

SOCIAL MEDIA AND WOMEN: A GRATIFICATION ANALYSIS

Dr. Saqib Riaz^{}
Iffat Ali Aksar[†]
Saadia Anwar Pasha[‡]*

ABSTRACT

Various investigations have explored the uses and impacts of new media technology. Particularly after the introduction of internet, the global village has undergone multiple changes. Initially the researchers conducted studies to find out the uses of internet but gradually the scholars shifted their interest in the domain of Social Networking Sites (SNS). This trend is still in progress and the researchers are deeply concerned with the uses of SNS among youth.

This study also intends to find out the uses of SNS (Facebook is selected for this current exploration) among women. Facebook is usually considered as an interactive, time wasting and communicative activity for youth. With male, the female use of Facebook is visibly growing rapidly in Pakistan. In Pakistan where combined gathering of different genders is not appreciated, in this situation SNS have removed their barriers.

The specific objective of this study is to measure the time spent on Facebook, mostly the activities in which they are involved and needs which they gratify through the use of Facebook. Students of Fatima Jinnah Women University and International Islamic University (Female Campus) were participants of the study. Like previous investigations, the present study found out that women use Facebook for interaction, communication, pastime, socialization, visual sharing and escapism. One growing factor ie for the development of romantic relations and searching and contacting unknown people is also considerably important according to Pakistani culture.

In short, the findings of the present study are consistent with the Uses and Gratification investigations that women in Pakistan also use Facebook to gratify their social integrative needs mostly.

^{*} Associate Professor, Department of Mass Communication, Allama Iqbal Open University, Islamabad

[†] Assistant Professor, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Islamabad.

[‡] Lecturer, Department of Mass Communication, Allama Iqbal Open University, Islamabad

INTRODUCTION

Social Networking Sites commonly known as SNS have transformed all the forms of communication and interaction. These SNS or Social Networking Sites at the same time offer multiple opportunities to users and wide range of activities can be performed like searching old and lost friends, uploading pictures, commenting on others' status, informing contact circles about latest happening and event, inbox and chatting as well.

The most notable feature of SNS is visual sharing, such as uploading pictures and videos, seeking comments of friends, sharing memorial events and informing friends about places recently visited.

SNS or commonly called social media is usually a group of different sites, like Facebook, Twitter, Whats App, Google+, LinkedIn, Myspace etc. These facilitate users to interact, communicate, search information and share knowledge. The social media has replaced the old e-mail and chatting methods. Now by using one site, users can be benefited from all facilities i-e e-mail, audio-video chat, video-conferencing, telephone calls and can create live conversation environment.

Gradually the development of technology has influenced all spheres of life and removed the cultural and gender barriers too. Social media has also brought people of different nationality, gender and region at the same place and fostered the communication process. Initially at development stage of social media, it was considered just a medium of communication for youngsters. But soon the importance of social media was realized in all walks of life even in serious business like politics, development campaigns, social welfare, advertisements etc.

Later the scholar too found out the use of social media in different age groups, gender, social status, occupations and educational qualification. The other remarkable evidence was increasing use of social media among female and the findings of numerous surveys stated that women have outnumber men in social media world. The current study also is focused on the use of Social media (Facebook) among women and intends to explore the gratification they seek from its usage.

Development of Facebook

An undergraduate student "Mark Zuckerberg" at Harvard University developed Facebook in 2004 and paved the way for this amazing and interactive world of social media. At that time member students used to

share and establish contacts with other students. After two years, in 2006 the site became an open entity for common masses (Peter Engler, Peter Tanoury & Teague E. Simoncic, 2012). More than 2,000 U.S. college students joined Facebook in 2006 and due to its remarkable usage, the Facebook.com became 7th most popular site on the Internet in terms of total page views by 2006 (The Impact of Internet Technology Search, 2011).

The convenient use, easy access and development of online friends' community resulted in tremendous popularity of Facebook, (Pempek, Yermolayeva & Calvert, 2009). The title line on Facebook profile page "Giving people the power to share and make the world more open and connected" signifies its purpose which attracted the attention of millions of people around the globe (Facebook.com, 2010).

Social Media in Pakistan

After 2000, Pakistani media has made incredible progress and this progress brought social, cultural and linguistic development too. With no time, these changes started to be observed. This progress at one side satisfied the needs of people but on the other hand generated more needs among masses in terms of information, communication, entertainment, interaction and socialization.

In nuclear power of Asia, the rate of urbanization is highest and this process is still going on. According to United Nations Report (2011), 45% population is living in urban areas. The fertile soil of Pakistan is blessed with all natural and human resources. As the growth of young people is also notable that is why the social transformation flourished rapidly.

