This paper draws on a two-year Australian Criminology Research Grant funded project exploring the perceptions and practices of young people in regards to sexting: the digital production of sexually suggestive or explicit images and distribution by mobile phone messaging or through the internet on social networking sites, such as Facebook, MySpace and YouTube. Such practices in many jurisdictions can see young people charged with serious sex offences including child abuse and child pornography offenses. The paper seeks to explore this empirical data though a conceptual analysis using the idea sexting as ‘gift’ (eg. Mauss 1970; Derrida 1992). It is argued that a spectrum of motivations for sexting – from pressure to pleasure – can be understood through an analysis of such exchanges as gifting.