

# USES AND GRATIFICATIONS OF SOCIAL MEDIA: MEDIA USE AMONG UNIVERSITY STUDENTS IN JAKARTA

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## Abstract

Students have to have the sector-wide vision. They can get the vision from among other reading news published in various media. This research aims to identify media uses, news needs and news satisfaction on online media. The variables in this research were media uses, needs of news and news satisfaction. The method used in this research was the quantitative research method. The results indicated that the respondents had access to news with hand phone or laptop at least once per two days and the search duration for news reached an hour or two hours. The news topic they frequently read was public life. Moreover, the information they got from news reading became discussion material with their friends.

**Keywords:** *social media, media uses and news needs.*

## 1. INTRODUCTION

Society with the different age groups is consuming online media or Internet-based media right now. Particularly, they belong to the age group of 7-21 years old. The research conducted by *Lembaga Survei Indonesia* in 2014 indicated that 79% of the 1,201 respondents got news from television media, 8% through Internet, 2% from radio and 11% from newspapers. One year later, News Portal *Tirto*, researched it with the similar amount of the respondents. The results show that 83.6% accessed it via Internet (35.2% from social media, 26.1% from Web Browsers, 14.1% from message service applications, and 8.2% through *YouTube* or *webstreaming*) while only 14.4% of the respondents accessed information from television and 1.7% from newspaper. The group age that mostly uses social media belongs to those studying in senior high school. Moreover, students studying in university or academics use social media and Web Browsers with similar amount of percentage, while 5% of the students used only television. It is estimated that the

newspapers and the television will be left behind in the next five to ten years.

The research content is Media Uses, News Needs and Satisfaction of Student Online Media News. It assumes that students have facilities to look for news, news need and satisfaction of news published in media (Dutta-Bergman, 2004). Therefore, it is expected that students have a wide vision in relation to issues which occur at home and abroad (VINCENT & BASIL, 1997).

The vision on interesting issues, as material for writing, is obtained from news reading in various media, particularly online media, as the chosen media for many people (DUTTA-BERGMAN, 2004). Therefore, the research wants to find out about the media uses, the news need and the satisfaction to news when they read news on online media (MORISSAN, 2016). The research purpose is to identify Media Uses, News Need and Satisfaction to News published on Students Online Media in Greater Jakarta Province.

## 2. CONCEPTUAL FRAMEWORK OF THE STUDY

### Communication

Communication is a process where two persons or more create or exchange information with each other. In turn, they will have deep understanding with each other. Baran & Davis (2011) state that there are three frameworks for understanding communication, i.e.:

- 1) Communication as one-way action
- 2) Communication as interaction
- 3) Communication as transaction

Communication is a learning process that Hovland, Janis, and Kelly defined as the process by which an individual (the communicator) transmits stimuli (usually verbal) to modify the behavior of other individuals (LITTLEJOHN & FOSS, 2009)

The aforementioned concept is usually called the behaviorist approach to psychology. The behaviorists state that behavior is the result of experiences; and the behavior is stimulated or motivated by the need to increase happiness and to reduce suffering (BLUMLER & KATZ, 1974; FISKE, 2012).

### Uses & Gratification

The theory states that media users (the communicators) play an active role in choosing and using the media. It assumes that the users have alternative choices to satisfy their needs (RUBIN, 2009). The theory of Uses and Gratification states that the audience members are considered to actively use media to meet their needs. Media use is only a way to meet the psychological need while the media effect is considered as a situation when the need has been fulfilled.

The essence of Uses and Gratification theory is that the audience basically uses mass media based on some motives. It is considered that the media tries to meet the audience's motives. If the motives are fulfilled, the audience's need will be met. Finally if media is able to meet the audience's need, it will be called effective media (VINCENT & BASIL, 1997).

