

the evolutionary of uses and gratifications research

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Abstract:

In this Article, the researcher reviews the evolutionary of uses and gratifications research, and based on qualitative analysis he seeks to provide a chronological description of the most important research, methodological and conceptual developments that took place, scrutiny the efforts and contributions of researchers in this field.

The researcher concluded that there have been three distinct phases of notable advancement in the uses and gratifications research, since its emergence to this days. The first one started in the forties with the first studies that contributed to the founding of this research direction. The second one began in the seventies, when research on uses and gratifications emerged as a new stream of thought. The third period noticeable of research on the uses and gratifications of new media, which began in the early 1990s, since the internet has become a mass medium of communication.

Keywords:

Evolutionary; Research; Use; Gratification; Audience.

Introduction

Uses and gratifications research focuses on examining the effort to connect this use to the satisfaction that members of the public experience as a result of this use. The proponents of this movement think that people's need for media and communication can be clarified based on their use of these means as well as the return and satisfaction achieved from this use.

The use and gratification approach emerged following the dominance of the powerful influence theory that was prevalent at the start of the previous century, as it dispelled the myth of the total power of the media and its audience dominance, and brought new concepts regarding the media process and its elements. Additionally, it resulted in a significant shift in the dominant question: "what do the media do to the audience?" by the new question: "what does the audience do to the media"? In this context, audience research shifted from considering the audience as passive and ineffectual, incapable of fending off the media's influence, to considering the audience as a positive, active, and effective element that chooses what they want from the media.

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The uses and gratifications approach gave the audience a new status that places them in control of how they utilize media and its contents. It introduced a new idea of the audience as a strong, active, and effective force that uses media intentionally and selectively to achieve specified aims. This has forced the media to constantly strive to meet the needs of this picky audience and to give priority to its applications, particularly in light of the enormous advancements in information and communication technologies, as well as their diversity and spread, which have given the audience a wide range of options. The way that audiences consume media has changed throughout time, becoming more complicated, dynamic, and free.

In light of the aforementioned, this article poses several queries regarding the origins of audience uses and gratifications research, its phases of development, the researchers' contributions to this process, and the research's influence on the enormous advancements in information and communication technologies.

1. Method

The researcher presents the work and contributions of researchers in this subject by attempting to give a chronological account of the most significant advancements in methodology, concepts, and research using a qualitative analytical approach.

2. Results and discussion

The researcher concluded that there have been three distinct phases of notable advancement in the uses and gratifications researches from its inception to the present:

2.1 The early beginnings of uses and gratifications research:

The uses and gratifications research did not come from a theoretical vacuum, but it was the result of the accumulation of knowledge and the efforts of many researchers who contributed to its theorization; as this new research trend was a result of realizing the consequences of individual differences, social variation and media-related behavior, all these reasons necessitated a reconsideration of the relationship between the audience and the media, thus, the audience became considered as an active element in selecting the preferred contents of the media. At the same time, it was a response to the concept of media power brought by the magic bullet theory and the Two-Step Flow of Communication theory, which view the audience as a passive and ineffective element, "As a result, the researchers began to study these approaches to reach a model of the relationship between the use and the gratification"¹.

Uses and gratifications researches emerged for two primary reasons. The first is the rejection of theories on the impact of media on viewers, which is regarded as a breakthrough for viewers, particularly in American society. The second reason is that this strategy offered a different way to

¹ AL-MAZHARA. M, Communication theories, Dar Al-Massira, Amman, 2012, p92.

categorize media content based on its function and an alternative way to relate media content to the audience¹.

The origins of the uses and gratifications research date back to the 1940s, precisely during the second World War, it came "as a response to the media research and studies that believed in the direct and powerful influence of communication media on the receiving audience, which was the prevailing belief at the beginning of the twentieth century"², which believed that the impact of media messages on the audience is in a vertical form, so each person responds directly to the media messages, and the latter influenced him as an injection fluid influences the patient's blood"³, he also regards that the audience is immediately influenced by the media, which was the classical American empirical studies* believed in that period, "which viewed the recipient as passive and unable to confront media messages according to what he needs, but it is the media messages that influence him"⁴; so, the relationship between the medium and the audience had to be viewed from a different angle, which takes into consideration the necessity of "realizing the individual differences impact and social variation on media-related behavior"⁵.

