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Uses and gratification theory of mass communication

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Figshare. He credited for all his research. A theory stating that the public has power over its uses of media consumption and gratification theory (UGT) is an approach to understand why and how people actively seek specific media to satisfy specific needs. UGT is an audience-centered approach to understand mass communication. [1] Diverging from other theories of media effects that question "What does media do with people?" UGT concentrates on "What do people do with the media?" [2] Panthrustula that the media is a highly available product and the publics are the same product consumers. This communication theory is positivist in his approach, based on the tradition of Socio-Psychological Communication and focuses on communication on the mass media scale. [3] The question of UGT's conduction is: Why do people use the media and what do they use them? UGT discusses how users deliberately choose the media that will satisfy the needs given and will allow them to improve knowledge, relaxation, social interactions / fellowship, deviation or escape. [5] [5] [5] [5] [5] [5] Assumes that members of the audience are not passive consumers of the media. By the contrary, the public has power on the consumption of media and takes on an active role in the interpretation and integration of media in its own lives. Within the contrary to other top perspectives, UGT maintains that public publics are responsible â € â € œ for choosing the media to meet their desires and needs to achieve gratification. This theory would entail so that the media competes against other sources of information for spectators gratuição. [8] UGT has a heuranic value today because it gives communication scholars a "perspective through which a series of ideas and theories about the choice of media, consumption and impact even can be seen. " [9] Uses and gratification Approach Mark Levy and Sven Wineahl provide a good description of what it means to be an "active consumer" of the media: "as commonly understood by researchers of gratification, the term" Audience activity "Postulates a voluntary and selective orientation by means of audiences The communication process. In summary, it suggests that the use of media is motivated by needs and objectives that are defined by the owners members of the audience, and that the active participation in the communication process can facilitate, limit or influence the bonuses and effects associated with the exhibition. The current thinking also suggests that the Public activity is best renowned as a variable construct, with the public showing variable types â € â € and activity degrees. "[10] Assumptions of the theory to contrary other theories relating to media consumption, UGT gives consumer power to discern the power that the means of Community Dade. Consume, with the assumption that the consumer has a clear intention and use. This contradicts previous theories, such as mass society theory, which states that people are helpless vindicuous mass media produced by large companies; and perspective of individual differences, which affirms that intelligence and self-esteem drove in large part the media choice of a subject. [11] Given these different theories, the UGT is only in its assumptions: [3] The public is active and its use of media is oriented to the initiative in the binding needs of gratification A choice of specific medication with the audience member, the media competing with other resources for the need for satisfaction people have sufficient self-consciousness of their use, interests and motives of media to be able to provide researchers an image Need this use. The judgments of value of the media content can only be evaluated by the public. UGT Katz's Heuristic approach, Blumler and Gurevitch synthesized that the UGT approach was focused on "the social and psychological origins of needs, which generate the media expectations of or other sources, which lead to differential exhibition patterns (or engagement in other activities), resulting in requirements of gratification and some other consequences, perhaps mostly not intentional. "[8] [8] According to the research by Katz, Blumler and Gurevitch, there were five five Understanding the approach of uses and gratuities. The components are: [12] Public is designed as active. In the mass communication process, a lot of initiative in the binding of gratification and media choice lies with the pubic member. The media compete with other sources of satisfaction. Methodologically speaking, many of the objectives of the use of mass media can be derived from data provided by their own members of the Public. The value judgments on the cultural significance of mass communication should be suspended, while the orientations of the public are exploited in their own terms. According to the survey, the goals for media use can be grouped into five uses. [6] Public wants: Be informed or educated to identify with characters in the situation in the simple media environment Entertainment Improve the social interaction of the tension of the gratuities of daily life (GS) vs. obtained bonuses (go) gs and go is one of the research problems that deal with U & g theory, and is a contrast between "what you were looking for the experience" versus "what you really received from the Experience - If it was satisfactory experience or not. " History from the DÃ © Each of 1940, the researchers began to see patterns from the perspective of the