In Pakistan particularly social media was highly criticized by elder generation and considered as time wasting activity. Gradually, like worldwide the situation has changed. Now people of every age group and from all fields of life are using social media to gratify their numerous needs. Businessmen, political leaders, academia, public and private organization are taking advantage of social media according to their needs.

Social media as the widespread and influential tool of communication has brought revolutionary changes in the world. This fact was stated by Larisa April Long (2012), that in this exponential growth of social media, it would be a nightmare for those governments who want to have firm control over their publics, information channels and control media. This fact connotes

the strengths of social media which has diminished the geographical barriers and provided more opportunities for communication and information, as the modern technology has enabled users to cater to their different needs through a single medium.

Patterns of Social Media in Pakistan

The pattern of Facebook usage and social media consumption are not different and exponential growth in information technology in Pakistan has diverted people to adopt these new ways of communication. JICA (2013) published a report and compared the use of social media with other developing countries. According to the findings, Facebook is most widely used SNS.

Other widely used SNS after Facebook such as Twitter, LinkedIn, Google+ and Pinterest are mentioned in the table below.

Number of Users App-wise

Facebook	6.4 million
Twitter	1.9 million
LinkedIn	1.2 million
Google Plus	64,000
Pinterest	115,000

Gender difference in social media was also explored by JICA report which indicates that 69% of Facebook users were male whereas 31% users were found female.

The use of SNS is also determined by the social status and socio-economic status of users. The JICA Report (2013) found that 53% Facebook users consist of people who earn Rs.70, 000 per month but people with Rs.25, 000 monthly income make 13% users of Facebook. Another significant indication of this report was correlation between age and use of Facebook. The age directly affects the use of social media, young people are more inclined toward Facebook, 66% Facebook users are from 18 years to 24 years and 34% users of Facebook in Pakistan were from 25 years to 54 years of age.

Some other noteworthy findings of the report were:

Facebook users who use every day	72%
Use Facebook through smart phones	33%
Access Facebook from more than one platform	43%
Users who have account on more than one SNS, like twitter, google+, LinkedIn	28%

Social media users in Pakistan mostly spend their active time on the internet. 80% of internet users dedicate more than one hour to internet in their daily routine. 40 minutes is average time Pakistani spend on social media.

Above mentioned all indicators combine together indicate influential effects of social media and diffusion of SNS and Facebook particularly in Pakistan. The easily accessible, convenient and multi-sharing platform keep the users glued to screen.

Social Media and Women in Pakistan

The development of social media is not an old phenomenon in Pakistan but after 2007 rapid penetration is observed. Gradually the growth of internet service providers (ISP) and burgeoning of internet café resulted unavoidable development. Later the easy access of internet through mobile has also escalated the inclination towards social media. This has brought tremendous changes in the social setting of Pakistan.

The Pakistani women have also adopted this new information technology and excelled in this field as well. Professional and domestic life of women has undergone numerous changes, the mode of socialization has transformed a great deal. Now, various statistics show that in Facebook users', women outnumber men.

This highlights the importance of Facebook and social media in the lives of women who use it for information, communication, interaction and escapism. Usually women are considered to be involved in time passing activities like online shopping, reading showbiz gossips, searching profiles of celebrities and playing fun games. But these uses are not restricted and use of social media varies from time to time as psychological, environmental and cultural circumstances also influence the use of media.

In short the uses of Facebook are gradually increasing among women in Pakistan as it is an easy and simple networking platform which brings numerous people at one place and strengthens the relationships as well. The visual communication through Facebook is another distinguished feature behind its frequent acceptance.

OBJECTIVES OF THE STUDY

The study was designed under following objectives:

- To record the time, Pakistani women devote for Facebook
- To enlist the needs which are gratified through Facebook
- To investigate the privacy factor in using Facebook
- To register the impacts of demographics on using Facebook
- To explore which place women prefer for using Facebook

LITERATURE REVIEW

Uses and Gratifications of Mass Media

The Use and Gratification theory is also termed as sub-tradition of mass media effects research (McQuail, 1994). Initially in the history of mass communication research, a new approach was developed to investigate the social and psychological gratification of the audience/users which they gained through media and different forms of content (Cantril, 1942).

