

Abstract

The present study investigated the prevalence of sexual behavior among the college students of the PRC and their love style and sociosexual orientation. The influences of self-construal on love and sexual attitudes were also examined. Empirical analyses were based on a nonrandom sample of 108 college students from 7 universities in Beijing. The data shows that more than one third of samples had engaged in sexual behavior, and more than half thought premarital sexual behavior acceptable. The finding suggests that sex education is necessary and should be provide as early as possible. This study also increases our understanding on gender and cultural influence on love and sexual relationships. For instance, gender differences were found in sociosexual orientation, attitude towards premarital sexual behavior, and reported rate of sexual behavior, but not in love style and self-construal. Regression analysis suggested that independent and interdependent self-construal as predictor variables of love style and sociosexuality.