky        |   |  |

Q8. Please check (✓) all characteristics that best reflect your perception of **Asian American females**?

Physical Characteristics:

- |   |                                     |
|---|-------------------------------------|
| (1) <input type="checkbox"/> Attractive | (6) <input type="checkbox"/> Skinny |
| (2) <input type="checkbox"/> Beautiful  | (7) <input type="checkbox"/> Slim   |
| (3) <input type="checkbox"/> Fat        | (8) <input type="checkbox"/> Strong |
| (4) <input type="checkbox"/> Pretty     | (9) <input type="checkbox"/> Tall   |
| (5) <input type="checkbox"/> Short      |                                     |

Attitudinal/ Behavioral Characteristics:

- |  |   |  |
|--|---|--|
| (10) <input type="checkbox"/> Adventurous  | (21) <input type="checkbox"/> Geeky         | (32) <input type="checkbox"/> Patient    |
| (11) <input type="checkbox"/> Aggressive   | (22) <input type="checkbox"/> Helpful       | (33) <input type="checkbox"/> Quiet      |
| (12) <input type="checkbox"/> Artistic     | (23) <input type="checkbox"/> Independent   | (34) <input type="checkbox"/> Seductive  |
| (13) <input type="checkbox"/> Athletic     | (24) <input type="checkbox"/> Intelligent   | (35) <input type="checkbox"/> Serious    |
| (14) <input type="checkbox"/> Boring       | (25) <input type="checkbox"/> Interesting   | (36) <input type="checkbox"/> Sexy       |
| (15) <input type="checkbox"/> Brave        | (26) <input type="checkbox"/> Lazy          | (37) <input type="checkbox"/> Sociable   |
| (16) <input type="checkbox"/> Conservative | (27) <input type="checkbox"/> Loyal         | (38) <input type="checkbox"/> Successful |
| (17) <input type="checkbox"/> Considerate  | (28) <input type="checkbox"/> Materialistic | (39) <input type="checkbox"/> Smart      |
| (18) <input type="checkbox"/> Exotic       | (29) <input type="checkbox"/> Nerdy         | (40) <input type="checkbox"/> Sporty     |
| (19) <input type="checkbox"/> Feminine     | (30) <input type="checkbox"/> Obedient      |  |
| (20) <input type="checkbox"/> Funny        | (31) <input type="checkbox"/> Outspoken     |  |

**Please answer the following questions.**

Q9. On average, how many movies do you watch per month?

\_\_\_\_\_

Q10. On average, how many television shows do you watch per month?

\_\_\_\_\_

**Portrayal/interpretation of Asians in American films**

Q11. Please describe **3 main characteristics of Asian male** commonly portrayed in films? If possible, please also indicate in which movies these characteristics were portrayed.

- (1)
- (2)
- (3)

Q12. Please describe **3 main characteristics of Asian female** commonly portrayed in films? If possible, please also indicate in which movies these characteristics were portrayed.

- (1)
- (2)
- (3)

**Portrayal/interpretation of Asians in American television series**

Q13. Please describe **3 main characteristics of Asian male** commonly portrayed in television. If possible, please also indicate in which television series these characteristics were portrayed.

- (1)
- (2)
- (3)

Q14. Please describe **3 main characteristics of Asian female** commonly portrayed in television series. If possible, please also indicate in which television series these characteristics were portrayed.

- (1)
- (2)
- (3)

**Please answer the following questions.**

Q15. Between the media and interpersonal relationships, which do you think has a stronger influence in your interaction with Asians? **Please circle the answer.**

- (1) Media
- (2) Interpersonal Relationships

Q16. In comparison to the media, how does interpersonal relationships influence the way you view Asians?

---

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**Please indicate the extent to which you agree or disagree with the following questions. Please indicate your answers with a check (√) mark below.**

**[1] Strongly Disagree (SD)**

**[2] Disagree (D)**

**[3] Neither Agree nor Disagree (N)**

**[4] Agree (A)**

**[5] Strongly Agree (SA)**

| Statement |  | SD | D | N | A | SA |
|-----------|--|----|---|---|---|----|
| Q17.      | I am aware of racial/ethnicity stereotypes in films and television series.   |    |   |   |   |    |
| Q18.      | I think the portrayal of Asians on screen is generally positive.   |    |   |   |   |    |
| Q19.      | There is a difference between ‘Asians from Asia’ visual representation and ‘Asian American’ visual representation. |    |   |   |   |    |
| Q20.      | Visual representation and stereotypes in film and television reflect reality.                                      |    |   |   |   |    |
| Q21.      | Visual images of Asians on screen influence my initial interaction with Asians.                                    |    |   |   |   |    |
| Q22.      | When interacting with Asians, I think “she/he is just like that character in that movie/TV show”?                  |    |   |   |   |    |
| Q23.      | The perceptions I hold towards Asians are similar to the representation on screen.                                 |    |   |   |   |    |
| Q24.      | There is truth in stereotypes.   |    |   |   |   |    |

**If you are of Asian heritage/ethnicity, please answer the following question.**

Q25. Does the representation of Asians in American television and films influence your self – image? Please elaborate in the space below.