uses and theory of gratification in radio listeners. [13] The initial research was worried about topics such as the use of comic books and the absence of newspapers during a newspaper strike. An interest in more psychological interpretations have emerged during this period. In 1948, Lasswell introduced an interpretation of four functions of the media on a macro-socioliant level. Media served the functions of surveillance, correlation, entertainment and cultural transmission for society and individuals [8] stages of theory of theory and theory of gratification was developed to from a series of theories and surveys of communication held by other teachers. Stage 1 In 1944, the researchers began to analyze the first forms of uses and gratification with their work by classifying the reasons why people have chosen specific types of media. While the researchers were studying, Herzog interviewed several fan of novels and was able to identify three types of gratification. The three categories of gratification, based on why people heard the novels, were thinking emotional, desirous and learning. [14] According to West and Turner, UGT was an extension of needs and motivation theory, as outlined by Abraham Maslow in 1954, which argues that people have actively considered to meet their needs based on a hierarchy . These needs are organized as the Maslow needs hierarchy in the form of a pyramid with the largest and most fundamental needs at the base and the need for self-realization at the top. From the bottom up, the pyramid contain biological / physics, security / security, social / belonging, ego / self-respect and self-realization at the top. [14] In 1954, Wilbur Schramm developed the fraction of the selection, a canyula to determine which mass forms of mass, a subject would be selected. The Formula helped to decide the amount of gratification that an individual would expect to gain with the medium about how much effort they had to do to reach the gratification. [14] Stage 2 In 1969, Jay Blumler and Denis Mcquail studied the 1964 election in the UK, examining people's reasons to attend certain policy programs on television. Categorizing the motives of the audience to view a particular program, they aim to classify viewers according to their needs in order to understand any possible mass media effects. [5] The motivations of the public who managed to identify helped establish the bases for his research in 1972 and eventually USA and theory of gratification. [14] In 1972, Denis McQuail, Jay Blumler and Joseph They suggested that the uses of different types of media could be grouped into 4 categories. The four categories were: amusement, personal relationships, personal identity and vigilance. [14] In 1973-74. 1973-74. Blumler and Brown were accompanied by Elihu Katz, Michael Gurevitch and Hadassah Haas, in his media exploration. Collaborative research began to indicate how people saw mass media. [14] Stage 3 The latest interest in the use and theory of gratification is the connection between the reason why the media is used and the gratuity alka §. [14] UGT researchers are developing the theory to be more predictive and explanatory connecting the needs, goals, benefits and consequences of media consumption and use along with individual factors. [14] Working in UGT was trails because Katz, Blumler and Gurevitch survey built on Herzog's research and caused a paradigm change of how media influences people to how the audiences use the media, reducing the domain of Effects approach limited to mass media studies. [14] At the end of 1980, the Rehman (1983) applied UGT to study the relationship between film audiences expectations and the satisfaction derived from going to the movies. Modern applications of uses and gratification search for mobile phones for mobile use, comparatively new technology, have many uses and gratification attached to them. Due to its nature of mobility, constant access and options to add and access content, this field is expanding with new searches on the motivations behind the use of cell phones. In general, people use cell phones for the following uses and gratuities [15] affection / sociability entertainment essential essentials of fashion / status mobility mobility immediate accessible access to use and gratification are, however, differ from In the location and in the public location: using cell phones at bus, cars and trains are related to the UG of mobility and immediate access that speaks with business partners is related to the UG of instrumentality that speaks with the members Of the family is related to the UG of mobility and affection The specific function of text messages was studied [16] Find your uses and gratuities and explore any possible gain differences. The researchers proposed seven uses and gratuities; They are listed below, from the highest the lowest for the results according to the results of the study: accessibility / mobility Relaxation escape entertainment information Looking for coordination for business socialization / affection that seeks the results also exhibited gain differences (in a graduation population): women marked the UG of accessibility / mobility, relaxation and exhaust and larger coordination than men. These results may involve social and social expectations for women around independence, but connected to family and friends and / or a tendency for women to rely more on detailed conversations in text messages than men. [16] As many now use their cell phones as devices to connect to the Internet and contribute and recover content, researchers investigated the