

ACFEA'2023

Research on Rural Gift Network in China: Perspectives, Preparations, and Challenges

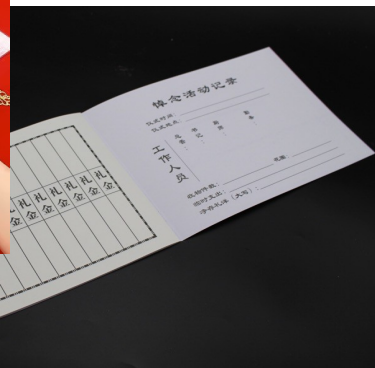
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1



From ancient times to the present,
old convention, especially in China rural communities



gifting

2

A long-term wish

- From childhood to today
- A dislike to gifting phenomenon, often “suffer losses”
- Conditions for a frequent loser (sending in most cases, receiving less)
 - from a poor family (not dare to quit)
 - having no social status
 - having thin skin (infrequently say no)
 - thinking myself lofty (looking down on some immoral actions)
 - having social anxiety disorder/social phobia
 - ...

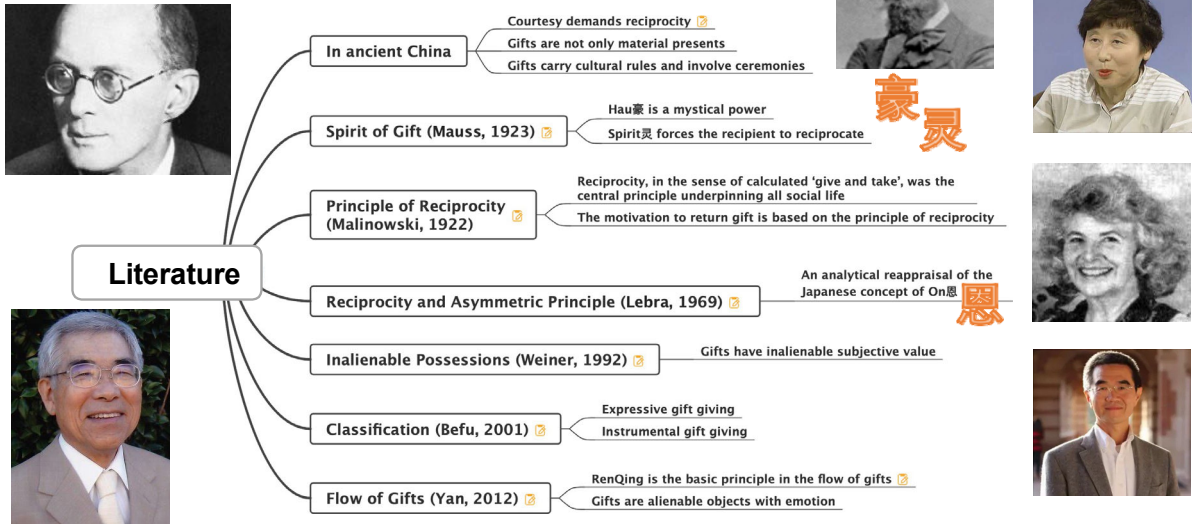
3

Agenda

- | | |
|-------------------------|--------------------------------|
| • Literature review | • Functions of gift |
| • Bonds of people | • Where is the road? |
| • Forms of gift | • Related topics of giftnet |
| • Activities of gifting | • Disciplines of giftnet study |
| • Motives of gifting | • Questions about giftnet |
| • Features of gifting | • Preparations |
| • Occasions of ceremony | • Challenges |

