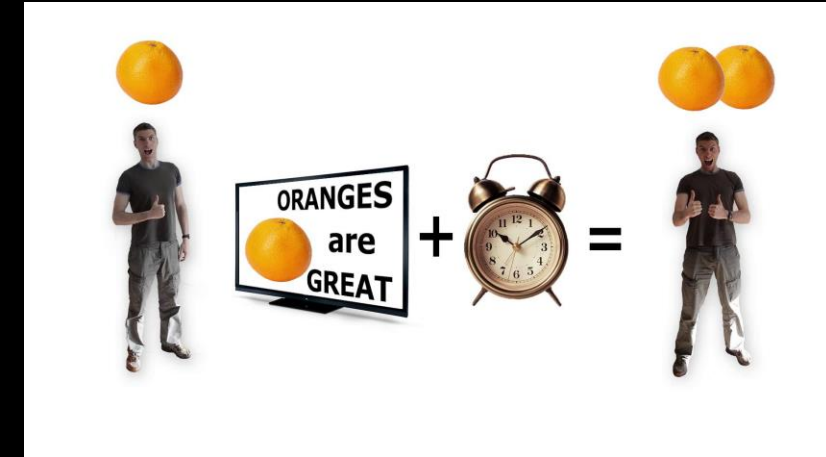


INTRODUCTION

- Effects research
- Cultivation theory / social learning theory
- Two step flow - twitter
- Uses and gratifications – social media
- Twitter and focus
- Learning outcome 2: Critically apply theoretical considerations to their own use of social media

EFFECTS RESEARCH

- Effects research
- Social learning theory
- Develop behaviours through observation of others
- Long term cultivation effects
- Methodological problems with these ideas.



TWO STEP FLOW (4.52 MINS)

- Voting behaviour analysed
- Influenced by religion, social class, family,
- Important people pass on opinions to others
- Individuals looked to as source of expertise – influential in the two –step flow model

THE HYPODERMIC NEEDLE THEORY



- DEVELOPED IN THE 1920s AND 1930s
- LINEAR COMMUNICATION THEORY
- PASSIVE AUDIENCE
- NO INDIVIDUAL DIFFERENCE



THE TWO-STEP FLOW THEORY

- THE HYPODERMIC NEEDLE THEORY PROPOSES THAT THE MEDIA HAS A DIRECT AND POWERFUL INFLUENCE.
- THE TWO-STEP FLOW THEORY ACKNOWLEDGES COMMUNICATION IS A MORE COMPLEX PROCESS.