UG of intelligent devices involving various machines. Uses and gratification to contribute to mobile content differ from those to recover the mobile content. [17] Contribution: Leisure, Entertainment, Easy access and passage time are all motivations to add material. Recovery: Efficient access of resources / services and the need for high quality information are uses and gratification to access the Content. Internet use The Internet offers a new and deep field to explore the UGT. It was found to have three major categories of gratification: gratification of contents, gratification of process and social gratification. [18] Content: Uses for the Internet include the need to search or find specific information or materials, which are gratified with content. Process: Users gain gratification from the surgery experience or random browsing of the Internet in your functional process. Social: It uses a wide range of forming and deepening social laces. Acadamics such as Larose et al. Use the UGT to understand the use of the Internet through a socio-cognitive framework to reduce uncertainties uncertainties They emerge from the homogenization of an Internet public and explaining the use of media in terms of only positive results (gratuities). Larose et al. Created measures for self-efficiency and self-depreciation and UGT related to negative results of online behavior (such as Internet veins) as well. [19] The use of social media, recent research [20] looked at services of social networks, personal and temolistic blogs and internet musts together to study L & G in the posting of social contents, the relationship Between bonuses and narcissism, and the effects of age on this relationship and these gratuities. The users have motivations of the following: social and affection need to vent negative feelings recognition of entertainment cognitive needs were found to be the main medium to ventilate negative feelings, potentially due to the fact that comparatively, the mustruns are more A single street. The use of social media heals the solitude and satisfies a compulsion for addictive behaviors. Similar to variable â € â € â € â € â € â € â € â € â € â € â € â € œNero, location and hearing as previous research found, U & G differed by the category of narcissism. The researchers found four types of multidimensional narcissist personality: feeling authoritative or higher, exhibitionist, explorer and often hungry for vanity. U & G differed depending on the specific type of narcissism that a particular user had. For example, those who were exhibitionists tended to focus on Social U & G of demonstrating disclosure, expressing negative feelings and being recognized. Those who are shown as superiors had greater uses and gratification for cognitive motivations than by recognition. The narcissists are more gratified by recognition and attention, and they did not vent negative feelings. Exhibitionists were motivated by all social media gratification. No generational difference was found in narcissistic trends. Friends Network Sites Basic surveys consider that the socialization motivates the use of network sites from friends, such as MySpace and Facebook. Private individuals under the socialization may be finding old friends, making new friends, learning about events, creating social functions and feeling connected. [21] Some other explanation has demonstrated that, although emotional, cognitive, social and usual uses are motivational to use social media, not all uses are consistently gratified. [22] In the investigation, examining Facebook grills' gratification of users in relation to his offline civil participation, 1,715 university students were asked "to evaluate their level of Concordance with specific motives for the use of Facebook groups, including acquisition of information on the campus / community, entertainment / recreation, interaction with friends and family, and press Pairs / self-satisfaction. "[23] The study finally produced results through the factor analysis of main components with Varimax rotation. The results showed that there were four needs to use Facebook groups, "Socializing, Entertainment, Search for Status and Information." Socializing: Students were interested â € â € â € œThe talk and meet with others to achieve a sense of Community support and peers in the group's specific topic. Entertainment: Students involved with groups have fun. Self-search: Students sought or kept their personal status as well as those of their friends, through the participation of the online group. Information: Students used the group to receive information about related events and off campus. Twitter Twitter is a micro-blog online platform that contains mass media functions and interpersonal communication options by sending tweets. The survey found a positive correlation between the active time spent on Twitter and the gratuity of Needing "an informal feel of Camaraderia" "Connection" with other users. In addition, the frequency of tweets and numbers of responses and public messages mediated the relationship between Twitter users. This helped helped Use and gratification of the media satisfying the need for connection. [24] Snapchat Snapchat is a social media platform for photo sharing with more than 178 million users worldwide. Similar to other forms of social media, people use Snapchat to fulfill the specific needs of media, especially the needs of capital stock. [25] In comparison with social media sites such as Twitter, Facebook and Instagram, Snapchat is used more to meet private media needs. For example, Phua, Jin and Kim