

Abstract

This study aimed at exploring the qualities and characteristics of mother-in-laws and daughter-in-laws perceived by four groups of subjects (mother-in-laws, daughter-in-laws, husbands/sons and unmarried women) on the own mother-in-law (mother), daughter-in-law (wife) and those in general, using a qualitative approach. Further analysis is conducted to investigate the differences on positive and negative views towards the qualities. It was found that mother-in-laws and daughter-in-laws in general are viewed more negatively than their actual image, and this may reflect the stereotyped attitudes held by the public towards them. These patterns of the positives and negatives for each group are further compared and discussed with reference to the social phenomenon relating mother-in-law and daughter-in-law.