

THEORETICAL FRAMEWORK

Uses and Gratifications theory - how the audience uses media to satisfy needs and desires

Active audience - audience is actively and intentionally selecting and using media

Media resisters and refusers voluntarily stop using media:

- negative attitudes towards media and technology
- recognise media influences them
- see refusing as an act of social and political meaning

Gratifications for using social media:

surveillance, entertainment, personal identity, socialisation



People use Facebook for social and personal needs:

- Keeping in touch with friends
- Social surveillance & information

RESEARCH FINDINGS

- Non-users of Facebook are **active media users**
- Non-users of Facebook **use media and the internet** to satisfy specific needs and desires
- Participants **use digital technology to stay in touch** with friends and family
- Non-users are **unlikely to use any other social media platforms**
- Gratifications such as surveillance, entertainment and information are satisfied by **alternative forms of media**

by Sarah Andree

REFUSERS & GRATIFICATIONS

The motives and practices of university students who do not use Facebook

RESEARCH QUESTIONS

What are the motives and reasons for university students to abstain from Facebook?

What are non-users practices, feelings and attitudes about their non-use?

How do they see their non-use and social media use in a wider societal context?

How do non-users of Facebook interact in social and university life and how do they satisfy gratifications, user might seek on social media?

- Non-users recognise that Facebook had an **impact on their personal lives**
- Participants describe **virtual identities** as constructed and artificial

METHODOLOGY

Qualitative research methods to gain insight into human behaviour, feelings and attitudes of a particular group of Facebook non-users in Austria, who were students aged 18 and above

- Qualitative online questionnaires with 11 non-users of Facebook
- 3 follow-up semi-structured Skype interviews with non-users, who have had a Facebook account in the past, duration 30-40 minutes

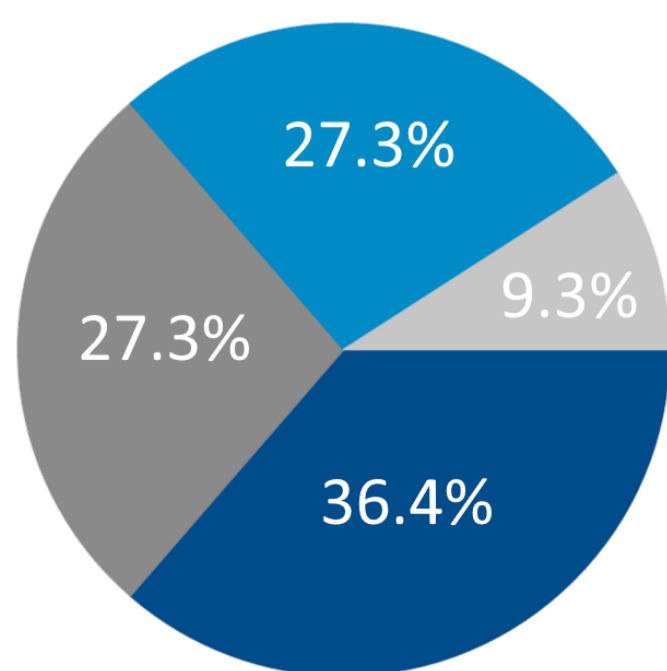
72% of internet users over 16 years old use Facebook

Facebook has over 2 billion monthly users worldwide

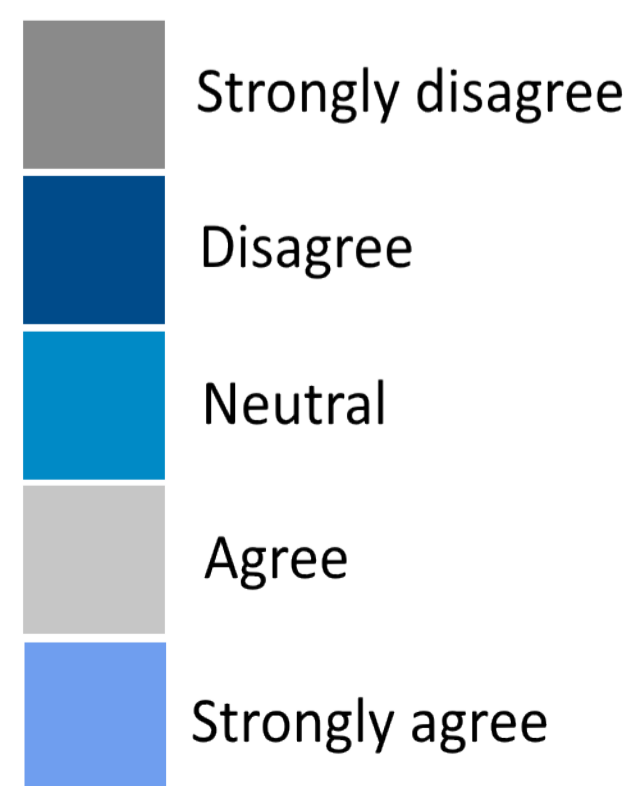
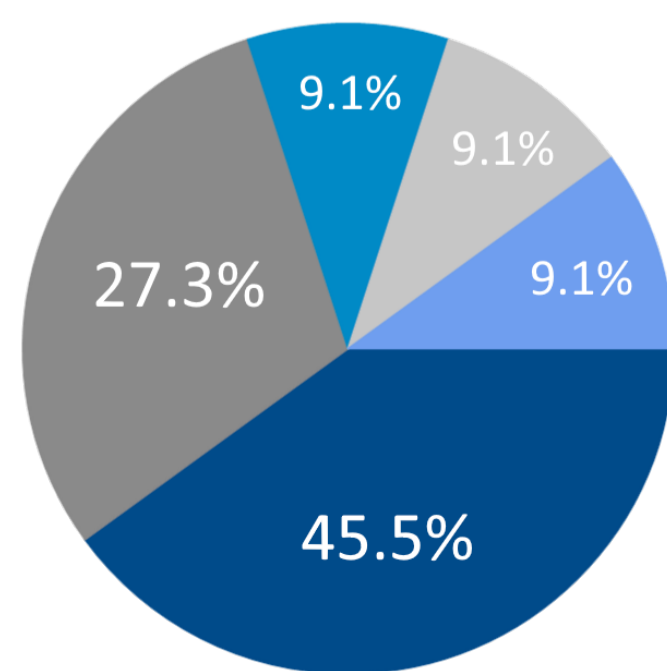


