

Decoding Media Motivation: Exploring the News Consumption Patterns of Pakistan's Media Academics

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Received: 30-11-2024

Revised: 13-01-2025

Accepted: 20-01-2025

Published: 04-02-2025

Suggested Citation: Naeem Ullah Tariq; Muhammad Yousaf. "Decoding Media Motivation: Exploring the News Consumption Patterns of Pakistan's Media Academics." *Lahore Institute for Research and Analysis Journal* 3 (2025): 66–86.

Abstract - This study investigates the relationship between media functions and audience gratifications sought by media academics in Pakistan, with a focus on understanding how various functions of the news media influence the preferences and motivations of academics in their consumption of media content. The study is grounded in the uses and gratifications theory, which posits that individuals actively seek out media content to fulfill specific needs and gratifications. While this theory has been widely studied in the context of general audiences, there is a notable gap in research regarding its application to media academics, who possess specialized knowledge of media processes and theories. By addressing this gap, the study aims to contribute to a deeper understanding of how media functions shape the information-seeking behaviors, social interactions, emotional responses, and mobilization efforts of media academics. Additionally, the study seeks to provide insights into the preferences and motivations of media academics regarding their consumption of news media content. The study employs survey method. The questionnaire is designed to assess media functions and audience gratifications through a series of structured questions and Likert-scale ratings. Preliminary findings reveal significant correlations between specific media functions, such as information dissemination, socialization, sensationalism, and mobilization, and audience gratifications sought by media academics. For example, academics who consume news media for informational purposes may seek gratifications related to staying informed, while those who consume media for socialization purposes may seek gratifications related to social interaction and connection. Overall, this study contributes to a deeper understanding of the relationship between media functions and audience gratifications within the context of media academia in Pakistan. The findings have implications for media practitioners, educators, and policymakers, highlighting the importance of considering audience motivations and preferences in media content production and dissemination.

Keywords - Media functions, audience gratifications, media academics, news media, Pakistan



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1. Introduction

Mass media performs a number of functions allowing media to engage members of society. Media is performing a range of functions, surveillance, transmission, correlation, persuasion, entertainment, etc.¹ Relating to readers and audience, functions of the mass media are often examined from the media users' perspective. As a matter of fact, audience uses and gratifications has attracted interest of media researchers in recent times.² Primitive are the studies conducted in the United States and Great Britain. Majority of these studies addressed the uses and gratifications of audience from multiple media (types and systems). Media effects studies have identified range of functions of the mass media³ named these functions as surveillance, transmission, correlation, sensationalization, validity, mobilization, entertainment, and watchdog role of media. Whereas, the other core functions of media are highlighted by ⁴ are Information, awareness, education, persuasion are the other core functions of the mass media. Literature suggested variety of audience sought and articulated functions of media which were explored in the uses and gratification research⁵ found a number of such audience centered needs or the functions of media about which respondents recorded answers. Current study is designed to measure uses and gratifications of functions of the news media mentioned by studies of Elliott (2020) and Slater and Rouner (2002) studies. This would be a preliminary exploratory research to find out a relationship between media functions and sought gratifications at the end of media academics. This study will examine the uses and gratifications of readers and audience with respect to television channels, radio, newspapers and websites, imparting news. Media academics, the ones who are well aware of all media processes, theories and functions and teach these phenomena to the journalists who control the media functions would be surveyed for analyzing uses of media and gratifications.

1.1. Significance of the study

The relationship between media functions, patterns of media usage, and the gratifications derived from media consumption has remained a relatively underexplored area in communication research. This study aims to fill this gap by conducting a preliminary investigation into the relationship between media functions and the gratifications sought by media academics. By focusing on this specific group, the study provides valuable insights into how individuals who are deeply knowledgeable about media processes, theories, and functions engage with media. This research not only contributes to the existing body of communication literature but also provides a foundation for future studies to delve deeper into the complexities of media functions and audience gratifications ⁶. Understanding the sought gratifications of media academics is particularly significant because these individuals play a crucial role in shaping future media practitioners and scholars.

1.2. Objectives of the study

1. To assess the sought gratifications of media academics in relation to the functions of news media
2. To determine the framework for analyzing the gratifications of media users with respect to the functions of news media

1.3. Problem Statement

The lack of research on the uses and gratifications related to the functions of news media in Pakistan has prompted the current study. There has been insufficient examination of media functions as essential operations of the media, and the gratifications of the audience have not been adequately analyzed in the

¹ Ralph D. Berenger, "Global Communication: Theories, Stakeholders, and Trends," *The Social Science Journal* 40, no. 3 (2003): 505–7, [https://doi.org/10.1016/s0362-3319\(03\)00049-1](https://doi.org/10.1016/s0362-3319(03)00049-1).

