

How 'Subtle Asian Traits' became a global hit

Powered by global immigration and the borderless procrastination **magnet** of social media, one Facebook group has become a gathering place for laughs and reflection on the complicated experience of first generation Asian immigrants who have grown up **reconciling** the expectations of their **heritage** and the identity of the country they call home.

magnet 磁铁

heritage 遗产; 继承

"We've been brought up in the in-between," said Angela Kang, the co-founder of a Facebook group called "Subtle Asian Traits." And in the group that background is the norm.

Everyday friends tag each other in memes featuring Drake, Pikachu and Expanding Brains that weigh in on a wide range of experiences, from the taste of a childhood favorite food to adopting a Western name solely for baristas.

These memes — **witty**, visual and catered to the audience — have powered the group's explosive growth by allowing self-reflection. The endless stream of memes in the group provides **relief** — it's a chance to belong for once without having to try.

witty 诙谐的; 机智的

relief 救济; 减轻; 安慰

As memes and jokes flowed, the follower count **soared**. Now, it's edging close to 1 million followers, **spawning spinoffs**, and catapulting the conversation to the United States, Canada, and even the Netherlands.

soar 高涨

spawn 产卵; 造成

spinoff 续集; 副产品

reconcile 调和; 协调

The group has also weathered accusations that it reinforces self-hating stereotypes or being racist toward white people. Tan Falconer, the founder of another Facebook group popular among Asian-Australians, said that while the group's jokes are empowering, "it's empowering Asians in not a really good way because it's **belittling** other **races**."

belittle 轻视; 贬低

race 种族