A stereotype is an oversimplified impression or generalization about a person, group, place, or thing.

How others view us

This is a list of impressions of North American youth as expressed by youth from other continents at a 1998 global youth gathering in the United States.

- Young people in North America are spoiled.
- Young people in North America are rich.
- Young people in North America are lazy.
- Young people in North America live in large modern homes.
- Young people in North America are given cars by their 16th birthdays.
- North American women are thin and have blonde hair and blue eyes.
- North American men refuse to show their emotions.
- In North America, everyone wears brand-name clothing.
- North American children are rude and disrespectful.

Discuss the following questions in your group:

- How do you feel about the ideas in this list?
- What do you think are the sources of these impressions?
- What are some of the effects of stereotypes on groups and individuals?
- What are the predominant media portrayals of North American youth?

Source: Media Literacy for Global Citizenship, World Vision Canada, Teacher Resources <www.worldvision.ca/home/education-and-justice/teacher-resources/>