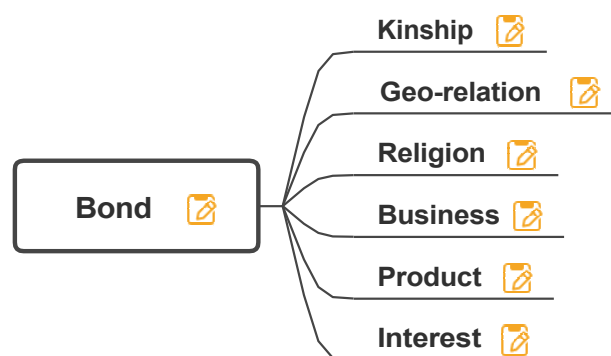
4

Major contributors



5

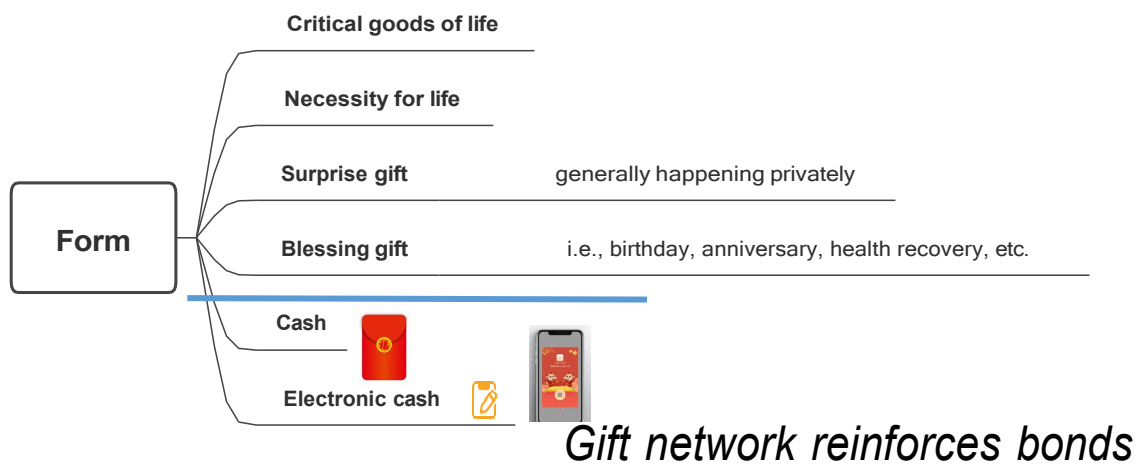
Bonds connecting people



Many networks are built up

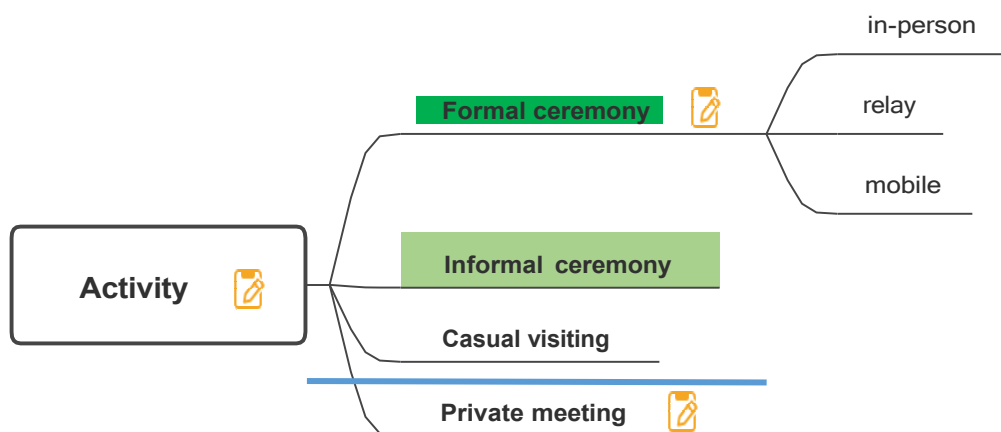
6

Gift: A major media/lubricant enhancing bonds



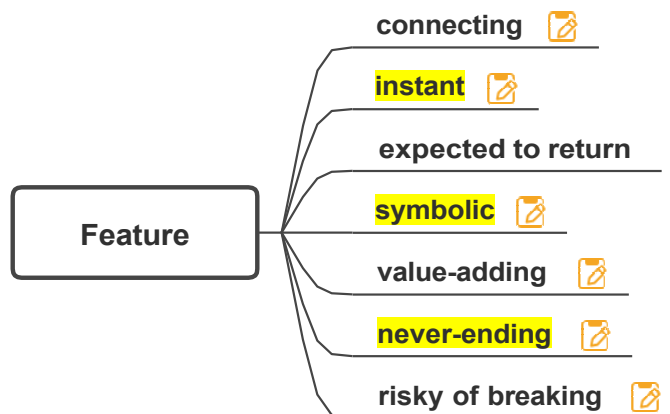
7

Where gifting happens?



