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## AFFECTIVE NEEDS & USE OF SOCIAL MEDIA: A COMPARATIVE STUDY OF GRATIFICATIONS SOUGHT AND GRATIFICATION OBTAINED

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# **AFFECTIVE NEEDS & USE OF SOCIAL MEDIA: A COMPARATIVE STUDY OF GRATIFICATIONS SOUGHT AND GRATIFICATION OBTAINED**

## **Abstract**

This article has been pending to compare the gratification sought and gratification obtained for affective needs from social media among information professionals in the limelight of uses and gratification theory. Affective type of needs related to sentiments, strengthening aesthetic, moods or emotional experience. This type of needs encompasses all kind of emotions & moods, strengthening aesthetic, pleasurable and emotional experience. Gratification sought and gratification obtained are two distinct components of the uses and gratification theory. For this quantitative research, study a self-administered survey questionnaire was used to collect data from the participants of the study. Sample of this study was 700 information professionals necessarily user of social media. Finding of this study depicted that gratification obtained and gratification sought from social media for affective needs are not being gratified as desired in most of the cases. This study recommends further research on gratification obtained and gratification sought in respect of type of needs. Finding of this study are helpful for the professionals from information profession.

## **1. Introduction**

Affective type of needs related to sentiments, strengthening aesthetic, moods or emotional experience. This type of needs encompasses all kind of emotions & moods, strengthening aesthetic, pleasurable and emotional experience etc (Gloviczki, Gurak, & Thiel-Stern, 2012; Katz, Gurevitch, & Haas, 1973; Leung, 2013; Payne, Dozier, Nomai, & Yagade, 2003; Prabantoro & Hariyanto, 2019; Xie, Qiao, Shao, & Chen, 2016). Gratification sought and gratification obtained are two distinct components of the uses and gratification theory. Gratification sought has been identified as corresponding needs for the use of social media whereas the gratification obtained has been considered as the actual outcome or gained gratifications (Bae, 2018; Billings, Qiao, Conlin, & Nie, 2017; Gan, Tan, Gan, & Tan, 2017; Hwang & Lombard, 2005; Ishii, Rife, & Kagawa, 2017; Johnson, 2014; Karimi, Khodabandelou, Ehsani, & Ahmad, 2014; LaRose & Eastin, 2004; Oladosu, Ifejika, Asadu, & Laniran, 2017; Palmgreen, Wenner, & Rayburn, 1980; Sohn, Choi, & Jee, 2018; Stefanone, Yue, & Toh, 2019; Q. Wang & Zhu, 2012; Z. Wang & Tchernev, 2012; Zhang, 2013).

Social media is referred as collection of websites and application developed or designed for interaction, collaboration, community input, sharing, establishment and maintenance of social connections, generally based on user generated data; means user directly contribute in content generation of these websites and application (Boyns & Turner, 2004; Gruzd, Jacobson, Wellman, & Mai, 2017; Karapanos, Teixeira, & Gouveia, 2016; Minshew & Perry, 2013; Moreno, Navarro, Tench, & Zerfass, 2015; Mou & Lin, 2012; Porter & Hellsten, 2014; Xiang & Gretzel, 2010). Social media allow users to exemplify themselves to a large community, help them to maintain existing contacts, establish new connections, share (files, photos, audios, and videos), and enable interaction with professional or personal relations around globe. People select different type of media to gratify emotional needs and media bring change to the attitude of the users / consumers / audience (Cheng, Liang, & Leung, 2015; Chong & Newhagen, 2012;

Huffman & Hazel, 2016; Kiouisis & McCombs, 2004; Leung, 2009; Macafee & Rojas, 2014; Stark & Nissenbaum, 2016; Williamson, 2004; Yang & Oliver, 2005). People watch comic movie or comedy programs to laugh and when a charter start weeping a movie, soap or opera people use to cry as well or get emotional. People also use social media for gratification of their affective needs (Can & Kaya, 2016; Chong & Newhagen, 2012; Cribb & Haase, 2016; Lewis & Brown, 2009; Mankus, Boden, & Thompson, 2015; Perera & Tan, 2005). Figure 1 outlined the relationship of variables of the study.

