

Week 9 Audience theories and social media.

Extract from: Sundar, S. S. and Limperos, A. M. (2013) Uses and Grats 2.0: New Gratifications for New Media. *Journal of Broadcasting & Electronic Media*. Vol. 57(4), p. 504-525.

Look at the diagram that highlights the gratifications for new media. (The one that is not very clear is Entertainment).

Question:

1. What uses and gratifications are highlighted by the diagram? What specific ones are related to social media?
2. Have a look at the potential measures of gratifications (pages 518-520). Have a go at filling out the questions and see which ones apply to your social media use of ONE social media (you could use this as a basis for assignment 2).

Your social media use

1. Do you think that you are influenced by people you consider important on Social media? Whom do you follow? Do they guide you in relation to interpretations? Are they opinion leaders as highlighted in two step flow?
2. Think about how you engage with social media – do you have particular uses and gratifications that you can identify?
3. What might be the differences between the social media influence and other media influences? Give examples.
4. Discussion: How might you apply any audience theories to social media?