---



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THANK YOU.

**APPENDIX C: CODEBOOK**

| <b>Digit Width</b> | <b>Variable Name</b> | <b>Q No.</b> | <b>Description</b>       | <b>Code</b>                 | <b>Value</b>   | <b>Missing Values</b> | <b>Level of Measurement</b> | <b>Notes</b>  |
|--------------------|----------------------|--------------|--------------------------|-----------------------------|--|-----------------------|-----------------------------|---|
| 3                  | RID                  |              | Respondent's ID          | 001<br>002<br>. .<br>300    | Respondent#1<br>Respondent#2<br>. .<br>Respondent#300              |                       | Nominal                     |   |
| 1                  | GENDER               | 1            | Respondent's sex         | 1<br>2<br>9                 | Male<br>Female<br>No Response                                      | 9                     | Nominal-<br>Dichotomous     |   |
| 1                  | NATION               | 2            | Respondent's nationality | 1<br>2<br>9                 | American<br>Non-American<br>No Response                            | 9                     | Nominal -<br>Dichotomous    | Respondents with dual citizenship, one of which is from the United States, would be considered American for this study. |
| 2                  | AGE                  | 3            | Respondent's age         | 18<br>19<br>. .<br>25<br>99 | 18 years old<br>19 years old<br>. .<br>25 years old<br>No Response | 99                    | Nominal -<br>Dichotomous    | This study would only take into account respondents age 18-25   |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                             | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|-----------------------------------|----------------|--------------------------|--|
| 1           | ETH           | 4     | Respondent's ethnicity                                       | 0<br>1<br>9 | Non-Asian<br>Asian<br>No response | 9              | Nominal -<br>Dichotomous | Respondents with multiple ethnicity, one of which is of Asian heritage, would be considered Asian for this study. On Q4, if the categories (1), (2), (3), (4), (12), (13), (14), (15), (16) or (17) are chosen, it is coded as non-Asian. If the categories (5), (6), (7), (8), (9), (10) or (11) are chosen, it is coded as Asians. |
| 1           | PAMATT        | 5     | Respondent's perception of Asian males from Asia: Attractive | 0<br>1<br>9 | No<br>Yes<br>No response          | 9              | Nominal -<br>Dichotomous | If the entire Q5 was left unanswered, it is coded as 9.  |
| 1           | PAMFAT        | 5     | Respondent's perception of Asian males from Asia: Fat        | 0<br>1<br>9 | No<br>Yes<br>No response          | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9.   |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAMHAN        | 5     | Respondent's perception of Asian males from Asia: Handsome | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMMUS        | 5     | Respondent's perception of Asian males from Asia: Muscular | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMSHO        | 5     | Respondent's perception of Asian males from Asia: Short    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMSKI        | 5     | Respondent's perception of Asian males from Asia: Skinny   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMSTR        | 5     | Respondent's perception of Asian males from Asia: Strong   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMTAL        | 5     | Respondent's perception of Asian males from Asia: Tall     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAMADV        | 5     | Respondent's perception of Asian males from Asia: Adventurous | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMAGG        | 5     | Respondent's perception of Asian males from Asia: Aggressive  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMART        | 5     | Respondent's perception of Asian males from Asia: Artistic    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMATH        | 5     | Respondent's perception of Asian males from Asia: Athletic    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMBOR        | 5     | Respondent's perception of Asian males from Asia: Boring      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMBRA        | 5     | Respondent's perception of Asian males from Asia: Brave       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement  | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|-----------------------|--|
| 1           | PAMCOV        | 5     | Respondent's perception of Asian males from Asia: Conservative | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMCON        | 5     | Respondent's perception of Asian males from Asia: Considerate  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMCOW        | 5     | Respondent's perception of Asian males from Asia: Cowardly     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMFUN        | 5     | Respondent's perception of Asian males from Asia: Funny        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMGEE        | 5     | Respondent's perception of Asian males from Asia: Geeky        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMHEL        | 5     | Respondent's perception of Asian males from Asia: Helpful      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAMIND        | 5     | Respondent's perception of Asian males from Asia: Independent | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMINL        | 5     | Respondent's perception of Asian males from Asia: Intelligent | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMINT        | 5     | Respondent's perception of Asian males from Asia: Interesting | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMLAZ        | 5     | Respondent's perception of Asian males from Asia: Lazy        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMLOY        | 5     | Respondent's perception of Asian males from Asia: Loyal       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAMMAS        | 5     | Respondent's perception of Asian males from Asia: Masculine     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMMAT        | 5     | Respondent's perception of Asian males from Asia: Materialistic | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMNER        | 5     | Respondent's perception of Asian males from Asia: Nerdy         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMOBE        | 5     | Respondent's perception of Asian males from Asia: Obedient      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMOUT        | 5     | Respondent's perception of Asian males from Asia: Outspoken     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAMPAT        | 5     | Respondent's perception of Asian males from Asia: Patient    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMQUI        | 5     | Respondent's perception of Asian males from Asia: Quiet      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMSER        | 5     | Respondent's perception of Asian males from Asia: Serious    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMSEX        | 5     | Respondent's perception of Asian males from Asia: Sexy       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMSOC        | 5     | Respondent's perception of Asian males from Asia: Sociable   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMSUC        | 5     | Respondent's perception of Asian males from Asia: Successful | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAMSMA        | 5     | Respondent's perception of Asian males from Asia: Smart        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAMSP0        | 5     | Respondent's perception of Asian males from Asia: Sporty       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFATT        | 6     | Respondent's perception of Asian females from Asia: Attractive | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFBEU        | 6     | Respondent's perception of Asian females from Asia: Beautiful  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFFAT        | 6     | Respondent's perception of Asian females from Asia: Fat        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFPRE        | 6     | Respondent's perception of Asian females from Asia: Pretty     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAFSHO        | 6     | Respondent's perception of Asian females from Asia: Short       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSKI        | 6     | Respondent's perception of Asian females from Asia: Skinny      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSLI        | 6     | Respondent's perception of Asian females from Asia: Slim        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSTR        | 6     | Respondent's perception of Asian females from Asia: Strong      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFTAL        | 6     | Respondent's perception of Asian females from Asia: Tall        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFADV        | 6     | Respondent's perception of Asian females from Asia: Adventurous | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAFAGG        | 6     | Respondent's perception of Asian females from Asia: Aggressive   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFART        | 6     | Respondent's perception of Asian females from Asia: Artistic     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFATH        | 6     | Respondent's perception of Asian females from Asia: Athletic     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFBOR        | 6     | Respondent's perception of Asian females from Asia: Boring       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFBRA        | 6     | Respondent's perception of Asian females from Asia: Brave        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFCOV        | 6     | Respondent's perception of Asian females from Asia: Conservative | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement  | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|-----------------------|--|
| 1           | PAFCON        | 6     | Respondent's perception of Asian females from Asia: Considerate | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFEXO        | 6     | Respondent's perception of Asian females from Asia: Exotic      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFFEM        | 6     | Respondent's perception of Asian females from Asia: Feminine    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFFUN        | 6     | Respondent's perception of Asian females from Asia: Funny       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFGEE        | 6     | Respondent's perception of Asian females from Asia: Geeky       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFHEL        | 6     | Respondent's perception of Asian females from Asia: Helpful     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAFIND        | 6     | Respondent's perception of Asian females from Asia: Independent   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFINL        | 6     | Respondent's perception of Asian females from Asia: Intelligent   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFINT        | 6     | Respondent's perception of Asian females from Asia: Interesting   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFLAZ        | 6     | Respondent's perception of Asian females from Asia: Lazy          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFLOY        | 6     | Respondent's perception of Asian females from Asia: Loyal         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFMAT        | 6     | Respondent's perception of Asian females from Asia: Materialistic | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAFNER        | 6     | Respondent's perception of Asian females from Asia: Nerdy     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFOBE        | 6     | Respondent's perception of Asian females from Asia: Obedient  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFOUT        | 6     | Respondent's perception of Asian females from Asia: Outspoken | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFPAT        | 6     | Respondent's