

ATINER CONFERENCE PAPER SERIES No: MED2013-0655

Athens Institute for Education and Research

ATINER



ATINER's Conference Paper Series

MED2013-0655

**The Progress of the Multi-theoretical
Scheme of Uses and Gratifications and
the Experience on the Model of "Values
of Media Gratification"**

Raquel Marques Carriço Ferreira

Professor of Advertising

Federal University of Sergipe

UFS – Brazil

Athens Institute for Education and Research
8 Valaoritou Street, Kolonaki, 10671 Athens, Greece
Tel: + 30 210 3634210 Fax: + 30 210 3634209
Email: info@atiner.gr URL: www.atiner.gr
URL Conference Papers Series: www.atiner.gr/papers.htm

Printed in Athens, Greece by the Athens Institute for Education and Research.
All rights reserved. Reproduction is allowed for non-commercial purposes if the
source is fully acknowledged.

ISSN 2241-2891

30/10/2013

An Introduction to ATINER's Conference Paper Series

ATINER started to publish this conference papers series in 2012. It includes only the papers submitted for publication after they were presented at one of the conferences organized by our Institute every year. The papers published in the series have not been refereed and are published as they were submitted by the author. The series serves two purposes. First, we want to disseminate the information as fast as possible. Second, by doing so, the authors can receive comments useful to revise their papers before they are considered for publication in one of ATINER's books, following our standard procedures of a blind review.

Dr. Gregory T. Papanikos
President
Athens Institute for Education and Research

This paper should be cited as follows:

Carriço Ferreira, R.M. (2013) "The Progress of the Multi-theoretical Scheme of Uses and Gratifications and the Experience on the Model of "Values of Media Gratification" Athens: ATINER'S Conference Paper Series, No: MED2013-0655.

**The Progress of the Multi-theoretical Scheme of Uses and
Gratifications and the Experience on the Model of
"Values of Media Gratification"**

Raquel Marques Carriço Ferreira
Professor of Advertising
Federal University of Sergipe
UFS – Brazil

Abstract

The Uses and Gratifications approach has an influential tradition in research on audience, putting as a focus of study the reasons that lead receivers to expose themselves to different media and communication contents. The basic assumption of this proposition is that, through the experiences and reflections of media and content, audience members relate which of these are most rewarding, proceeding subsequently to the exposure to these media. In fact, the U&G paradigm has expanded to such an extent that one can not speak of a theory of U&G, but rather, of a scheme of multiple theories. The purpose of this article is to establish the "state of art" of this important approach, demonstrating its major historical points. Additionally, it also aims to make readers aware of the description of the main stages that mark the six most prominent categories of this research aligned to the U&G model; (1) the social and psychological origins of media gratifications; (2) the approach of the expectation value; (3) the audience activity; (4) gratifications and media consumption; (5) gratifications sought and obtained and (6) gratification and media effects; highlighting the results of an investigative study (qualitative-interpretative) completed in 2011, approached according to the Grounded Theory that aligns with the approach of the "expectation value of the gratifications", one of the most important theoretical strategies integrated with U&G.

Keywords:

Corresponding Author:

Introduction

One of the most promising theoretical propositions about the study of social media audience is, without a doubt, Uses and Gratifications. The main idea of the U&G is to consider “the reasons of the most evident appeals of media and the various types of content, asking the audience what it thinks and appreciates, based on its patterns of media usage (MCQUAIL 1993:133). The publication of “The uses of mass communication” (BLUMER and KATZ, 1974) is considered by many researchers in the area (PALMGREEN, WENNER and ROSENGREN, 1985; MCQUAIL, 1993) the key event of transposition of the studies of media effect to a new perception, where the social communication process begins with the receptor’s intentions of exposure to media messages. Such consideration reveals a bold proposal considering the knowledge at that time, however, that was not the only one to revolutionize the notions about the process of communication that comes from the model of U&G.

In fact, the U&G paradigm has developed slowly, but has expanded to such an extent that one can not speak of a theory of Uses and Gratifications, but rather, in a scheme of multiple theories "that illustrate various strategies of theoretical integration" (PALMGREEN, WENNER AND ROSENGREN, 1985:15). This perception about the theoretical strategy integrated with the U&G model is shared by great researchers in the area:

(...)among them, we highlight McQuail and Gurevitch (1974) who believe that the U&G research may be applied based on structural/cultural position, action/motivation or even functional position; Wenner’s observation is that the gratification research may be approached by a multidimensional integration of affiliations, utilitarianism and theoretical coherence; Rosengren and Windahl (1997) establish the gratification research as integrating the three theories of mass communication of the individual differences, social categories and social relationship as presented by Defleur (1966); and the well explained argument by McGuire (1974) that relates sixteen theoretical positions to gratification research. (check Palmgreen, Wenner and Rosengren, 1985).

That said, the Uses and Gratifications scheme demanded a development to which I dedicate myself to synthetizing, based, specially, on the structure of four stages of demarcation of the research advances, described essentially by Palmgreen, Wenner and Rosengren, 1985, in the article “Uses and Gratifications Research: the past ten years”.

The Multi-theoretical Scheme of U&G

Initial studies dating from the forties and were carried out according to an insightful description of the reasons why the audience selected and consumed various media such as radio, newspaper, cinema, magazines, comics, etc. (BLUMLER and KATZ, 1974, RUBIN, 1998 and MCQUAIL, 2003). The main questions that guided such investigations were: why do people use media and for what?

In a next step, given the years between the decades of the fifties and early seventies, such researches were dedicated to the establishment and operationalization of multiple variables that resulted as explanatory of the different patterns of media exposure.