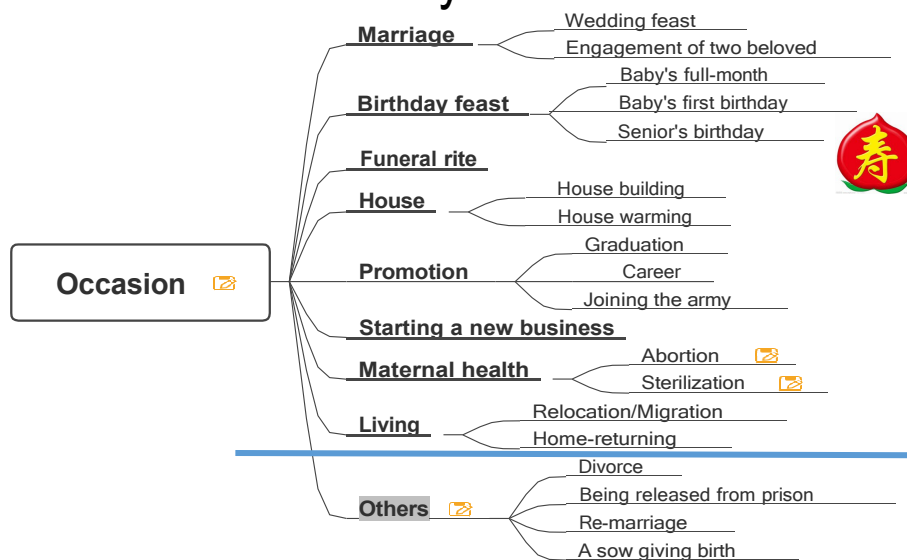
8

Features of gifting



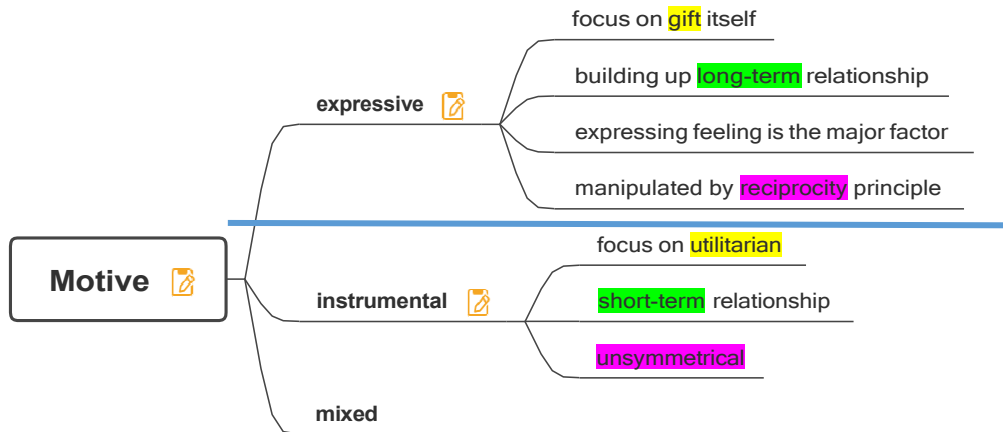
9

Occasions of ceremony



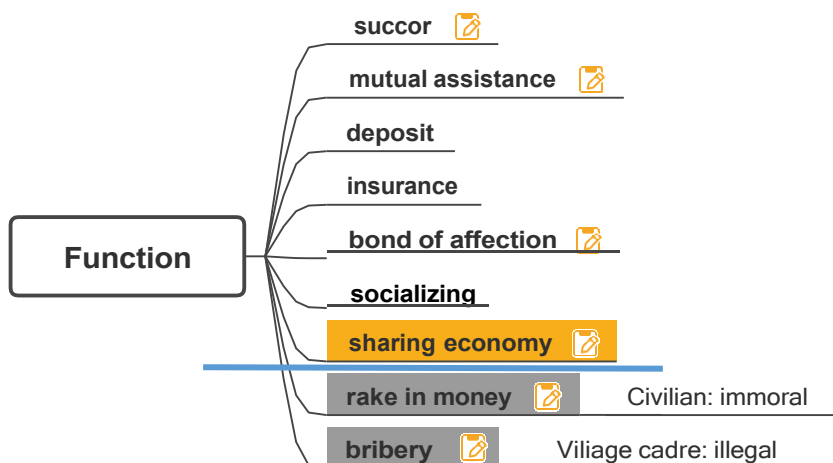
10

Motivations of gifting



