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## Uses and Gratification Theory

Uses and Gratification Theory states that people will pursue a media platform that fulfills their needs, specifically, a platform that leads to the most gratification in a social media platform. Do people connect socially as an escape route to their reality or what they are experiencing in the real world? In the modern world, some people perceive social media deprives real human connection. For example, people connect to others through snapchat, text messaging, and LinkedIn. Some people have certain platforms like email which is intended to deliver content on a professional and personal level. There are rules when it is a professional email, most businesses use nationally and internationally etiquettes as well. However, most organizations, policies, and companies neglect responses that are informal, because of the language, slang, and misspelling that takes place. The main idea of the message should be the intended audience, and the outcome will indicate, whether if it is formal or informal. Does it matter if it is informal or formal at the end of the day there are both communicating? First, let us define social media interactions, Secondly, face-to-face interactions.

First, Social Interactions has been evolving since the dawn of technology, especially the rise of mobile communicative devices. For examples users can send text messages for tv shows like American Got Talent, where it is very interacting with the public live and the public watching in their comfort of their home. Which makes it appear that the broadcaster cares for their opinions or thoughts about the content they are watching. The way their voices are being heard or seen by thousands of people syntonize to that show is by the leading platform, which is Twitter, not only in Programs like, mentioned before, American Got Talent. Also, programs like Tengo Talento, Mucho Talento, The Emmy Awards, Billboard Awards, Late night shows, and Comedy Central as well. For example, once I was syntonize watching Tengo Talento Mucho Talento, and it was the semi-finals for that season of it's shows, and every contester came and showcase there skills and then the host after, the results of the judges which takes their time deciding who goes on to the finals, waits on the people live voting for their person to stay or advance. The people at home, like me get able to participate by texting the number display, with the name of the person showcasing their talent. Also, if you want to follow behind the scenes or comment, go to [twitter@Tengotalentomuchotalento](https://twitter.com/Tengotalentomuchotalento). My experience in interacting, is kind of owhen you vote, it's not like they tell the contester this family picked you and this family didn't, of course not everything is confidential. They will tell the contester the percentage of people

who voted for him to stay or advance. How does this stir gratification? Quite simple, Tv content focuses on the interaction with twitter by the messages the audience send. This aim that tweets are used as a gratification for television programs. Twitter has changed the dynamics of the television experiences, instead of just sitting at home and relaxing in the sofa, now you are engaging with the program you like. In way the user is watching it's favorite program but it doesn't necessarily make changes via Twitter, but complements them, by letting the audience to contribute. This is one way of a social interaction.

Secondly, Face-to-face Interactions, is defined quite simply as, is defined as the mutual influence of individuals' direct physical presence with his/her body language. The golden generations, my dad tells me his experiences, of how he met my mom, well he would write her love letter twice a week and in Honduras the stamps cost back then 20 in Lempiras which in the US is equivalent to \$0.81, yes 81 cents, very expensive for a stamp. He would wait for the mail man, every other month. My mom lived in the main city of Honduras, San Pedro Sula known for its diverse culture and the home ground for the Honduran national team. My dad lived 12 hours away he lived on the South Side, in a small village called Santa Cruz, he would travel those 12 hours, to work over there because in the main lands as they call it is where the fortune is, my dad you see lived in a very poor environment, he says "I was poorer than your mom". Pretty funny nowadays. He would see her physically, talk to my mom, and write her letters. My dad being born in the era of the Baby Boomers, quite often says relationships now have changed and the norms have evolved ideally how we interact and what we do every day. To go on a date is different than the years of my parents, now people swipe side to side, matching what they find appealing, interesting, and drawn too. A virtual life is what we now see in our modern world less opportunities to connect with people physically, you can see that ins schools especially everyone is on the same classmate but each one of them have there own friends. Even though, teachers emphasized that we should connect with people as our connections. Most of us believe the people we see, or what we call friends socially, are our connections instead of the people around us. We are losing those meaningful moments of being humans.

In conclusion, on a social media interaction people can mirror message content, people discuss concerns, daily interest, and political views. Nowadays you got to restaurant and you see everybody is on there phones, go to Olive garden and there is a screen where you select the menu, pay, and play games while waiting for your food. Interpersonal and Social Media communication fulfill different needs and gratifications in both the sender and receiver. Some people connect on a social platform because of the loneliness they feel, others to interact and mingle to satisfy their needs. As humans, we should balance out both aspects, have a social interaction yes but not too much or else we lose track of ourselves that we forget who we are in the real world. The face-to-face interactions as well, have a balance or else we may not be aware of what is going on outside of our world. This is what I found interesting and meaningful when studying about the uses and gratification theory.