The media effects research also describes the motives and patterns of media uses. These studies include works by Cantril and Allport (1935) on the radio audience; Waples, Berelson, and Bradshaw (1940) on reading; Herzog (1940, 1944) on quiz programs and the gratifications from radio daytime serials; Suchman (1942) on the motives for listening to serious music; Wolfe and Fiske (1949) on children's interest in comics; Berelson (1949) on the functions of newspaper reading; and Lazarsfeld and Stanton (1942, 1944, 1949) on different media genres. All these studies developed and formulated a comprehensive list of functions and needs which audience gratify either by some specific content or by the medium itself:

To match one's wits against others, to get information and advice for daily living, to provide a framework for one's day, to prepare oneself culturally for the demands

of upward mobility, or to be reassured about the dignity and usefulness of one's role (Katz, Blumler, & Gurevitch, 1974, p. 20).

As proposed by Wimmer and Dominick (1994), Uses and Gratification theory was developed in the 1940s when researchers intended to find out behavior which engages audience in media and its content like why people listen to Radio, read newspapers and watch movies. Another credit to Uses and Gratification approach was given to Schramm's (1949) immediate reward and delayed reward model of media gratifications (Dozier & Rice, 1984).

The early uses and gratification researches were descriptive and categorized the responses of audience (Berelson, Lazarsfeld, & McPhee, 1954; Katz & Lazarsfeld, 1955; Lazarsfeld, Berelson, & Gaudet, 1948; Merton, 1949).

Uses and Gratifications of the Internet

Gradual shift from traditional media to new and active media has also raised the concern of researchers and scholars, in this regards studies were carried out to measure and enlist the motives for using new media and to record the effects of this new interactive media as well. The researches were also concerned with the gratification which users gained.

Different features and characteristics of internet were explored, as Ruggiero (2000) suggested three characteristics of internet which included interactivity, lack of control by users and the last one was staggered in time if compared with traditional media. Socialization is another prime benefit of it which resulted in excessive use of internet (Stafford & Schkade, 2004).

The social media penetrated in the society very rapidly, particularly youngsters absorbed it in their life as an important thing. Therefore, many studies focused on youngsters and described the uses and gratification in youngsters. A study by Kaye (1998) found out the derives which compelled the college students to use the internet. According to the results, these derives or motives included entertainment, social interaction, passing time, information, and web site preference. Similarly Papa charissi and Rubin (2000) explored the level of gratification through interpersonal communication, media and new technology. The list compiled by the researchers shed light on the important needs and their gratification such as users pass time, information, entertained and preference was given due to

its easy access. Over all information seeking and entertainment were significant factors.

The findings of study carried out by Charney and Greenberg (2001) were also consistent with previous studies as they also stated the reasons for using internet which were diversion or escapism from daily routine, users like to interact with anonymous people, they like to know about others, it entertains users, they feel good and relaxed, audio-video interaction adds more attraction and convenience in communication and peer identity as well.

Uses and Gratifications of Social Networking Sites (SNS)

While using internet, most of the users spend time in using Social Networking Sites (SNS) and it is incorporated in daily routine. With the internet, researchers also explored the uses of SNS and its impacts on people. A single website satisfies various needs of users and sometimes generates more needs as well.

Ray (2007) grouped together multiple needs which are fulfilled by SNS. Participants clarified the chief factor for using social networking site as interaction with people from all fields of life. This was considered as a platform which brings people from different origin at the same place and help them to share and communicate. Socialization was made easy and facilitated users to develop their online communities. Coolness, companionship and meeting new people were found less motivating factors. On the other side, female respondents used social networking sites to maintain existing relationships, developing new contacts and entertainment as compared to male respondents. The female users were more interested and found involved in online interpersonal relationships than men (Parks & Floyd, 1996).

Students and young users opted social networking sites to enhance and strengthen existing relationships rather than searching new contacts. They socialized but continued with already existing contacts (Lampe, Ellison and Steinfield, 2007). A focused group study (Urista, Dong and Day, 2009) identified the needs of Myspace and Facebook users. The most significant theme was efficient way of communication with friends than other themes such as convenient communication theme, curiosity theme, relationship formation theme and popularity theme. Pempek, Yermolayeva and Calvert, (2009) described visual sharing a prime motivation for using social networking sites.

Interpersonal Communication

The media network and evolutionary technology has empowered the human to have swift communication and sharing system. The social media is another opportunity which has facilitated people across the world to communicate and share messages without any hindrance. The penetration of Facebook and other social networking sites has removed the cultural and geographical boundaries. One on one communication and one to all communication process has not only brought people at one place but also established contacts and reinforced mutual understanding for each other. The Facebook keeps this communication process through choices like inbox, chat, wall sharing, commenting, building groups and communities, profile, invitation sending and visual sharing (Valenzuela, Park & Kee, 2009).

The communication process and establishment of online communities create a complete environment for sharing and interaction. The real life problems are brought on online environment which generate discussion forums to strengthen the contacts further and associated psychological needs may also be fulfilled (Waechter& Espinoza, 2008).

