

Uses & Gratifications

Communications & Media

Not what media do to people, but what people do with media.

Needs audiences bring to media.

Gratifications sought

Information and surveillance

Personal identity and comparison

Relationships and social currency

Diversion and escape

Habit and structure to the day

Cautions

Self-reported motives are unreliable

Habit is not the same as choice

Availability shapes what is sought

It describes better than it predicts

The useful correction here is that audiences are active. The weakness is that any behaviour can be explained after the fact.