perception of Asian females from Asia: Patient   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFQUI        | 6     | Respondent's perception of Asian females from Asia: Quiet     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSED        | 6     | Respondent's perception of Asian females from Asia: Seductive | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAFSER        | 6     | Respondent's perception of Asian females from Asia: Serious    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSEX        | 6     | Respondent's perception of Asian females from Asia: Sexy       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSOC        | 6     | Respondent's perception of Asian females from Asia: Sociable   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSUC        | 6     | Respondent's perception of Asian females from Asia: Successful | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSMA        | 6     | Respondent's perception of Asian females from Asia: Smart      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAFSPO        | 6     | Respondent's perception of Asian females from Asia: Sporty     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAMAT        | 7     | Respondent's perception of Asian American males: Attractive | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMFA        | 7     | Respondent's perception of Asian American males: Fat        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMHA        | 7     | Respondent's perception of Asian American males: Handsome   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMMU        | 7     | Respondent's perception of Asian American males: Muscular   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMSH        | 7     | Respondent's perception of Asian American males: Short      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMSK        | 7     | Respondent's perception of Asian American males: Skinny     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAMST        | 7     | Respondent's perception of Asian American males: Strong      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMTA        | 7     | Respondent's perception of Asian American males: Tall        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMAD        | 7     | Respondent's perception of Asian American males: Adventurous | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMAG        | 7     | Respondent's perception of Asian American males: Aggressive  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMAR        | 7     | Respondent's perception of Asian American males: Artistic    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMAC        | 7     | Respondent's perception of Asian American males: Athletic    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAMBO        | 7     | Respondent's perception of Asian American males: Boring       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMBR        | 7     | Respondent's perception of Asian American males: Brave        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMCV        | 7     | Respondent's perception of Asian American males: Conservative | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMCS        | 7     | Respondent's perception of Asian American males: Considerate  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMCO        | 7     | Respondent's perception of Asian American males: Cowardly     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAMFU        | 7     | Respondent's perception of Asian American males: Funny       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMGE        | 7     | Respondent's perception of Asian American males: Geeky       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMHE        | 7     | Respondent's perception of Asian American males: Helpful     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMID        | 7     | Respondent's perception of Asian American males: Independent | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMIN        | 7     | Respondent's perception of Asian American males: Intelligent | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAMIR        | 7     | Respondent's perception of Asian American males: Interesting   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMLA        | 7     | Respondent's perception of Asian American males: Lazy          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMLO        | 7     | Respondent's perception of Asian American males: Loyal         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMMS        | 7     | Respondent's perception of Asian American males: Masculine     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMMT        | 7     | Respondent's perception of Asian American males: Materialistic | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement  | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|-----------------------|--|
| 1           | PAAMNE        | 7     | Respondent's perception of Asian American males: Nerdy     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMOB        | 7     | Respondent's perception of Asian American males: Obedient  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMOU        | 7     | Respondent's perception of Asian American males: Outspoken | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMPA        | 7     | Respondent's perception of Asian American males: Patient   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMQU        | 7     | Respondent's perception of Asian American males: Quiet     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAMSE        | 7     | Respondent's perception of Asian American males: Serious    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMSX        | 7     | Respondent's perception of Asian American males: Sexy       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMSO        | 7     | Respondent's perception of Asian American males: Sociable   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMSU        | 7     | Respondent's perception of Asian American males: Successful | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAMSM        | 7     | Respondent's perception of Asian American males: Smart      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAMSP        | 7     | Respondent's perception of Asian American males: Sporty       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFAT        | 8     | Respondent's perception of Asian American females: Attractive | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFBE        | 8     | Respondent's perception of Asian American females: Beautiful  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFFA        | 8     | Respondent's perception of Asian American females: Fat        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFPR        | 8     | Respondent's perception of Asian American females: Pretty     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAFSH        | 8     | Respondent's perception of Asian females from Asia: Short | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFSS        | 8     | Respondent's perception of Asian American females: Skinny | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFSL        | 8     | Respondent's perception of Asian females from Asia: Slim  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFST        | 8     | Respondent's perception of Asian American females: Strong | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFTA        | 8     | Respondent's perception of Asian American females: Tall   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement      | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|---------------------------|--|
| 1           | PAAFAD        | 8     | Respondent's perception of Asian American females: Adventurous | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous  | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFAG        | 8     | Respondent's perception of Asian American females: Aggressive  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous  | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFAR        | 8     | Respondent's perception of Asian American females: Artistic    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous  | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFAC        | 8     | Respondent's perception of Asian American females: Athletic    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous  | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFBO        | 8     | Respondent's perception of Asian American females: Boring      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal --<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAFBR        | 8     | Respondent's perception of Asian American females: Brave        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFVCV       | 8     | Respondent's perception of Asian American females: Conservative | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFCCO       | 8     | Respondent's perception of Asian American females: Considerate  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFEX        | 8     | Respondent's perception of Asian American females: Exotic       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFIFE       | 8     | Respondent's perception of Asian American females: Feminine     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement  | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|-----------------------|--|
| 1           | PAAFFU        | 8     | Respondent's perception of Asian American females: Funny       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFGE        | 8     | Respondent's perception of Asian American females: Geeky       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFHE        | 8     | Respondent's perception of Asian American females: Helpful     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFID        | 8     | Respondent's perception of Asian American females: Independent | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFIN        | 8     | Respondent's perception of Asian American females: Intelligent | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal - Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAFIR        | 8     | Respondent's perception of Asian females from Asia: Interesting  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFILA       | 8     | Respondent's perception of Asian American females: Lazy          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFLO        | 8     | Respondent's perception of Asian American females: Loyal         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFMA        | 8     | Respondent's perception of Asian American females: Materialistic | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFNE        | 8     | Respondent's perception of Asian American females: Nerdy         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAF0B        | 8     | Respondent's perception of Asian American females: Obedient  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAF0U        | 8     | Respondent's perception of Asian American females: Outspoken | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFPA        | 8     | Respondent's perception of Asian American females: Patient   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFQU        | 8     | Respondent's perception of Asian American females: Quiet     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFSD        | 8     | Respondent's perception of Asian American females: Seductive | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|--------------------------|--|
| 1           | PAAFSE        | 8     | Respondent's perception of Asian American females: Serious    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFSX        | 8     | Respondent's perception of Asian American females: Sexy       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFSS        | 8     | Respondent's perception of Asian American females: Sociable   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFSU        | 8     | Respondent's perception of Asian American females: Successful | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 1           | PAAFSM        | 8     | Respondent's perception of Asian American females: Smart      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |

| Digit Width | Variable Name | Q No. | Description  | Code                        | Value   | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-----------------------------|---|----------------|--------------------------|--|
| 1           | PAAFSP        | 8     | Respondent's perception of Asian American females: Sporty  | 0<br>1<br>9                 | No<br>Yes<br>No response                                | 9              | Nominal -<br>Dichotomous | If the entire question was left unanswered, it will be coded as 9. |
| 3           | MOVIESM       | 9     | Estimate number of movies respondents watch per month  | 0<br>1<br>. .<br>100<br>999 | None<br>1 movie<br>. .<br>100 movies<br>No response     | 999            | Scale (Interval)         |  |
| 3           | TVM           | 10    | Estimate number of TV shows respondents watch per month  | 0<br>1<br>. .<br>100<br>999 | None<br>1 TV show<br>. .<br>100 TV shows<br>No response | 999            | Scale (Interval)         |  |
| 1           | FAMCMAI       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Marital Artist</b> , listed as (1) characteristic. | 0<br>1<br>9                 | No<br>Yes<br>No response                                | 9              | Nominal-<br>Dichotomous  | 9 if none listed as (1) characteristic in Question 11.             |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCAH1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Athletic</b> , listed as (1) characteristic               | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11  |
| 1           | FAMCSI1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Smart and Intelligent</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCNE1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Nerdy</b> , listed as (1) characteristic.                 | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCSA1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Socially Awkward</b> , listed as (1) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | Blank space 1 in Question 11.                          |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCCO1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Conservative</b> , listed as (1) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCSU1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Successful</b> , listed as (1) characteristic.       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCFU1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Funny</b> , listed as (1) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCHA1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Handsome</b> , listed as (1) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCSH1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Short and Skinny</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCOL1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Obedient and Loyal</b> , listed as (1) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCSK1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Sidkicik</b> , listed as (1) characteristic.             | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCVG1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Villain and Gangster</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCFO1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Foreigner</b> , listed as (1) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCSQ1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Shy and Quiet</b> , listed as (1) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11. |
| 1           | FAMCMA2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Martial Artist</b> , listed as (2) characteristics. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11. |
| 1           | FAMCAH2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Athletic</b> , listed as (2) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11  |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes   |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|---|
| 1           | FAMCSI2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Smart and Intelligent</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |
| 1           | FAMCNE2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Nerdy</b> , listed as (2) characteristic.                 | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |
| 1           | FAMCSA2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Socially Awkward</b> , listed as (2) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes   |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|---|
| 1           | FAMCCO2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Conservative</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |
| 1           | FAMCSU2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Successful</b> , listed as (2) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |
| 1           | FAMCFU2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Funny</b> , listed as (2) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |
| 1           | FAMCHA2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Handsome</b> , listed as (2) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes   |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|---|
| 1           | FAMCSH2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Short and Skinny</b> , listed as (2) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |
| 1           | FAMCOL2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Obedient and Loyal</b> , listed as (2) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |
| 1           | FAMCSK2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Sidick</b> , listed as (2) characteristic.               | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |
| 1           | FAMCVG2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Villain and Gangster</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11 |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCFO2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Foreigner</b> , listed as (2) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11  |
| 1           | FAMCSQ2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Shy and Quiet</b> , listed as (2) characteristic.  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11  |
| 1           | FAMCMA3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Martial Artist</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCAH3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Athletic</b> , listed as (3) characteristic..      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11  |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCSI3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Smart and Intelligent</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCNE3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Nerdy</b> , listed as (3) characteristic.                 | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCSA3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Socially Awkward</b> , listed as (3) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCCO3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Conservative</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCSU3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Successful</b> , listed as (3) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCFU3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Funny</b> , listed as (3) characteristic..       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCHA3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films:<br><b>Handsome</b> , listed as (3) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCSH3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Short and Skinny</b> , listed as (3) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCOL3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Obedient and Loyal</b> , listed as (3) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCSK3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Sidekick</b> , listed as (3) characteristic.             | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCVG3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Villain and Gangster</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAMCFO3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Foreigner</b> , listed as (3) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAMCSQ3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Shy and Quiet</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11. |
| 1           | FAFCAT1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Attractive</b> , listed as (1) characteristic.  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCEX1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Exotic</b> , listed as (1) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCSS1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Sexy and Seductive</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCIT1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Intelligent</b> , listed as (1) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCSB1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Submissive</b> , listed as (1) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCFK1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Fighter and Killer</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCQU1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Quiet</b> , listed as (1) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCNE1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Nerdy</b> , listed as (1) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCSL1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Slim</b> , listed as (1) characteristic.          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCMA1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Materialistic</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCMO1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Motherly</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCHE1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Helpless</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCFO1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Foreign</b> , listed as (1) characteristic.  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 12. |
| 1           | FAFCOT1       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in film: <b>Others</b> , listed as (1) characteristics.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in question 12  |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCAT2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Attractive</b> , listed as (2) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCEX2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Exotic</b> , listed as (2) characteristic.             | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCSS2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Sexy and Seductive</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCIT2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Intelligent</b> , listed as (2) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCSB2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Submissive</b> , listed as (2) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCFK2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Fighter and Killer</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCQU2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Quiet</b> , listed as (2) characteristic.              | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCNE2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Nerdy</b> , listed as (2) characteristic.              | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCSL2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Slim</b> , listed as (2) characteristic.          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCMA2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Materialistic</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCMO2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Motherly</b> , listed as (1) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCHE2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Helpless</b> , listed as (2) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCFO2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films:<br><b>Foreigner</b> , listed as (2) characteristic.  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 12. |
| 1           | FAFCOT2       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in film:<br><b>Others</b> , listed as (2) characteristics.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in question 12  |
| 1           | FAFCAT3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films:<br><b>Attractive</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCEX3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films:<br><b>Exotic</b> , listed as (3) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCSS3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Sexy and Seductive</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCIT3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Intelligent</b> , listed as (1) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCSB3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Submissive</b> , listed as (3) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCFK3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Fighter and Killer</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCQU3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Quiet</b> , listed as (3) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCNE3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Nerdy</b> , listed as (3) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCSL3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Slim</b> , listed as (3) characteristic.          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCMA3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Materialistic</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | FAFCMO3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Motherly</b> , listed as (3) characteristic.  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCHE3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Helpless</b> , listed as (3) characteristic.  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCFO3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Foreigner</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 12. |