In this way, the social networking sites have replaced face to face and direct communication. People discuss their life problems, sharing good memories, inform people about latest happenings and pictures are uploaded to give real feelings. All this has bridged the gap between online life and off-line life circumstances (Boyd & Ellison, 2007).

Socialization for Community Building

Socialization supports the information and knowledge sharing (Stafford & Gonier, 2004).

Although socialization is one need but to gratify other associated needs such as communication and interaction, information seeking and sharing, establish contacts and relationships and enhance communities are also to be considered essentially. Socialization inculcates mutual understanding and trust worth environment which encourages participation of all people. Facebook provides the same benefits, although people living apart can disseminate knowledge and information, build contacts, understand each other's culture and remove the communication barriers (Urista, Dong & Day).

The traditional groups and communities have transferred on social networking sites which impart same values, norms and relationships (Hoffman, 2008) but these online communication services offer more convenient means of communication (Donath & Boyd, 2004; Hoffman, 2008).

Facebook Activities, Behaviors and Attitudes

The interactive and diversified environment enables users to perform multiple activities according to their needs and choice. Facebook activities, behaviors and attitude are measured by the time which they spend on Facebook. In 2007 (Lampe, Ellison and Steinfield) 91% students spent 10 to 30 minutes average on daily basis. The time ratio increased to 28% in 2009 (Pempek, Yermolayeva and Calvert) whereas the users also indicated that 4.19 times per day they logged on in their Facebook accounts.

Women's use of Social Media

The available literature highlights the gender differences in using social media. Studies also indicate the time spent and level of need gratification. The findings of studies suggest the difference in internet usage among men and women that mainly lies in reasons, needs, intensity, time variation and access to internet. Likewise, women and men approach social media differently. On some social networking sites, women outnumber men and on some social networking sites men outnumber women. 62% Facebook users are women but LinkedIn is dominated by men i.e 54%. In YouTube users, men are in majority.

The drives which motivate women to use social media are information, entertainment and recreation (Gina M Chen, 2013). The visible and mostly recorded motivation is recreation for women in using social media.

RESEARCH QUESTIONS

After the literature review, below mentioned research questions have been constructed:

- What needs of women are gratified by the use of social media (Facebook) in Pakistan?
- Which activities women get involved in on Facebook frequently?

- Do women gratify more needs if they spend more time on using social media?
- Which place of use result in more need gratification frequently and freely?
- To what extent do age, education and income influence Pakistani women's need for using social media?

HYPOTHESES

On the basis of variable, following hypotheses were formulated:

- H1: Women's use of Facebook would be positively related to tension release.
- H2: Women's use of Facebook would be negatively related to cognitive needs.
- H3: Women's use of Facebook would be more positively related to affective needs than personal integrated needs.
- H4: Women's use of Facebook would be positively related to social integrated needs.
- H5: Women's use of Facebook is positively related to personal place more than any other place to ensure privacy.

METHODOLOGY

Primarily the study was quantitative research and we conducted a survey to collect data from the selected participants. Tool for data collection was structured as close-ended questionnaire which was distributed among the students of two universities i.e. International Islamic University (Female Campus) and Fatima Jinnah Women University Rawalpindi. The population of the study consisted of female students of Universities while these two universities were selected as a sample being the exclusive educational institutions of higher learning in Rawalpindi and Islamabad. 500 questionnaires were distributed among the respondents while 456 respondents filled these questionnaires and returned to the researchers. It was a convenient sampling design and most of the students belonged to the departments of Media Studies and English. The questionnaire of the current study was adapted from earlier conducted studies. The response rate was high which indicates the interest of female students in the study. Following

variables were included in the questionnaire.

Variables

S.No	Variable	Conceptual Definition	Operational Definition
1	Time spent	Amount of time they spend on Facebook	Measured in hours and minutes per day
2	Duration	Period of usage	When they opened their Facebook account, measured in years
3	Frequency	Access and regularity in usage	Measured in days per week
4	Tension Release	Diversity	Use Facebook to get away from routine work and problems
5	Cognition Needs	Acquire Knowledge or Information	Use Facebook to gain knowledge, know about others and feel Facebook a free place for information
6	Affective Needs	Pleasure	Feel pleasure in using Facebook
7	Personal Integrative	Interaction	Use Facebook for interaction and Socialization
8	Personal Integrative	Personal Identity	Use Facebook to show others about themselves
9	Activities	Actions done on Facebook	Facebook offers multiple activities to users, from log in to video sharing. Most common activities users do on Facebook

