

Lesson Guide

Chinese Millennials: Reflections on Life and America



Xiaohongshu “Little Red Book” (小红书): Xiaohongshu is a content sharing site based in Shanghai. With over 100 million users, users can discover and review beauty and health products. Much like Pinterest, users can read, comment, and save on their boards. Unlike the American app, it has a user community and an e-commerce platform. Some have described the app as being “like Instagram and Pinterest sprinkled with a dose of Taobao.” Taobao is the ecommerce platform for Alibaba, the largest ecommerce platform in China founded by Jack Ma. Xiaohongshu is translated as “Little Red Book,” but it’s not related to the book “Quotations from Chairman Mao Tse-tung,” which is also known as Mao’s Little Red Book.



Bilibili: A Chinese video sharing website based in Shanghai centered around animation, comics, and games where users can interact with various videos.



TikTok: A video-focused social networking service owned by ByteDance Ltd., a company located in China. Also known as “Douyin,” much of its content includes a variety of short-form user videos from genres like pranks, stunts, tricks, jokes, dance, and entertainment with durations from 15 seconds to three minutes.



Al Jazeera: A Qatari government-funded international Arabi news channel based in Doha. The company has expanded to channels including Al Jazeera English, Al Jazeera America, sports channels, and others available exclusively online (AJ+, Rightly). In 2018, it launched a Mandarin-language news website that is in contact with their audience via Chinese social networks including Weibo, Meipai, and WeChat.

Weibo: Launched in 2009, Weibo is a Chinese microblogging website with over 445 million active users. It includes short videos (stories) and vlogs.

Suggested Discussion Topics

- Define the following:
 - Millennial
 - Generation
- Research the years when millennials were born and what they have lived through so far. How does the millennial generation compare to your generation? Are they better off financially? Do they think differently than you do? How does technology affect the way you socialize and receive information?
- What adjectives do Chinese millennials use to describe the United States? Are they true? How so?
- What issues do you care about? What are your concerns? Why do you care about them and how do you know?
- Where do you get your news? How do you know if the content is true or not?
- What do you want to learn from American/Chinese culture? Why? How will you learn it?
- What roles do you play in your society? What is expected from you and do you feel the need to fulfill these roles? What happens if you do? What happens if you don't?
- What do you think are the strengths of the United States and China?
- Do you agree with what was said in the video? How can you further critique the knowledge that has been brought forth?

Suggested Activities

- With a partner, come up with a list of questions you would like to ask people about modern Chinese culture. What do you want to know? Think about how these questions relate to you as well!
- Speak to a parent/guardian about their generation. What is a generational difference? How did their values differ from their own parents? How do your values differ from yours?
- This may require additional and guided research: What is the relationship between the United States and China? How has it changed over the past 30-40 years? How may this affect Chinese and American millennials?
- In partners or small groups, create a Venn diagram depicting what Chinese and American millennials may have in common. Topics may include habits, values, beliefs, etc.
- Draw a comic in four squares depicting when you had a generational difference with a parent/guardian. What happened? Why did your parent/guardian react the way they did? Why did you? What was the solution?

Reference Materials:

Please refer to the [Reference Library page](#) for the list of materials consulted for this topic and additional recommendations. The Reference List may be updated after its initial posting so please revisit the page from time to time.