Uses and gratifications researches attempted to explain how people use the media and how they satisfy their desires through this use; this is why it is regarded as a qualitative transformation in media research. The 1940s are regarded as the golden age of the uses and gratifications perspective because there was a wealth of information about the uses of media and its gratifications, and the idea of the future audience's active role was confirmed. It is defined as a contemporary media studies, but the development of this approach was slow, due to the dominance of influence research before and after the second World War in mass communication studies, and the lack of theorization in the early stages of the use and satisfaction research⁶.

Since it was widely believed that people follow the media out of habit rather than reason, KATZ's 1959 study marked the true beginning of the uses and gratifications theory by shifting the focus from the media message to the audience that receives it. This negated the idea of the media's controlling power⁷. According to KATZ, the initial phase of this approach's development focused on giving a thorough explanation of media trends, which enables the selection of various media content types. However, this descriptive research suffered from a lack of suitable concepts and research methodologies⁸.

The emergence of the uses and gratifications perspective with a new vision and in a complete way in 1974, in a book written by KATZ and BLUMLER entitled (The Use of Mass

¹ BOUZIANE. A, Algerian Youth uses of the cultural TV Programs in the public channel and their gratifications, Department of Media and Communication Sciences, University of Annaba, Algeria, 2010, pp31 32.

² ROKICH. S and DEFLORE. M, media theories, (Translated by Abedraouf. k), International House for Publishing and Distribution, Egypt, 1992, p236

³ RASHTI. J, The media theory scientific basics, ed2, Dar Al-Fikr Al-Arabi for Printing and Publishing, Cairo, 1978, p505

* The model of studies that prevailed in American empirical research in the 1920s was Harold Lasswell model.

⁴ BALLE. F, Medias et Sociétés, éd5, Ed Montchrestien, Paris, France, 1999, p44

⁵ Gaid Ahmed. I, Yemeni Students' Facebook Uses and gratification, Arab Journal of Humanities and Social Sciences, 2017, p4

⁶ HAMDI. H, Functions of Mass Communication: The news function of the media, Dar el fikr al Arabi, Cairo, 1997, p13

⁷ AL-ABED .N. A, Our Children and Satellite Channels.: International Academy of Media Sciences, Cairo, 2005, p18

⁸ HAMDI. H, op. cit.

Communication), and the main idea of the book revolves around conceptualizing the functions and content of the media and the motives of the individual's exposure to them, and it is not possible to deny or ignore the contributions and role of this perspective. Despite the criticisms directed at it, its virtue remains in shifting the focus of researchers' attention from the messages (saying what?) as a stimulus to the audience or recipient (to whom?) who uses these messages under certain conditions and under specific circumstances¹.

The development of contemporary communication technologies and the depth of their contents led to a greater development of the uses and gratifications perspective, as demonstrated by the numerous studies and research projects conducted in various nations around the world that either followed the same procedures or reexamined some of its presumptions.

2.2 The first generation of audience uses and gratifications research:

The origin of uses and gratifications research dates back to the 1940s and 1950s, through several studies that contributed to the establishment and theorization of this direction of research, including HERZOG's 1941 study on the question of audience desires satisfied by a radio game show, which she conducted on a radio program (quiz)², She relied on a questionnaire, and her study showed a set of satisfied desires that the respondents disclosed after questioning them, namely: competition, education, and self-evaluation: The researcher also reached the conclusion that the radio program provides an opportunity for its listeners to satisfy some psychological desires; and in a second study by the same researcher in 1942 about the experience of listening to daily radio series³, She interviewed 2500 listeners and found that 21% of the respondents listened this program for entertainment, and 41% of them because it help them in their daily lives, as it provides advice to deal with others (husband, children, family or friends), as well as advice on how to behave in certain situations in their daily lives. Finally, the researcher concluded that the types of desires that the audience of daily radio series satisfy are emotional catharsis, daydreaming, and appropriate social behavior⁴.

In 1945, Berlson⁵ conducted a study in which he took advantage of the suspension of eight newspapers from publication for more than two weeks due to the strike of distribution workers in New York, where the researcher questioned readers about the deficiency left by the absence of the newspaper, and found that the readers who were most interested and attached to the news on a daily basis were the ones who felt the most deficient, and this deficiency reached such an extent that it made their interaction with others, especially those close to them, more difficult, so Berlson considers the newspaper in general a factor in the sense of security for individuals.

¹ ATTALLAH. P, théories de la communication: histoire, contexte, pouvoir, collection, et société, télé université, Canada, 1991, p86

² HERZOG. H, Asking the audience: quiz shows and their viewers, 1941.