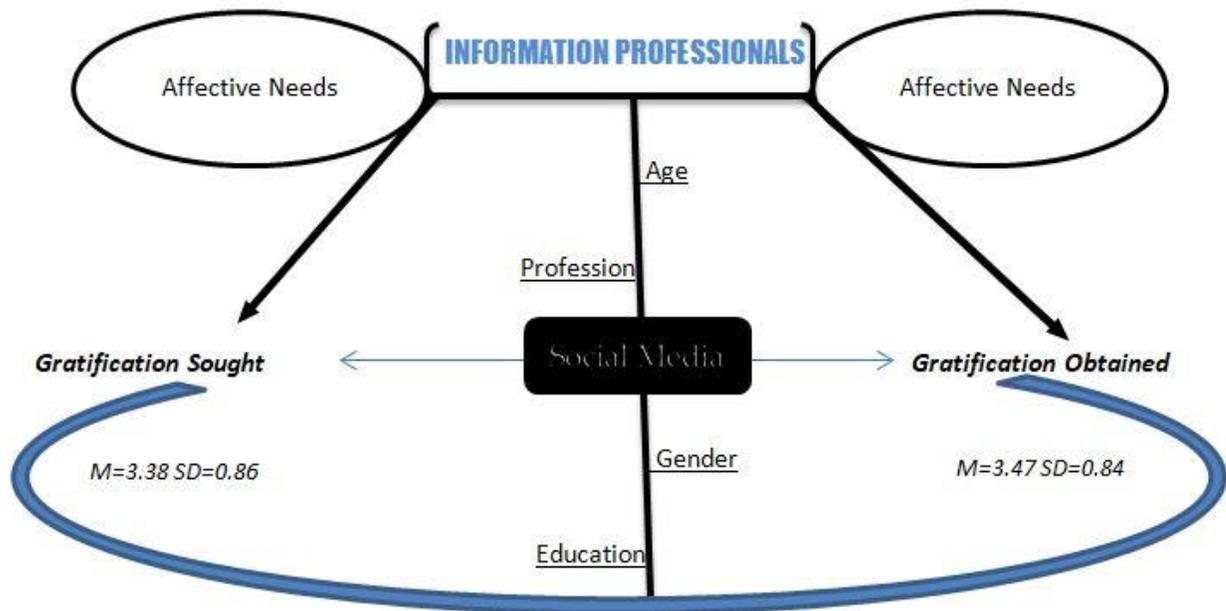


Figure 1: Affective Needs and use of Social Media among Information Professionals

The present study examines the gratification sought and gratifications obtained for affective needs and testify the assumption of the uses and gratifications theory. For the purpose of this study, affective gratifications sought refers to these affective needs for which information professional sought gratification from social media and gratification obtained are referred as the actual outcome or gratification received from the social media. Information professionals for the study are the professionals dealing with different tiers of information i.e., information management, information communication & information preservation more precisely the term “information professional” has been coined for persons/professionals holding degree (Sixteen years of education) in information and communication related fields i.e. Media & Communication Studies, Journalism, Information Management and Library & Information Science.

## 2. Problem Statement

Information professionals are using social media to seek and obtained gratifications for different type of needs including affective needs and uses and gratification theory assume the active

audience and independence of user for media selection and consumption. This study testify This study examined the gratifications sought and obtained for affective need among information professional in the light of assumptions of the uses and gratification theory to come up with an outcome about where gratification sough are being gratified? Or less gratified or over gratified? And assumption of users and gratification theory stands true or false. This study has analyzed the affective gratifications sought and affective gratification obtained from social media among information professionals. Finding of this study reflects that affective gratifications sought for affective needs are being obtained as desired and overly gratified in some cases.

### **3. Research Question**

**Research Question 1:** What are the major gratifications sought from social media for affective needs among information professionals?

**Research Question 2:** What are the major gratifications obtained from social media for social affective needs among information professionals?

**Research Question 3:** Do the information professionals obtain gratifications as sought from social media for affective needs?

**Research Question 4 :** What is the relationship between gratifications sought and gratifications obtained from social media for affective needs among information professionals.

### **4. Objectives**

The objective of the study were as under

1. To examine the affective gratifications sought from social media among information professionals.
2. To analyze the affective gratifications obtained from social media
3. To compare affective gratification sought and affective gratification obtained from social media
4. To record any difference (if exist) of affective gratification sought and obtained based on demographics of the information professional
5. To present conclusion and recommendations relating to affective gratification sought and obtained from social media.

### **5. Rationale and Significance of the study**

Globalization of world culture, rapid increase in information and communication technologies and variety of social media sites with availability of smartphones plus internet connectivity are plying an important role to bring revolutionary changes in uses and gratifications of the society (Criado, Rojas-Martín, & Gil-Garcia, 2017; English & Walinga, 2012; Shirky, 2011; Stark & Nissenbaum, 2016).Use of social media is not limited to the extent of social interaction, personal relation and marketing but social media owns characteristic to revolutionize the established practices of different areas of interest. Use of social media for gratification of affective needs and

gratification obtained has been studied in this research. This study not only measures the level of gratifications sought from social media but also examined the actual outcome or received gratification for affective needs among information professionals.

