

USES AND GRATIFICATIONS OF MEDIA AMONG YOUNG PEOPLE



Consent Form

Title of study: Uses and Gratifications of Media Among Young People

Researcher:

Contact:

Purpose:

You are invited to participate in a study exploring how and why students use different types of media. Your responses will help us understand motivations and preferences.

What participation involves:

- Completing this questionnaire, which should take about 10–15 minutes.
- Answering both closed (e.g. multiple-choice, Likert-scale) and open-ended questions.

Voluntary participation & confidentiality:

- Your participation is entirely voluntary.
- You may skip any question or withdraw at any time without penalty.
- All answers will be anonymised; no names or identifying details will be linked to your responses.

Consent:

By signing below, you confirm that you have read this form, understand the study, and agree to participate.

Participant signature:

Date:

USES AND GRATIFICATIONS OF MEDIA AMONG YOUNG PEOPLE



Instructions for Administrator

Setting: Distribute the questionnaire either on paper or via an online survey platform.

Introduction: Read the consent form aloud (or display online) and ensure each participant signs before proceeding.

Timing: Allocate 10–15 minutes for completion.

Clarifications: Allow participants to ask questions but do not influence their answers.

Collection: Collect paper surveys in sealed envelopes or close the online form after the session.

Coding:

Closed questions: assign numerical codes (e.g., 1–5 for Likert scales).

Open questions: transcribe responses verbatim; later categorise themes.

USES AND GRATIFICATIONS OF MEDIA AMONG YOUNG PEOPLE



Questionnaire

Section A: Demographics (optional but recommended)

Age: ____ years

Gender:

☐ Male ☐ Female ☐ Non-binary/Other ☐ Prefer not to say

Section B: Media Use & Gratifications

Media Sources (Multiple Selection)

- Which of the following media sources do you use at least once per week? (Tick all that apply)
 - ☐ Facebook
 - ☐ Instagram
 - ☐ Twitter/X
 - ☐ TikTok
 - ☐ YouTube
 - ☐ Television news (e.g., BBC, ITV)
 - ☐ Radio or podcasts
 - ☐ Newspapers or magazines (print)
 - ☐ News websites or blogs
 - ☐ Streaming services (e.g., Netflix, Amazon Prime)

Social Media Usage

On average, how many hours per day do you spend on social media (e.g., Facebook, Instagram, TikTok)?

☐ Less than 1 hour ☐ 1–2 hours ☐ 2–3 hours ☐ 3–4 hours ☐ More than 4 hours

USES AND GRATIFICATIONS OF MEDIA AMONG YOUNG PEOPLE



Traditional TV News

How often do you watch traditional television news broadcasts?

1—Never 2—Rarely 3—Sometimes 4—Often 5—Always

Information Gratification

To what extent do you agree with the statement:

“I use social media to stay informed about current events.”

1—Strongly disagree 2—Disagree 3—Neutral 4—Agree 5—Strongly agree

Personal Identity Gratification

To what extent do you agree with the statement:

“I use digital media (e.g., blogs, podcasts) to explore and express my personal interests.”

1—Strongly disagree 2—Disagree 3—Neutral 4—Agree 5—Strongly agree

Open-Ended: Platform Preference

In your own words, explain why you choose to watch YouTube instead of traditional TV (or vice versa).

USES AND GRATIFICATIONS OF MEDIA AMONG YOUNG PEOPLE



Social Interaction Gratification

Describe how interacting on social media helps you connect with friends or peers.

Escapism & Entertainment

Do you ever use media as a form of escapism or relaxation? If yes, which media sources do you turn to and why?

Gratification Ranking

Rank the following gratifications in order of importance to you (1 = most important; 4 = least important):

☐ Information ☐ Entertainment ☐ Social interaction ☐ Personal identity

USES AND GRATIFICATIONS OF MEDIA AMONG YOUNG PEOPLE



Advertising Influence

To what extent do advertisements on social media influence your purchasing decisions?

1—Not at all 2—A little 3—Somewhat 4—A lot 5—Completely

Favourite Media Source

Which single media source (e.g., a specific platform, channel, or publication) do you rely on the most? Why?

USES AND GRATIFICATIONS OF MEDIA AMONG YOUNG PEOPLE



Emotional Response to Media Sources (Likert Scale)

For each statement below, please indicate your level of agreement (1 = Strongly disagree; 5 = Strongly agree).

Statement

a) Using social media makes me feel connected to others.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

b) Watching traditional TV news makes me feel informed.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

c) Reading online news articles makes me feel empowered.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

d) Listening to podcasts makes me feel relaxed.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

13. Motivations for Media Use (Likert Scale)

For each reason below, please indicate how important it is in your choice to use a particular media source (1 = Not important; 5 = Very important).

Reason

a) To stay up-to-date with current events.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

b) To relax or escape from daily stress.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

c) To interact and communicate with friends.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

d) To explore personal interests and identity.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

**THANK YOU FOR YOUR PARTICIPATION! FEEL FREE TO DISCUSS ANY QUESTIONS OR COMMENTS WITH
THE RESEARCHER AFTER COMPLETING THE SURVEY.**