11

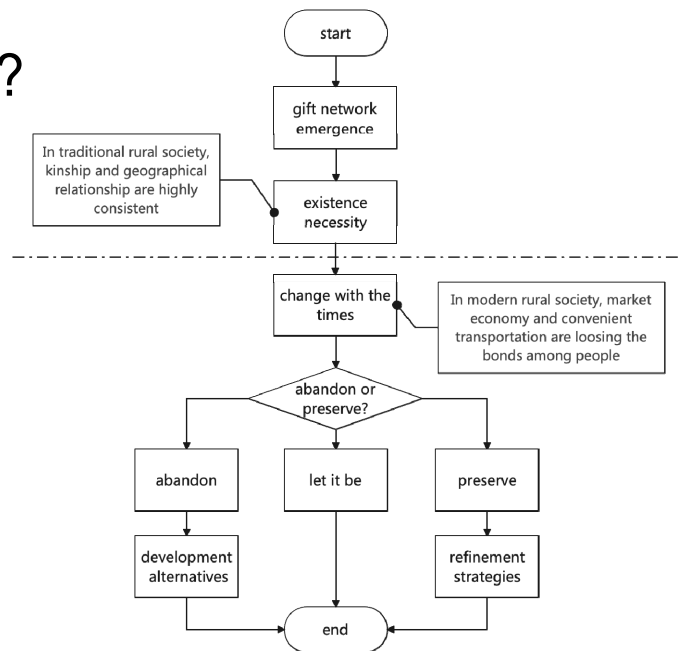
Functions of gift: From good to bad



12

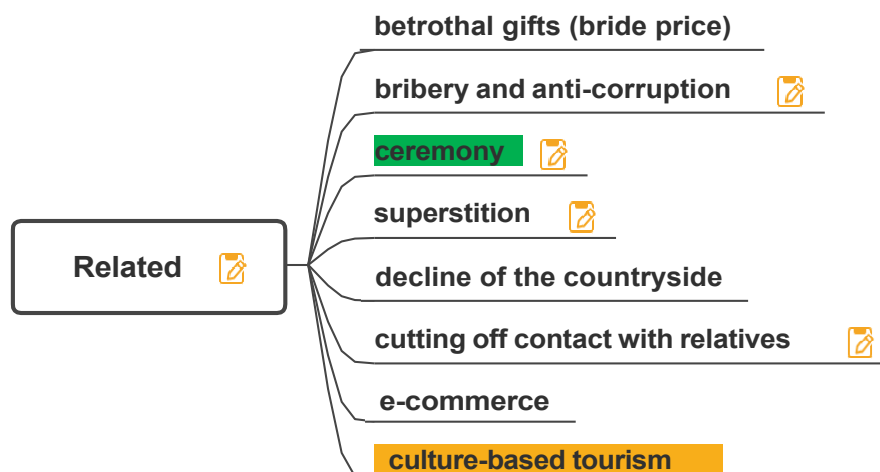
Where is the road?

- keep it?
- abandon it?
- let it be?