## **6. Conceptual Framework of the Study**

Katz, Blumer and Gurevitch (1974) introduce the idea of active audience in media and communication. They were of their view that audience is independent in selection of their media choice and they devised a theory called “uses and gratification theory”. This study has been conducted on same conceptual framework and considered the audience as an active, independent and worthy element of information and communication process. Uses and gratification theory believes that the selection of media and specified content to gratify a specified need is purely a discretion of user and the user is independent in choice. As per this theory active users can evaluate and examine the different kinds of media to select the content and for of media to sought or obtained gratifications of the need relevant to media consumption. As being user-centered approached this theory believes that individuals use specific media for their specific need and choice. This theory contradicts with influence of media, and don't believe in media hegemony and believes that no media can influence the audience media and content selection where the audience is active and have option for selection, evaluation and examination of their media selection as per their desires and needs. Uses and gratifications approach is well suited for studying the social media.

Uses and gratifications is a user-centered approach and unlike to other theories of media effect user and gratification focuses on “what do people do with media”? Uses and gratification is unique in its assumption and elucidates how people use media. Uses and gratifications is an appropriate theoretical approach for this investigation which has often been used to understand the uses of new media by individuals. This study has examined how people (Information Professionals) use media (Social Media) for their needs (personal & professional) and gratifications (satisfactions). Uses and gratifications approach emphasizes on what people do with media. Furthermore, the use and gratifications approach is especially well suited for studying the media selection by the user, internet and social media. The present study measured the use of media (for the purpose of this study media is specified to social media) by a group of individuals (the information professionals) recording to their needs, uses and gratifications form an empirical view, using the uses and gratifications perspective. User and gratifications has grown its application to the social media overtime.

As the internet become more available and popular, multiple social media sites have developed. User and gratifications approach has provided a theoretical basis for studying the social media. Consequently, uses and gratification theory is the best theoretical framework for my proposed work. It's worth mentioning that this approach contradicts with other theories related to uses and effect as well like Magic bullet or Hypodermic needle theory which strongly personify the media message with a bullet fired from media gun into the head of viewer. Another relevant theory could be cultivation which primarily examines the long-term effects of television which is not our interested area. Similarly, theory could be social learning which believes in social context and observation or direct instruction but it does not rely on independence of choice of media by

user. Same is the case of mass society theory which believes in supremacies of big companies and media.

Numerous scholars have used this approach to study gratifications of social media and endorsed that the uses and gratifications approach is well suited for studying the social media (Bae, 2018; Billings et al., 2017; Gallion, 2008; Gruzd, Haythornthwaite, Paulin, Gilbert, & del Valle, 2016; Karimi et al., 2014; Keppler, 2014; Kim, Kim, Wang, & Lee, 2016; Leung, 2013; Lien & Cao, 2014; Lin, Hsu, Chen, & Fang, 2017; Masouras, 2015; Oladosu et al., 2017; Quan-Haase & Young, 2010; Raacke & Bonds-Raacke, 2008; Ratcliff, Mccarty, Ritter, & College, 2017; Rokito, Choi, Taylor, & Bazarova, 2019; Ruggiero, 2009; Z. Wang, Tchernev, & Solloway, 2012; Wijesundara, 2014; Williams & Whiting, 2013). Finding and recommendations of these studies are helpful for this study.

## **7. Research Design**

Literature review, nature and extent of this study reflected that quantitative research design was most suitable for this study and same was adopted. Keeping in view the method adopted in previous relevant studies / literature review, nature of this study, usability, suitability and cost effectiveness of the survey method; the survey method was employed to collect data from the participants. The self-administered questionnaire was developed for this purpose. For this study, the purposive sampling technique has been adopted. Selection of sample among information professionals was on the criterion of necessarily frequent user of media. Quantum of sample i.e., 700 information professionals with specified characteristics was decided as Israel (1992) formulated a simple equation to determine the sample size.

## **8. Instrument development**

The outcomes of a survey mainly depend on the tool used for data collection. So, it's essential to be very keen and cautious for serious considerations of selection or development of instrument for data collection. A good tool for data collection is the foundation of a best outcome. Review of available literature, nature and objective of the study referred the researcher to develop a customized tool for an empirical investigation of the trust on social media among information professionals. For this purpose a literature and knowledge based tool consisting of a self-administered questionnaire was developed and same was circulated among experts of the field for their perusal, recommendations and remarks. In the light of feedback collected from these experts, instrument was modified according. After incorporation of due modification the instrument was placed before renowned experts of the field to ensure validity of the questionnaire. After achievement of required validity a pilot study was launched to further examine the reliability of the tool used for this study.