Focused on the types of usage were found "gratifications and needs" that related to social roles and psychological dispositions, strengthening or weakening a connection with a specific social/psychological referent. Rubin (1998), for instance, mentions McQuail, Blumer and Brown (1972) who classify the types of gratification of audience by the use and context of television. The result connects the social and psychological circumstances of the audience with the satisfactions sought in the media, as in cases of tedious life X seeking fun in the media; risk X vigilance¹ in the news; stress/disquietude X relaxing with entertainment content; social isolation X search for integration/socialization with specific materials² on television; etc.

This was the beginning of a more conceptual and theoretical phase for the perspective that grew along with the interest in the impact of television. The relations between context, reasons of the audience and satisfactions gratified by the media contributed with a research strategy more explanatory and suitable for a wide variety of communicative processes mediated by various technological devices (check WIMMER, 1996:368-369).

Blumler and Katz (1974) point out that thanks to the review of the set of researches developed in the U.S., Britain, Sweden, Finland, Japan and Israel, the interest of the study of the tradition could be systematized; being basically:

(1) the social and psychological origins of (2) needs, which generate (3) expectations of satisfaction (4) through media or other sources, which lead to (5) different patterns of exposure resulting in (6) gratification of needs and (7) other consequences. According to McQuail (apud PALMGREEN, WENNER and ROSENGREN, 1985:13), such direction taken was an attempt at a new beginning that directed to the delineation of "typologies of people-media interaction".

In short, the central conception formulated was that the structure and circumstances of the social / personal context along with the availability of the media of communication (or other sources of satisfaction) promote an

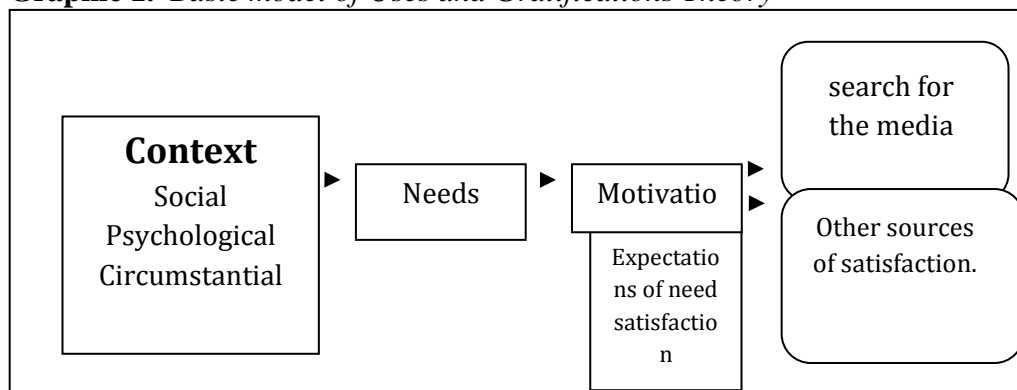
¹People who have applied their financial reserves in the stock market, for example, tend to look in the media in order to follow the economic news; people who live in violent areas, try to be follow what the means reports about it, etc.

²It is not uncommon, for example, adults who expose themselves to children's programs in order to have subjects of conversation with their own children.

environment that provides the establishment of general use habits of media and content. Exposure standards are established according to the experience of the audience of the media and the proof of obtaining gratifications sought, or, in case the media does not show capacity for this operation (gratification of the user), the search for other sources is established.

Given this chain of processes, the exposure to the media is considered complex and interactive. These forces are generally summarized in "needs" or "desires" that become reasons for seeking media/content and/or other sources of satisfaction.

Graphic 1. *Basic model of Uses and Gratifications Theory*

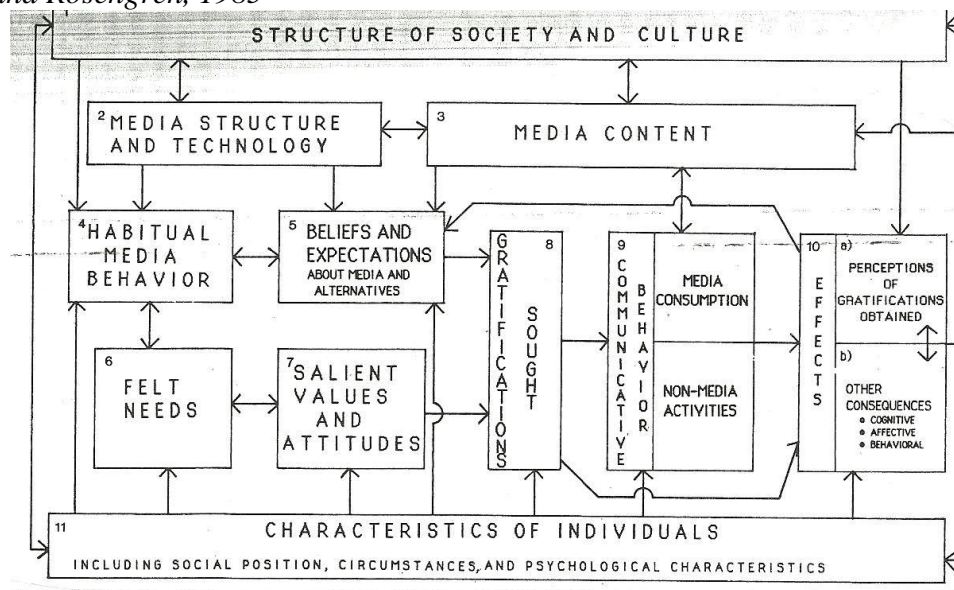


The following decades were also revealing for U&G. Lin (1960) notes, for example, an intense development towards more mature questions related to methodology and theoretical principles. Blumler and Katz (1974:13) said this phase is characterized by providing explanations about other facets of the communication process with the audience, such as seen in Perse 1986; Perse and Rubin 1988, 1987; Swanson, 1987; Wenner, 1986 (apud LIN, 1996), who work the relation between the search for gratification and the levels of exposure to the media; as well as the presentation of the conceptual distinction between instrumental and ritualized motivations (check also RUBIN, 1984).

