TITLE

THE USES AND GRATIFICATIONS OF *TIKTOK* AMONG THE TEENAGERS IN XTM, BEIJING

NAME

SONG JIAYU

UMS
UNIVERSITI MALAYSIA SABAH

UNIVERSITY MALAYSIA SABAH

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CERTIFICATION

NAME : SONG JIAYU

NO. MATRIC : BA18270009

TITLE :THE USES AND GRATIFICATIONS OF TIKTOK AMONG THE TEENAGERS IN XTM, BEIJING

DEGREE : BACHELOR OF COMMUNICATION

CERTIFIED BY:

1. CHIEF SUPERVISOR **Signature**

Dr.Lee Kouk Tiung _____

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Time flies like an arrow, time flies like a shuttle. In the twinkling of an eye, my three years of college life is coming to an end. In the past three years, I have made countless Quiz and completed countless Assignment, So I would like to express my gratitude to all those who helped me during the writing of this thesis.

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ABSTRACT

KEYWORDS: TIKTOK, USE AND GRATIFICATION, TEENAGERS, USAGE REQUIREMENTS, USER SATISFACTION

Since the beginning of the 21st century, people's life is rich and colorful, the network is changing the way of life of human beings, new media gradually power and enter a high-speed development stage. The short video social platform has a strong Internet gene, and the user's behavior and demand for short video has changed greatly. "TIKTOK has grown to be the leader in the industry, not only with a large user base, but also with a good organizational structure and management standard.

Based on the latest development of TIKTOK platform and the current usage pattern of users, this paper analyzes the behavior and needs satisfaction of teenagers using TIKTOK in Beijing XTM through questionnaire survey based on the theory of "usage and satisfaction".

In order to evaluate the data based on the theory of "use and satisfaction", we concluded that the use of TIKTOK by XTM teenagers has become normal; TIKTOK has replaced the functions of other social apps to a certain extent; and the satisfaction of emotional motivation is an important motivation for using TIKTOK. In this way, we propose suggestions for improvement and development: retaining highly educated users; establishing a strong anti-addiction system; increasing the number of classified sections and exhibiting resources.

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ABSTRAK

KATA KUNCI: TIKTOK, PENGGUNAAN DAN GRATIFASI, REMAJA, KEPERLUAN PENGGUNAAN, KEPUASAN PENGGUNA

Sejak awal abad ke-21, kehidupan rakyat kaya dan berwarna-warni, rangkaian mengubah cara hidup manusia, media baru secara beransur-ansur berkuasa dan memasuki peringkat pembangunan berkelajuan tinggi. Platform sosial video pendek mempunyai gen Internet yang kuat, dan tingkah laku dan permintaan pengguna untuk video pendek telah banyak berubah. "TIKTOK telah berkembang menjadi peneraju dalam industri, bukan sahaja dengan pangkalan pengguna yang besar, tetapi juga dengan struktur organisasi dan standard pengurusan yang baik.

Berdasarkan perkembangan terkini platform TIKTOK dan corak penggunaan semasa pengguna, kertas kerja ini menganalisis tingkah laku dan keperluan kepuasan remaja menggunakan TIKTOK di Beijing XTM melalui tinjauan soal selidik berdasarkan teori "penggunaan dan kepuasan".

Bagi menilai data berdasarkan teori "penggunaan dan kepuasan", kami membuat kesimpulan bahawa penggunaan TIKTOK oleh remaja XTM telah menjadi perkara biasa; TIKTOK telah menggantikan fungsi aplikasi sosial lain pada tahap tertentu; dan kepuasan motivasi emosi adalah motivasi penting untuk menggunakan TIKTOK. Dengan cara ini, kami mencadangkan cadangan untuk penambahbaikan dan pembangunan: mengekalkan pengguna yang berpendidikan tinggi; mewujudkan sistem anti-ketagihan yang kuat; meningkatkan bilangan bahagian terperingkat dan mempamerkan sumber.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Social media has dominated the Internet in recent years. With the popularity of social networks such as Facebook and Twitter, China's Internet has also followed, with renren, Kaixin001, Weibo and many other social media proliferating and exploding. The birth of many social media has not only changed people's online behavior in China, but also affected the marketing mode of many enterprises, which have turned to the new gathering place of consumers -- social media.