³ HERZOG. H, On borrowed experience: An analysis of listening to daytime sketches, 1942

⁴ BALLE. F, op. cit, p37.

⁵ BERLSON. B, Consumption of newspaper articles from the reader's perspective, 1949

In 1948, WARNER and HENRY¹ conducted a study on daily radio soap operas and came to the conclusion that one of the primary needs that soap operas fulfill for viewers is that they enable people to overcome their social shortcomings.

The foundations of functionalism in media research were established by Lasswell and Wright by the end of the 1940s. Lasswell distinguished three functions of the media: protecting the periphery, tying the various facets of society together in response to the periphery, and passing down social heritage from one generation to the next. WRIGHT then added a fourth function: entertainment.

According to WOLF and FISK's 1949 study² on children's comics, comics fulfill three functions: they give a chance to identify with the hero, it give informations about the real world, and providing an invincible hero. Each of these functions relates to different developmental stages and the unique needs of children, and excessive comic book reading is linked to neurological tendencies and physical disabilities³.

After many studies, KATZ contended In 1955 that the following question should be posed: "What does the audience do to the media?" rather than "What does the media do to the audience?" KATZ is credited with laying the foundation for the uses and gratifications theory, when he proposed in 1959 that scientific research in communication should concentrate on how the audience interacts with the media rather than on how the media affects the audience⁴.

The results of media research in the 1950s were summarized by CLAPPER⁵ In his famous book (Media Effects) published in 1960: the media are typically not a necessary and sufficient source of an effect on the public. the media not act alone as a cause of effects under normal circumstances, but work within and through several mediating factors and influences, and these mediating variables play a role in the field of media influence in the process of supporting attitudes and opinions, and in the case of media intervention and changes in individuals, the most likely possibilities indicate that the mediating factors supported what the media present and thus led to the change*. Mediating factors are opinion leaders and primary groups, and selective exposure to the public, meaning that individuals are generally exposed to media that is consistent with their opinions and attitudes.

¹ WARNER. W L and HENRY. W, The Radio Daytime Serial: A Symbolic Analysis, Gentis Psychology Monographs, 1948

² Wolf and Fisk's 1949 study about the series of children's comics that aimed at revealing the relationship between children and comics.

³ BOUMIZA. S, The impact of the media on the values and behaviors of youth, University of Algiers, Algeria, 2006, p58

⁴ AL KAMEL. F, Media and Public Opinion Research Design, Conduct and Analysis, University Publishing House, Cairo, 2001, p88.

⁵ Joseph Clapper (1917-1984): Introduced a set of themes that form the theoretical basis for the limited effects of media.

* Clapper said in 1963: The researchers must be specific about the element of media which is used, or which provides a particular gratification and they must not only consider the use or gratification observed, but also the consequences of that use or gratification for the individual, the group, and society at large.

2.3 The second generation of audience uses and gratifications research:

The study of BLUMLER, MCQUAIL and BROWN in 1972¹ is considered very important in the formulation of uses and gratifications theory. This study was carried out by BLUMLER and his colleagues at the Television Research Center at the University of Leeds, in which the researchers wanted to overcome one of the concepts of uses and gratifications theory, which was the concept of "escapism" as argued by critics of popular culture, and proved that uses go beyond this concept. The researchers wanted to go beyond the concept of (escapism) that was argued by popular culture critics, and proved that uses go beyond this concept, and their study focused mainly on television, and their study started from the following central question: how do audiences describe their subjective experience with media, and what exactly are the functions that certain content performs in particular circumstances? In order to answer this question, BLUMLER and his colleagues formulated a set of hypotheses, after which they came to define the general dimensions of uses and gratifications research².

In the early 1980s, KATZ carried out a study on how cultural differences was interpreted in the television series Dallas *, which was broadcast in many countries at the time and became a symbol of the globalization of American television; The study's goal was to find evidence related to the different interpretations of this series, in terms of understanding and interpreting the content of the series in light of the prevailing cultural context in each country it was shown in. Katz discovered that this study contributed to providing evidence that there are different responses to the story told by the series based on different cultural backgrounds³.

A set of classifications of people's media behavior, media content, media functions, and the connections between them were introduced by ROSENGREN and WINDAHL in 1981. They employed the same ideas of escapism, daydreaming, and quasi-social engagement, and their study was distinguished by its analysis of many media rather than just television. The researchers stressed that people have biological, psychological, social, and cultural needs and motivations that are met by alternative functions. Some of these functions are natural (found outside of the media), while others are represented in the media. In other words, audiences turn to the media to meet their needs⁴.