| 1           | FAFCOT3       | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in film: <b>Others</b> , listed as (3) characteristics.    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in question 12  |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCMA1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Martial Artist</b> , listed as (1) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCAHI       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Athletic</b> , listed as (1) characteristic.              | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11  |
| 1           | TAMCSI1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Smart and Intelligent</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCNE1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Nerdy</b> , listed as (1) characteristic.                    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCSA1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Socially Awkward</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCCO1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Conservative</b> , listed as (1) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCSU1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Successful</b> , listed as (1) characteristic.       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCFU1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Funny</b> , listed as (1) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCHAI       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Handsome</b> , listed as (1) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCSHI       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Short and Skinny</b> , listed as (1) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCOLI       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Obedient and Loyal</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCSKI       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Sidekick</b> , listed as (1) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCVG1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Villain and Gangster</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCFO1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Foreigner</b> , listed as (1) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCSQ1       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Shy and Quiet</b> , listed as (1) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 13. |
| 1           | TAMCOT1       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Others</b> , listed as (1) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 11  |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCMA2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Martial Artist</b> , listed as (2) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCAH2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Athletic</b> , listed as (2) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11  |
| 1           | TAMCSI2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Smart and Intelligent</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCNE2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Nerdy</b> , listed as (2) characteristic.                 | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCSA2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Socially Awkward</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCCO2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Conservative</b> , listed as (2) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCSU2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Successful</b> , listed as (2) characteristic.    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCFU2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Funny</b> , listed as (2) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCHA2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Handsome</b> , listed as (2) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCSH2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Short and Skinny</b> , listed as (2) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCOL2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Obedient and Loyal</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCSK2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Sidekick</b> , listed as (2) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCVG2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Villain and Gangster</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCFO2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Foreigner</b> , listed as (2) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCSQ2       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Shy and Quiet</b> , listed as (2) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 13. |
| 1           | TAMCOT2       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Others</b> , listed as (2) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 11  |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCMA3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Martial Artist</b> , listed as (3) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCAH3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Athletic</b> , listed as (3) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11  |
| 1           | TAMCSI3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Smart and Intelligent</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCNE3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Nerdy</b> , listed as (3) characteristic.                 | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCSA3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Socially Awkward</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCCO3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Conservative</b> , listed as (3) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCSU3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Successful</b> , listed as (3) characteristic.       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCFU3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Funny</b> , listed as (3) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCHA3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Handsome</b> , listed as (3) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCSH3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Short and Skinny</b> , listed as (3) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCOL3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Obedient and Loyal</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCSK3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Sidekick</b> , listed as (3) characteristic.           | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAMCVG3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Villain and Gangster</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCFO3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Foreigner</b> , listed as (3) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCSQ3       | 13    | Respondent's interpretation of Asian male characteristics, as portrayed in TV: <b>Shy and Quiet</b> , listed as (3) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 13. |
| 1           | TAMCOT3       | 11    | Respondent's interpretation of Asian male characteristics, as portrayed in films: <b>Others</b> , listed as (1) characteristic.            | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 11  |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFCAT1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Attractive</b> , listed as (1) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFCEX1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Exotic</b> , listed as (1) characteristic.             | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFCSS1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Sexy and Seductive</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFKIT1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Intelligent</b> , listed as (1) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFCSB1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Submissive</b> , listed as (1) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFCFK1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Fighter and Killer</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFQU1        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Quiet</b> , listed as (1) characteristic.              | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFNE1        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Nerdy</b> , listed as (1) characteristic.              | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFCSL1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Slim</b> , listed as (1) characteristic.          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFDMA1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Materialistic</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFCMO1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Motherly</b> , listed as (1) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFCHE1       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Helpless</b> , listed as (1) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFFO1        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Foreigner</b> , listed as (1) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in Question 14. |
| 1           | TAFCO1        | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in film: <b>Others</b> , listed as (1) characteristics.    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (1) characteristic in question 12  |
| 1           | TAFCA2        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Attractive</b> , listed as (2) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | TAFCE2        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Exotic</b> , listed as (2) characteristic.       | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFCS2        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Sexy and Seductive</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | TAFCT2        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Intelligent</b> , listed as (2) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | TAFCSB2       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Submissive</b> , listed as (2) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | TAFCK2        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Fighter and Killer</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | T AFCQU2      | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Quiet</b> , listed as (2) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | T AFCNE2      | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Nerdy</b> , listed as (2) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | T AFCSL2      | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Slim</b> , listed as (2) characteristic.          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | T AFCMA2      | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Materialistic</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFCMO2       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Motherly</b> , listed as (2) characteristic.     | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | TAFCHE2       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Helpless</b> , listed as (2) characteristic.  | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | TAFFO2        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Foreigner</b> , listed as (2) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in Question 14. |
| 1           | TAFOT1        | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in film: <b>Others</b> , listed as (2) characteristics.    | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (2) characteristic in question 12  |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFCAT3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Attractive</b> , listed as (3) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFCEX3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Exotic</b> , listed as (3) characteristic.             | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFSS3        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Sexy and Seductive</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFKIT3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Intelligent</b> , listed as (3) characteristic.        | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description  | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|--|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFCSB3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Submissive</b> , listed as (3) characteristic.         | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFCFK3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Fighter and Killer</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFQU3        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Quiet</b> , listed as (3) characteristic.              | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFNE3        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Nerdy</b> , listed as (3) characteristic.              | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description   | Code        | Value                    | Missing Values | Level of Measurement | Notes  |
|-------------|---------------|-------|---|-------------|--------------------------|----------------|----------------------|--|
| 1           | TAFCSL3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Slim</b> , listed as (3) characteristic.          | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFDMA3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Materialistic</b> , listed as (3) characteristic. | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFDMO3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in TV: <b>Motherly</b> , listed as (3) characteristic.      | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFCHE3       | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Helpless</b> , listed as (3) characteristic.   | 0<br>1<br>9 | No<br>Yes<br>No response | 9              | Nominal-Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |

| Digit Width | Variable Name | Q No. | Description  | Code                  | Value  | Missing Values | Level of Measurement     | Notes  |
|-------------|---------------|-------|--|-----------------------|--|----------------|--------------------------|--|
| 1           | TAFFO3        | 14    | Respondent's interpretation of Asian female characteristics, as portrayed in films: <b>Foreigner</b> , listed as (3) characteristic. | 0<br>1<br>9           | No<br>Yes<br>No response   | 9              | Nominal-<br>Dichotomous  | 9 if none listed as (3) characteristic in Question 14. |
| 1           | TAFOT1        | 12    | Respondent's interpretation of Asian female characteristics, as portrayed in film: <b>Others</b> , listed as (3) characteristics.    | 0<br>1<br>9           | No<br>Yes<br>No response   | 9              | Nominal-<br>Dichotomous  | 9 if none listed as (3) characteristic in question 12  |
| 1           | MEDINT        | 15    | Between the media and interpersonal relationships, which has a stronger influence in your interaction with Asians?                   | 1<br>2<br>9           | Media<br>Interpersonal<br>Relationship<br>No response  | 9              | Nominal -<br>Dichotomous |  |
| 1           | INTER         | 16    | How does interpersonal relationships influence the way you view Asians?  | 1<br>2<br>3<br>4<br>9 | More personal<br>interaction<br>Each person is different<br>Live in HI: Exposure<br>Counter media<br>stereotype<br>No response | 9              | Nominal                  |  |