## **9. Reliability of the Instrument**

Reliability of an instrument reflects its stability and consistency within a given context. If an instrument is producing the same results in similar environment that means the instrument is reliable. To ensure the reliability of instruments used in this study, a pilot study was conducted to ensure reliability of the instrument. Reliability analysis test was performed using SPSS. All the

sub scales were tested and the following values for reliability analysis were found. Cronbach's Alpha of subscales was figured out in Table 1

Table 1

*Reliability of the instrument*

<b>Affective Gratification</b>	<b>No. of Items</b>	<b>Reliability (<math>\alpha</math>)</b>
Affective Gratification sought & obtained	14	.895
Affective Gratification Sought	07	.841
Affective Gratification Obtained	07	.850

### **10. Piloting of the Instrument**

Reliability and validity of the instrument was further test in a pilot study conducted in July, 2017. Van & Hundley (2001) refers pilot study as a minute version of full-size study along with pre-testing of a particular research instrument such as a questionnaire. Pilot study accomplishes a range of significant functions and can provide treasured insight for other researchers. Arain, Campbell & Cooper (2010) believes that pilot studies are the small studies for helping to design further confirmatory studies .The questionnaire was piloted with 50 information professionals to recognize the clearness of the questionnaire's contents. The questionnaire was circulated to the respondents after clarifying the purpose an extent of the study. This was clarified to the participants of the pilot study that they will not be considered to be the part of actual study. Maximum time required to fill the questionnaire in all respect was extend to all participants. They were allowed to return this survey along with their comments and feedback. As suggested and analyzed from pilot study misty and unclear questions were identified and properly modified.

The objective to conduct this pilot study was to testify the achieved and desired qualities of the instrument. Thabane et al. (2010) described pilot studies as minimized versions of the main studies that run in minute test whether the modules of the leading study can all work unruffled. It is concentrated on the routes of the original study. This was an evaluation of the content and format of the instrument to identity any concerns in the questionnaire. This study has decided that the researcher was requesting the accurate queries to achieve the objectives of the study and participants were able to answer all the questions without any ambiguity. After achieving the successful results of the pilot study data collection for main study was started.

### **11. Data Analyses**

Core focus of this study was to examine major affective gratifications sought and obtained from social media among information professionals for affective needs. Fourteen (14) statements relating to gratifications sought and obtained from social media were placed before the respondent without assigning any category or corresponding needs to collect data. Data analysis revels that gratifications sought (M=3.28 SD=0.83) for affective needs are less than gratification obtained (M=3.43 SD=0.84) from social media among information professionals.

Table 2

*Affective gratification sought and obtained from social media among information professionals*

<b>Affective Gratification</b>	<i>Min.</i>	<i>Max.</i>	<i>Mean</i>	<i>SD</i>	<i>Skewness</i>	<i>Kurtosis</i>
Sought from Social Media	1	5	3.28	0.83	-0.48	00.10
Obtained from Social media	1	5	3.43	0.84	-1.109	0.965

*Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree*

### **11.1 Gratifications Sought for Affective Needs**

Affective needs are related to emotional, pleasant or aesthetic experiences of individuals. For the purpose of data analysis of affective gratification associated with social media among information, all the corresponding statements from relevant question of the tool used for the collection of data for major gratifications sought from social media has been grouped into one category. Response to every statement was separately and interdependently analysed to chalk out major gratifications sought from social media among information professionals.

First statement in this category was about use of social media to have strong connections friends. Data shows that 7.3% (N=51) of the respondents were strongly agree and 28.6% (N=220) of the participant were agree with the statement that they use social to have strong connections friends whereas 31.4% (N=200) of the respondents were not sure about their response to the statement placed before them and 20.9% (N=146) of the information professionals were disagree and 11.9% (N=83) of the respondents were strongly disagree with the statement that they use social media to have strong connections friends.

Next statement was about to receive enough attention thorough social media. Results of the study indicates that 14.3% (N=100) of the respondents were strongly agree with the statement placed before them and 38% (N=266) of the participants of the study were agree whereas 21.9% (N=153) of the respondents were not sure about response, on the other side 13.7% (N=96) of the respondents were disagree and 12.1% (N=85) of the respondents were strongly disagree with the statement that the use social media to receive enough attention.

Next statement relating to gratification sought for affective needs was about the feel that people need you. Results of the statistical analysis of the data reveals that 14% (N=98) of the respondents were strongly agree and 40.4% (N=283) of the respondents were agree with the statement that they use social media to have to feel that people need you whereas 20.3% (N=142) of the respondent were not sure, on the other side results reflects that 18.9% (N=132) of the participant were disagree and 6.4%(N=45) of the respondents were strongly disagree with the statement that they use social media to have feel that people need you. Use of social media to find and capture reaction(s) was next statement relating to gratification sought from social media for the affective needs of the information professionals. Results shows that 13.7% (N=96) of the respondents were strongly agree and 43.9% (N=307) of the participants of the study were agree

with the statement that they use social media to find and capture reaction(s) whereas 26.3% (N=184) of the respondents were not sure, on the other hand 7.4% (N=52) of the respondents were disagree and 8.7% (N=61) of the respondents were strongly disagree with the statement that they use social media to find and capture reactions.