Relying on the comparative analysis of the findings of independent investigations and treating media use as an integrated communication and social phenomenon, RUBIN observed in 1983 that researchers in uses and gratifications have addressed criticisms of the theory and come to the conclusion that they have improved their own methodology and made adjustments to studies

¹ BLUMLER. J, MCQUAIL. D and BROWN, the television audience, in sociology of mass communication, 1972.

² BOUMIZA. S, op. cit, p63.

* Dallas is a drama series produced in the United States, which began airing in 1978 on CBS, with 14 seasons and 357 episodes.

³ AL KAMEL. F, op. cit

⁴ BOUMIZA. S, op. cit, p64.

that are regarded as an extension of earlier studies. Eastman's 1979 examination of the multivariate relationships between lifestyle characteristics and television viewing behaviors is an example of such a study. JEFFERS and OSTMAN in 1980 studied the motivations of television viewing and their predictability through lifestyle attributes and viewing attitudes; and BANTZ's 1982 studied the distinction between the reasons for watching private and public television programs¹.

Learning and informing, forgetting and escaping, engaging in a pleasant and enjoyable activity, spending a specific amount of time, overcoming loneliness and isolation, acting as a behavioral sanctuary and refuge, and knowing and discovering oneself are the seven factors that AUSTIN discovered in 1986 as the reasons why people go to the movies. However, the researcher discovered that there are two motivating elements for radio: amusement and knowledge. The factors identified by MCQUAIL and his colleagues became clear when examining newspaper readers: amusement, observation, and interaction².

In 1988, PAYNE, SVARN, and DOZIER looked at audience gratifications through the same three factors as MCQUAIL and his colleagues, namely entertainment, observation, and interaction, and found that general magazines are circulated by readers for entertainment purposes, while readers of trade magazines are motivated by observation and interaction

Readers of general magazines circulate them for entertainment, but readers of trade magazines are motivated by observation and interaction, according to research done in 1988 by PAYNE, SVARN, and DOZIER, they examined audience gratifications using the same three factors as MCQUAIL and his colleagues³.

Five interpersonal communication variables were developed by RUBIN and RUBIN in their 1995 study on the motivations of group communication: escape, control, affect, pleasure, and inclusion. Compared to the functional elements outlined in mass communication research, these triggers appear to be more focused on internalizing factors and more certain⁴.

2.4 The New media uses and gratifications research:

Following the Internet's emergence as a mass communication medium in the early 1990s, media and communication researchers have been attempting to track the swift evolution of new media, whether it be in relation to traditional media, how people use these new device, which are distinguished by interactivity, hypertext, and multimedia, or their functions and impacts on individuals or society at large. Given the uses and gratifications theory, which has been extremely effective in the study of traditional media, researchers in the early days of the web were curious about how people used the Internet and new media and the gratifications received from this use.

¹ RUGGIERO. T. E, Uses and Gratifications Theory in the 21st Century, Communications Department, University of Texas at El Paso, Texas, 2000, p7

² NYLAND. R, The gratification niches of internet social networking, e-mail, and face to face communication, faculty of Brigham Young University, 2007, p14.

³ Ibid

⁴ NYLAND. R, op. cit, p15.

One of the earliest studies on the uses and gratifications of new media is the study of PERSE and DUNN¹ about the researchers utilized uses and gratifications research to find out what gratifications people get from mass media and created a list of motivations for using computers; the study found that a small percentage of those who owned a computer stated that it was their main source of learning about world events, entertainment, fun, relaxation, forgetting about issues, reducing loneliness, doing something to fill the void, doing something just because it is a habit, and doing something with friends or family; after news websites have become one of the most important websites that have enjoyed clear growth, researchers are interested in studying the audience of these websites to determine their demographic characteristics and derive the motives of use². According to CHANG and colleagues' study³, the demographics of social network users -including those on Facebook -are diverse, reflecting the actual diversity of American society. The study distinguished between two types of user motivations: internal pressures, such as the need for social inclusion and the desire to stay in touch with friends, and external pressures, such as the services provided by Facebook (such as reminders of friends' birthdays), which push users to engage in Facebook-related behaviors.