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Tiktok, incubated by Bytedance, is a product of Jinri Toutiao (Huang Chunrong, 2021) is a short video social software for creative music. The social software on September 20, 2016 online, this is a short video with music as the core of social software, it can be on a smartphone to browse the short video of social applications, the user can record 15 seconds to 1 minute 3 minutes or longer video, also can upload video, pictures, etc., and the built-in effects, the user can be a message, the film to other users Positioned as a music short video community suitable for young people.

At present, *TikTok*, the most popular video social software, averages 14 *TikTok* users per 100 mobile netizens, with an average of more than 32 million DAU per month and 1 billion users a year, occupying the second place in China's downloads list in less than a year, and the seventh comprehensive list of iOS and Google Play downloads in the world. The era of national live streaming seems to have begun yesterday, and the era of universal Tik Tok has begun in an all-round way.

1.2 BACKGROUND

1.2.1 The decline of traditional media and the rise of new media

The so-called media refers to the carrier that can help people communicate and disseminate information, and is a tool, channel, intermediary material or technical means used to transmit and obtain information. The meaning of traditional media is relative to that of new media. It is represented by newspapers, magazines, radio and television, collectively referred to as the "four major media". Due to the rapid development of new media, users of traditional media are gradually turning to new media. Under this situation, traditional media such as newspapers may fade out of the historical stage, or seek new development by means of media integration. The understanding of new media can be divided into broad and narrow senses. In a broad sense, any new form of media that appears in the history of human communication can be called new media. In a narrow sense, it refers to the media forms that have emerged thanks to the development of digital technology in this century, among which WeChat and Weibo are typical representatives. In recent years, the short video industry has boomed, and many popular applications have emerged. Among them, TIK TOK is developing rapidly as a dark horse. In a very short period of time, it has been sought after by users of all ages. (Qiao Shizhen, 2018)

With the full launch of 4G mobile communications, new media has ushered in an opportunity for development. (Zhu Xiaodan,2021) However, when some communication experts and scholars analyze the reasons for the decline of traditional media and the rise of new media, they usually base themselves on the organizational structure of old and new media. angle, or the market angle that caters to the audience. The author believes that the real reason for the development of new media is technology-driven, which is essentially the process

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of replacing old productive forces with new productive forces adapted to the society. Specifically, technology refers to digital technology, network technology, multimedia technology and their comprehensive application. The rapid development of new media mainly occurred after 2010. In 2014, Alibaba, Tuniu, JD.com and many other Chinese Internet companies were listed on the New York Stock Exchange. The rise of new business models such as the Internet celebrity economy and the sharing economy has not only profoundly affected social development, but also strongly promoted the growth of the Internet economy; in 2018, with the emergence of new business models such as short videos, new media can once again Usher in good development opportunities.

1.2.2 The rise and popularity of short video formats

In recent years, the popularity of new media platforms has basically gone through the process of Weibo to WeChat public account and then to short videos. Typical representatives are: Sina Weibo, WeChat public account, and TIK TOK. Compared with Weibo and WeChat official accounts, short video applications have several advantages:

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First, the output content of Weibo and WeChat public accounts is mostly text. Compared with text, the short-sighted form has much lower requirements on the cultural literacy of readers. Second, the production of "UGC" users ensures a massive amount of content; Third, ByteDance is an early domestic company that has mastered data algorithm technology, and it has also applied this technology well to its product TIK TOK, which leads to TIK TOK that can be pushed to users of different cultural literacy Video content that matches their aesthetic level: The end result of the three advantages is that short video apps further break down the age and cultural barriers of users.

