

The uses-and-Gratifications Approach on Facebook

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ABSTRACT *Technological advances are taking place every day and they are altering the way people communicate with each other. Advances in communication technology, for example, allows the inception of social networking sites. Social networking sites are considered not only a platform for communication, but they are also novel mediums in which individual virtual lives are created and networks with friends, family members, employees and other persons may be formed. The goal of the present article is to review the motivation of social media users, especially facebook users, based on the uses and gratification approach. Four motivations are presented including cognitive, affective, integrative-habitual, and social interactive needs. These needs work interdependently to drive people using social media sites.*

KEYWORDS *Uses and gratification, social media usage, social needs*

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Technological changes are taking place every day and technological advances changed the way people communicate with each other (Dawson, 2010). The so-called "social networks" are among the most used sites, which more and more attention is being paid (Richter, Kai & vom Brocke, 2011, p 89). They refer to a place of exchange of information (Grabs & Bannour, 2012, p 263) and the communication option (Röll, 2010, p 215) on the Internet. Social networking sites are relatively new forms of communication in which individual virtual lives are created and networks with friends, family members, employees and other persons may be formed (Ajjan & Hartshorne, 2008).

In Germany, one third of the population reported that they can not imagine life without social network (Rohleder, 2018, p.11). Compared to some networks that specialize in specific target groups, such as Xing and LinkedIn for employees and employers, Facebook is a platform for everyone (youth, adults, seniors). Facebook and YouTube dominate the Social Media Usage (Rawhide, 2018, p 4). With reference to the sole membership is seen that Facebook is one of the world's best known and most widely used platforms. Since its inception, there has been a rise in the use of both industrialized and developing countries, it was a really established small application for university students to network and interact with each other. Now it has developed into the largest and most popular social networking site in the world. In Germany itself,

there are currently over 32 million active Facebook users and over 23 million daily active users, including more than 29 million mobile daily active users (Roth, 2019).

Why is Facebook so popular? What are the reasons for Facebook usage? The aim of this study is to analyze the motivation of Facebook users based on the uses-and-gratifications approach. This paper is divided into five chapters and is supplemented with illustrations. It follows in Chapter 2 is an explanation of Facebook. These general definition approach Sociaö-network sites are taken and data and facts of the largest social network "Facebook" will be presented. Following the essential features and functions of Facebook and the motivation for (potential) members are presented. In Chapter 3 motives for the use of media will present the basis of the uses-and-gratifications approach. When uses-and-gratification approach is expected from an active recipient, selected to the subjective criteria to benefit from the media. This is followed by the analysis of how these needs can be met in the use of social networks such as Facebook. The conclusion of this work is the fifth chapter with a summary.

1 Facebook

Social networking sites (SNS), as the "web-based services" are defined, which allows individuals: to create (1) a public or semi-public profile within a bounded system, to generate a list of other users (2), with where to stay in touch and to navigate (3) in its own list and the lists that were created by other users of the system to watch. The social network is generally used to maintain existing relationships rather than meeting new people (cf.. Boyd & Ellison, 2008, p 211).

Facebook was founded by a Harvard student Mark Zuckerberg in of 2004. Facebook is one of the most popular SNSS. According to statistics from January 2019 Facebook has (1:52 billion daily active Facebook usersRoth, 2019). The data from October 2018 show that there are currently over 2.3 billion Facebook users worldwide and more than 1.5 billion people use Facebook every day (Roth, 2019).

The functions of Facebook offer many possibilities. Almost all of them are designed to increase the interaction and online communication dynamics and to keep the user at any time with each other, reflecting the basic idea of SNSS. The prerequisite for any Facebook user's profile page, to use all other functions of the page. The profile page is used for self-expression, on which users can present with other readers. In Facebook, the profile is displayed as a chronicle, as well as a collection of photo posts / videos or links to other Facebook or Internet content, shared posts, events and publishedComments ([Glossary of Facebook terms], 2014), This is shown with the start of membership in chronological order as a "story" or CV. In the profile, users also have their own Wall function in which they or the visitors leave comment publicly visible messages or content posted or the "Like" button to vote (ibid.). There is also the alternative namely personal messages to use the so-called "chat", where the users can send each other private instant messaging (ibid.). Moreover, it is possible to communicate in the form of group chats that take place within closed groups of people (ibid.). Furthermore, the members of the function of video calls can speak with each other and see at the same time on the Cam "live". When two people come to Facebook in touch and share content, creates a "friendship" - both of which are included in the friendship lists each (ibid.). Furthermore, Facebook offers profiles not only for

residential users, while offering the possibility fan pages for celebrities, companies and artists to create (ibid.).

