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uses and gratifications theory asserts that people use media to gratify specific wants and needs unlike many media theories that view media users as passive uses and gratifications sees users as active agents who have control over their media consumption key takeaways uses and gratifications uses and gratifications theory ugt proposes that people choose to consume certain kinds of media because they expect to obtain specific gratifications as a result of those selections in contrast to other theories about media ugt focuses on the media consumer rather than the media itself or the messages the media conveys uses and gratifications theory is a communication theory that describes the reasons and means by which people seek out media to meet specific needs 1 2 3 4 the theory postulates that media is a highly available product that audiences are the consumers of the product and that audiences choose media to satisfy given needs as well as by chris drew phd september 29 2023 uses and gratifications theory is a concept within the sociology of mass communication that examines the role of the audience in making decisions and setting goals when it consumes media products what are theories the terms theory and model have been defined in numerous ways and there are at least as many ideas on how theories and models relate to each other bailer jones 2009 i understand theories as bodies of knowledge that are broad in scope and aim to explain robust phenomena six categories consistent with the uses and gratifications theory emerged from this analysis indicating that individuals use tiktok for 1 entertainment 2 convenience and utility for widespread communication 3 increasing social interaction 4 finding social support 5 seeking and sharing information and 6 escaping from everyday life uses and gratification theory in mass communication psychology behavioral and social science the uses and gratification theory discusses the effects of the media on people it explains how people use the media for their own need and get satisfied when their needs are fulfilled the study of mass media use suffers at present from the absence of a relevant theory of social and psychological needs it is not so much a catalogue of needs that is missing as a clustering of groups of needs a sorting out of different levels of need and a specification of hypotheses linking particular needs with particular media grat although the uses and gratifications approach lacks a single general theory it is not inherently atheoretical and the author suggests how progress can be made in dealing with four conceptual issues facing this tradition the nature of the active audience the role of gratification orientations in mediating effects the social origins of media theory is an established model for why or how a given phenomenon occurs it is an explanation of observed regularities the terms established and observed regularities are important here table of contents 5 major psychological theories types of theories purpose examples psychological theories are fact based ideas that describe a phenomenon of human behavior these theories are based on a hypothesis which is backed by evidence thus the two key components of a psychological theory are it must describe a behavior more abstract our third article on the history of evaluation use affirms its importance in evaluation practice and related literature it first highlights the centrality of use in the field s professionalizing documents extant theories and the persistence of continuing research why is theory useful theories provide complex and comprehensive conceptual understandings of things that cannot be pinned down how societies work how organisations operate why people interact in certain ways theory is broadly seen as a

set of assumptions or propositions developed from observation or investigation of perceived realities that attempt to provide an explanation of relationships or phenomena the framing of data via theoretical imposition can occur at different levels a theory could be grounded addressing contextual explanations of very specific phenomena experienced by select people or a theory could be middle range or meso level aimed at integrating empirical research and focused on linking macro and micro level concepts and theories in everyday use the word theory often means an untested hunch or a guess without supporting evidence but for scientists a theory has nearly the opposite meaning a theory is a well substantiated explanation of an aspect of the natural world that can incorporate laws hypotheses and facts espoused theories are those that an individual claims to follow theories in use are those that can be inferred from action argyris putnam and smith 1985 p 82 this is further clarified by argyris and schön who posit that people have mental maps about their actions and these mental maps guide actions rather than the theories they more abstract this article's objective is to inspire and provide guidance on the development of marketing knowledge based on the theories in use tiu approach the authors begin with a description of the tiu approach and compare it with other inductive and deductive research approaches what to know a hypothesis is an assumption made before any research has been done it is formed so that it can be tested to see if it might be true a theory is a principle formed to explain the things already shown in data because of the rigors of experiment and control it is much more likely that a theory will be true than a hypothesis what's the use of theory michelle van ryn and catherine a heaney view all authors and affiliations volume 19 issue 3 doi org 10 1177 109019819201900304 contents get access more abstract

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