Was in this third phase, when many “suppositions were crystalized”, that decisive measures were taken towards a wider theoretical integration. Some of these key suppositions had prominent proportions, such as McQuail’s et al. (apud PALMGREEN, WENNER and ROSENGREN, 1985:13), that considered that the (1) audience is active, therefore (2) the uses of the media may be objectively directed, even if (3) they are competing with other sources of satisfactions. The audience preliminarily considers (4) certain connections between needs and choice of media, and consequently, (5) media consumption fills a wide range of gratifications, though (6) media content can’t be used alone to predict gratification patterns correctly, because (7) media characteristics structure the level in which needs may be gratified in different opportunities, and besides, because (8) the gratifications obtained may be originated in the content of the media, in the expositions about it, and/or in the social situations where the exposition occurs.

Along with the research sedimentation, the multi-theoretical scheme of Uses and Gratifications was started, stimulated essentially, by the construction of six main theoretical categories of study. Aligned to the U&G paradigm, these categories not only stimulated the development of the fourth phase of research, but also established more precisely the understanding of the conditions and procedures whereby people choose and consume the messages from the media of communication. The result of it was “the appearance of a complex structure” (1984a, 1984b, apud PALMGREEN, WENNER and ROSENGREN, 1985:16), which localize the gratification process in a global perspective:

Graphic 2. *General Model of Uses and Gratifications - Palmgreen, Wenner and Rosengren, 1985*



The structure or general model presented by Palmgreen, Wenner and Rosengren (1985) takes into account in the process of the search for the media the interaction between the social/cultural structure and the personal characteristics that originate the needs, values, dispositions and, consequently, stimulate reasons to the behavior that eventually is directed to the media. The structure also takes into account basic elements for the usage of the media and its contents, as the perceptive evaluations of gratifications obtained, and the offer structure of the media among others, as the intervening factors in the exposure process of the receiver.

In this “multivariate” scheme presented by U&G, there are not factors of main performance. The closest to a prominent role of exposure to media are the reasons or gratifications sought, which highlights "the motivational nature of the theory of Uses and Gratifications". This position also indicates that the variables do not provide satisfactory explanations about the selective behavior of the media viewers, when taken isolated.

Considering the fundament of theoretical structure of gratifications

presented, I dedicate this text to its brief exploration. The six more emphasized categories of the research aligned to the U&G model will be presented ahead in five different topics, respectively, (1) the social psychological origins of the media; (2) the approach of the value of expectancy; (3) the audience activity; (4) gratifications and the consumption of media and (5 and 6) gratifications sought and obtained, and gratifications and media effects.

Social and Psychological Origins of Media Gratifications

A widespread point of view among most of researchers of Uses and Gratifications is that the audience members do not experience the media as isolated individuals, but rather “as members of organized social groups participating in a cultural activity” (PALMGREEN, WENNER and ROSENGREN, 1985:19). Thus, many of the reasons have their origins in the social media.

Such studies establish empirical bonds between gratifications and variables, such as age, degree of education, integration to social groups, or conditions of mobility or income, even without a theoretical support of the relation between these elements.

Even though in the initial period of such investigations has been produced a small number of studies in association with the psychological roots of the receiver using the variable exam, as the personality and attitudes, what happened in fact was the development of an approach that has its cause aligned to U&G, the specific nature of cognition and affective manifestations of the receiver, which is the approach of the expectancy¹ value as will be analyzed.

Recently, “typological” studies have advanced with a more complex description and operationalization of the viewer’s background (education, social class, life expectancy, etc.) in the motivated behavior directed to the media. These variables observed in an integrated way establish a “typological” construction of media consumption” from the evidence of several categories of exposure conditions/variables (antecedents X exposure intensity; antecedents X genres or content consumption, etc.).

Steps like these initially started from the attempts to provide a theoretical generic structure of the background that defined the audience patterns, supported in the isolated exam of the conditions as genre, age, social class, etc. With the unsuccessful results about the connection between such elements and exposure to the media, researchers anticipate the need of combining the different social/psychological circumstances in order to overcome the lack of structure that connected the gratifications to their origins.

A pioneer study with this intention was conducted by Blumler (1979). Developed at the center for TV research in the University of Leeds, this study

¹As can be seen in the general model of U&G, these variables are understood as having a "causal closeness" to gratifications sought, not being the most distant from the motivations nor determinants for the search of the means, the widest indicator of the conditions that mediate the means and their receptors.

aimed to investigating social/personal sources of satisfaction with the media, based on a test with around a thousand British adults. Blumler performed the test about the associations of the aspects of personal experience of the receiver according to procedures of the AID (Automatic Interaction Detector) which could define which experience would be closer to the satisfaction with the media.

Studies like these are developed considering the personal experience of the audience that try to explain satisfaction variation with the media, even though they are still being developed, the attempts of establish theoretical prescriptions that involve the social and psychological elements considering the origin of motivation towards the media.

Approach of the Expectation Value

The concept of “expectancy” is a basic requirement in order to comprehend the selective processes and media consumption because it’s with the elements that correspond to expectations, that the viewer recognize or not his gratifications toward the media.

The concept of “expectancies” doesn’t bring unanimity, it may be associated with definitions as “probability and satisfaction”, “demand of the audience to the means”, or “emotional anticipation considering that particular events bring consequences (check PALMGREEN, WENNER and ROSENGREN, 1985:22). Such variable according to this context can be determined assuming that the conception involves some “probability that content has a particular attribute”, while the “value” is related with the degree of affection, favorable/unfavorable tendency regarding the expectancy attribute in the media/content.

