

Uses and Gratifications

Katz, Blumler, and
Gurevitch (1974)



Focus

- Uses and Gratifications Theory (UGT) argues that people actively seek out specific media and specific content to obtain specific gratifications or results.
- people as active
- Instead of asking, "What do media do to people?" UGT researchers ask, "What do people do with media?"

Assumptions

- U & G is an extension of needs and motivation theory developed by Abraham Maslow
- Schramm's audience members weigh the level of reward (gratification) they expect from a given medium or message against the effort they must make to secure that reward: expectation of reward/effort required.
- Herzog (1944) why women were attracted to radio soap operas, Herzog identified three major types of gratifications: experiencing emotional release, engaging in wishful thinking, and obtaining advice.

TV : Rubin (1981)

- To pass time
- for companionship
- excitement
- escape
- enjoyment
- social interaction
- relaxation
- information
- learn about specific content.

Connect with or disconnect from others.

- Media use categories identified by individuals are needs associated with acquiring information or knowledge, pleasure, status, strengthening relationships, and escape.

McQuail et al. (1972) classification of audience needs and gratifications.

- i. Diversion, or an escape from daily routines or daily problems
- ii. A personal relationship whereby people substitute the media for companionship.
- iii. Personal identity/individual psychology, or ways the media are used by an individual to reinforce her/his values.
- iv. Surveillance, or information about how media will help an individual accomplish something.

Blumler (1979) activity associated with media consumption.

- **Utility** - people listen to the car radio to find out about traffic or read fashion magazines to keep abreast of styles
- **Intentionality** - prior motivations determine their consumption of media content so when people want to be entertained, they tune in to an HBO comedy special
- **Selectivity** - reflect their existing interests and preference - a person who likes jazz will listen to a radio jazz program
- **Imperviousness to influence** - construct their own meaning or often actively avoid certain types of media influence such as advertising campaigns