1.2.3 Short videos go upstream, attacking others

On September 26, 2016, TIK TOK1.0. version was launched in China.

Compared with other mature short video software, it is five years later. The Internet world is changing rapidly, and if you miss it, it will be a thousand miles away. For TIK TOK, it is more difficult to catch up with Kuaishou, which already occupies a large market share. The speed has achieved an overtake. The following will put the development process of TIK TOK into its competition with other mature short video software to illustrate

According to the "2017 China Short Video Industry Research Report" released by iResearch, TIK TOK was launched in September 2016, and as of May 2017, the average daily playback volume exceeded 100 million. Other short video software in November of the same year, users It has exceeded 700 million (Ai Rui, 2017). Because it is impossible to directly compare the number of playbacks and the number of users, it can be inferred that the user scale of TIK TOK, which has just been launched, is far inferior to that of Kuaishou, which has been developed for five years, but it also shows a good start: According to iiMedia Research's "2018- The 2019 China Short Video Industry Special Investigation and Analysis Report shows that from 2018 to 2019, TIK TOK has been in the first echelon of short video platforms, and has left other platforms behind. From January to December 2018, the monthly active number of TIK TOK increased from about 50 million to 229.99 million, and the number of users increased by leaps and bounds. This whole year, the monthly active number of Kuaishou has not changed significantly, and it has always been around 230 million. By December, it was only slightly higher than TIK TOK (Ai Mei, 2018); according to the "2019 China Short Video Industry Development Trend Report" released by Fastdata in February 2020: In December 2019, TIK TOK The number of monthly active users of TIK TOK is 459.39 million, and the number of Kuaishou is 379.09 million (Fastdata, 2019). At this time, TIK TOK has surpassed Kuaishou in terms of monthly active users.

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Since its birth, TIK TOK has had a clear audience positioning and a very creative design concept. TIK TOK has changed the way we browse and spread information, made full use of our fragmented time, and diversified our communication channels with others (Li Chenlu,2018). But it is worth noting a certain percentage of young people also prefer to use TIK TOK. Therefore, this study attracts a better understanding of young peoples' uses and gratifications with TIK TOK.

1.3 PROBLEM STATEMENT

Basically, new technologies with new features will reveal new patterns of media usage. Some places that used to be functional, people are no longer satisfied with their functions, they are replaced by "TIK TOK". (Wang Yucong,2019) In the era of "unlimited traffic" on the mobile Internet, the "short" video setting of Tik tok15 seconds makes full use of the characteristics of the platform to fully seize the fragmented time of teenagers and providing them with a convenient and fast way of entertainment, and gradually infiltrating into the daily life and behavior of teenagers, The fragmentation, Interaction and coherently of short videos cater to the online social needs of teenagers. (Wang Zhizhao,2019) Therefore, this study is conducted to identify the uses of TIK TOK among teenagers in XTM, Beijing. In addition, the researcher will explore the gratifications of TIK TOK among the teenagers in XTM, Beijing. The researcher will also analyze the needs of TIK TOK usage among teenagers in XTM, Beijing.

1.4 RESEARCH QUESTION

Short video is actually a form of expression that combines text, sound, and streaming animation. It is the product of the development of Internet

technology and handheld terminal equipment to a certain stage. (Chang Shikai,2020) Several research questions as follows:

1) The user's motivation to use TIK TOK, first to understand the development of TIK TOK, from the user's perspective, it is necessary to understand the user's motivation for using it, and how to use it.

2) What kind of satisfaction do users get when they use TIK TOK, and what kind of satisfaction do users get after actively contacting the media to use it, so that they know what kind of production or dissemination methods the media will use in the process of integration, and how to do what users like and hear content, then the third question is raised below.

3) TIK TOK technology is used to develop strategies. Through the investigation and analysis from the user's perspective, the ultimate goal is to hope to be able to make content that users like and hear, to increase the influence of TIK TOK communication, and to increase the number of TIK TOK users to innovate and develop.