The solution to this idea is to comprehend that the expectancy of finding some material that corresponds to the initial expectancies of the receiver (like the discovering of information about a romance, for instance) is what mobilizes the selective action from the viewers about the media.

Aware of it, an individual expose himself/herself to a specific content/media because it has, even subjectively, some probability of satisfaction and usage. It’s considered at this rate the receiver’s perceptions which evaluate the “degree of satisfaction obtained with the experience of exposing”, interfering significantly in the probability of new exposures – the romance in that specific soap opera is interesting/exciting enough to make the spectator repeat his/her exposure? In other words, there are two incident variables in the selective process of exposure: the expectancies of finding a specific attribute in the messages, and its particular (degree of affection) value for the receptor.

Thus, such approach is consistent with the comprehension of the basic selection processes and the consequents exposure patterns to the media.

Activity of the Audience

The idea of a passive viewer, apathetic, inert was contested through the empirical studies of U&G, which since the beginning showed an opposite situation to this, predicting in the results an active receptor, volunteer and motivated in many ways with the media. Beyond many empirical evidences, Levy and Windahl (1985) dedicated to specify the “typology of audience activity”, basing their notes on two guidelines, the first in the molds of selectivity, involvement and utility, aligned with a second guideline which is temporal, before, during and after exposure to the media.

Such typologies of audience activity would turn out in the following principles:

- 1- The selectivity is a non-fortuitous process of choice of one or more alternatives of behavior, perceptions or knowledge related to the media. The selection before the exposure in fact reflects the individual decision of consuming the media based on the perceptions learned and previous experiences with the media. And also the selection during the exposure is compatible with the model. The beginning of the selective perception implies that the audience members give more attention to some parts of the whole message than others. Studies about newspaper readers have shown, for example, that different individuals who read the same newspaper focus their attention to different sections. The selectivity after the exposure to the media is verified through the selective memory process.
- 2- The involvement of the audience with the media is related to the point in which the receiver realizes the connection between him/her and the media content, according to the interaction maintained with the messages. The involvement previous to the exposure suggests, for instance, that some level of anticipation may be associated with the projected usage of the media, which could demand from the viewer some level of anticipation to the exposure (have dinner earlier in order to watch soap operas, for example). During the exposure, the involvement is related to the levels of consciousness about the consumed messages, revealed by the levels of attention dedicated to the contents exposed (not allowing children at the place where the contents are consumed or sewing while watching television, would tell the receptor's degree of involvement with the program). The involvement after the exposure suggests that the individual may join the activities related to the object material, such as collecting magazines, stickers, or whatever is related to the media product that the viewer is exposed.
- 3- The notion of utility condenses the audience process in anticipating usages of the media for its own proposes. The utility

previous to the exposure is exactly consciousness level that the viewer wants and the notion where the expectancy may be gratified (“and now I’ll relax watching my soap operas”, or, - “I need to watch the episode of the marriage, so I will know how to be dressed in my neighbor’s marriage”). During the exposure such unity refers to its own motivated process, because not always the exposure is related to a specific search for or to an expectancy to be satisfied; “many cognitive and affective gratifications obtained through the media are experimented during situations of exposure. The utility after the exposure is related to the different usages of material from the media in their immediate context; conversations about the content or the action of buying based on such materials are illustrative examples of the concept.

Agreeing with the initial ideal proposed by Levy and Windahl (1985) that the receiver is “active”, the concepts of audience activity, evaluated by subsequent studies, proof that the more motivated was the audience, more dedicated the viewers were in their activities with the media (check, PALMGREEN, WENNER and ROSENGREN, 1985:24).

Gratifications and Media Consumption

The studies dedicated to motivated behavior of exposure to the media were developed diffusely, especially at the two first stages of the paradigm development of the U&G. there are two categories of study belonging to these investigations, the study of typology of media reasons and the study of the connections between gratification and media content.

Generally, the studies of the first investigative category allowed only the identification of the reasons directed to the media. Ferguson and Perse’s study (2000) can illustrate such perspective. Intending to explore such the similarities between television and Internet, they inquired users of both media and found three similar reasons for the usage of television and Web: entertainment, hobby and relaxation. It also recently, Book and Grady (2005) analyzed enthusiasts of satellite radio and found out that those receivers still consumed traditional radio for vigilance and social integration reasons. Papacharissi and Mendelson (2007) exposed that the most salient reasons for consuming reality shows are entertainment and hobby. Even though media consumption is affected by structural facts as content offering or viewer’s availability to consume, and what these studies have been sediment is that motivations play fundamental role in the mediation of media behavior.

The second category of studies in question sets up the empirical demonstration of associations between exposure and selective gratifications, or more specifically, the types of gratifications or genres of contents transmitted, for example, on television. Such associations would highlight what types of gratifications that are associated with the types of media content, however in

general, the consumption of media demonstrates low or moderate correlation between gratifications and the specific types of content considered.

What investigations have shown are "multivariate motivational schemes" that conduct the consumption of media and / or content in a way that "multiple motives" guide the exposure to one or more content / media. From this perspective, the audience would eventually seek ways or different contents based on the satisfaction of a gratification in particular, and accuse more than one communicative offer perceived (reasons or gratifications) for exposing to media or even a specific content.

Ruótoló (1988), for example, uses the reasons for reading the newspaper to profile readers in terms of motivational patterns. He found instrumental readers, who use the newspaper to get information to be used as a tool for daily life, the stimulator of opinion, who uses information to form and compare opinions, the ego-exalting, using reading to learn and become respected by others, and the investigator, who analyses the newspaper with a wide variety of purposes.