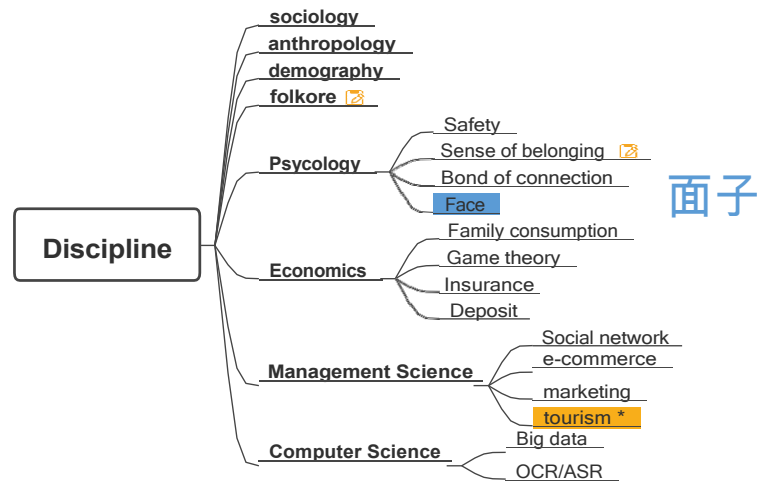
13

Some related topics to our ceremony study



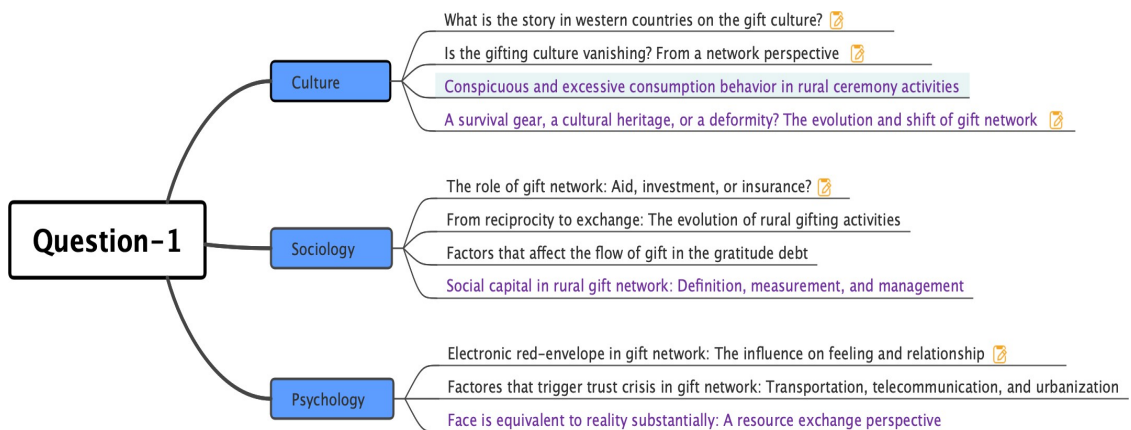
14

Disciplines of giftnet study



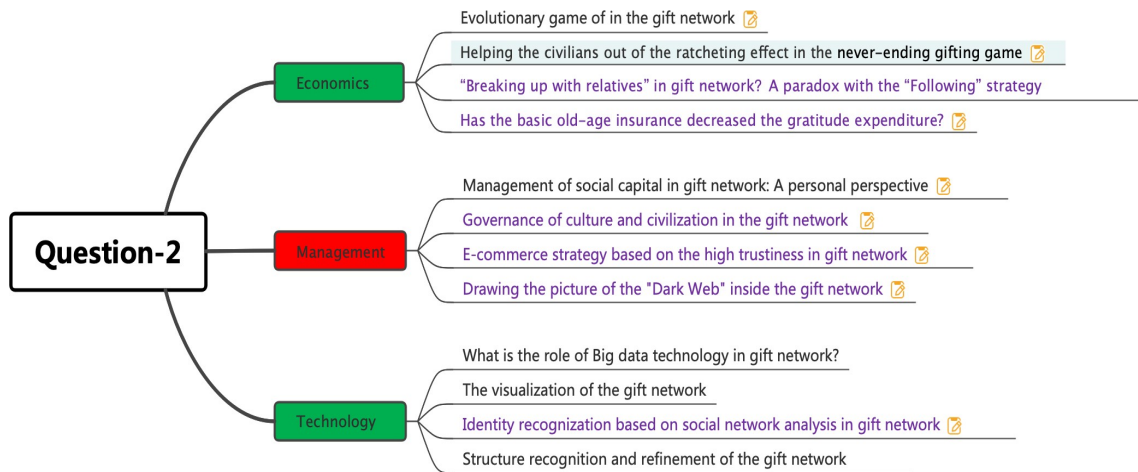
15

Possible research questions on giftnet (1/2)