Facebook Motive Scales

Tension Release (Diversion & Escapism)	Feel less lonely
	Enjoy and have fun
	Entertaining activity
	Getting rid of boredom
	I use it to forget about work or other things
	It makes me forget my problems
	It lets escape my worries
	I use it to get away from what I am doing
	I visit Facebook when I have nothing better to do
Cognitive Needs (Acquire Information & Knowledge)	Facebook is a new way to do research
	Facebook helps to search job/ scholarship
	Facebook is a place to gain knowledge
	Facebook gives me information about others
	It is easy to get information from Facebook

	It allows me to explore what is out there
	It enables me to get more information for free
	It is a place to look for information
Affective Needs (emotion, pleasure, feelings)	It is one of the routine things I do when I'm online
	I just like to use Facebook
	It allows me to develop romantic relationship
	I use it to occupy my time
	It is cool
Personal Integrative Needs (enhance credibility, status)	It is entertaining
	It is part of my self-image
	It portrays an image of me to others
	Visiting Facebook is a habit
	People can use Facebook to judge me
Social Integrative Needs (interact with family & friends)	It makes me cool among my peers
	Visiting Facebook is like second nature to me
	It informs others about me
	It allows me to communicate with my friends
	It allows me to stay in touch with family
	I use it to send messages to friends
	I post messages on my friend's walls
	It helps me to get in touch with friends
	It enables me to add new friends
	It enables me to find more interesting people than in real life
	It enables me to get to someone who is hard to reach
	It allows me to find companionship
	I use Facebook to see other people's pictures

RESULTS AND DISCUSSION

The current research explored the uses of Facebook among women and found out the level of gratification by using Facebook. The study was based on Uses and Gratification theory and five categories of needs as described by Katz, Gurevitch, and Haas (1973).

These needs are (a) Cognitive (acquire information, knowledge), (b) Affective (emotion, pleasure, feelings), (c) Personal Integrative (enhance credibility, status), (d) Social Integrative (interact with family & friends) and (e) Tension Release (escape & diversion).

Table 4.1 highlights the pattern of using Facebook by women. 30.3% women access Facebook on weekly basis but respondents who access Facebook daily 3+ times are 24.3%. Women are heavier users of Facebook as they (49.3%) use Facebook in hours. 32.2% women are using Facebook for last 3 to 4 years which indicates that from the beginning of Facebook they are member of it. 74.1% women use Facebook at home preferably in order to have privacy, they (42.5%) consider personal room a private place for using Facebook (see table 4.2).

Table 4.1

Access to Facebook		Duration of Facebook usage		Membership with Facebook		Place of usage frequently	
Time Access	Frequency	Time Spent	Frequency	Duration of Use	Frequency	Place of Usage	Frequency
1-3 times per week	138 (30.3)	Hour	225 (49.3)	Less than a year ago	63 (13.8)	At Home	341 (74.8)
4-6 times per week	55 (12.1)	Minutes	167 (36.6)	1-2 years ago	94 (20.6)	At Friend's Home	11 (2.4)
1-2 times per day	89 (19.5)	Total	456(100.0)	3-4 years ago	147 (32.2)	At University	15 (3.3)
3 + times per day	111 (24.3)			5 + years ago	88 (19.3)	At Office	16 (3.5)
Total	456(100.0)			Total	456 (100.0)	Any Other	9 (2.0)

Table 4.2 further shows the demographics of respondents and explains the impacts of age, education and household income in using social media and Facebook particularly.

Two age groups are visible, one is 21-23 years (27.6%) and the second age group is more than 25 years (30.3%) in this category. Masters and then Graduate students are mostly involved in using Facebook. The part of household income is also evident by the respondents that 64.4% women are having 20000-30000 income monthly.

Table 4.2

Place for Privacy		Age		Education		House hold income	
Place of Privacy	Frequency	Age	Frequency	Education	Frequency	Monthly Income	Frequency
Home	155 (34.0)	18-20	37 (8.1)	Graduate	130 (28.5)	Less than 20000	73 (16.0)
Personal Room	194 (42.5)	21-23	126 (27.6)	Masters	172 (37.7)	20000-30000	75 (64.4)

Friends' Home	16 (03.5)	24-25	91 (20.0)	M.Phil.	57 (12.5)	30000-40000	62 (13.6)
University	06 (01.3)	more than 25	138 (30.3)	Others	33 (7.2)	More than 40000	182 (39.9)
Office	09 (02.0)	Total	456 (100.0)	Total	456 (100.0)	Total	456 (100.0)

