Taiwan has been a migrant society, but the use of multiculturalism language in official documents and civil events only began in the last decade when Taiwan actively sought closer ties with Southeast Asian countries. Against this political-economic backdrop, marriage migrants from Southeast Asia (referred to as “new immigrants”) previously regarded as “social problems” are suddenly redefined as “social capital” and “civil diplomats”. This change in perception and concomitant policymaking regarding new immigrants and their children born in Taiwan has provoked controversies. In this talk I will discuss, firstly, how government advocacy of multiculturalism and the New South-Bound Policy has reconstructed the image of new immigrants and their children, and secondly, how college students (the new second generation and their peers) respond to this policy trend. By analyzing online commentaries, the new second generation’s stories, and interviews with new second generation college students, I show how marriage migrants and their children negotiate and/or resist the official discourse and social imagination, and shed light on the complexity of identity formation/reformation in Taiwan today.