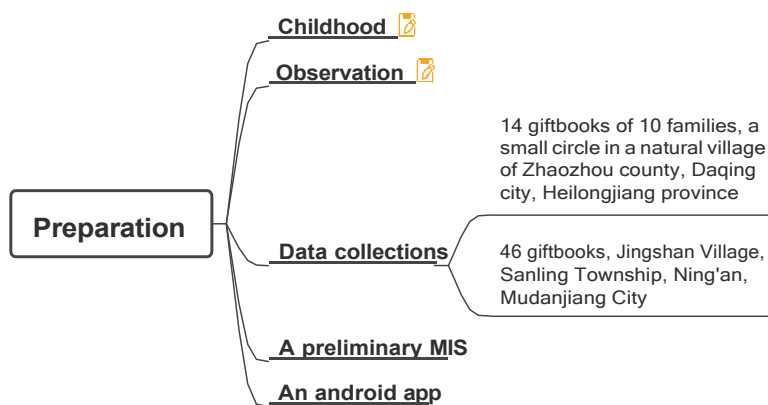
16

Possible research questions on giftnet (2/2)



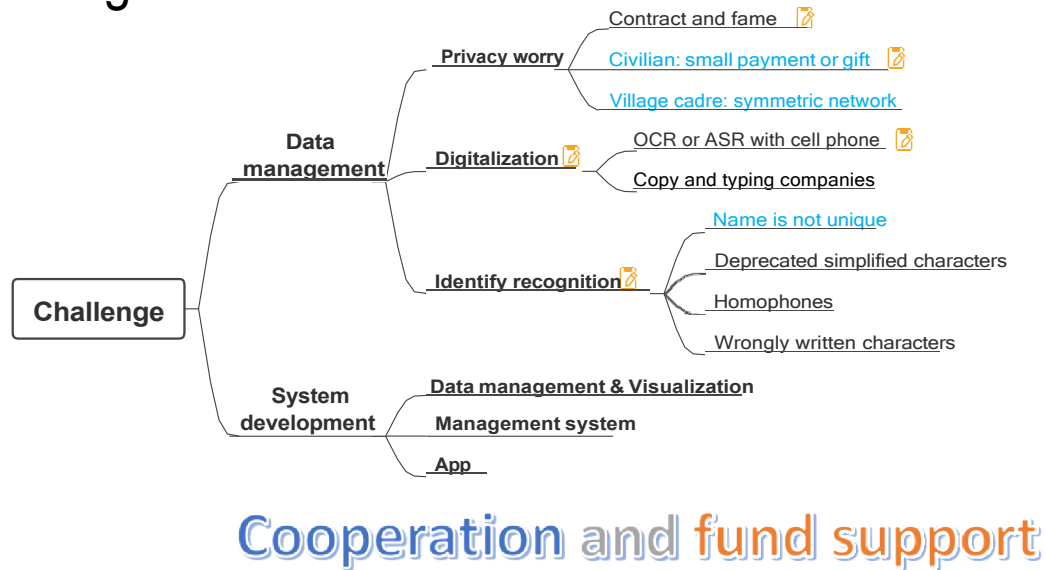
17

Preparations we have made



18

Challenges we have met



19

Thanks for listening
Q&A

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20