

Abstract

While some previous studies have examined some objective forms of relationship display on social media, there is a lack of research defining, conceptualizing, and measuring the widely observed social phenomenon of “online relationship bragging” (dubbed as “放閃” in the Chinese culture). This study aimed at developing and validating a scale of “online relationship bragging” among Hong Kong population. The study comprised of two phases. The pilot study phase included two focus groups’ discussion involving a total of 16 participants, and administering a questionnaire on a sample of 82 participants for coming up with a pool of potential scale items. The main study phase involved administering the 20-item online relationship bragging scale (ORBS) and other established scales to a total of 224 romantically involved participants for scale validation. Exploratory factor analysis yielded a final ORBS comprising of 13 items and a unidimensional structure. The ORBS was found to have high internal consistency and was significantly correlated with most of the hypothesized variables. Future studies may conduct further validation of the ORBS and adopt the validated scale for studying online behaviours.

Keywords: online relationship bragging, relationship visibility, social media