According to Jay Blumer, Katz et al., (1973) the basic assumption of Uses and Gratification Theory explains that: 1) it considers that the audience is active, it assumes that most of the media uses have goals; 2) in the mass communication process, many initiatives relate the satisfaction of need to the need fulfillment for media, it lies on the audience members; 3) mass media has to compete with other sources to satisfy the audience's needs. Media partly fulfills human needs; 4) there are many goals of media choice, and it can be concluded from the data collected from the audience members. In other words, it is considered that people relatively understand to report their interests and motives in some circumstances; 5) the assessment on the cultural meaning of mass media cannot be

concluded before the audience's orientation has been studied at first (KATZ et al., 1973).

Rubin (2009) states that the Uses and Gratifications Theory starts from social circumstances with the focus on the audience's needs. The circumstances include the characteristics of group affiliation and personality traits. The individual needs are categorized as follows: 1) *cognitive needs*, i.e. those relate to the information affirmation, knowledge and understanding on environment. The needs rely on passion and stimulus to achieve the investigation. The needs come from passion in order to understand and control environment as well as to satisfy the sense of curiosity and stimulus to achieve investigation; 2) *affective needs*, i.e. those relate to the affirmation of aesthetic, pleasant and emotional experiences; 3) *personal integrative needs*, i.e. those relate to the affirmation of credibility, trust, stability and individual status. It can be achieved from the passion of self esteem; 4) *social integrative needs*, i.e. those relate to the affirmation of social contacts with family, friends and the world. It relies on passion to make affiliation; 5) *escapist needs*, i.e. those relate to passion to escape from reality, releasing the emotion and tension as well as the needs of entertainment.

According to (RUGGIERO, 2000) some motives of the need that make the audience use media are information (the need of information from the surrounding environments), personal identity (the need to highlight something important in someone's life), integration and social interaction (the stimulus to use media in the framework of perpetuating relationship with other individuals) and entertainment (the need to release oneself from tension and entertain oneself).

Moreover, the internal processes that the audience undergoes when looking for gratifications from media are as follows (EIGHMEY & MCCORD, 1998):

1. The audience will carry out the selectivity process. The intended gratification will be appropriate to media to be used. Individuals want to rest after they got tired they work a whole day, they will choose to listen to music videos if compared to watching dialogue/debate on television.

2. The next process to be carried out is attention. In the process, the audience will allocate his/her cognitive effort to consume media. A soccer coach definitely will read Bola Tabloid carefully if compared to someone who just reads it for leisure time.
3. The last process is involvement. In the process, the audience will be personally more involved with the media and moreover, he/she has a "special relationship" with the media character. The process is frequently called "Para-social interaction". For example, maniac soccer fans will be able to feel the tension despite the fact that they only watch a match on television screen.

**Online Media**

The definition of online media specifically relates to the definition of media in the context of mass communication. Media is the abridgment of mass communication media in communication sciences, and it has some characteristics, such as publicity and periodicity (LAROSE & EASTIN, 2004). Online media is mass media being available online on website Internet (STAFFORD et al., 2004).

Online media is "the third generation" mass media after printed media, newspapers, tabloids, magazines, books and electronic media, such as radio, television, and film/video (DWITYAS & BRIANDANA, 2017). Online media is a common term for telecommunication and multimedia based media. In such media, there are portals, Websites (including blogs), online radios, online TVs, and emails (LAROSE & EASTIN, 2004).

**3. RESEARCH METHODS**

The approach used in this research was aquantitative approach with survey method.

In this study the population who follow the Private University Studentsin West Jakarta. The research sample was the entire population totaling 96 (ninety six) students who had registered in the subject Media Relations in Public Relations Program.