- Non-users are buying into **moral panics about social media use**
- Participants see blur between **online and offline life**
- Non-users perceive their experiences as more **real** than experiences of Facebook users, who live them online
- They see Facebook as a **shallow** way to receive information about Facebook friends
- Human interaction, communication and friendship is perceived as **changing** due to social media usage
- Participants suggest that they are **not affected by social media** compared to others (Third-person effect)

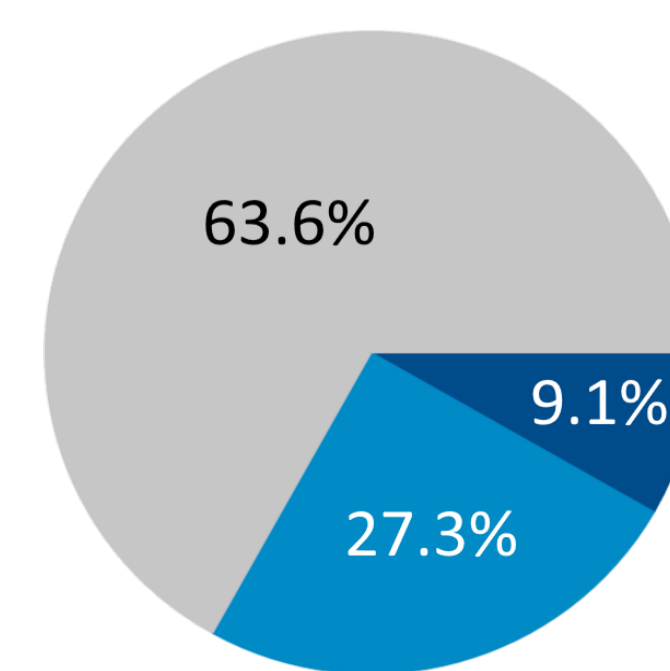
I feel left out or excluded because I am not on Facebook



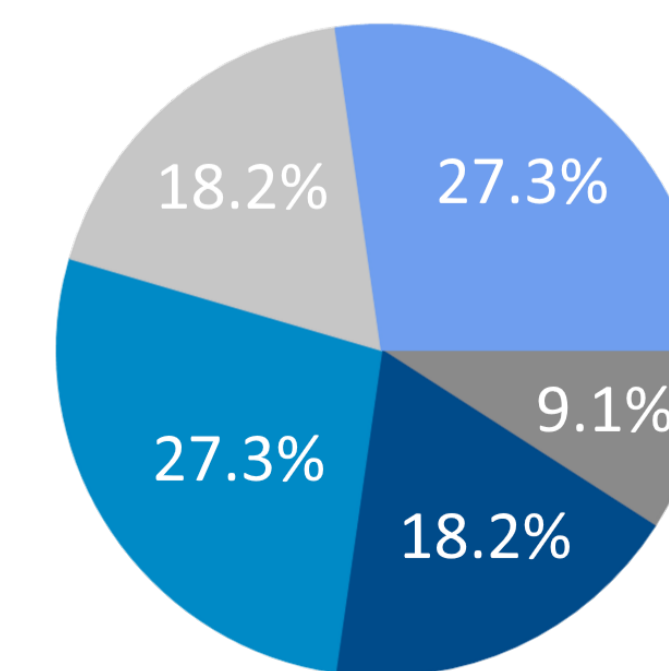
I feel pressure to join Facebook



I don't find Facebook interesting



I became easily addicted by Facebook



I got easily distracted by Facebook