Next statement emerged in this category of gratification sought from social media corresponding to affective needs of the information professionals was relevant about the use of social media to feel that life is meaningful. Results indicates that 13.4% (N=94) of the respondents were strongly agree with the statement placed before them and 34% (N=238) of the respondents were agree with the statement that they use social media to feel that life is meaningful whereas 24.4% (N=173) of the participants were not sure about their response, 16% (N=112) of the respondents were disagree and 11.9% (N=83) of the information professionals were strongly disagree with the statement that they use social media to feel that life is meaningful.

Next statement was about the use social media to feel the sense of achievement. Result reveals that 12.6% (N=88) of the respondents were strongly agree and 34.6% (N=242) of the participant were agree with the statement that they use social media to feel the sense of achievement whereas 24.3% (N=170) of the information professionals were not sure about their selection of response for the statement placed before them on the other hand 15.3% (N=107) of the respondents were disagree and 13.3 % (N=93) of the respondents were strongly disagree with the statement that information professionals use social media to feel the sense of achievement.

Last statement in this category of gratifications sought from social media for affective needs was about connectedness. Results reveals that 14.1% (N=99) of the respondents were strongly agree and 42.9% (N=300) of the participants of the study were agree with the statement place before them whereas 23.7% (N=166) of the respondents were not sure about their response in this regard, 11.3% (N=79) of the respondents were disagree and only 8% (N=56) of the respondents were disagree with the statement that they use social media for interconnectedness. Table 3 present frequency distribution of the response to every statement appears in this group of gratification sought

Table 3  
*Frequency distribution of the Gratifications sought from social media relating to affective needs of the information professionals*

<b>I use social media :</b>	<b>1 F (%)</b>	<b>2 F (%)</b>	<b>3 F (%)</b>	<b>4 F (%)</b>	<b>5 F (%)</b>
to have strong connections friends	83(11.9)	146(20.9)	200(31.4)	220(28.6)	51(7.3)
to receive enough attention	85(12.1)	96(13.7)	153(21.9)	266(38)	100(14.3)
to feel that people need you	45(6.4)	132(18.9)	142(20.3)	283(40.4)	98(14)
to find and capture reaction(s)	61(8.7)	52(7.4)	184(26.3)	307(43.9)	96(13.7)
to feel that life is meaningful	83(11.9)	112(16)	173(24.4)	238(34)	94(13.4)
to feel the sense of achievement	93(13.3)	107(15.3)	170(24.3)	242(34.6)	88(12.6)
for interconnectedness	56(8)	79(11.3)	166(23.7)	300(42.9)	99(14.1)

1 = Strongly Disagree, 2=Disagree, 3=Not Sure, 4=Agree, 5=Strongly Agree

Results of the study reveals that use of social media to find and capture reaction(s) is the most desired (M=3.46 SD=1.09) gratification sought from social media for affective needs among information professionals. Interconnectedness (M=3.44 SD=1.11) comes up next followed by the use of social media to to feel that people need you (M=3.37 SD=1.13). In this hierarchy use of social media to receive enough attention (M=3.29 SD=1.22) comes up at next level followed by use of social to to feel that life is meaningful (M=3.21 SD=1.21). Use of social media to feel the sense of achievement (M=3.18 SD=1.23) is also among major gratification sought from social media by information professionals to gratify the affective needs. Lastly the use of social media to have strong connections or friends (M=3.01 SD=1.14) is the major gratification sought from social media among information professionals for gratification of affective needs.

Table 4

*Major Gratifications sought from social media relating to affective needs of the information professionals*

<b>I use social media :</b>	Min.	Max.	Mean	SD
to find and capture reaction(s)	1	5	3.46	1.09
for interconnectedness	1	5	3.44	1.11
to feel that people need you	1	5	3.37	1.13
to receive enough attention	1	5	3.29	1.22
to feel that life is meaningful	1	5	3.21	1.21
to feel the sense of achievement	1	5	3.18	1.23
to have strong connections friends	1	5	3.01	1.14