| Digit Width | Variable Name | Q No. | Description  | Code                       | Value   | Missing Values | Level of Measurement | Notes |
|-------------|---------------|-------|--|----------------------------|---|----------------|----------------------|-------|
| 1           | AWARE         | 17    | I am aware of racial/ethnic stereotypes in films and television series.  | 1<br>2<br>3<br>4<br>5<br>9 | Strongly disagree<br>Disagree<br>Neither agree nor disagree<br>Agree<br>Strongly agree<br>No response | 9              | Ordinal              |       |
| 1           | POSPOR        | 18    | I think the portrayal of Asians on screen is generally positive.   | 1<br>2<br>3<br>4<br>5<br>9 | Strongly disagree<br>Disagree<br>Neither agree nor disagree<br>Agree<br>Strongly agree<br>No response | 9              | Ordinal              |       |
| 1           | DIFVIS        | 19    | There is a difference between 'Asians from Asia' visual representation and 'Asian American' visual representation. | 1<br>2<br>3<br>4<br>5<br>9 | Strongly disagree<br>Disagree<br>Neither agree nor disagree<br>Agree<br>Strongly agree<br>No response | 9              | Ordinal              |       |
| 1           | REALIT        | 20    | Visual representation and stereotypes in film and television reflect reality.                                      | 1<br>2<br>3<br>4<br>5<br>9 | Strongly disagree<br>Disagree<br>Neither agree nor disagree<br>Agree<br>Strongly agree<br>No response | 9              | Ordinal              |       |