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1.5 OBJECTIVES OF THE RESEARCH

The objective of this study makes a specific purpose that needs to be achieved and due to the fact of that, the objective needs to be genuinely stated in order to show what is to be done in this research. This study suggests several lookup objectives attain as follows:

i) To analyze the needs of TikTok usage among the adolescents in Beijing;

ii) To identify the uses of TikTok among the adolescents in Beijing;

iii) To identify the gratifications obtained by the adolescents from the TikTok usage

1.6 PURPOSE OF THE STUDY

The huge scale base of mobile Internet users has brought a huge user market for the mobile short video industry. As of February 28, 2019, the number of daily active users of, Tik Tok exceeded 2. 5%, according to a research report by the Cass data Statistics platform. 500 million, the influx of 100 million-level traffic every day has maintained the strong vitality of the platform. In order to get a clearer answer, this paper launched a study from the practical level, through the current situation of the use of Tik Tok by contemporary Beijing XTM teenagers, to analyze the significance of Tik Tok to contemporary teenagers.

1.7 METHODOLOGY

1.7.1 Case study method

A method of tracking and studying the behavior of individuals or groups, including collecting, recording, and writing case reports of one or more case materials. It usually uses the methods of observation, interview, collection of literature evidence, descriptive statistics, tests, questionnaires, pictures, movies or video materials.

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This study starts with the Beijing teenagers in XTM use of Tik Tok and gratification survey, obtains detailed and accurate data, and grasps the overall situation from the case, so as to make the survey of part-time data more detailed and accurate

1.7.2 literature research method

The method of literature research mainly refers to the method of collecting, identifying and sorting out the literature to form a scientific understanding of the facts through the study of the literature. Literature method is an ancient and dynamic scientific research method. On the basis of collecting and sorting out the literature, enrich the existing knowledge system, provide a more sufficient theoretical basis for the subject, and understand the use of Tik Tok by female

teenagers in Beijing with the help of the literature. Based on the current situation of teenagers' use of Tik Tok, a reasonable questionnaire is designed.

1.7.3 Survey by questionnaire

A questionnaire is a form used for statistics and surveys to express questions in the form of questions. Questionnaire survey is a method for researchers to use this controlled measurement method to measure the problems studied, so as to collect reliable data. The questionnaire is mainly distributed on the Internet in some forms.

The questionnaire is divided into two parts: part and part B. part A consists of 5 questions about the basic situation of students, and part B consists of 15 questions about teenagers' mentality of using Tik Tok and the significance of Tik Tok to teenagers

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1.8 SIGNIFICANT OF STUDY

In life and learning, people will encounter many obstacles or difficulties. When they feel that their relevant knowledge is insufficient or existing knowledge can't solve the corresponding problems, they will have a cognitive tendency to explore new knowledge. Over time, this cognitive tendency will be transformed into curiosity. When the Internet is underdeveloped, people generally choose to read books to satisfy their curiosity. In the Internet era, people are more inclined to acquire knowledge on the Internet, which involves all aspects. (Li Ruixue,2018) From the answers with these adolescents, we can draw the most important point: there is a correlation between teenagers' motivation and influence on the use of Tik Tok. Specifically, teenagers use Tik Tok, for leisure and entertainment, access to information and social needs, and their knowledge and beauty appreciation

have been promoted. At the same time, when they interact with Tik Tok as a carrier, their lives, work and rest have also changed

1.9 BENEFITS OF STUDY

Tik Tok has been developed and formed in China and has become an indispensable type of software, which has a certain relationship with the development of Chinese society. It shows a platform for everyone and gives everyone the opportunity to become the focus of life. With the rapid development of society, it has given a spiritual stage to those who can only be busy in real life, and its development is also in line with the trend of social development, which is also the main reason for the rapid development of Tik Tok. (Wu Tongzi,2018) At the same time, I hope that Tik Tok can have a better development in the country or society, so that it can better serve users, so as to achieve a "win " pattern among enterprises, users and the government.