### **11.2 Gratifications Obtained for Affective Needs**

Affective gratifications obtained to gratify the affective needs of the individuals are related with the satisfaction of emotional, pleasant or aesthetic experiences of individuals. First statement to get data on gratifications obtained from social media was just because of social media, I have strong connections or friends and data reveals that 9% (N=63) were strongly agree with the statement and 44.9% (N=314) of the respondents were agree with the statement placed before them whereas 27.6% (N=193) of the respondents were not sure about their level agreement or disagreement with the statement on the other hand 9.1% (N=64) of the participant of the study were disagree and 9.4% (N=66) of the respondents were strongly disagree with the statement that just because of social media they have strong connections or friends. Second statement grouped in this category was “just because of social media I received enough attention” and 13.1% (N=92) of the respondents were strongly agree and 46.9% (N=328) of the respondents were agree with the statement whereas 21.4% (N=150) of the respondents were not sure about their level agreement or disagreement with the statement placed before them on the other hand 10% (N=70) of the respondent were agree and 8.6% (N=60) of the participants of the study were strongly disagree with the statement that just because of social media they received enough attention. Next statement relating to affective gratifications obtained from social media and placed before the respondents was framed as “just because of social media I feel that people need me” and collected data reveals that 16.1% (N=113) of the respondents were strongly agree and 46.4% (N=325) of the respondents were agree whereas 20.4% (N=143) of the respondents were not sure about their level of agreement or disagreement with the statement placed before them. On the other side 7.7% (N=54) of the respondents were agree and 9.3% (N=65) of the

respondents were strongly disagree with the statement that just because of social media they feel that people need them. Next statement in this sequence was just because of social media I found & captured reaction(s), data reveals that 12% (N=84) of the respondents were strongly agree with the statement and 44.3% (N=310) of the respondents were agree with the statement placed before them whereas 22.6% (N=158) of the respondents were not sure about the statement placed before them. On the other hand 10.9% (N=76) of the respondents were disagree and 10.3% (N=72) of the participant were strongly disagree with the statement that just because of social media I found & captured reaction(s).

Next statement in this category was just because of social media I feel that life is meaningful 12.7% (N=86) of the respondents were strongly agree and 36.4% (N=255) of the participant were agree with the statement placed before them whereas 27.1% (N=190) of the respondents were not sure about their level of agreement or disagreement with the statement placed before them. On the other hand 12.4% (N=87) of the participants were agree and 11.3% (N=79) of the respondents were strongly disagree with the statement that just because of social media I feel that life is meaningful. To examine the affective gratifications obtained from social media it was inquired from the respondents that just because of social media I feel the sense of achievement. Data reflects that 12.9% (N=90) of the respondents were strongly disagree and 46.6% (N=326) of the respondents were agree with the statement placed before them whereas 13.7% (N=96) of the respondents were not sure about their level of agreement or disagreement with the statement placed before them. On the other side 15.7% (N=110) of the respondent were disagree and 11.1% (N=78) of the respondents were strongly disagree with the statement that just because of social media they feel the sense of achievement.

Last statement placed in this group to examine major gratification obtained for affective gratifications among informational professionals was just because of social media I could feel a sense of interconnectedness. Data shows that 20.1% (N=141) of the respondents were strongly agree with the statement placed before them and 48.3% (N=338) of the respondents were agree with the stamen that just because of social media I could feel a sense of interconnectedness whereas 18.3% (N=128) of the respondents were not sure about their level of agreement or disagreement with the statement placed before them. On the other hand 6.4% (N=45) of the participants of the study were disagree and 6.9% (N=48) of the respondents were strongly disagree with the statement that just because of social media I could feel a sense of interconnectedness.

Table 5

*Frequency distribution of the affective gratifications obtained from social media by information professionals*

<b>Just because of social media:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>F (%)</b>				
I have strong connections friends	66(9.4)	64(9.1)	193(27.6)	314(44.9)	63(9)
I received enough attention	60(8.6)	70(10)	150(21.4)	328(46.9)	92(13.1)
I feel that people need me	65(9.3)	54(7.7)	143(20.4)	325(46.4)	113(16.1)
I found and captured reaction(s)	72(10.3)	76(10.9)	158(22.6)	310(44.3)	84(12)

I feel that life is meaningful	79(11.3)	87(12.4)	190(27.1)	255(36.4)	86(12.7)
I feel the sense of achievement	78(11.1)	110(15.7)	96(13.7)	326(46.6)	90(12.9)
I feel the interconnectedness	48(6.9)	45(6.4)	128(18.3)	338(48.3)	141(20.1)

1 = Strongly Disagree, 2=Disagree, 3=Not Sure, 4=Agree, 5=Strongly Agree

Data reveals that the foremost gratification obtained from social media is relating to the feel or sense of achievement (M=3.68, SD = 1.08). Information professional considered that they feel that people need them just because of the usage of social media (M=3.52, SD=1.13) and this sense of gratification obtained has been recorded among majority of information professionals. Similarly majority (M=3.46, SD=1.11) of respondents consider that just because of social media they received enough attention. Just because of social media information professionals were able to find and capture reactions was considered as major gratification obtained (M=3.37, SD=1.14) from social media among information professionals. Knowing more and more about past is also among major gratifications obtained from social media.

