

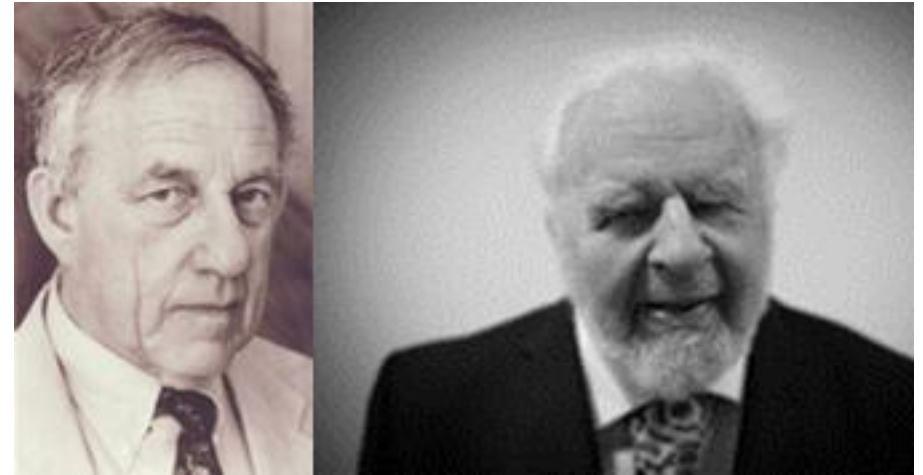
# Uses and Gratification Theory

The background of the slide features a large, abstract geometric design. It consists of two large triangles that meet at a point on the right side. The upper triangle is a vibrant red, and the lower triangle is a bright blue. The rest of the background is a plain, light gray.

# Introduction

**Uses and Gratifications theory as developed by Bulmer and Katz suggests that media users play an active role in choosing and using the media.**

**Bulmer and Katz believed that the user seeks out the media source that best fulfils their needs.**



# Introduction

The UGT originated from the functionalist perspective on mass media communication (Luo, 2002) and it might be characterized by an inductive method for developing classifications of different motivations and functions of media use (Ruggiero, 2000; Weiser, 2001).

A basic assumption of the U&G theory is that people are actively involved in media usage and interact highly with the communication media by building profile groupings of related uses and theoretically associated gratifications (Luo, 2002).

The theory describes why consumers use a particular medium and what functions the medium serves for them (Katerattanakul, 2002).

# Introduction

- **Cognitive needs:** People use media for acquiring knowledge, information, facts, etc. Among the audience, some have the thirst to acquire intellectual and academic knowledge.
- **Affective needs:** It includes all kinds of emotions, pleasure and moods of the people. People use media; say television, to satisfy their emotional needs.
- **Personal Integrative needs:** This is the self-esteem need. People use media to reassure their status, gain credibility and stabilize.
- **Social Integrative needs:** It encompasses the need to socialize with family, friends and relations in society.
- **Tension free needs:** People sometimes use the media as a means to escapism from the real world and to relieve from tension and stress.

# The uses and gratifications theory

The uses and gratifications theory assumes the audience chooses what it wants to watch for five different reasons.

**Information and Education** – the viewer wants to acquire information, knowledge and understanding by watching programmes like The News or Documentaries.

**Entertainment** – Viewers watch programmes for enjoyment.

**Personal Identity** - Viewers can recognise a person or product, role models that reflect similar values to themselves and mimic or copy some of their characteristics.

**Integration and social interaction** – the ability for media products to produce a topic of conversation between people.

**Escapism** – Computer games and action films let viewers escape their real lives and imagine themselves in those situations

# Criticism of Uses and gratification theory

- The uses and gratification theory does not bring into consideration the power of media.
- It is more audience-oriented study.
- Positive point of the uses and gratification theory is it focuses attention on individuals in the mass communication process.
- It mainly focuses on people's selectivity on media content rather than its unintended effects in their minds.
- Researches of this theory conclude the results are subjective rather than objective.

## Model

### Uses & Gratifications Social Media Model

