

Abstract

This study proposes a model to explain the self-stigma of ethnic minorities. We examined how perceived stereotype (PS) – the awareness of being stigmatized, is affected by the stigmatized individuals' perceived accent and race. The effect of PS on global self-esteem (SE) is also examined. We hypothesized that stigmatized individuals may avoid the effects of PS by strengthening their ethnic identity (EI) and universal diverse orientation (UDO). Mainland Chinese Undergraduates currently living in Hong Kong who speak Cantonese on a daily basis are recruited to answer a questionnaire. 125 completed responses (M:30; F:95) are collected and analyzed. Results found that (1) perceived accent has a greater effect on PS than perceived race; (2) PS does not correlate with SE; (3) EI and UDO are positively correlated with SE; (4) PS moderates the effects of EI and UDO on SE. The findings confirm with the model's predictions. Ethnic minorities decreasing their use of native language and participating in inter-cultural activities have been suggested as ways to reduce the negative effects of self-stigma.