“Gratifications sought and obtained” and “Gratifications and effects”

It was in early 1970s that scholars of U & G approach emphasized the need to distinguish conceptually gratifications sought and obtained. Levy and Windahl, 1984; McLeod and Becker, 1981; McLeod et al., 1982; Palmgreen and Rayburn, 1979; 1984; Palmgreen et al., 1980; 1981; Rayburn and Palmgreen, 1983; 1984; Rayburn et al., 1984; Wenner 1982; 1983; and others, (apud PALMGREEN, WENNER and ROSENGREN, 1985:27), their research show that "the gratifications sought demonstrate moderate correlation with the correspondence of gratifications obtained."

This statement actually means the proof of certain incidence or low correlation between these two variables, the gratifications sought and obtained; a perception means the understanding of the expectations that energize the behavior of media exposure. The nature about what the audience seeks and obtains is, according to this research, an important contribution to the formation of perceptions, beliefs and evaluations of the attributes of the media tested.

Summarizing, what is shown by this research is that both variables (gratifications sought and obtained) relate differently with the choice of content. As examined by Palmgreen, Wenner and Rosengren (1985), gratifications sought and obtained in connection with the value of the expected behavior of exposure are influenced not only by subjective evaluations of receptors on the attributes of the media, but also the gratifications that matched (or not) eventually reshape the perception of the receiver about his experience with the media, which awakens new behaviors of consumption of media.

Also notably, it is necessary to expose the analysis of the reasons for seeking the media and the subsequent "effects" of communication that eventually emerge from qualified questions of this relation (see Blumler,

1979). The union between gratifications and media effects has established serious points of negotiation between motivated exposure to media and ability to influence on these receptors (see PALMGREEN, and ROSENGREN WENNER, 1985:30).

Studies developed by Becker, 1976; Blumler and McQuail, 1969; Bock, 1980; Nordlund, 1978; Roe, 1983; Rosengren and Windahl, 1977; Rubin, 1981; 1983; Rubin and R Rubin, 1982; Weaver, 1980; Wenner, 1982; 1983; Windahl et al., 1983; (apud Palmgreen, Wenner and Rosengren, 1985), show how the gratifications are important variables for the effects of the wide spectrum of media, including the acquisition of knowledge; dependence to the media; influence on attitudes and opinions, perceptions of social reality; established agendas, and other important relationships.

Models such as those already exposed try to explain the effects of the media linking the reasons for the audience, behavior and content with other characteristics of the process media. McLeod and Becker (1974) noted reciprocal effects between exposure and gratifications in the media because these gratifications would act as determinants of agendas established (see Rubin 1998). Also Blumler (1979) summarized three primary uses of media and proposed three hypotheses about the effects based on these gratifications: 1. Cognitive Motivations (knowledge and counseling search) will facilitate obtaining information. 2. Fun or escapism will facilitate a more accurate perception of audience about the pictures exhibited in social entertainment. 3. Motivation of personal identity (viewers that seek to emulate themselves) promotes the facilitation of reinforcing effects.

According to Rubin (1998: 431), hypotheses like Blumer's are reverberating, as studies of Perse, 1990, Rubin, 1983, 1984 A. Rubin and Perse, 1987, A. Rubin and Rubin R 1982, who observe links between instrumental information seeking and information gain during political campaigns. These researchers concluded that the usage of public subjects broadcasted by the media led to the growth of political knowledge (see also Pettey, 1988 and Atkin and Heald, 1976 apud Rubin 1998).

The Experience of the Model of "Value of Media Gratifications"

There are not few strategic paths traced by the research of U&G. A new generation of studies has contributed significantly to the consolidation of basic propositions involved in the overall model, propositions that advance along with the issues about understanding the forces that govern the use of the social communication.

In this regard, I emphasize an investigative work that resumes in detail the structure of "the expectation value approach to media gratifications" to refer to a process in which the 1.expectancies and the 2.evaluations influence the social communication media audience selection.

Watching Brazilian and Portuguese soap operas in Portugal was the researched and defended theme at the Nova University of Lisbon (check

Ferreira, 2011). The methodology of "Grounded Theory" has been used in research to provide a "MODEL OF SOAP OPERA AUDIENCE" firmly rooted in the perspective of forty-nine interviewed viewers. The articulation of the formulated model presented the action orientation of the nature of the phenomenon of "watching soap operas" also allowing its observation as "process" clearly associated with the principles of the theory of expectancy value of the gratifications by Palmgreen and Rayburn (1985).

In short, the grounded theory methodology provided the establishment of the fundamental conditions that influences the audience of soap operas, (the reasons); most obvious contextual conditions of its actors (the exogenous conditions, characteristics and lifestyles of receivers who would be influential in the origin of the reasons); actions, interaction strategies with soap opera (selectivity, intentionality and involvement), as well as the results of these interactions (intensity of exposure to soap operas).

Finally, consumption of content could be associated with the predominance of the selection of national soap operas or Brazilian ones by the viewer. In short, the structuring of the information gathered allowed the identification of the basic processes which receptors are involved in consolidating the audience of soap operas.

Table 3. Structuring of the conceptual formulations based on the substantive data (FERREIRA, 2011:127)

Substantive Code ¹	Conceptual Code	Basic intrinsic Process	Central category
Reasons Company / Hobby Escape Relaxation Valuing self-image Projection of dreams Escape from boredom	Emphasis Habit Humor Management - uses the soap opera within the context of reception	Casual exposition Perception of a gratification and evaluation of the experience of the audience Election, the	“I’m among those people who are into the artificial moments of soap operas”

¹The reasons reported for the audience of soap operas in Portugal. The eight reasons are grouped into three distinct categories of motivations, Habit, which refers to a merely casual or accidental exposure without a specific selection process of the content watched, Humor Management, which matches the receiver's desire in handling his mood, just like bored people trying to have fun with soap operas or stressed people trying to relax by following the plots. The end that justifies the audience of the means is consummatory; it finishes with the end of exposure to the content consumed. The third group of reasons is characterized as instrumental, i.e., audience members seek to use the information collected in the contents watched in their daily lives, such as a receiver who wants advise on fashion or relationships, or even uses the content reference to socialize with the children, nephews, etc.