**Table 1. Operationalization of the Concept**

Variables	Indicators	Scale
1. Media Uses	a. Use frequency b. Use time per day c. Reading time per topic	Nominal Scale <i>Multiple Choice</i>
2. News Needs	a. Information b. Self identity c. Social integration and interaction d. Entertainment	Nominal Scale <i>Multiple Choice</i>  Ordinal Scale Likert
3. Satisfaction to News	a. Appropriateness between news and information needed b. Appropriateness between news and the need of self identity c. Appropriateness between news and the need of social integration and interaction d. Appropriateness between news and entertainment need	Strongly agreed= 5 Agreed = 4 Doubt =3 Disagreed = 2 Strongly disagreed = 1

**Validity and Reliability Test**

The validity and reliability test will be carried out in the two phases. The first phase will test the research instrument of questionnaire in which 30 (thirty) respondent would fill in. In the second phase, the validity and reliability test will be conducted for all respondents totaling 96 (ninety six) respondents.

### Data Analysis Techniques

The data analysis techniques used in the research are quantitative descriptive analysis technique performed with the use of SPSS software version 23.

## 4. FINDINGS

### Instrument Testing

The validity and reliability test for variable of news satisfaction would be conducted in the two phases, i.e. the first phase would be sent to 30 (thirty) Public Relations students who took the Media Relations subject.

The second test would be validity and reliability test, and it was conducted to test the instrument having been filled in by 96 (ninety six) students as the research sample.

### The First Validity and Reliability Test Validity Test

The processing results are compared to the r product moment table (critical value). Total N for the validity test is 30 (df=n-2) so that the r value table with the significant rate of 5% is 0.361 with the significance rate < 0.05. Moreover, the results of the validity test for the research instrument can be shown further in Table 2 as follows:

Table 2. First validity test results of questionnaire for variable of satisfaction to news

Indicators	Pearson Correlation	r tabel	Sig	Results
KPB 1	0.497	0.361	0.00	Valid
KPB 2	0.733	0.361	0.00	Valid
KPB 3	0.790	0.361	0,00	Valid
KPB 4	0.601	0.361	0.00	Valid
KPB 5	0.000	0.361	1.00	Not Valid
KPB 6	0.643	0.361	0.00	Valid
KPB 7	0.186	0.361	0.32	Not Valid

The total indicators of the validity test for variable of satisfaction of news consist of 7 points. Since the two indicators are not valid, i.e. the indicator with the code "KPB 5 and KPB 7" with the r product moment value is smaller than 0.361 and the significance rate is greater than 0.05, the instrument was tested again without inserting the indicator "KPB 5 and KPB 7." The results can be shown in Table 3 as follows:

Table 3. Second test for variable of satisfaction to news

Indicators	Pearson Correlation	r tabel	Sig	Results
KPB 1	0.568	0.361	0.00	Valid
KPB 2	0.823	0.361	0.00	Valid
KPB 3	0.836	0.361	0.00	Valid
KPB 4	0.604	0.361	0.00	Valid
KPB 6	0.622	0.361	0.00	Valid

After the second test was conducted, all indicators for satisfaction to news with the total number of five indicators were stated valid.

### Reliability Test

If the value of Cronbach's Alpha is minimally 0.6, the instrument is stated reliable (Ghozali, 2005). Moreover, the reliability results can be shown in Table 4 as follows.

Table 4. Reliability results

Variable	Cronbach's Alpha	Minimal Score	Remarks
Satisfaction to News	0.775	0.60	Reliable

From the results of reliability test as shown in Table 4, it is known that the variable of satisfaction to news has the value of Cronbach's Alpha over 0.6%, the variable is stated reliable.

### Second Validity and Reliability Test Validity Test

With a total sample of 96 (df=n-2), the r product moment (critical value) with the significance rate of 5% amounts to 0.361. Moreover, the results of the validity test for the research instrument can be shown in Table 5 as follows.

Table 5. Results of second validity test of questionnaire for variable of satisfaction to news

Indicators	Pearson Correlation	r tabel	Sig	Results
KPB 1	0.473	0.361	0.00	Valid
KPB 2	0.679	0.361	0.00	Valid
KPB 3	0.768	0.361	0.00	Valid
KPB 4	0.407	0.361	0.00	Valid
KPB 6	0.572	0.361	0.00	Valid



The results of the second-phase testing as shown in Table 5, all indicators for the variable of satisfaction to news with the total number of five indicators are stated valid.