Table 4.1 and table 4.2 show the involvement of women in Facebook usage regarding different aspects. Indicators such as usage in hours, preference of personal room to ensure privacy, age, education and association with Facebook for the last 3 to 4 years establish the fact that women consider Facebook an opportunity for open debate and discussion. Particularly the indicator of privacy is of great significance in Pakistani context. The country which does not like the free meetings of two opposite genders and cultural norms and values restrict the gathering of male and female, in this situation, Facebook has removed such barriers. The results of the current study are consistent with earlier investigations as Lampe, Ellison and Steinfield (2007) found 91% students use Facebook on daily basis for 30 minutes minimum. Pempek, Yermolayeva and Calvert (2009) further investigated and measured that 28 minutes per day is an average time spent in using SNS. This shows the integration of SNS in daily life. The current study also supports that Facebook has become an integral part of women users for various activities. In Pakistan the penetration of SNS is not an old phenomena, as it has been widely used in the last five years. The majority of women (32.2%) are associated with Facebook for last 3 to 4 years; this establishes the fact that women joined it in the beginning. The findings also suggest that the use of Facebook in Pakistan among women is increasing by considering it an easy convenient way of communication.

Need Gratification of Women

The Uses and Gratification theory ((Katz et al. 1974) recognizes the motives which influence the use of medium.

The current research has attempted to find out the inclination of women towards Facebook and has categorized the needs which women gratify through the use of Facebook. The obsessed use of Facebook by women also sheds light on the cultural settings of Pakistan which restricts women from socialization. In the male dominating society, women have opted Facebook to gratify their needs.

Tension Release

The first need is Tension Release or Escapism. 50% women use Facebook to get diversion from daily routine life and try to get away from any tension. Particularly during tension, 30% women absorbed themselves in the online world which facilitated them to forget their problems.

But taking Facebook as a place for diversion reinforces the status of Facebook as a platform for entertainment (Kaye, 1998) and entertainment and was found a dominating need among pass time, information seeking and convenience (Papacharissi & Rubin, 2000). Charney and Greenberg (2001) also described diversion and entertainment significant factors for using new media.

Cognition Needs

Information seeking and to enhance knowledge have always been strong human desires. Social media not only gratifies cognitive needs but also further generates information seeking needs as per requirement of the users. The sample of current study was based on university students and most of them were found to utilize Facebook for the gratification of their cognitive needs. The study found out that 35.5% women consider Facebook as a new way to do research by posting their assignments or questionnaires to gain reply without making efforts. Scholarship searching is another cognitive need which they can easily gratify through Facebook. Further it helped them to search new jobs and found online jobs as well. Various organizations use Facebook for advertisement and post their ads on Facebook pages. 38.2% women frequently visit the pages and profile of different organizations to get latest news from them. Overall 45% indicated their use of Facebook for acquiring information and knowledge. Charney and Greenberg (2001), while describing the most influential factor for using internet, placed information seeking at top and Stafford & Gonier (2004) stated gathering information and searching as an explicit motive for using social media.

Affective Needs

Affective needs include emotional and pleasurable needs which encompass emotion and feelings. Entertainment, pass time, escapism etc. are associated with feelings and emotions which vary from time to time and from individual to individual. 48.5% women gratify their pleasurable and entertaining needs. 14.5% women described Facebook as a place to develop

their romantic relations. This shows the need for privacy among women while using Facebook. The Pakistani culture which restricts women from socialization and women cannot develop such relations explicitly, that is why women give value to social media in their life for fulfilling such hidden affective needs. Charney & Greenberg (2001) correlated affective needs with feeling good and peer identity for using social media.

Personal Integrative Needs

To show status and enhance credibility are known as personal integrative needs. The peer pressure and to establish a status or identity among peer are influential factors for using new media (Charney & Greenberg, 2001). The use of Facebook among women, according to the current study, is to show their strong or ideal image. 40% women use Facebook to have a prominence and credibility of their image as 26% women indicated Facebook profile as a picture of their personality and image. 35% women Facebook users just use it to have a cool image among their peers.

Social Integrative Needs

The social integrative needs group together the urge for socialization, interaction and communication. Internet and social media have truly transformed the communication system and enhanced the communication channels. 52% women use Facebook to stay in touch with their friends. 25% women use Facebook to find new contacts and increase their social circle. They search the profile of people and send friend request to those whose profile seem interesting. This also brings to mind the need for privacy for using Facebook. 30% women use Facebook to establish new contacts and 38% try to find those people who are otherwise hard to reach.