2 The uses-and-gratifications approach

As Subtradition media impact, the uses and gratifications approach is one of the theories the most researched and applied in this area (McQuail, 1994). Israeli communication scientist and sociologist Elihu Katz already used this approach in 1962 (see. Katz & Foulkes, 1962, pp 378 et seq.). Compared to the already known "classic" action research, the so-called stimulus-response model of media effects research (see Bonfadelli of 2004., Page 29 et seq.), the assumes that the media messages reach as stimuli each recipient (passive) and largely the same effect on everyone who uses-and-gratifications approach examines the active role of the recipient in the targeted use of the media (cf. ibid., S. 168 ff.).

2.1 theoretical classification

Pending the uses-and-gratifications research the different theories and models of mass communication usually require an inactive public. In the 70s, the public and active research experienced a new boost. The question "What do the media with the recipient?" Was replaced by the question (see. Katz & Foulkes, 1962, pp 379 et seq.) "What are the recipient with the media?". Most important is now the active role of media users, which is understood as social action, which is active, targeted and connected to a satisfaction (see. Bonfadelli, 2004, p 168). The media use determined by its needs and expectations, he uses what media in any form. The media can thus only influence the recipient when they use ("Use"), ascribed an active role in dealing with the mass media to the recipient was a crucial new knowledge to the particularly in the 1970s and 1980s, various studies have been conducted for communication science. This led to the following matching results:

- a. The audience of the mass media is active and possessing initiative, it selects and uses media targeted and further provides more or less defined expectations and the offer of the mass media (see. Katz, Blumler & Gurevitch, 1974, p 21).
 - b. The recipient uses the media selectively to meet its goals and needs. He has certain expectations of the mass media and their content and determined by his behavior, whether a communication process takes place or not (see. Schweiger, 2007, p 61).
 - c. This needs the media users are aware of and can describe them. There can be reasons and motives of using mass media to recognize (see. Katz, Blumler & Gurevitch, 1974, p 22).
 - d. The initiative of the media choice arrives at the potential recipients; the media can influence this decision only partially (cf. ibid., p. 21).
 - e. The media are not only competing with each other but also to alternative forms of gratification, such as the information on a personal interview or relaxing with a massage (see. Ibid.). Among the species need more information follow in 3.2.
- The media use is always connected to the recipient with a goal. Media are used automatically. As with a cost-benefit calculation, users weigh actively on how they can

best meet their needs and thus get a reward through the use of media can (see. Bonfadelli, 2004, p 168). The benefits approach focuses on the needs of people who simply want to be satisfied by media use, at the center. These needs are called the "bonuses" (see. Schenk, 2002, S.635).

Figure 1 shows the elements of uses-and-gratifications approach according to Schenk, with its individual elements arises described. Thus are social and psychological origins of needs. The recipients use the media to get a *Bedürfnisgratifikation*. The needs result in expectations of the media or alternative non-media sources. The subsequent use of media created either gratification or the user draws different conclusions (see. Schenk, 2002, p 631).