**Reliability Test**

If the value of Cronbach's Alpha is minimally 0.6, the instrument is stated reliable. The results of the reliability test can be shown in Table 6 as follows.

**Table 6. Results of reliability test**

Variable	Cronbach's Alpha	Minimal Score	Remarks
Satisfaction to News	0.723	0.60	Reliable

From the results of the reliability test shown in Table 6, it is known that the variables of reading interest and writing competence consecutively has the value of Cronbach's Alpha over 0.6, all of the variables are stated reliable.

**Distribution of Frequency**

The distribution of frequency is carried out for the characteristics of the respondents and the indicators in each research variable of media uses, news need as well as satisfaction to news.

**1) Characteristics of the respondents**

The respondents in this research were Public Relations students of the University of Mercu Buana who became the participants of the Media Relations subject held in the odd semester of the academic year 2017-18. The characteristics of the respondents consist of age, the latest education of their father, the latest education of their mother, the income of their father/mother, news search facility as well as the most preferred news topic.

**Profile of the respondents**

The age range of the respondents is between 18 and 24 years old. Out of the 96 (ninety six) respondents, the majority of them (84%) has 19-20 years of age. The age range enters into the first digital era generation and therefore, the Internet access becomes their need.

Concerning their parents' education, majority is senior high school (53%) for their father's education and 64% for their mother's education.

Concerning their parents' income, majority (52%) has, the total income range from IDR5,000,000 (five million rupiah) to IDR15,000,000 (fifteen million rupiah) per month.

Concerning the communication technology device they use when they look for news, the majority of the respondents (94%) uses the handphone.

Concerning the most preferred news topic, almost half of the respondents in this research (49%) chooses the news topic on public life.

**2) Characteristics of media uses**

Media uses in this research relate to the media utilization to look for news. It includes in this matter, i.e. what factors influence media choice, the intensity of media utilization to look for news, the duration of looking for news as well as the duration of reading news required from the chosen media.

Concerning the types of media, the majority of the respondents (91%) prefer online-based media to look for news.

Concerning media, a majority of the 96 respondents in this research prefer media they have known for long time. It reaches 85% of the respondents' response.

Concerning Factors that Influence Media Choice and Media Selection, the majority of the respondents (85%) does not get influence from others. They independently decide what media they will use to look for news appropriate their need.

Concerning the intensity of looking at news, the majority of the respondents in this research (67%) allocates their time of a day or two days to look for news. Moreover, the others only allocate once per a week only if there is no coursework.

Concerning the duration of news search, the majority of the respondents (70%) need an hour to two hours in this matter.

Concerning reading duration, almost half of the students in this research (42%) need from 6 minutes to 10 minutes. Moreover, 34% of them only require 3-5 minutes in this matter.

**3) News Needs**

Concerning the latest news, almost half of the respondents in this research (48%) take benefit from the latest news because they can follow the

current trend and 44% of the respondents will increase their vision.

Concerning the Benefit of Keeping Abreast the Latest News Development, it is known that majority of the respondents (86%) keep abreast the latest news development. The latest news is used to learn various things.

Concerning the Benefit of Newest Information, of 96 (ninety six) respondents in this research, 71% of them take benefit from the newest information they get from reading because they can make it for the story-telling material with their friends. In this matter, families occupy the second position with total number of 25%.

Concerning the Benefit of News for Self Identity, majority of the respondents in this research (62%) take benefits from news because they can understand various issues at home and abroad.

Concerning other news benefits, almost half of the respondents (48%) take benefits from news because they get entertainment.

#### 4) Satisfaction to News

Satisfaction to news in this research is measured through the appropriateness between news and the information they need, the appropriateness of news and the need of self identity, the appropriateness of news and the need of social integration and social interaction as well as the appropriateness of news and entertainment needs. The measurement of satisfaction will use the following formula.