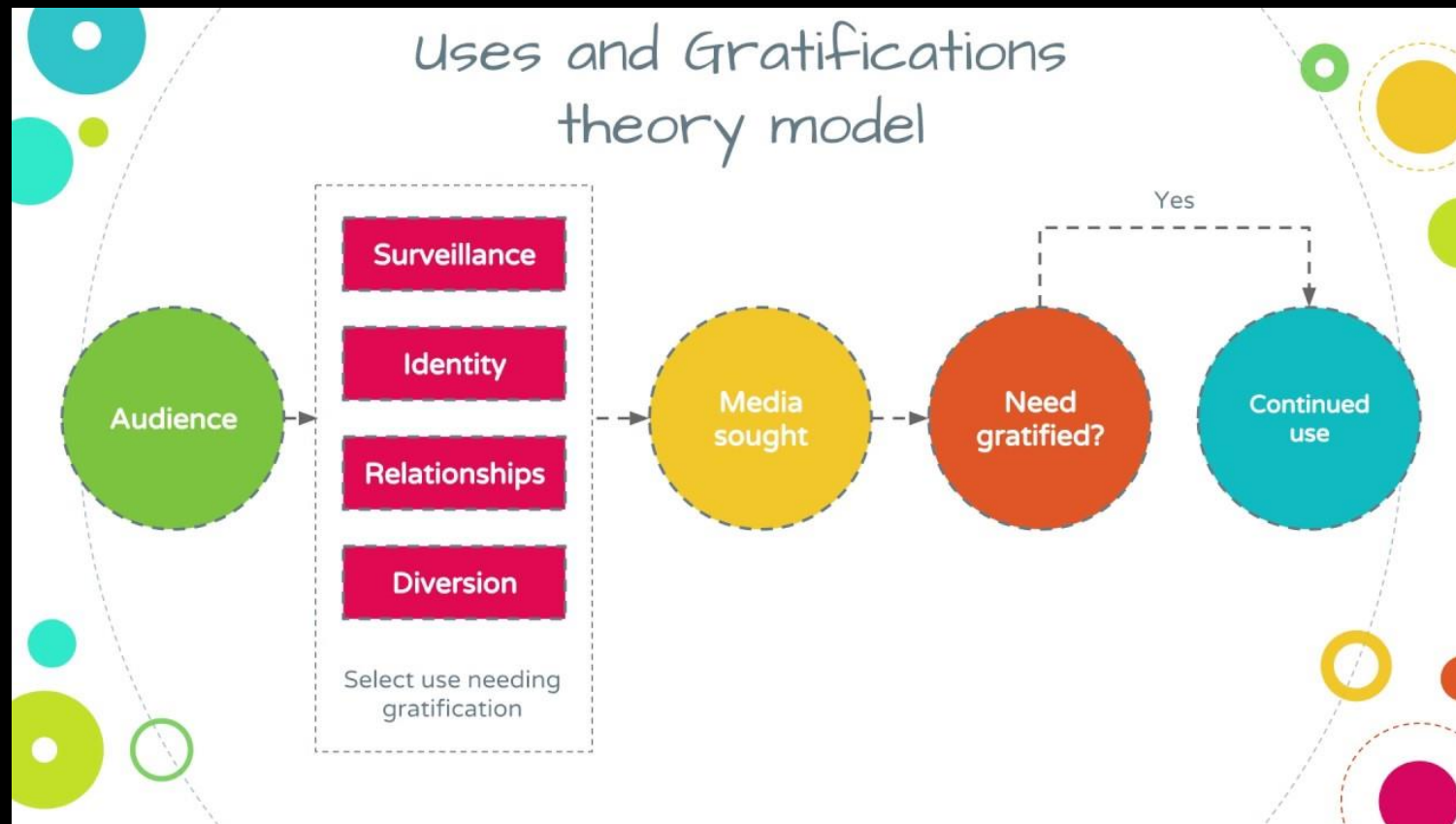
TWITTER AND TWO STEP FLOW

- Can analyse two step flow on Twitter in response to emergencies
- Events may appear on Twitter in seconds after happening
- Mainstream news makes use of information on social media
- Wrong information can be created and spread
- Individuals who are influencers may spread such information
- Also into other social media platforms.
- Thus: Opinion leaders play an important role in dispersing/challenging information on Twitter.
- Opinion leaders = high followers/following ratio

USES AND GRATIFICATIONS (5.33 MINS)

- How audiences use and select media for their own purposes
- Needs of audiences are important
- Functionist model
- Short term gratifications (escape) and longer term gratifications (education and knowledge)
- Education and Information
- Diversion
- Personal relationships
- Personal identity
- Surveillance