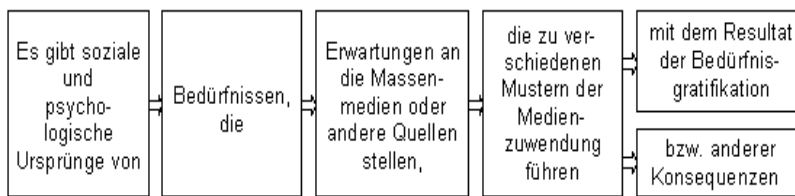


Illustration 1: Elements of the benefit and reward approach

In 1984, Philip Palmgreen expanded the uses-and-gratifications approach with an "expectancy-assessment model" or GS / GO is called model, which is shown in Figure 2 (see. Palm Green, 1990, pp 560 et seq.) , This model demonstrates the effect received rewards ("gratifications Obtained" GO) on the search for new rewards ("gratifications Sought", GS): The media user compares the expected reward with the resulting gratuity of the media on the one hand and a possible alternative on the other. As a result, if a medium is used repeatedly, or if the recipient is turning at a new, alternative Gratifikationsssuche.

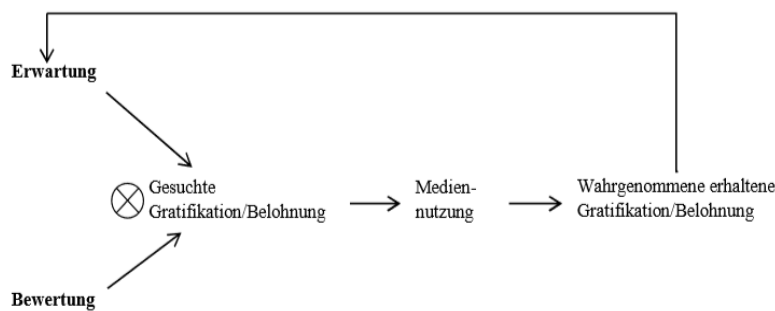


Illustration 2: Expectations valuation model (GS / GO model)

2.2 needs

The uses-and-Gratifikations approach by Katz and further to expectation valuation model to Palm Green are functional explanation strategies of media use (see. Huber, Meyer & glow, 2012, p 34). Therefore, in the uses-and-gratifications research different approaches that try to determine this functional relationship of need and use of media content and empirically prove emerged (see. Schweiger 2007, p 64). Today it exist numerous building Gratifikationskataloge that categorize the motives for media

usage and the resulting expected gratuities (cf. *ibid.*, P. 80 ff.) This work is based on the four categories, Kunzick & Zipfel (2005, p 345 f.) and Bonfadelli (2004, p 172 f) define as a key identified by the research needs classes.:

- a. Cognitive Needs: These needs result from the orientation and decision-making in the immediate area. To you include curiosity, information retrieval, knowledge development, orientation and learning.
- b. Affective needs: Unlike cognitive needs affective needs are more emotional reasons. These include relaxation, recreation, distraction, avoiding boredom, displacement of problems and search for entertainment. There is also another term in the other literature that is "escapism" and Schenk (2007, p 683)referred to this concept is characterized as follows as "escapism": "He [the escapist content, d. Ed.]invites the viewer to forget his real problems, to relax passively generates emotions, distract from the norms and rules of reality, offers pleasure and deputy fulfillment of wishes. "
- c. Integrative-habitual needs: needs of this category arise from the hopes of trust, security and safety - such as self-determination, empathy, identification and reinforcement of values and behavior models.
- d. Social-interactive needs: They are based on the search for companionship and social contact as well as recognition by other people. To you include the care of social relationships, make new contacts, identification with media players and the common consuming and review of media content.

3 The uses-and-gratifications approach in the Facebook Terms

During the early days of research on the uses-and-gratifications approach the Internet was still unknown. The uses-and-gratifications approach was used primarily on the use of traditional media newspaper, magazine, radio and television. These correspond to the transceiver model according Maletzke (1963, cit. n. Schweiger, 2007, p 16) to which the communication is unilaterally from the transmitter to the receiver. On this point, social media, where each user can be both senders and receivers of messages differ significantly from the traditional media.

The previous requirement catalogs of uses-and-Gratifications- approach are therefore not directly to applications on the Internet - such as Facebook - transferable. Therefore, shown in this chapter, in which form the above needs can be filled through the use of social networks such as Facebook. In addition new need potentials are shown which can tap into the social media. In this and other researchers are previous findings by authors such as Döring (2003, pp 138 et seq.) And Schweiger (2007, p 80 ff.) supplemented with their own experience.