Learning / Counseling Social integration	Counseling / Social integration - uses the soap opera within the personal context of the viewer	choice(s) of the content(s) to be consumed Audience and constant evaluation	Essential code
---	--	--	----------------

The model indicates that receiver's personal dispositions situated in context and along with the rewarding experience of soap operas (exposure may be facilitated or constrained by a number of external factors) trigger "reasons" that energize new exposures to the related material. At first, the rewarding experience evaluated and identified becomes an energizer that mobilizes the receiver to search the contents that demonstrate certain probability of matching the expectations.

Everything starts with a causal experience of the material in which the receiver evaluates its due "value" and develops (from the result of the evaluation) a "certain" relationship with the material concerned. Depending on the degree of affinity or correspondence between the expectations and the offer of gratifications in soap operas, the viewer can establish a committed relationship with their contents, with an audience committed, determined and dedicated, varying even in a position opposite to it, with a fortuitous and casual consumption¹.

The articulation of the formulated model aligned to the theory of expected value of gratifications by Palmgreen and Rayburn (1985), which highlights the affective ratings of gratifications found in the contents by the audience members.

Although the recognition of affective reactions is a condition relevant to the determination of the selection process and audience content, this aspect has been overlooked by many traditions, even U&G, until the mid-1980s, when incorporated in the theoretical conceptions of this tradition of studies (check Blumler, 1985 and PALMGREEN and Rayburn, 1985:63).

According to Cohen, Fishbein and Ahtola (1972), affective reactions are positive feelings and negative (therefore affective) built on a cognitive formulation, in the case of the study of the exposure process, elaborated affective reactions on the recognized attributes in the means of communication, specifically in soap operas. Thus, the model established by this study needed to dimension the intervention of affective reactions of receiver (feelings of pleasure) on the perceived attributes in soap operas, cognitively formulated by

¹According to the study, the decision of consumption of soap operas is demonstrated to be cyclical and requires the receiver constant evaluation about the ability to supply the rewards projected in the content and also the evaluation of the structure of providing contents that can compete against soap operas.

the receiver. These attributes or "reasons" can be observed in the first column of the chart above.

The Model of "Gratification Value of the Means" and the Selection of Soap Operas Process

In Palmgreen and Rayburn's work (1985) "An expectancy-value approach to media gratifications" is mentioned that the essential elements of the selection process are (1) expectations or motivations, which means the perceived probability that the consumption of a content will result in a particular consequence (obtaining a gratification), and the (2) evaluation of this result by the receiver, which is the degree of affection, pleasure on the particular expected consequence.

For the established model of the research in Portugal, the viewers select soap operas using the perceived probability that their contents will give them an experience according to their sense of pleasure¹.

This position is reinforced by the explicit fusion of Uses and Gratifications to the concepts of Value Expectancy, based on the work of Fishbein (1963) and Fishbein and Ajzen (1975, apud PALMGREEN and Rayburn, 1985), formally expressed in the formula:

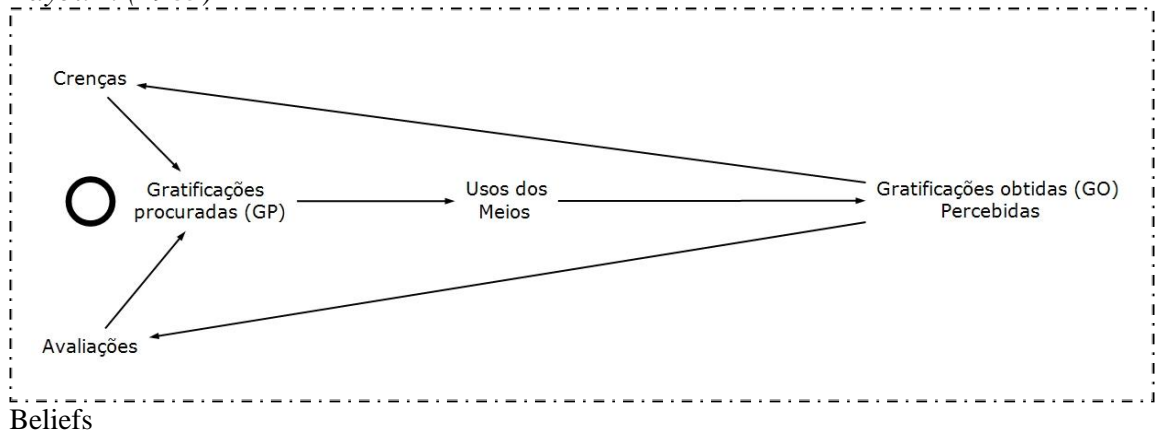
Table 4. *Expectation value of gratifications of the means, Palmgreen and Rayburn (1985)*

$G_{pi} = C_i A_i$ <p>Where: G_{pi} = O "i" gratification sought. C_i = belief (subjective probability) that the exposure will provide a particular result, gratification. A_i = the affective evaluation of the attributes associated with the audience.</p>
--

According to the research in Portugal, a gratification will not be sought in soap operas if it's perceived as having no such attribute or if it is negatively evaluated. However, if the viewer believes he can find some gratification in the episodes of soap operas, and the gratification is evaluated positively, the audience is carried out accordingly.

¹Therefore, these two elements are conceptually and analytically distinct (check McQuail, 1993:136).

