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CITIZEN JOURNALISM: AN ALTERNATIVE APPROACH TO USES AND GRATIFICATION

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Abstract

Emergence of social media steered changes in human communication behaviour. Most of the People who used traditional mass media for satisfaction of their needs switched over to social media for needs gratification. In traditional media systems, users are bound to watch and listen to the contents presented by the media management from atop. But in social media settings, with horizontal flow of information, the users are at liberty to enjoy the contents of their choice and to share the same with others. This phenomenal change turned the once passive users of traditional mass media into social media activists generally termed as citizen journalists. Current study explored the patterns of social media usage (citizen journalistic activities) and needs gratification of the youth of Pakistan. The study aimed at finding patterns of social media use and needs gratification of the youth. In total, 673 students participated in the survey for this quantitative study. Questionnaire was used for collection of data. SPSS version 23 was used for data analysis. Descriptive statistics were used to measure frequencies and percentage. Independent samples t-test was employed to find out relationship of gender with usage patterns and needs gratification. The study concluded that most of the respondents displayed name, gender and own picture in their online profile and satisfied information, entertainment and companionship need through social media use. The study found significant relationship between male and female students with respect to consumption patterns and needs gratification.

Keywords: Citizen Journalism, Media, Gratification.
