

CHILDREN'S MEDIA USES AND GRATIFICATION

by : Sumayyah Carter

WHAT IS USES AND GRATIFICATION?

Uses and Gratification is a media studies theory created by Elihu Katz. The basic claim of Uses and Grats is that we all use media, but what we use it for, and the effects we want the media to have on us varies from person to person.

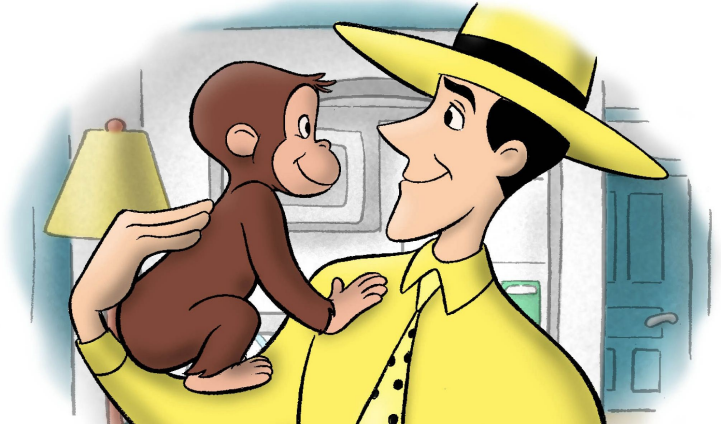
WHEN CHILDREN WATCH TV THEY LOOK FOR ONE OF 2
THINGS:

SIMILARITY
(AGES 3 - 5)

WISHFUL
IDENTIFICATION
(AGES 5 - 7)

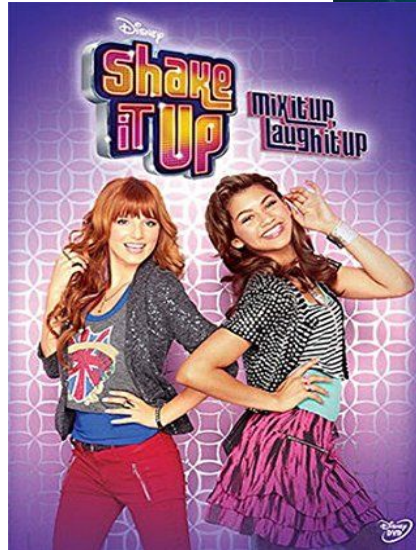
"SIMILARITY"

Similarity is the idea that young children flock to media in which they can directly relate to the characters portrayals they see on TV.



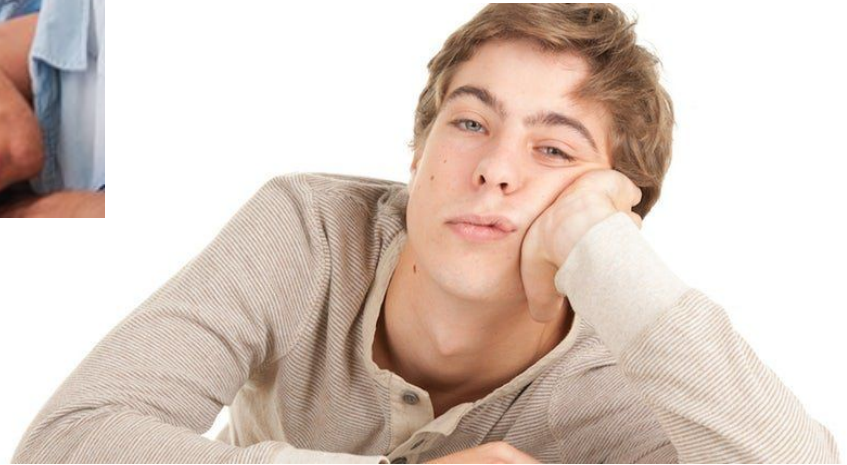
"WISHFUL IDENTIFICATION"

Wishful Identification is the idea that when children get older they want to see opposite portrayals of who they are, in terms of age, popularity, and looks.





MOOD AND MEDIA



MOOD AND MEDIA

Research states that adults uses and grats depends heavily on how their feeling at the moment. When adults are bored, their interested in media that will pick them up, or when they're stressed their looking for something to relax them.

CHILDREN VS ADULTS (USES AND GRATS)

Children

- Look for identity confirmers and reassurance of where they are and who they want to be.



Adults

- Seeking things to relieve them of daily stressors and worries.



REASSURANCE VS. ESCAPE

CONCLUSION

Overall, Children and adults both use media, but what they use media for and the gratification they get from using that media is different. Children look for similarity and admiration in their media, while adults look for escape and a piece of mind.

LET'S TAKE
A SURVEY!

<https://goo.gl/forms/6nEmY3i4hLQwwfXH2>

DISCUSSION QUESTION

1. (IF YOU CAN REMEMBER) WHEN YOU WERE A CHILD, WHAT DID YOU USE MEDIA FOR, AND WHAT GRATIFICATION DID YOU GET FROM IT?