3.1 cognitive needs

Cognitive needs are very important in the use of the Internet such as Facebook (see Döring, 2003, p.139). And can be met in several ways: Foregger (2009) states that there get the users get all the information at a glance, the to the interest of people relate to information about others. In addition, each user can post his view interesting or new and so inform his friends about it updated as message verification, updating profiles,

posting photographs, checking wall comments and photo comments. The main use of social communities¹ is loud ARD / ZDFOnlinestudie 2012 "Inform what happened in your own network or circle of friends" (Busemann & Gscheidle, 2012). There is also a study of Facebook explained in adolescence that can gather information about their social environment when searching the content of their friends youth that will help them to understand and navigate - what their friends and what they think, what they think is popular, what is important, with whom they can identify what their interests and hobbies. You can also find information about extracurricular activities, parties, concerts, social events, etc. received (See. Tanta, Mihovilović & Sablić, 2014). According to a study by Clark, Lee & Boyer (2007) on the use of Facebook by college students Facebook gives users the ability to receive daily updates with friends who are near and far. Posted updates that are displayed on the Facebook site, allow users sharing the information with all their virtual friends, without having to contact individually.

In thematic Facebook groups is an important reason for the "Like" a fan of the aspect to get a regular update on a particular topic. For users a fan page is interesting only if regular new content in the News Feed² Pop up. The useful motives of communities there are the four motifs "with friends to keep in touch", "old friends find", but also "meet new people" and the fourth motive "to relax and pass the time" (see. Frees & Frisch, 2011),

As a fan of a product, company or service being evolved motives are the "support a particular brand" because users identify with the brand or the product and the "contact with like-minded people" (cf. *ibid.*), And users see the news without delay, publish them on Facebook. This company arranges a faster and more direct communication with their (potential) customers by newsletter or a press release. LoudNamsu, Kerk & Sebastian (2009) To receive information on events and details about specific products and services in relation to the information needs of Facebook users.

As reasons for the use of Facebook and fan sites of companies following subjects are being held for the category Cognitive needs: information retrieval, knowledge development, exchange of experience, understanding of the social environment, curiosity and exploration.

3.2 affective needs

This category includes, as described above, the entertainment within the meaning of Entertainment (Haridakis & Hanson, 2009) because they find it very enjoyable and exciting (Barker, 2008) and find it funny (Park, Kee & Valenzuela, 2009). This is possible in Facebook in many ways: you can see pictures of other people, read the profiles of other people (Sheldon, 2008; quoted in Bouchon, 2012..) And entertaining or curious texts (see example Zippert, 2012; quoted in.. Bouchon, 2012)), images (for example see Wolf, 2012) and (music) videos (for example see Simon, 2012;.. quoted in Bouchon, published 2012)), comment and share with others.

Namsu et al. (2009) acknowledges that individuals participate in Facebook, to meet the satisfaction of entertainment, which means exposure to Facebook groups for

¹ Here the authors' communities use "now primarily" Facebook use "(see. Busemann / Gscheidle 2012, 380), meaning is also defined in the present work that way.

² Under the newsfeed, the Home understands when you call his Facebook profile.

leisure and entertainment needs. So you can according to the Escapism thesis for some time away from it all, unwind and have fun with pleasant media content (see. Schenk 2007, p 683). People use Facebook to spend their leisure time. You go online to Facebook, if they are bored. Some do it as a routine or habit (Barker, 2008; Sheldon, 2008; Sheldon & Gevorgyan, 2008). They use Facebook to remove themselves from what they are doing, and it was boring them or if they have to do at this time nothing better (Barker, 2008).

As affective needs for the use of Facebook, these motifs are defined for the following content analysis: entertainment, distraction, relaxation.