Grafic 5. *Model of Expectancy Value of Media Gratification, Palmgreen and Rayburn (1985)*



Gratifications sought Use of media Gratifications perceived and obtained (GO)

Evaluations

As in the process described by Palmgreen and Rayburn (1985), the research shows that condition is relevant for model selection and audience, the congruence between beliefs and gratifications obtained, with both key parts of the "expectations".

Conceptually, gratification is the result of the experience of the audience. The beliefs that are descriptive, inferential¹ or informational are seen as primary components of gratification seeking. Being subjective, a personal nature of the receiver, beliefs and gratification (perceived) are both operationalized as expectations, but with different referents. (Check PALMGREEN and Rayburn, 1985:66).connected with the affective ratings of the audience experience, the selection process is configured.

Like a belief, the receiver expects to be rewarded with some advice about "loving relationships" in soap operas, and exposing themselves to some distinct episodes, would eventually crystallize or create new beliefs about this material. The gratification "advice" on the contents of the soap opera (gratification

¹These beliefs are derived from the sum of the receiver's individual experiences with a particular content, check Fishbein and Ajzen, (1975, cited Palmgreen and Rayburn, 1985). Descriptive belief results from the direct observation of a content, for example. The exposure to it will form and modify beliefs about the potential gratifications of the content. Informational belief is formed by the acceptance of information from external sources that connect the content to gratifications. The receiver acquires beliefs about a given content by, for example, the comments of others. Inferential belief is formed on the characteristics of content not by direct observation, but in formal logical bases, for personal implicit theories of the personality, as trough formulating stereotypes. A receiver, for instance, can form a belief about a new crime series without even be exposed to it. His belief in such content is only based on what the gender is or promises to be in a general way. (Palmgreen and Rayburn, 1985:70).

obtained), causes the receptor to evaluate whether this matches with their emotional inclinations, or which of the alternative materials that present the expected gratification demonstrate to fit what is conceived as better or more pleasurable.

The ratings are not affected in this way, by the perception of obtained gratifications, but by a system of subjective value. If none of the stimuli sought in the soap operas from the examples above have a positive evaluation from the receiver, most likely the audience will not occur.

The research result describes a process in which expectations and assessments influence the demand for gratifications, which consequently influences the selection of the audience of the soap operas. The audience could be explained this way as distinctly conducted, not only because of the different purposes (motives) that energize the activity of consumption of soap operas in the case studied, but also by the different affective values come from receivers' evaluation.

Generally, the research findings about the audience of soap operas reinforced the existing corpus of "uses and gratifications" when it comes to the category "expectation value of the gratifications," and consolidate a tradition started in the early 60, which is still weakly disseminated in the academic community, even among scholars expert in the studies of audience reception.

Final Thoughts

In combination, the empirical evidence coming from the investigative work of Uses and Gratifications supported the construction of the general model exposed in this text. Since its publication over twenty-five years ago, a new generation of studies has contributed to the consolidation of basic propositions involved in the overall model, these propositions that advance with the issues of understanding the forces that govern the personal use of the media.

This research presents an "active" viewer, not opposing the passive "mass" audience previously imagined, which is exposed and suffer the consequences of the media in an uniform, clear way, but rather variously active, that distinctively selects and uses the media content guided by different interests and satisfactions, which consumes messages with varying intensity and commitment. The "audience activity," according to the most recent basic paradigm of tradition, must be understood as a variable rather than a description or prescription of the audience.

Indeed, U&G has treated more recently the audience as "less than universally active" (Blumler, 1979; LEVY and WINDAHL, 1981, 1984, 1985 apud RUBIN, 1998) thanks to the empirical verifications accumulated over 70 years of investigative work. In general, the tradition of U&G has organized a lot of work and continues to lend further elaboration and application to researches; in this regard, it "is actually more flexible than it might seem and

can provide a powerful structure for observing the media in a broad social and cultural context.

Bibliography

- ATKIN, Charles (2008). Informational utility and selective exposure to entertainment media. In: ZILLMANN, Dolf e BRYANT, Jennings (Eds.). *Selective Exposure to Communication*. 63-92. New York: Routledge.
- BLUMER, Herbert (1978). The Mass, the public and public opinion. In: COHN, Gabriel (Org.). *Communication and culture industry: analysis of readings of the media in contemporary society and the manifestations of public opinion, advertisement and mass culture*. 177-186. 4 ed. São Paulo: Nacional.
- BLUMER, Jay e ELIHU, Katz (1974). *The uses of mass communications: Current perspectives on gratifications research*. Beverly Hills: Sage Publications.
- BLUMLER Jay G.. (1979). The Role of Theory in Uses and Gratifications Studies. *Communication Research*. London: Sage Publications.
- BLUMLER, Jay. (1985). The Social Character of Media Gratifications. In: ROSEGREN, Erik, WENNER, Lawrence e PALMGREEN, Philip. (Eds). *Media Gratifications Research*. .41-59. Beverly Hills: Sage publications.
- BOOK, C. L. e GRADY, D. A. (2005). *Consumer Adoption of New Radio Distribution Systems*. NAB GRANT REPORT.. <http://www.elon.edu/academic/s/communications/connections/2005/aug_05/satelliteradio.pdf>.
- COHEN, J. B., FISHBEIN, M. e AHTOLA, O. T. (1972). The Nature and Uses of Expectancy-Value Models in Consumer Attitude Research. *Journal of Marketing Research*, V.9, 456-460.
- FERGUNSON, M. e GOLDING, P.. (1997). *Cultural Studies in Question*, London: Sage Publications.
- FERGUSON Douglas A., PERSE Elizabeth M. (2000).The World Wide Web as a Functional Alternative to Television. *Journal of Broadcasting & Electronic Media*, V. 44 n.2, spring. 155- 174. Broadcast Education Association: Gale Group Broadcast Databases. <<http://www.infotrac.galegroup.com>>.
- FERREIRA, Raquel Marques Carriço (2011) *The Experience of the Telenovelas' Audience in Portugal*. PhD thesis defended at the Universidade Nova de Lisboa, Lisbon.
- LEVY, Mark e WINDAHL Sven (1985). The Concept of Audience Activity. In: ROSEGREN, Erik, WENNER, Lawrence e PALMGREEN, Philip. (Eds.). *Media Gratifications Research*. 11-37. Beverly Hills: Sage publications.
- LIN, C. A. (1999). Modeling the gratification-seeking process of television viewing. In: Human communication research. 224-244. Beverly Hills: Sage Publications.
- LIN, C. A.. Online service adoption likelihood. In: *Journal of Advertising Research*, 39(2). 79-89.
- LIN, C. A. (1996). Looking back: The contribution of Blumer and Katz's Uses of Mass Communication to communication research. In: *Journal of Broadcasting & Electronic Media*. Beverly Hills: Sage Publications.
- LIN, C. A. (2001). Audience attributes, media supplementation, and likely online service adoption. In: *Mass Communication and Society*.
- MCQUAIL, D; BLUMLER, J.G e BROWN, J.R. (1972). The television audience: A revised perspective, In: McQUAIL, D. (Ed.). *Sociology of Mass Communication*. Hamondsworth: Penguin.