The respondents response:

Range	: 25-5	= 20
Interval	: 20/3	= 7
Response	: $\leq 7$	= Low
	8 - 14	= Medium
	$\geq 15$	= High

The results are known that the respondents' response to five indicators in the variable of satisfaction to news is as follows:

1. The majority of the respondents (89.6%) have the agreed, strongly agreed, response because news published in media has fulfilled their news need.
2. Half of the respondents (51%) have the agreed and disagreed response to news published in media that makes them proud of Indonesia.

3. Majority of the respondents (56.2%) have the agreed, strongly agreed, response that the news published in media increases their love of the country.
4. Majority of the respondents (92.7%) have the agreed, and strongly agreed, response that the news published in media is interesting to be discussed with their friends.
5. Majority of the respondents (90.6%) have the agreed, strongly agreed, response that news published in media gives enlightenment or increases their vision.

Moreover, majority of the respondents (75.6%) have a positive response to the statement in the variable of "satisfaction to news." They stated the agreed and strongly agreed response in the questionnaire statements.

## 5. DISCUSSION

The research discussion is divided into four parts, i.e. the characteristics of students as respondents, the characteristics of media uses, the characteristics of news need, and satisfaction to news.

### The Characteristics of Students

The students as the respondents in this research grow up in families with most of their parents' education, i.e. senior high school. Average income per month amount from IDR5 million to IDR15 million and many of their parents' income rate is under 5 million per month. They are the first digital era generation who uses gadget with Internet access as the main choice to access the news. Moreover, they have specific characteristics, i.e. the generation who enjoys technology but they are not sunk into technology like the previous generation. They choose technology device when they are consuming news, i.e. via handphone and laptop as well as other communication technology devices connected to the Internet.

The device need to support their learning process in this matter is the handphone or the laptop. These are the communication devices to look for news the students have, despite their parents' economic level, is relatively different (PHUA et al., 2017b). It is shown from the

respondents' data that their main facility to look for news is mostly the handphone. The others use the personal computer or the laptop.

The students have handphones or laptops connected to Internet as main devices in looking for news. It is parallel to the research results of *tirto.i.d* from which the condition of the students' main device choice considers the practical factors and the intensity of the device uses. The finding is in line with the survey results of The Indonesian Internet Service Providers Association (APJII) carried out in 2017 that the handphone was the main supporting activity.

Moreover, the students as the respondents in the research mostly like news with the topic on public life. The finding reflects the portrait of pluralistic societal life in Indonesia. In this matter, social issues frequently appear in news reporting.

The finding is also parallel with the results of online media consumption study conducted by the Indonesian Digital Association together with the Creative Economic Board and Baidu in Jakarta in 2016. It was known that for some categories of news coverage issues being studied, the content of social and entertainment issues was mostly read.

Other findings from the online media consumption study were shown that readers in Indonesia mostly like media websites which have a variety of contents if compared to those with specific content. These are in line with the condition of this research's respondents who more likely like the topic of public life with the very various issues if compared to the more specific ones, such as science and technology, education, economy, culture, religious affairs, and other specific ones.

### **The Characteristics of Media Uses**

Appropriate to the characteristics, when looking for news the respondents in this research mostly choose online media. It is appropriate to the characteristics of the respondents born in the digital era generation. Based on the survey results of the APJII, moreover, it is known that the total Internet users in Indonesia in 2017 amounted to 143.26 million people (source: *ekonomi.kompas.com*) and 49.52% of them located in urban areas.

To get news in online media, definitely the students do not only use handphone devices but also the Internet connection. The current Internet user growth is higher and higher. It reaches 143.26 million in 2017. From the survey results of APJII, it is found that the society with low socioeconomic status takes benefit from the Internet access. The majority of Internet users come from the socioeconomic status. It means that the Internet facility is affordable among all socioeconomic statuses. Therefore, society can absorb the online-based knowledge access and it also prevails for the students in this research who come from households with various economic levels. The affordable Internet access can support teaching-learning activities in colleges and universities.