Facebook Activities for Need Gratification

Facebook, a single social networking site, offers multiple function and activities to its users. The common activities explored by Subrahmanyam, Reich, Waechter, & Espinoza (2008) are highlighted in the current study too. Uploading photos, commenting, like or disliking comments, sending friend requests, building communities or groups, searching users profile, interaction with games and quizzes etc. are found common activities by women. All the common activities are also associated with the needs. These activities also gratify needs such as socialization, communication, interaction, pass time and emotional pleasure as well.

Answering to Research Question

Q1: What needs of women are gratified by use of social media (Facebook) in Pakistan?

456 Women Facebook users were sample of the study. They showed that primarily they use Facebook to gratify their five basic needs which were identified by Katz, Gurevitch, and Haas (1973).

Following were the needs:

1. Cognitive (acquire information, knowledge)
2. Affective (emotion, pleasure, feelings)
3. Personal Integrative (enhance credibility, status)
4. Social Integrative (interact with family & friends)
5. Tension Release (escape & diversion)

The current study exhibited in its survey that one common use of Facebook was social interaction. Majority of the women in this study showed that through Facebook use they gratify their social integrative needs which include interaction with friends and family.

Another most important reason for using Facebook, as identified by current study, was interaction, socialization and communication with friends and family.

Q2: Which activities involve women on Facebook frequently?

Multiple activities were carried out on Facebook like photo and video sharing, status update, inbox, liking and disliking other status, creating communities of similar interest, etc which result in gratification of various needs on a single platform that is Facebook. The sample of the current study which consists of 459 women from universities responded that they frequently get indulged in these activities.

Q3: Do women gratify more needs if they spend more time on using social media?

Time spent on Facebook is positively correlated with needs gratification. The more time they spent on Facebook, the more gratification was sought. Majority of the participants spend up to 5 hours per day which indicates that women were intense users of Facebook.

Another measurement indication of gratification was access to Facebook and sample of the study reiterated that they access Facebook 2 to 3 times

per day.

Majority of the selected sample joined Facebook community at the time when Facebook mushroomed in Pakistan like 3 to 4 years ago which indicates strong influence of SNS on women and also highlights the fact that women have granted Facebook a place to gratify their needs.

Q4: To what extent do Age, Education and Household income influence the use of Facebook?

Women from 18 years to more than 25 years of age were sample of the current study. As these women were university students, therefore, graduate to post graduate students were part of this study. The findings showed that respondents of 25 years of age use Facebook significantly whereas Master level students were frequent user of Facebook.

Another significant factor which determined the Facebook use was household income. This is positively correlated with time spent on Facebook and access to Facebook. The women Facebook users of the present study with more than Rs.40000 income were regular users of Facebook.

Q4: Which place of use does result in more need gratification frequently and freely?

The social structure of Pakistan restricts women and does not let them to share their thoughts and interact openly with the opposite gender. Therefore, women seek privacy at the time of using Facebook. They feel more comfortable at home and in their personal room.

Testing of Hypotheses

H1: Women's use of Facebook would be positively related to tension release.

A significant interaction effect of $F(1, 9) = 8.895, p = 0.018$, for H1 was found which stresses that the use of Facebook for tension release is positively associated.

H2: Women Facebook use will be negatively related to gratify their cognitive needs.

The responses did not advocate H2, hence, $F(1, 8) = 5.828, p = 0.159$, no significant interaction was found. The results did not support H2 which anticipated that cognitive need would be negatively correlated with Facebook use.

H3: Women's use of Facebook would be positively related to affective needs more than personal integrated needs.

A positive relation was indicated in the use of Facebook for affective need $F(1, 6) = 2.415$, $p = .042$, more than personal integrated needs $F(1, 7) = 1.882$, $p = .207$ which does not show any connotation.

H4: Women's use of Facebook would be positively related to social integrated needs.

H4 anticipated a positive association between interaction and socialization with Facebook use. The finding of H4 $F(1, 10) = 3.405$, $p = .010$, supported and showed significant use of Facebook for the gratification of social integrated needs.

H5: Women Facebook use is positively related to personal place more than any other place to ensure privacy.

The statistical outcomes of the ANOVA for the H5 were significant $F(1, 8) = 1.882$, $p = 0.207$, and supported the claim. To ensure privacy the use of Facebook was positively associated with the use at personal place and it was found significant.