- MCQUAIL, Denis. (1985). Gratifications Research and Media Theory: Many models or One? In: ROSEGREN, Erik, WENNER, Lawrence e PALMGREEN, Philip. (Eds). *Media Gratifications Research*. 149-167. Beverly Hills: Sage publications.
- MCQUAIL, Denis. (1991). *Introducción a La Teoría de La Comunicación de Masas*. 2 ed. Buenos Aires: Padiós.
- MCQUAIL, Denis e WINDAL, Sven. (1993). *Communication Models for the study of Mass Communication*. 2ed. New York: Longman.
- MCQUAIL, Denis. (1997). *Audience Analysis*. Thousand Oaks: Sage Publications.
- MCQUAIL, Denis. (1998). With the Benefit of Hindsight: reflections on Uses and Gratifications research. In: DINCKINSON, Roger; HARINDRANATH, Ramaswami e LINNÉ, Olga. *Approches to Audiences: a Reader*. 151-165. London: Arnold publishers.
- MCQUAIL, Denis. (2003). *Theory of Mass Communication*. Lisbon: Fundação Calouste Gulbenkian.
- PALMGREEN, P., and Rayburn, J. D. (1985). *The comparison of gratification models of media satisfaction*. 52, II.334-346. Communication Monographs.
- PALMGREEN, P., and Rayburn, J. D. (1982). Gratifications sought and media exposure: An expectancy value model. *Communication Research*, 9, II. p.561-580.
- PALMGREEN, Philip e RAYBURN, J.D. (1985). An Expectancy-Value Approach to Media Gratifications. In: ROSEGREN, Erik; WENNER, Lawrence e PALMGREEN, Philip. (Eds.). *Media Gratifications Research*. 61-72. Beverly Hills: Sage publications.
- PALMGREEN, Philip, WENNER, Lawrence e ROSEGREN. (1985). Uses Gratifications Research: The Past ten years. In: ROSEGREN, Erik; WENNER, Lawrence & PALMGREEN, Philip. (Eds.). *Media Gratifications Research*. 11-37. Beverly Hills: Sage Publications.
- PAPACHARISSI, Zizi e MENDELSON, Andrew L. (2007). An exploratory study of reality appeal: uses and gratifications of reality TV shows. *Journal of Broadcasting & Electronic Media*, v51 (2), p355- 370. Broadcast Education Association: Gale Group Broadcast Databases. <<http://www.infotrac.galegroup.com>>.
- PERSE, E. M., and RUBIN, A. M. (1988). Audience activity and satisfaction with favorite television soap operas. *Journalism Quarterly*.
- PERSE, Elizabeth M. Audience Selectivity and Involvement in the Newer Media Environment. *Communication Research*, London: Sage Publications V. 17, n. 5, October 1990, p. 675-697.
- RUÓTOLO, A. C. F. (1988). *A Typology of Newspaper Readers*. Journalism Quarterly, University of South Carolina. V. 65, n. 1.
- RUBIN, A. M.. (1983). Television Uses and Gratifications: The interactions of viewing patterns and motivations. *Journal of Broadcasting*. 27, 37-51.
- RUBIN, A. M.. (1984). Ritualized and Instrumental Television Viewing. *Journal of Communication*, 34:3, p. 67-77.
- RUBIN, A. M.. (1985). Uses of daytime television soap operas by college students. *Journal of Broadcasting and Electronic Media*. vol. 29, n. 3, 241-258.
- RUBIN, Alan e PERSE, Elizabeth. (1987). Audience Activity and Television News Gratifications. *Communication Research*, London: Sage Publications, V. 14, n. 1, February 58-84.

- RUBIN, R. B., PERSE, E. M., E BARBATO, C. A.. (1988). Conceptualization and Measurement of Interpersonal Communication Motives. *Human Communication Research*, V.14, 602-628.
- RUBIN, A. M..(1998). Media uses and effects: a uses-and-gratifications perspective. In: BRYANT, Jennings; ZILLMANN, Dolf. *Media effects: Advances in theory and research*. Washington DC: Kent State University.
- WIMMER, Rogeu; DOMINICK, Joseph. (1996). *La Investigación Científica de la Comunicación*. Barcelona: Bosh.
- WINDAHL, Sven. (1985). The Concept of Audience Activity. In: ROSEGREN, Erik, WENNER, Lawrence e PALMGREEN, Philip. (Eds.). *Media Gratifications Research*. Beverly Hills: Sage publications.