

# Third-person Perception and Its Predictors in the Age of Facebook

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**Abstract:** *Originally proposed by Davison (1983), the TPE hypothesis maintains that people who are exposed to general persuasive media messages believe that these messages have a greater impact on others (i.e., “the third persons”) than on themselves. Although classic TPE studies have long focused on the traditional mass media, many studies show that this effect is also common with regards to newer media outlets. By means of a survey (N=688), this study seeks to explore (1) the link between TPE and new mediums of communication (i.e., Facebook) and (2) the predictors of the TPE in the age of social media. Main results show that young*

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