discovered that Snapchat interactions were similar to the interpersonal interpersonal interpersonal relationships. The request was used to achieve the emotional support of others, seek advice on important decisions, and seek help to solve problems, satisfying the need to socialize, ventilate negative feelings and connect with others. [26] Other applications Many other aspects of UGT are presented in the use of several websites related to social networks. Many review services, such as Yelp.com, have a social networking, with user profiles and interconnectivity. Many news sites have the ability to share articles and images directly from the page for the personal social network pages of users on all platforms. Understandably, the search for information is an overwhelming U & g for these applications, especially review sites like yelp.com. Another U & g included entertainment, convenience, interpersonal utility and passage time. One more sinister aspect of UGT and a reason to use social media establishes a platform for cyberbullying. People get involved in cyberbullying online and through social media in order to gratify. Cyberbullying fulfills the need to be vindictive and malicious, avoiding face-to-face contact. [27] Likewise, in addition to information, users who share news are motivated by U & G of Socialization and Status seeking, especially if they have experienced Social media. [28] Instant Messaging, as with text messages, the similar U & g were studied [29] with instant messages, or participating in an "chat online", and these results were also mitigated by Glessing: Relaxation Entertainment Affection of Inclusion of Fashion Sociability Again, the differences were found based on quantity and gain. Those who used instant messaging service with frequency ("heavy users") were more motivated by affection and sociability; Those who do not ("users of light") were more motivated by fashion. Women talked longer and for sociability; Men talked for less time per session and for entertainment and relaxation. [29] Online games This new search branch explores U & g from starting to play online. Fulfillment, pleasure and social interaction are all motivations to start playing an online game, and its success in the game, as well as to the extent that your uses were gratified predicted your Continuity to play. [30] Gaming mobile and augmented reality in 2017, applied researchers uses and gratification theory to study the behavior of the user among the users PokÃ © Mon Go Go. The results show that pleasure, activity Fansica, nostalgia, the image, normative influencies and flow movement vary several forms of behavior of the user. In addition, perceived physical risks (but not perceived privacy risks) lead to weaker forms of use. The results of this study show that usage theory and gratification provides a promising structure to study augmented reality, and that U & GT provides a robust structure that can be complemented with other theories. [31] Animated News in 2011, a test with 312 university students was performed to investigate their news visualization. The use Melodramatic animation in news was seen as an emerging ethics used in news reports on it is Poca. [32] [33] The interviewees received 59 statements to assess accordingly as well, each of these statements applies to their animated news visualization. Factory analysis and hierachary regression were employed for data analysis. In the study, seven reasons were identified, through factor factor To view these animated news vives. These fellowship reasons included, social interaction, relaxation, search for information, interpersonal learning, entertainment and time pass. Social interaction: Getting information to facilitate discussion with other relaxation motive: Watching animated news to release pressure and unfold information in search of information: Viewing news animated to stay along with current events or to get entertainment information: Viewing animated news for amusement and passive passive enjoyment: Viewing animated news to occupy time or when individuals do not have anything better to do learning interpersonal reason: the desire to understand the minds of friends or other significant, watching the animated news video that are shared by these subjects motive: to alleviate the solidization the results of the hierarchic regression analysis Predictive relationships between the characteristics of personality (search for sensations and control locus), the seven reasons, the effects of the credibility of perceived news and the Not to share these animated news veils. Entertainment Media Research has shown that the media taken for entertainment purposes (ie movies, music, television, etc.) have a wide range of emotional uses and gratification, [34] and that they do not They are mutually exclusive, but they can overlap each other. Rehman (1983) demonstrated a relationship between gratifications sought and obtained from the films and attendance of the film. Humor Management: This is the most prominently cited emotional gratification of media use. People prefer to maintain a state of intermediate excitement; This is a pleasant medium. When in a bad mood, bored, or super-awakened, people will seek the media as regulation or distract of their mood. [35] [36] Affective arrangement: Theory affirms disposition that people like "cheering for" characters described as good and moral. Experience of Users Gratification When good things happen to characters with "good" moral and also when bad things happen with "evil" or "MÃ¡" characters. [37] Exciting transfer: This use and