CHANG employed an email questionnaire to ascertain the causes for schoolchildren's visits to news websites in a different study on the subject. These factors were separated into three categories by the researcher: accessibility, exposure scenarios, and media features. The findings demonstrated that users of news websites placed a high value on the media qualities of immediacy (learning the news right away) and availability (receiving the news when needed). However, people ranked the attribute of interactivity -that is, contacting journalists- as the least significant aspect of the media.

Regarding exposure scenarios, "learning things" was the most frequently stated purpose for visiting news websites, while "getting company" was the least significant. According to the survey sample, "economic and convenience of online newspapers" were significant justifications for accessing news websites. On the other hand, one of the least significant reasons why people visited news websites was "interactivity," which is seen to be one of the Internet's most potent aspects. This demonstrates that people are not particularly interested in interacting with news websites' editors through these platforms⁴.

¹ PERSE. E M and DUNN. D G, The utility of home computers: Implications of multimedia and connectivity, Paper presented to the Association for Education in Journalism and Mass Communication, Washington, 1995.

² NASR. H. M, Research and theorizing trends in new media, an analytical study of scientific production published in peer-reviewed journals. Social Media Conference, Applications and Methodological Issues, Imam Muhammad Bin Saud Islamic University, Riyadh, 2015, p22.

³ CHANG. E M, Audience analysis of online news: Who uses online news and why do people use online news?, The University of Texas, 1998.

⁴ NASR. H. M, op. cit, p23.

Young people use the Internet differently than older people, according to a Gallup* poll. They utilize it for a variety of reasons, including news and information, entertainment, socializing, and recreation (including playing interactive games). However, older adults are more likely to utilize it for information and news.

According to BOYD and ELLISON¹, social networks are web-based services that let users create profiles based on predetermined systems, select other users with whom they have contact information, and follow other network members' contact lists. Facebook use and social capital -the resources people have access to through their interactions with one another- were found to be positively correlated by the study. Social capital is likely to be higher for those with a wide variety of contacts than for those with a smaller and less varied network.

Early studies on social media concentrated on privacy, e-friending practices, and anonymity. However, in recent years, scholars from a range of scientific disciplines have started to pay more attention to how personality factors affect social media use. The phenomenon of people using numerous digital technologies simultaneously, the reasons for their usage of multiple new communication channels rather than concentrating on just one, and the satisfactions they derive from various channels have all piqued the interest of researchers. Facebook appears to be appropriate for meeting needs related to entertainment, recreation, and socialization, whereas SMS use tends to satisfy needs related to preserving and growing relationships with others, according to a comparative study on the satisfactions obtained from Facebook versus SMS. Researchers and theorists have broadened the scope of social media studies to examine how social network use affects social capital, which is the term used to describe the advantages that a social media user derives from the connections they make with other users on these networks².

According to studies, Facebook allows users to share personal information and receive comments from their friends on their wall. Facebook users typically engage with their real-life friends more than they do with strangers, according to PEMPEK and her colleagues³. In order to comprehend the connection between social networks and social capital, the researchers differentiate between Facebook friends who have strong and weak links. A typical Facebook user communicates with a small group of friends by sending them messages, stickers, or comments that strengthen their bonds with them. Then, the user transitions to following the majority of friends through passive methods, like following their comments and stickers, which indicates weak relationships. This illustrates the relationship between social capital and social networks.

According to research in this area, these networks help users maintain their current traditional relationships while forming new ones with strangers. This phenomenon is known as

* The Gallup Organization is a management consulting, human resources, and statistical research firm with nearly forty offices around the world, headquartered in Washington, USA.

¹ BOYD. D and ELLISON. N, Social network sites: Definition, history, and scholarship, Journal of Computer-Mediated Communication, 2007.

² NASR. H. M, op. cit

³ PEMPEK. T, YERMOLOYEVA. Y and CALVERT. S, College students' social networking experiences on Facebook, Journal of Applied Developmental Psychology, 2009.

social glamorization, which TUFEKCI¹ defined as a need that people try to meet by showcasing their identities, potential, and images on social media.

GOSLING² attributes Facebook's appeal to its ability to satisfy a human need by making it simple for users to follow others and sustain social interactions, even with network members who are geographically distant. Researchers have also discovered that accessing social networks can help people feel less alone. This can be accomplished by doing things like liking, commenting, and writing on friends' pages. However, passive use that only consists of following other people's posts without responding could potentially make people feel more alone and lower their social capital³. HEW⁴ has divided the reasons of people use social networks into nine groups. Maintaining current relationships, expressing oneself, becoming famous, and building a positive reputation among allies are the most crucial of these categories⁵.

