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Xiaopeng Wang

Anne Cooper-Chen

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Xiaopeng Wang, & Anne Cooper-Chen

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Abstract

Using a purposive sample of 265 US colleges and universities, the analysis identified 378 Asian models from 8,319 human models. Results showed Asian students to be under-represented on the web compared to their proportion in the student body, whereas African Americans were proportionately represented. Instead of stereotypical portrayals, Asians appeared neutral in terms of power positions.