² (Rubin & Perse, 1987)

³ Elliott (2020)

⁴ Slater and Rouner (2002)

⁵ Katz and Gurevitch (1973)

⁶ Katz and Gurevitch; Alan M Rubin and Alan M Rubin, "Television Uses and Gratifications : The Interactions of Viewing Patterns and Motivations Television Uses and Gratifications : The Interactions of Viewing Patterns and Motivations," no. April 2013 (2009): 37–41.

Pakistani context. This has resulted in significant research and theoretical gaps in understanding the media-audience relationship. The persistent unanswered questions about the functions of the media and the gratifications sought by the audience necessitate this study as an essential academic endeavor for mass communication researchers. By addressing these gaps, this study aims to provide a deeper understanding of how media functions are perceived and valued, particularly among media academics who play a crucial role in shaping future media practitioners and scholars.

1.4. Research Questions

Q-1. What are the media usage patterns adopted by media academics in Pakistan?

Q-2. How and to what extent different media consumption patterns stimulus to gratifications sought the media academics in Pakistan?

The literature on media consumption behavior, particularly through the lens of uses and gratifications theory, has offered valuable insights into the multifaceted relationship between individuals and media platforms. Rooted in seminal works such as those by Blumler and Katz and Rubin⁷, this theoretical framework has provided a framework for understanding why individuals select specific media content and how it satisfies their social and psychological needs. Rubin administered the study on uses and gratifications among television viewers. He categorized the viewers into two groupings, a) entertainment seeking group, b) information seeking group. Entertainment seeking group reported viewing of television, often, out of habit and in order to gratify entertainment feel as media provides amusements and enjoyment. There was no particular motive of using media except the entertainment. The users did not report intend to go for particular entertainment content either Baran and Davis⁸ stated that newspapers readers read newspapers under certain purposes. They seek gratifications while reading newspapers. In this activity motives of readers changes person to person. Hence, fair to state that they would experience different gratifications. Gratifications also involve the surveillance function of the media. This held readers to stay informed about routine events and through this function of media they come to know about the presidents and other prominent personalities. This functions takes place when media collects and disseminates information among masses.

The perception of media's ability to provide gratifications was consistent in the public. Media had independent images related to their functions. Media usage and fandom do not affect perceived gratifications. Whereas, media functions have consistent images across different user groups.⁹ Peifer¹⁰ explores the assumption that news media displacement is a function of the degree to which news media are functional equivalents, and found that for students, news media substitution does not depend on functional equivalence of media in providing gratifications and gratification opportunities or types of content. Media use depends on habit and accessibility for the audience. An investigation of television news supports an expectancy value conceptualization that gratifications sought from a media object are a function of a person's beliefs that the object possesses certain attributes mediated by the subjective evaluations of these attributes.¹¹ The study explores news media usage among university students in Pakistan, focusing on social media and radio as popular sources, utilizing the Uses & Gratification Theory for analysis. They focused on different news media usage among university students in Pakistan and used the "Use and Gratification Theory" to accomplish this study, they used the quantitative method, to fill out the survey from Students, the data was collected through a designed questionnaire from 600 students (Male n=376, Female n=223) at

⁷ Rubin (1983)

⁸ Baran and Davis (2016)

⁹ Allen Lichtenstein and Lawrence B Rosenfeld, "Uses and Misuses of Gratifications Research: An Explication of Media Functions," *Communication Research* 10, no. 1 (1983): 97–109.

¹⁰ Peifer (2018)

¹¹ Philip Palmgreen and James D Rayburn, "Gratifications Sought and Media Exposure an Expectancy Value Model," *Communication Research* 9, no. 4 (1982): 561–80; Mubashir Saeed and Rahman Ullah, "Exploring News Media Usage among University Students to Fulfil Needs: Uses & Gratification Perspective," *Human Nature Journal of Social Sciences* 2, no. 2 (2021): 29–41.

Kohat University of Science & Technology, Kohat, Khyber Pakhtunkhwa, Pakistan. They found that social media and radio are the most popular news media among university students. Facebook is the most widespread web-based application used by students. A comparison is done between News Media and Social Media related to what type of needs does each of these media fulfil and it is revealed that the users trust more News Media rather than Social Media concerning the news they read online. They use social Media for Entertainment, News Media for Surveillance.¹² Rustemi et al. tried to shed some light on how consumers of Western Balkans and specifically in Kosovo, use social media and how those shape their attitudes, based on the uses and gratifications approach. Social media platforms are used differently by consumers for information retrieval and decision-making in online buying.¹³

