

Abstract

Self-disclosure is an important communication process, this study aimed at investigating the goals for self-disclosure and comparing the gender difference. It is a qualitative research, by asking the participants open-ended questions and develop a categorization on the self-disclosing goals. Repeated measure was used to investigate the gender differences. A taxonomy with three major goals, relational, personal, and time-spending were developed. Gender difference was found on the personal goals only. The taxonomy was explained in the relationship between the goals and self-disclosure. The role of Chinese cultures in the process of self-disclosure was also discussed. This study explored a new line of investigation on the issue of self-disclosure.