gratification for media postula that people like to feel worried about characters that we perceive as "good", and this is even more rewarding if this character is © "rewarded" somehow at the end [38]. Looking for sensation: This use and gratification can be understood when considering excitement as your own reward. [39] Reception modes: "Emotional involvement correlates with other reception modes, especially with diegery involvement (being absorbed in the fictional world), Socio's involvement (identification o with characters) and Ego's involvement (relating the film to the own life). ... Emotional involvement can be useful for the continuation of a wider variety of objectives in the reception process. ... It can be concluded that the experience of emotions can be functional in a series in other ways than just regulates the emotions in terms of affective validity and excitement "[40] [41] The intrinsic motivation:. If the user experiences a challenge to their related media skills, but no point of being frustrated or oppressed, then the gratification is a reward in a sense of competence that inspires the user River to continue using media in question. [42] Humor Adjustment: Users are gratified using the media to adjust your mood for what is happening today. For example, once already provoked by an aggressor and promised the chance to retaliate, the males were found to prefer Mother news on good news at this emotionally loaded moment. [43] [44] Socialization of emotions Glessing: This use is satisfied with the idea that women like to feel another directed (empathy, sympathy and penalty) because our values of culture and validates women to feel these; [45] [46] Likewise, couples of adolescents as to watch scary movies so that the male feels protective and the female feels vulnerable. [47] Entertainment Relationship Functions: According to Private branch of use and gratification, we use entertainment to apply lessons or escape from our real relationships. Parasocial relationships: consumers of entertainment means sometimes use the need for a social connection need, making it very attached to the characters seen in the entertainment media, such as characters in a TV or news program [48] 49] [49] [49] [48]. Vicaria Experiences: A related use and gratification for the media of entertainment is the idea of living through the characters portrayed and imagining ourselves in their lives by adopting the perspectives of the characters. [51] [52] Downward Social Comparison: This use and gratification keeps that we like to receive media that portrays similar or worse people than us. [54] [55] Motivation Eudaemonic: Maddia consumers also turn to the entertainment media to look for deeper meanings, insights, pursuit of life, finding beauty, increasing morals, they experience emo Strong and understand how others think and feel. [57] [57] [58] [58] 59] [60] [61] Related theories Theory of the Media System Theory System Theory of the Media System Theory (MSDT or theory of MEDIA Dependency) was studied as a UGT's unfolding. However, the theory of media dependence concentrates on the targets of the audiences for consumption of media as a source of its dependence; While the use and theory of gratification are concentrated on the needs of the public as drivers for media consumption. MSDT states that, as a person, it depends more and more media to satisfy their needs, this media will become more important in a person's life and thus will increase the influence and effects on that person. MSDT recognizes and relies on the UGT because it is based on the assumptions that people have different uses for media that arise from their needs. [62] The construction of social cognitive theory in UGT, social cognitive theory helped to distinguish the GS stimulus versus go for media consumption. Social cognitive theory explains the behavior in terms of the reciprocal cause between individuals, environments and behaviors. This allows a more personal application of UGT instead of a large covered assumption on a large mass medium public. If it is greater than the GS, then there will be more satisfaction from the public. Finally, the audience 'gs is not always the reality of his gout. [19] [63] The theory of culture theory is worried to understanding the role that the media plays in shaping the worldwide vision of a person, specifically television. Considering that the UGT tries to understand the motivations that drive the use of media, cultivation theory focuses on the psychological effects of media. The theory of cultivation is specially used to study violence in television and how it shapes the understanding of the audience of the reality of violence in society. Often, because of the influence of media, the audiences have a higher and unrealistic perception of the amount of violence. A UGT approach can be implemented for cases of cultivation theory to understand why a public will seek violent media and if the audiences would seek television violence to meet the need for confirmation of your world vision. The chroma of theory theory and the gratuities have, almost since their creation, were seen by some as the plution of communication theory, that is, the chronicness argues that they do not It meets the necessary patterns to be needed to be the necessary theory. Crystals argue that, instead, is another approach to analysis or a data collection strategy. [64] Among the most commonly raised chatics in the academic literature: the gratuities are more dependent on the entry by researchers than in the decisions taken by research matters. [65] Anticipated