

Abstract

The social media has become a new way of communication in the recent decade. It is commonly used as a platform for browsing information about friends and keeping other posted on one's recent status. When posting on Facebook, one may truly express their thoughts while some use it as a platform for self-projection. An array of information are presented and readers have to figure out necessary hints for the best interpretation of information. One of the common forms of Facebook posts people share are related to gift appreciation – i.e. the receiver of a gift expressing his/her appreciation to the sender. For these appreciation showing posts, it is expected that there are different potential intentions e.g. for genuinely sharing gratitude, or for personal show off. In this study, we look at whether the level of perception (as observed from a third party) depends on the monetary cost of the gift shown. In this research, 167 university female students have taken an online survey with 4 experimental conditions randomly assigned. The cost of gift shown on photo was manipulated, while third-person gratitude and show off perception were measured. The research result supported that the perceived cost of gift is correlated with the degree of show off intention of the receiver perceived among college female students i.e. higher cost of gift would induce a higher perceived show off intention. While no significant result was found between perceived gratitude and cost of gift.

Keywords: Facebook, gifting, perceived gratitude, perceived show off intention, third-person perception