USES AND GRATIFICATIONS MODEL



USES AND GRATIFICATIONS FOR SOCIAL MEDIA

Traditional

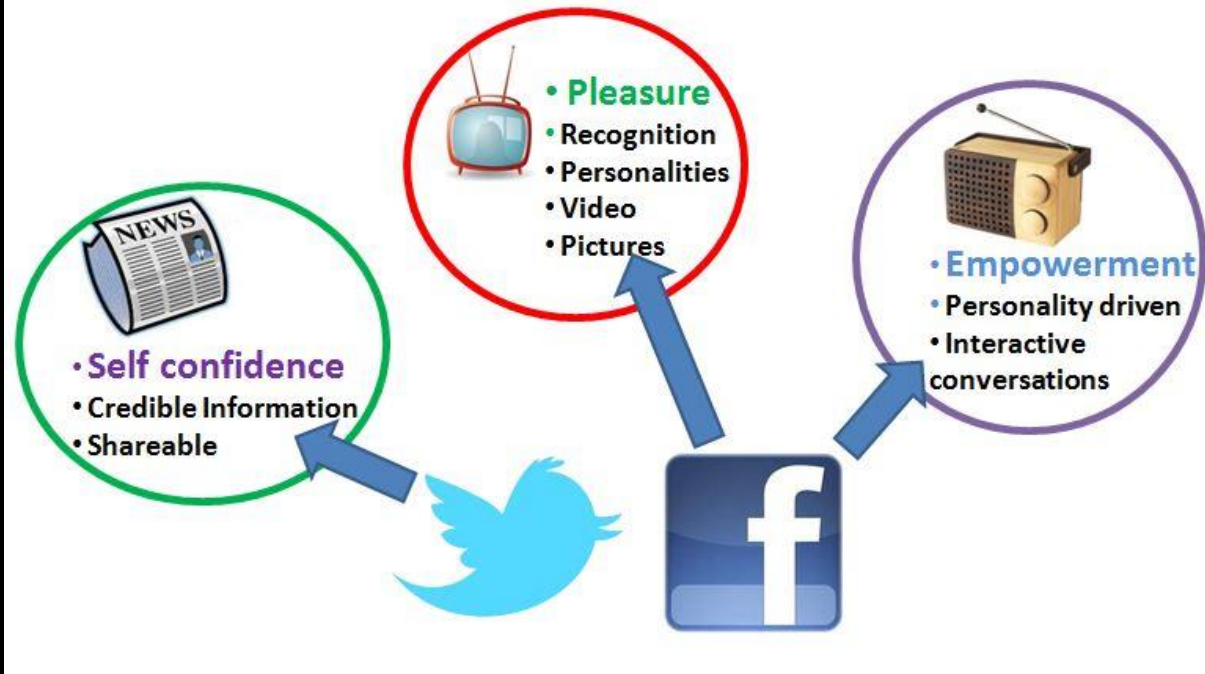
- Diversion
- Personal relationships
- Personal identity
- Surveillance

New

- Social Interaction
- Information seeking
- Passing time
- Entertainment
- Relaxation
- Expression of opinions
- Communicatory utility
- Convenience utility
- Information sharing
- Surveillance/knowledge

USES AND GRATIFICATIONS SOCIAL MEDIA

Uses & Gratifications Social Media Model

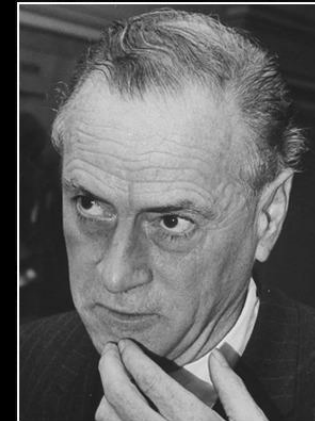


CRITICISMS

- Both two step flow and uses and gratifications are influential
- Digital consumption of media is filtered through social networks
- Both, though, are problematic
- Media may have more influence than such things as religious participation, or local community
- Individuals might not have clear motivations
- People may exaggerate rational active choices.
- Propaganda not included

TWITTER

- [Marshall McLuhan](#) (3.15 mins) – social communication in relation to technology
- Twitter is global – part of a historical continuum
- Voice and influence on Twitter – celebrities v ordinary people
- Paid promoted tweets



Any understanding of social and cultural change is impossible without a knowledge of the way media work as environments.

— *Marshall McLuhan* —

AZ QUOTES

TWITTER

- Implications of Twitter for social, political, economic life.
- Me-centric = focus on you/your life/things from your vantage point
- Society centric= greater context of our surroundings
- Twitter is both individualistic and communal
- Twitter is part of larger sharing culture – compressing time and space
- Has shaped modern social communications



SUMMARY

- Effects research
- Two step flow in relation to social media such as twitter
- Uses and gratifications – you could look at social media in relation to these ideas and your own use of one particular social media
- You could look at social media in relation to me-centric versus society centric focus
- If you are interested in ideas from Marshall McLuhan you could give yourself the following essay title: Analysis of social media in relation to ideas from Marshall McLuhan

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