research required participants to identify gratuities To specific communication channels, raising the possibility of confusing gratuities and channels. Lomti et al. He argued that this could "substantially overestimate the number of bonuses, and that attempts to solve it using in-depth interviews were problematic (P. 323). [65] Audiences of different ages are probably different different To use identical media, and you probably probably have different gratuities. [66] Due to the individualistic nature of uses and gratification, it is difficult to bring the information that are collected in studies. Most surveys depend on the pure memorial memorial instead of data. [67] This makes self-complicated and immeasurable self-reports. The theory was denounced by the defenders of the media hegemony that say it goes very far in claiming that people are free to choose the media and the desired interpretations. [68] Audiences interpret the media in their own terms and any debate for or against this can be argued and, depending on the circumstances, overcome by both sides. The actions and effects of each individual on these actions will depend only on the situation. Each individual has unique uses for which the media attempts to meet your gratuities. The use of this sociologically based theory has little or no link to the benefit of psychology because of its weakness in operational definitions and weak analytical mode. He is also focused very closely in the subject and neglects the social structure and place of the media in this structure. Ruggiero (2000) wrote that "most scholars agree that early research had little entrepreneurship and was mainly behaviorist and individualistic in their methodological tendencies." [69] Blumler (1979) and other chromic argued that the line between gratification and satisfaction is blurred, and Blumler wrote that "the nature of underlying theory uses and the research of gratification does not It's totally clear. " [70] Despite such christians, contemporary thought suggests that uses and gratification as the theory may be in the process of gaining new life as a result of new communication technology. Although it was easy to question the agency of media consumers who had three television networks to choose, it is much more difficult to argue that a consumer who now has 100 channels of cable and internet streaming video is not Making their own decisions. Sundar & Limosperos (2013) Write that what had been called "hearing" now referred to as "users", and "use implies volitional action, not simply passive reception. " [71] The active public among the most critical principles of uses and gratification as the theory is the assumption of an active public. Ruggerio (2000) observed three necessary assumptions for the idea of active audience: first, the selection of media is initiated by the individual. [69] Second, expectations about the use of media should be a product of individual predispositions, social interactions and environmental factors. And third, the active public displays a directed behavior for objectives. This concept of active audience finds, in the best hypotheses, the limited acceptance outside the United States. [69] Jay Blumler presented several interesting points, why uses and gratuities can not measure an active public. He said: "The question is considered here is what was thought about uses and gratification theory has been a fan article and if it could now be converted into an empathic issue, such as measuring a Active Audience? " (Blumler, 1979). Blumler then offered suggestions on the types of activity that the audiences were involved in the different types of media. Utility: "Using the media to perform specific tasks" [72] intentionality: "It occurs when the previous reason for people determine the use of media" [72] selectivity: "The use of media of the public members reflects their existing interests "[72] Influence impermeability:" It refers to the members of the public "to build their own significance of the media content" [72] 25 years later, in 1972, Blumler, McQuail and Brown extended the four groups of Lasswell. These included four primary factors for which the media can be used: [8] Deviation: escape routine and problems; a launching [8] Personal relationships: social utility of information in conversation; Media substitution for fellowship [8] personal identity or individual psychology: value value or tranquility; Self-understanding, reality Exploration [8] Vigilance: Information on factors that can affect one or help one or perform something [8] Katz, Gurevitch and Haas (1973) saw the media of Mass as a means by which individuals connect or disconnect with others. They developed 35 needs taken from the widely speculative literature on the social and psychological functions of mass media and put them in five categories: cognitive needs: information acquisition, knowledge and understanding [72] Examples of media: television (news), Veheo (like -fare), films (documentary or history based on the affective needs: emotion, pleasure, feelings [72] examples of media: Movies, Television (Soap Operas, Sitcoms) Personal Integrative Needs: Credibility, Stability, Status [72] Examples of Media: Integrative Social Vehodo Needs: Family and Friends [72] Examples of MEDIA: Internet (E- Mail, instant messaging, chat rooms, social media) liberation needs: escape and fun [72] examples of media: television, movies, video, radio, internet vª Also influence the portal of the Society of the Society of Mass of Mass of Communication

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