1.9.1 Benefits To Society

TIK TOK increases the channels for people to learn skills and knowledge, and learning makes people progress. There are not only a lot of entertainment content on TIK TOK, but also many popular science and skill videos, such as talking about nature, about the universe, and commenting on current affairs. From teaching oral pronunciation, cooking, and singing, etc., the content released by many high-quality creators is very meaningful for learning, so that everyone can learn different skills and knowledge while using TIK TOK. There are benefits to group learning and progress in the whole society. According to the survey, some teenagers are now learning spoken English with short videos every day, which will lay a good foundation for people to learn English in the future.

As we all know, Tik Tok is a kind of social media. Like other social media, it strengthens the connection between people, broadens their social circle, enriches people's entertainment and so on. In addition, Tik Tok has a young and fashionable tone, in view of this feature, it can help some trendy brands to carry out marketing,

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can also launch e-commerce Mini Program, of course, there is a trendy, young people's label, but also helps to mobilize their consumption and bring economic benefits for businesses

1.10 CONCLUSION

In summary, chapter 1 of this study begins by means of describing the background on the uses and gratifications of TIK TOK among the teenager in XTM. Problem statements are also done with the aid of selecting current problems that are seen as relevant to the chosen research title.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Use and Satisfaction Theory is from the standpoint of the audience, and examines the psychological and behavioral effects of mass communication on human beings by analyzing the audience's motivation for using the media and obtaining demand satisfaction. Different from the traditional idea of how the message can affect the audience, it emphasizes the role of the audience and highlights the status of the audience. This theory holds that the audience restricts the process of media communication through the active use of media, and points out that the use of media is entirely based on individual needs and desires.

The emergence of use and gratification theory is an important turning point in the history of communication studies. In the past, most of the communication research was from the perspective of the communicator, studying how the communicator affects the audience, while the "use and satisfaction" theory shifted the research focus to the audience. The traditional theory believes that the main task of the media in the communication process is to persuade Audience, audience is passive, and "use and satisfaction" research regards audience as individuals with specific "needs", and their media contact activities are a process of "satisfying" with specific needs and motivations. The 1970s is a watershed in the research on use and satisfaction, and the research is divided into two periods: traditional and modern. Research in the traditional period attempts to understand why people use certain media content. In the late 1960s, the theory entered a new phase, the modern period. In this stage, after studying people's motivations, expectations and people's behavior under the influence of media, scholars begin to focus on explaining the relationship between them

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2.2 BACKGROUND

In the early and mid-1970s, some media studies scholars emphasized that a distinction should be made between the various motives of media consumption or the various gratifications sought and whether people are satisfied or not. Researchers often find that there is a difference between seeking gratification and actually obtaining it, and this difference can lead to changes in people's media consumption behavior to reduce the difference between the two. Philip Palmgreen believes that only when stable in an environment where there is no change and lack of choice, and the media system lacks corresponding changes, the satisfaction people want is the same as the satisfaction they get. Many studies have shown that people's satisfaction with the media is related to the effects of many media.

These effects include levels of knowledge, media dependence, people's attitudes, perceptions of social reality, agenda setting, discussion, and different political effect variables. Windall (1981) proposed the "use and effect" model, calling for the combination of effect research and use and satisfaction research. Among the media effects of use and satisfaction, "dependence on media" has attracted attention. Windall found that the more people craved or thought they were gratified from the media, the more they relied on the media. Rapid changes in media technology have brought people more choices. Researchers of use and satisfaction need to rethink the theoretical framework to meet the needs of the development of new communication technologies and explore the new satisfaction brought by new media.

Much of the early research revolved around radio broadcasts and the relationship between newspapers and readers. These include: the first comprehensive radio study in the United States by a Rockefeller Foundation-sponsored research facility in the 1930s and 1940s; Orson Welles' (1940) study of the panic events caused by the Martian invasion of Earth's radio drama; and

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