Majority of information professionals (M=3.35, SD=1.08) consider that just because of social media they have strong connections friends. Just because of the use of social media , information professionals feel that life is meaningful and this gratification obtained has been considered as major gratification obtained (M=3.34, SD=1.20) for affective needs from social media among information professionals. Use of social media to feel the sense of interconnectedness has also been considered as major gratification obtained (M=3.33, SD=1.20) from social media for affective needs of the information professionals.

Table 6

*Major gratifications obtained from social media relating to affective need by information professionals*

<b>Just because of social media :</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>SD</b>
I feel the sense of achievement	1	5	3.68	1.08
I feel that people need me	1	5	3.52	1.13
I received enough attention	1	5	3.46	1.11
I found & captured reaction(s)	1	5	3.37	1.14
I have strong connections friends	1	5	3.35	1.08
I feel that life is meaningful	1	5	3.34	1.21
I could feel the sense of interconnectedness	1	5	3.33	1.20

*Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree*

### **11.3 Comparative analysis of gratifications sought and obtained**

It has been evident is the results of the study that gratification obtained from social media for affective needs among information professionals are majorly relating to the feel the sense of achievement. Result of the study depicted that the mean values of gratification sought (M=3.18 SD=1.23) were less than the mean value of gratification obtained (M=3.68, SD = 1.08), in other

words this need is being overly gratified from social media. Similarly, in the case of gratifications obtained (M=3.52, SD=1.13) by the use of social media in connection with the feel that people need them is less than gratification sought from social media (M=3.37 SD=1.13). Another, affective need being overly gratified from social media is to receive enough attention. Result of the data analysis reveals the values for gratification sought (M=3.29 SD=1.22) is less than the gratifications obtained (M=3.46 SD=1.11). Information professionals consider that just because of social media they have strong connections or friends and values of major gratifications sought (M= 3.01 SD=1.14) and obtained (M=3.35, SD=1.08) from social media affirms the fact that this need is being overly gratified. Majority of information professionals consider that just because of social media the feel that life is meaningful. Use of social media for engaging thumbnails to link stories has been considered as major gratification sought (M=3.21 SD=1.21) and major gratification obtained (M=3.34, SD=1.21) from social media among information professionals.

On the other hand of social media among information professionals was not so beneficial to feel that life is meaningful.

The mean value of gratification sought (M=3.46 SD=1.09) is higher than the mean value of gratification obtained (M=3.37, SD=1.14) which reflects the gratification sought for this affective need was not been gratified as desired from social media among information professionals. Another gratification sought for affective needs from social media was the use of social media to feel the sense of interconnectedness mean value of gratification sought (M= 3.44 SD=1.11) and gratification obtained (M=3.33, SD=1.20) reflected that the need is not being gratified as.

Table 7

*Major gratifications sought and obtained from social media relating to affective need by information professionals*

<b>Affective gratifications sought and obtained</b>	<b>Sought</b>		<b>Obtained</b>	
	<b>Mean</b>	<b>SD</b>	<b>Mean</b>	<b>SD</b>
I feel the sense of achievement	3.18	1.23	3.68	1.08
I feel that people need me	3.37	1.13	3.52	1.13
I received enough attention	3.29	1.22	3.46	1.11
I found & captured reaction(s)	3.46	1.09	3.37	1.14
I have strong connections or friends	3.01	1.14	3.35	1.08
I feel that life is meaningful	3.21	1.21	3.34	1.21
I could feel the sense of interconnectedness	3.44	1.11	3.33	1.20

*Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree*

### 11.4 Affective gratifications sought and obtained from social media based on gender among information professionals

This study encompassed 53.9% (N=377) female information professional and 46.1% (N = 323) male information professional. Result of data analysis reveals significant difference for the gratifications sought and obtained from social media among male and female professionals. As far as affective gratifications sought are concerned male respondents (M=3.78 SD=0.73) of the study are significantly different in their opinion from female participants (M=3.56 SD=0.80).It has been established with the analysis of data that male information professionals sought more affective need related gratification from social media as compared with female information professionals. Similarly male respondents are obtaining significantly more gratifications (M=3.86 SD=0.60) as compare with affective gratification obtained among female participants (M=3.53 SD=0.86) of the study. Following table present the value of descriptive analysis and independent sample t-test for affective gratifications sought and obtained from social media.