Moreover, this research finds that the selected media as news sources is the online media, and it has been long known. As the students' main chosen media in looking for news, it is expected that online news providers have credibility in news presentation. It is important to be considered that the students have to be able to choose media and news feasible as the reading source. Adopting the concept of *digi-journalism* team, the aspects of actuality, technical consistency, writing accuracy, source accountability, transparency and news completeness become the measurement of news quality (SCOTT, 2015).

In this research, it is also found that when choosing media, the majority of the respondents in this research do not get influenced from other parties. They independently determine media to be used to look for news appropriate to their needs, when looking for news for their interest, it is found that the majority of the respondents allocate their time per day or at least two days to look for news. Moreover, they mostly allocate the duration of an hour or two hours per day. However, the intensity and the duration of looking for news are not parallel to the duration of reading news. Most of the respondents in this research only have 6-10 minutes for reading news. Moreover, the others only have the reading time of 3-5 minutes.

### **Characteristics of news need**

The Public Relations students should have wide vision in all sectors particularly in those where they would represent the companies where they work.



The vision can be developed through news reading activities in various media. In near future it will be used as the materials of writing, as a competence that the Public Relations students should have.

In this research, the students' writing need will be measured through news benefits for them. From the research results, it is known that the majority of the students read news to follow the current trend and increase their vision. From the reading activities, they feel that they can learn many things.

In line with the research results, moreover, the Uses and Gratifications theory states that the theory starts from social circumstances with the focus on audience's need (LEE & MA, 2012; RUGGIERO, 2000). Individual needs consist of the cognitive need or the need of knowledge and understanding the social circumstances (PARK et al., 2009). It is proved that where the students feel the fulfillment of the need and the news they get is beneficial to increase their vision and, moreover, by reading news they learn many things.

Another individual need relates to social need integratively. In this matter, the students identify themselves with others, relate themselves with their families, friends and society (PHUA et al., 2017a). From the research results, it is known that media has met the students' information need, then it has fulfilled their social need. The information majority of the students have got from media has been used as the story-telling material for their friends. Some of them choose to discuss it with their families.

In relation to the personal need to look for news, the students as the research's respondents more likely see the aspect of strengthening their personality through understanding of various problems at home and abroad. Moreover, some students use the information they have got from media to increase their writing competence. In this matter, the Public Relations students are required to have the writing competence.

Instead achieving the scientific vision, in this research it is known that the students' need to news relate to the escapist needs, i.e. the need that gets entertainment, information of tourism objects and know the activities of celebrities or

public figures. The escapist needs relate to passion to escape from reality, release emotion, tension and need of entertainment (RAACKE & BONDS-RAACKE, 2008).

### **Satisfaction to News**

Out of the research results, it can be found out about the students' satisfaction to news on online media. The students have stated that news published in the media has fulfilled their needs of news. The vision they have got, particularly about topics they like to read, i.e. public life can become discussion material with their friends. After reading the news, the students are able to understand many issues at home and abroad.

The majority of the students feel that news coverage in media does not make them proud of their homeland (LAROSE & EASTIN, 2004). However, they feel that the news coverage makes them love more their homeland.

## **6. CONCLUSIONS**

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Online media has been long known as the news sources. The students have news access through the uses of the handphone or the laptop with internet connection. Majority of the respondents like news topic on public life. The majority of the students have access to news at least once per a day or two days with the duration of news search mostly for an hour or two hours, and it indicates that the students are a generation who likes technology but they do not sink into technology. The majority of the students read news to follow the latest development and increase their vision. After reading activities, they feel that they have learned many things. However, some students use information from their reading activities for better writing competence.

The students state that the news published in the media has fulfilled their needs of news. The majority of the students are likely to discuss the knowledge they have got from the news with their friends if compared to their families. The majority of the students feel that news coverage in the media does not make them proud of their homeland.



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