3.3 Integrative-habitual needs

Hou (2011) noted that people also get by playing online games on social networks, a satisfaction of the "popularity". It is similar to what Park et al. (2009) have described as "self-Status Search". It is said that people use Facebook because of peer pressure. It helps them to look cool and develop their career by group participation. Facebook can be used as a platform for public expression and confirmation of settings as well as a tool for self-expression. Users get through their "virtual friends" social recognition. According to various research results, the media use of reflection (2003, see. Doering, S. 337 ff.) Can help one's own identity. get on Facebook users on their contributions, the express their opinions and attitudes towards certain events, immediate feedback. In addition, the Facebook users can orient in reading the information of other users and subsequent comments which settings are socially popular. It can therefore be assumed that the needs for identity formation, reflection and counts -Confirmation to the motives of the use of social media such as Facebook.

The company's profile is a special kind with regard to integrative-habitual needs on Facebook (see. Grabs & Bannour, 2011, pp 219 et seq.). On Facebook, each user can illustrate the way he wants. User has an option to choose what information he published about himself, changed or rather concealed. By selecting the published profile pictures of the desired impression can be supported. Here is a mostly unconscious identity work takes place (see FIG. Döring, 2003, pp 341 et seq.).

As integrative-habitual needs these motifs are defined for the following study: Confirmation own settings, compare with others, personal representation.

3.4 Social-interactive needs

On Facebook you can at any time simply something to say what you just want (Hoever, 2012, p.4). Any activity that makes active Facebook users, is in some way interaction: Comment from existing mail, interact with the author of this post. a user self-published information, he opened thus indirectly a dialogue with his Facebook friends through private messages or chat or - depending on privacy settings - the entire Facebook community as a group posts. The interaction by message or chat, which reported the main subject of Facebook usage for 32 and 34 percent of the users (see. Busemann & Gscheidle, 2012), is also a kind of targeted interaction. The researchers also found,

Even by the quick click on the "Like" button can give the same recognition and approval, as well as means of expression serving while providing the assurance of

belonging to own the homogeneous Group (see. Wagner & Bruggen, 2013; zit. n. Alfert 2014, p 112). The purpose of social interaction is to get support from peers to meet interesting people and to talk to others about something (Park et al., 2009). According Namsu et al. (2009) states that individuals participate in Facebook, to meet the needs of socialization, which means dedication in Facebook groups.

Facebook as a social network serves many users also the maintenance of existing social contacts through activities such as sending messages to friends, post on the Wall of friends, stay in touch with friends, contact new people in contact and contact persons that are hard to reach or who live far away or rarely make time for the real have (see. Sheldon, 2008). All Facebook members can found by the function of searching by typing the name, so enabling acquaintances, relatives and old friends sought and accepted as "friends" in your network. This hot 10 percent of the users as the most important reason for the Facebook use (see. Busemann & Gscheidle, 2012).

The search for new social contacts is the main motive of their activity on Facebook easily possible and for about 10 percent of the community members on Facebook (see. Ibid.). For younger maintaining contacts is more important than the contact search (see. Döring, 2003). Loud Leiner (2012) You can learn about social networks inconspicuous private or professional development with other people.

In their study examined Sheldon (2008) the benefits of Virtual Community and Companionship. She explains the satisfaction of the virtual community to find new friends, build a romantic relationship and find more interesting people. She described the satisfaction of companionship as a way of solitude. In their further study (Sheldon & Honeycut, 2009) led her under the name of Virtual Community "Virtual Community" and "Companionship" together. There seems to be an overlap between the satisfactions

So important social-interactive needs for the Facebook experience are interacting, staying in touch, getting to know new people.

4 Summary

First, to better understand were presented through Facebook. Next then uses-and-gratifications approach was describing. The uses-and-gratification approach explains the media use by the recipient needs that can be satisfied by media consumption. Various studies have shown that different media and content types offer gratuities (= rewards). the uses-and-gratifications approach was to identify on Facebook to the next. The researchers classified the types of needs. Affective, cognitive, interactive and integrative needs can be satisfied through the use of Facebook. Facebook is a convenient medium to get information (Foregger, 2009) to obtain Entertainment (Haridakis & Hanson, 2009)

Statutory declaration

I hereby declare under penalty of perjury that I have written independently. The places that other works in the wording or in spirit are taken, are made clear by references in the text. The work has not yet been submitted as examination in the same or similar form.

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