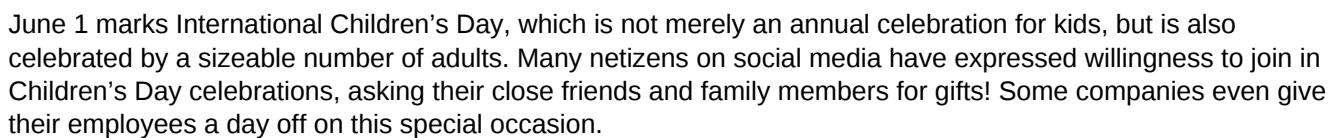


导读:庆祝儿童节的不仅仅只是儿童,“宝宝”们也来凑热闹,但是这一现象背后其实是深刻的社会问题。



A word that is repeated constantly on popular stickers on online social platforms in China is “baobao” in Chinese, which literally means “baby” in English. Here “baby” does not refer to a real infant, but rather a commonly-used online meme which burst into the scene in 2015. It’s regarded as a first-person pronoun to jokingly emphasize one as young and cute.

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Netizens have different reasons to use the stickers. Some use them for fun, while some adults claim to use “baobao” to reduce their mental age, providing them a chance to recapture their childhood.

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For those who tend to use such stickers to showcase their youth and cuteness, “kidult” is the most appropriate word to describe. The blended noun of “kid” and “adult” first appeared in the 1960s, describing an adult with puerile tastes.

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Currently, there is another explanation regarding “kidults”. These young adults rely on their parents to put a roof over their heads. The kidults’ parents take over their children’s responsibilities such as helping with housework and financially supporting their lives.

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