Categories	Sum square	of Mean Square	F	Significance
Tension Release (Diversion & Escapism)	40.100	16.900	8.895	.018
Cognitive Needs (Acquire Information & Knowledge)	32.900	3.400	5.828	.159
Affective Needs (emotion, pleasure, feelings)	21.200	6.400	2.415	.042
Personal Integrative Needs (enhance credibility, status)	27.600	1.900	1.882	.207
Social Integrative Needs (interact with family & friends)	33.600	2.650	3.405	.010

DISCUSSION

The present research found out the usage of Facebook in Pakistan among women and documented the level of gratification which they seek from Facebook. These results of the study are consistent with the prior researches but the current study was conducted in Pakistan, therefore, the findings are also based on cultural and social system of Pakistan. Since Pakistan is developing country but the findings in this study connote that usage of Facebook, duration of usage and access to Facebook are equivalent to developed countries. This sheds light on the evolution of Facebook in Pakistan which matches with the international growth. The results showed that in Pakistan, women use Facebook more than 60 minutes per day and in daily routine access Facebook 3 to 5 times per day. Facebook has replaced Orkut and people have switched to Facebook for social and personal activities. The exponential progress of Facebook, after 2009, has captivated people and now almost everyone is having valid account on it.

The indications by the current study highlight that Facebook is an alternate way for women to communicate, share their personal incidents and socialize. The arrival and usage of Facebook has given women an option to keep contact with their friends/family and inform them about their situation (54%). The prompt and immediate response of friends on their posting of new updates and happenings make them feel part of the community and not only help them to build repute in their community but also inform friends of friends and result in a huge social group with multiple approaches. This results in never ending of socialization and communication.

As per the results of this research, 13.4% and 48.6% women strongly agree and agree respectively that Facebook helped them to find lost friends and through Facebook they approached friends who were hard to find and contact. Visual sharing and posting picture are two of the mostly used features of Facebook which result in socialization and establishing contacts. The current study found out that 48.2% women upload their photos frequently.

In visual sharing, the uploading of a video is another common activity. By uploading funny videos and posting links, they share interests and bring people together. All these activities of visual sharing help users to develop more strong relationship and strengthen the communication. Visual sharing also reinforces the socialization need and just by clicking the photos, like and disliking etc. they can communicate and share their interests.

Kaye (1998) reiterated the needs of “Use of Internet among Students” and found multiple motives for using internet but common and the most influential motives include entertainment, social interaction and passing time.

Stafford & Gonier (2004) found that the need of socialization was an important factor for using new technologies. Lampe, Ellison and Steinfield (2007) stated that through Facebook users aim to strengthen their exiting relation rather than developing new relations. In this regard, difference in approaches and usage patterns between male and female was explored by gender base studies. To further highlight this connotation, a study by Parks & Floyd (1996) revealed that women were more inclined towards maintaining and strengthening existing relationship through social networking sites and they use them more for entertainment but men use SNS for developing new relations and contacts.

The results indicate that students use social networking sites for social reasons and this result is consistent with the research conducted by Lampe, Ellison and Steinfield (2007). The findings of the same study further reinforced the fact that the peer pressure of real life affects the online relation and developing new contacts. The students maintain real life friendship and relationship and continue to strengthen established contacts rather than developing new relationships. They also bring their real life friends into online community of the friends.

Facebook and other SNS became more popular among youngsters due to its convenient use and easy access. This was also found out by the current study that through Facebook women contacted their lost friends and found those friends who were otherwise hard to reach and contact. This sheds light on the fact that women use Facebook for socialization. The Facebook help them to establish relationship where they can share their thoughts openly, further, the desire to contact friends living apart, to stay in touch with people and with similar interests, meeting and sharing through online communities are also fulfilled by social media.

CONCLUSION

The current study concludes that women use Facebook to gratify their social integrative needs and keep themselves online to release tension. The pattern of usage among women, access to Facebook and duration of time dedicated for Facebook indicate that they utilize Facebook as a tool for socialization, entertainment and pass time. Further, they use Facebook to gratify their need for information, students browse and seek information.

Another factor of relationship between the users and Facebook Activities, in this current study was examined and found that majority of the students are involved in visual sharing activities to gratify their social needs and strengthen their interactions.

The results showed positive prediction between need gratification and time spent on Facebook by women. The usage of Facebook lasts for hours daily. Age, education and household income were found to be influential factors which determine the usage of the Facebook. The prime element of this current study was desire for privacy which signifies that women, despite utilizing all social networks for communication, cannot show their identity. This elaborates the cultural and social system of Pakistan which restricts the women from making contacts openly. The use of Facebook for establishing romantic relationship, further, reiterates the desire of privacy. Women hide their actual real life identity and adopt the personality which they desire to be. Although the conflict emerges but they can speak their heart out to anonymous people without exposing their identity. Another fact was also found that women being the suppressed segment of society, use Facebook to get rid of their daily routine and tension. Facebook is an alternate support for women to entertain, pass time and socialize confidently.

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