Table 8

*Affective gratifications sought and obtained from social media based on gender among information professionals*

Affective Gratification	Male		Female		Independent samples t-test		
	M	SD	M	SD	t	Df	p
Sought from Social Media	3.78	0.73	3.56	0.80	3.64	698	<.001
Obtained from Social media	3.86	0.60	3.53	0.86	5.75	698	<.001

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

### 11.5 Affective gratifications sought and obtained from social media based on Scholastic Profile among information professionals

There were 441 (63.0%) professionals with an academic level of sixteen years of education i.e., BS/MA, 225(32.1%) professionals with eighteen years of education like MS/MPhil degree and 34 (4.9%) professionals with PhD degree. There is no significant difference based on education for gratifications sought and obtained for affective needs among information professionals. Table shows the values of mean and ANOVA to draw the results.

Table 9

*Affective gratifications sought and obtained from social media based on gender among information professionals*

Affective Gratification	BS/MA/MLIS		MS/MPhil		PhD		ANOVA	
	M	SD	M	SD	M	SD	F	p
Sought from Social Media	3.66	0.76	3.64	0.80	3.76	0.80	0.35	0.708
Obtained from Social media	3.61	0.78	3.81	0.62	3.68	1.31	5.12	0.006

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

**11.6 Affective gratifications sought and obtained from social media based on age group among information professionals**

The age of the respondents (information professionals) varies case to case and grouped into three major categories as less than thirty (30) years old, thirty one (31) to fifty (50) years old and more than fifty (50) years olds informational professionals for the purpose analysis of affective gratifications sought and obtained from social media for affective needs among information professionals. Results reveal that there is no significant difference of opinion based on age among information professionals. Table shows the value(s) of mean and ANOVA to draw the result.

Table 10

*Affective gratifications sought and obtained from social media based on gender among information professionals*

Affective Gratification	<30		31-50		>50		ANOVA	
	M	SD	M	SD	M	SD	F	P
Sought from Social Media	3.65	0.77	3.61	0.81	3.71	0.74	1.08	.339
Obtained from Social media	3.60	0.87	3.77	0.55	3.66	0.85	2.53	.080

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

**11.7 Affective gratifications sought and obtained from social media based on profession among information professionals**

Based on the criteria devised for the study 458(65.4%) professionals were from Media and Communication Studies and 242 (34.6%) professionals were from Information Management or Library & Information Science. Both the groups have been compared with each other to identify if any difference exists in respect of affective gratifications sought and obtained from social media for affective needs between these two professions of the information professionals. Results of data analysis reveals that there is no significant difference for the gratifications sought and gratification obtained from social media for affective needs based on profession among information professionals. Table 11 shows the values/score for major gratifications sought from social media among information professionals based on profession.

Table 11

*Affective gratifications sought and obtained from social media based on profession among information professionals*

Affective Gratification	Media	LIS Professionals	Independent samples t-test
	Professionals		

	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>Df</i>	<i>p</i>
Sought from Social Media	3.67	0.76	3.65	0.80	.21	698	.836
Obtained from Social media	3.62	0.85	3.78	0.58	-2.61	698	.009

*Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree*

## 12. Discussions

Core objective of this study was to examine affective needs related to social media and compare the affective gratifications sought from social media with affective gratification obtained from social media among information professionals. Results of the data analysis affirms that the gratifications obtained from social media among information professionals relevant to affective needs which refers as acquiring information, knowledge, comprehension etc. are different than gratification sought. Information professionals are not getting the same as desired form social media in relevance to their affective needs. Significant difference has been recorded on the bases of gender among information professional in respect of affective gratifications sought and obtained among information professionals. Previously , a lot of research work has been done in relevance with affective needs , affective development , social affective in the light of uses and gratification theory and gratifications has been discussed individually (Al-Ghamdi & Carlin, 2005; Hu & Ha, 2015; Nekmat, Gower, Zhou, & Metzger, 2019; Sohn et al., 2018; Stefanone et al., 2019; Z. Wang et al., 2012). Gratification sought and gratification obtained in the light of uses and gratification theory has also been discussed in various studies (Bae, 2018; Ballard, 2011; Johnson & Shoemaker, 2014; Karimi et al., 2014; Stanley & Shepard, 2015) but this study established the fact that there is significant difference based on gender in respect of gratification sought and gratification obtained for affective needs from social media among information professionals. This has also been evident in the results that gratifications obtained from social media for affective needs are not the same as gratification sought from social media. This study recommend further studies on gratification sought and obtained for affective , personal integrative , social integrative and stress related needs from social media based on gender in the light of uses and gratification theory to strength or contrary the findings of this study.

## 13. Conclusion

This study has concluded that information professionals needs to review their usage of social media for affective needs as result affirms the fact that they are not obtaining the same gratifications as desired for affective needs from social media. Furthermore gratification sought and gratification obtained on the bases of gender among information professionals are significantly different for affective needs related to social media.

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