| Digit Width | Variable Name | Q No. | Description  | Code                       | Value   | Missing Values | Level of Measurement | Notes |
|-------------|---------------|-------|--|----------------------------|---|----------------|----------------------|-------|
| 1           | INFLUE        | 21    | Visual images of Asians on screen influence my initial interaction with Asians.                      | 1<br>2<br>3<br>4<br>5<br>9 | Strongly disagree<br>Disagree<br>Neither agree nor disagree<br>Agree<br>Strongly agree<br>No response | 9              | Ordinal              |       |
| 1           | THOUG         | 22    | When interacting with Asians, I think "she/he" is just like that character in that movie/TV series". | 1<br>2<br>3<br>4<br>5<br>9 | Strongly disagree<br>Disagree<br>Neither agree nor disagree<br>Agree<br>Strongly agree<br>No response | 9              | Ordinal              |       |
| 1           | PERREP        | 23    | The perceptions I hold towards Asians are similar to the representations on screen.                  | 1<br>2<br>3<br>4<br>5<br>9 | Strongly disagree<br>Disagree<br>Neither agree nor disagree<br>Agree<br>Strongly agree<br>No response | 9              | Ordinal              |       |

| Digit Width | Variable Name | Q No. | Description   | Code                       | Value   | Missing Values | Level of Measurement | Notes   |
|-------------|---------------|-------|---|----------------------------|---|----------------|----------------------|---|
| 1           | TRUTH         | 24    | There is truth in stereotypes.  | 1<br>2<br>3<br>4<br>5<br>9 | Strongly disagree<br>Disagree<br>Neither agree nor disagree<br>Agree<br>Strongly agree<br>No response | 9              | Ordinal              |   |
| 1           | IMAGE         | 25    | Does the representation of Asians in American television and films influence your self-image? | 0<br>1<br>2<br>9           | No<br>Somewhat<br>Yes<br>No response  | 9              | Ordinal              | Responses were coded into three different categories: (1) No influence; (2) somewhat/depending on stereotype and situation; (3) Influential |

## APPENDIX D: CONTENT ANALYSIS FOR OPEN-ENDED QUESTIONS

### *Asian Males in Film and Television*

From the questionnaire (Appendix B):

Q11. Please describe **3 main characteristics of Asian male** commonly portrayed in films? If possible, please also indicate in which movies these characteristics were portrayed.

AND

Q13. Please describe **3 main characteristics of Asian male** commonly portrayed in television. If possible, please also indicate in which television series these characteristics were portrayed.

The answers were content analyzed and constructed into 16 categories:

- (1) **Martial Artist:** Martial Artist, kung Fu, brave, strong
- (2) **Athletic:** Athletic, adventurous, fit, fast
- (3) **Smart and Intelligent:** Smart, intelligent, brainiac, genius
- (4) **Nerdy:** Nerdy, geeky, tech whiz, math whiz
- (5) **Socially Awkward:** Socially awkward, weird
- (6) **Conservative:** Conservative, serious, old-fashion
- (7) **Successful:** Successful, businessman, doctors, lawyers, rich
- (8) **Funny:** Funny, humorous, comedy relief
- (9) **Handsome:** Good-looking, attractive, tall, sexually appealing
- (10) **Short:** Short, small, skinny
- (11) **Obedient and Loyal:** Obedient, loyal, mama's boy
- (12) **Sidekick:** Sidekick, side character, always the plus one
- (13) **Villain and Gangster:** Villain, gangster, bad guy, evil, drug lord
- (14) **Foreigner:** Foreigner, can't speak English, trying to be Americanized
- (15) **Shy and Quiet:** Shy, quiet, polite, humble, soft-spoken
- (16) **Others**

*Asian Females in Film and Television*

From the questionnaire (Appendix B):

Q12. Please describe **3 main characteristics of Asian female** commonly portrayed in films? If possible, please also indicate in which movies these characteristics were portrayed.

AND

Q14. Please describe **3 main characteristics of Asian female** commonly portrayed in television series. If possible, please also indicate in which television series these characteristics were portrayed.

The answers were content analyzed and constructed in 15 categories:

- (1) **Attractive:** Attractive, gorgeous, pretty, beautiful
- (2) **Exotic:** Exotic, exquisite
- (3) **Sexy and Seductive:** Sexy, seductive, temptation for man
- (4) **Intelligent:** Intelligent, smart
- (5) **Submissive:** Submissive, obedient, follows the guy
- (6) **Independent:** Independent, confident, outspoken
- (7) **Fighter and Killer:** Fighter, killer, martial artist, 'bad-ass'
- (8) **Quiet:** Quiet, passive, introverted, shy
- (9) **Nerdy:** Nerdy, math whiz, geeky
- (10) **Slim:** Slim, skinny
- (11) **Materialistic:** Materialistic, spoilt
- (12) **Motherly:** Motherly, has kids, housewife
- (13) **Helpless:** Helpless, weak, vulnerable, delicate, always needs attention
- (14) **Foreigner:** Foreigner, fresh off the boat, can't speak English
- (15) **Others**

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