Studies on the effects and applications of new media have also benefited from the contributions of Arab scholars. AL-ASSIMI⁶ in his study on the socioeconomic impacts of computer use on Saudi households' children discovered that youngsters most frequently use the Internet for amusement. This includes playing games with pals online, watching sports shows, listening to music and watching videos, and viewing images that evoke strong emotions. The most notable cultural benefits are improved access to global events, quick information availability, keeping abreast of scientific advancements, and increased interest in Islamic topics. The internet is used sparingly in the educational sector, mostly to assist the spread of the English language, improve writing and conversational skills, conduct research, and communicate with colleagues, and supporting the spread of the English language. In the economic field, the uses of the Internet mainly involve obtaining economic information, increased financial spending online, and more entertainment.

The majority of respondents to BAAZIZ's study⁷ on chat forums had been using them for more than two years. Arabic, English, and French are the most regularly used languages, and the most frequently used groups are those between the ages of 15 and 25. The least popular dialects are colloquial ones. Furthermore, most respondents said they would rather converse at night than during any other time of day. Relationships in real life and using online chat to reduce feelings of loneliness are the most crucial factors for chatters when selecting their interlocutors. According to

¹ TUFEKCI. Z, Grooming, gossip, Facebook and Myspace: What can we learn about these sites from those who won't assimilate? Information, Communication and Society, 2008.

² GOSLING. S. D, The ancient psychological roots of Facebook behavior, The Harvard Business Review, 2009.

³ NASR. H. M, op. cit, p24.

⁴ HEW. K. F, Students and teachers use of Facebook, Computers in Human Behavior, 2001.

⁵ NASR. H. M, op. cit, p25.

⁶ AL-ASSIMI. A. M, The socio-economic effects of computer use on the children of Saudi families, KSA, 2004.

⁷ BAAZIZ. I, Electronic chat forums: A study on the motives of use and implications for the individual and society, University of Algiers, Algeria, 2008.

ABU BAKR's study¹ on teenagers' YouTube uses and gratifications, the respondents were exposed to YouTube through the Internet, friends, television, and newspapers, with the latter being the least frequent source, the site was mostly used at homes, cafes, and clubs. The most significant utilitarian motivations were viewing shows that participants couldn't see on television and learning about news and current events that were captured on camera. Regarding ritualistic motivations, YouTube provided a fun way to pass the time by watching entertainment content.

The extensive usage of the Internet by young people was brought to light by Al-Tamimi's study² on their use of new media and the gratifications achieved from it. The study also pointed out how the Internet's ease of access to news and current affairs directly affects exposure to traditional media. Furthermore, most young people showed a strong habit of using the Internet extensively and on a daily basis. Spending out with friends and staying up to date on the news of acquaintances and family members were among the key reasons they used new media. According to the survey, one of the major benefits of using new media is being able to converse with and interact with the perspectives of others.

Conclusion

This research summarized the development of audience use and gratification research into three main stages, the first stage begins in the early 1940s and extends to the late 1950s, as research during this period sought to identify the reasons and motivations behind the audience's use of media and its various contents. The research of this stage was published during the Second World War, and used similar methodological approaches. The second phase begins in the early 1960s and its most important feature is the development of models of audience uses and gratifications, as the studies of this period revealed the correlative relationship between individuals' use of the media and the fulfillment of needs, with practices features that dominated most of the research during this phase, which extends to the late 1980s. The third phase begins in the early 1990s, where new forms of audience uses and gratifications appeared as a result of the huge development in media and communication and the increasing demand of individuals for new media at the expense of traditional media, which led to the emergence of new concepts both at the level of the medium and at the level of the audience.

The uses and gratifications approach has received a great deal of attention from researchers of media and communication followers, but this interest has not resulted in a real research development that can keep pace with developments in the level of media and communication technologies, as it must be noted here that it is necessary to go beyond the limited employment of the uses and gratifications approach, which is limited to knowing the use and the gratifications motives achieved from this use. More efforts must be directed to derive new research directions

¹ ABU BAKR. S, teenagers' use of YouTube and the satisfaction achieved from it, Ain Shams University, Egypt, 2012.

² AL-TAMIMI. M. O, Youth Uses of New Media and Gratifications, Department of Radio and Television Journalism, University of Baghdad, Iraq, 2014.

that can accommodate the enormous thematic accumulation resulting from the audience's use of new media.

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