Zolkepli et al. examined internet users' experience and gratifications of social media, which affect the utilization of the medium, and found that social media utilization is affected by three key component psychological factors. They found that social media utilization is affected by personal, tension release, social factors.¹⁴ Ratcliff et al. explored specific relationships between new media and religion and explored technology usage as a pre-condition for the existence of a relationship between the media and the religion, while prior research has focused on the question of whether a relationship exists.¹⁵ Authors investigated the relationship between gratifications sought (GS) from television news and gratifications obtained (GO) from network evening news programs and found that each GS correlated moderately to strongly with its corresponding GO for the respondent's most-watched program. Whereas, they highlighted differences in gratifications sought and obtained dimensions¹⁶. Different scales were developed to measure gratifications sought and obtained from TV news, focusing on dimensions like General Information Seeking, Decisional Utility, Entertainment, Interpersonal Utility, and Parasocial Interaction. Palmgreen et al. as discussed by the authors developed two 15-item scales to measure the gratifications sought and Gratifications obtained (GO) from TV news and used them to measure beliefs, evaluations, and importance of TV news feature. The literature review identifies several key gaps and areas for investigation within the realm of media consumption and uses and gratifications theory as the justification of current study. While studies have explored the gratifications sought and obtained from various media platforms, there remains a need for a deeper understanding of how specific media functionalities influence users' gratification experiences.

2. Methods

For the research "Functions of News Media: An Analysis of Gratifications Sought by Media Academics in Pakistan," a cross-sectional survey design has been chosen. Compared to longitudinal studies that track changes in individuals over time, cross-sectional surveys are more cost-effective and require fewer resources. This makes them suitable for research projects with limited budgets.¹⁷ With proper sampling techniques and a representative sample, findings from cross-sectional surveys can be generalized to the broader population of media academics in Pakistan. This enhances the external validity of the research findings.¹⁸ By employing a cross-sectional survey design, the research effectively explored the gratifications sought by media academics in Pakistan, providing valuable insights for both academic scholarship and practical implications in the field of media studies. An online Google Form was meticulously crafted to gather responses from academics across Pakistan. After persistent effort and

¹² Siakalli Michailina, Masouras Andreas, and Papademetriou Christos, "Understanding Online News : Uses and Gratifications of Mainstream News Sites and Social Media" 03 (2015): 1–13, <https://doi.org/10.15556/IJSIM.02.03.001>.

¹³ Rustemi et al. (2021)

¹⁴ Zolkepli et al. (2018)

¹⁵ Ratcliff et al. (2017)

¹⁶ Philip Palmgreen, Lawrence A. Wenner, and J.D. Rayburn, "Relations Between Gratifications Sought and Obtained," *Communication Research* 7, no. 2 (1980): 161–92, <https://doi.org/10.1177/009365028000700202>.

¹⁷ Earl R Babbie, *The Practice of Social Research* (Cengage AU, 2020).

¹⁸ Don A Dillman, Jolene D Smyth, and Leah Melani Christian, *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (John Wiley & Sons, 2014).

dedication, a total of 160 completed questionnaires were successfully obtained from 38 educational institutions spanning the entire country. Respondents are drawn from a diverse range of educational institutions across Pakistan, including universities located in major cities such as Islamabad, Lahore, Karachi, Peshawar, and others. The distribution of respondents varies across institutions, with some institutions contributing a higher number of respondents compared to others. For example, National University of Modern Languages (NUML) contributed the largest percentage of respondents (26.3%), followed by Superior University, Lahore (11.3%), Punjab University, Lahore (5.6%), and others. A period was designated 25-6-2023 to 24-12-2023 for data collection, during which participants were encouraged to complete the survey at their convenience. For reliability and validity of instrument, Discriminant Validity-Hetrotrait-Monotrait Ratio, Cronbach's Alpha, Composite Reliability (ρ -a), Composite Reliability (ρ -c) and Average Variance Extracted (AVE) were calculated.

3. Results

Table 1: Association among gratifications sought of Academics in Pakistan

	Education	Entertainment	Persuasion	Surveillance	Interpretation	Linkage	Socialization	Sensation	Mobilization
Information	.566** .000 160	.355** .000 160	.509** .000 160	.512** .000 160	.577** .000 160	.561** .000 160	.425** .000 160	.338** .000 160	.410** .000 160
Education		.359** .000 160	.583** .000 160	.503** .000 160	.503** .000 160	.569** .000 160	.443** .000 160	.259** .001 160	.387** .000 160
Entertainment			.479** .000 160	.423** .000 160	.386** .000 160	.456** .000 160	.474** .000 160	.483** .000 160	.382** .000 160
Persuasion				.578** .000 160	.504** .000 160	.573** .000 160	.589** .000 160	.512** .000 160	.536** .000 160
Surveillance					.505** .000 160	.574** .000 160	.514** .000 160	.397** .000 160	.530** .000 160
Interpretation						.540** .000 160	.505** .000 160	.323** .000 160	.508** .000 160
Linkage							.586** .000 160	.480** .000 160	.527** .000 160
Socialization								.441** .000 160	.621** .000 160
Sensation									.368** .000 160

There are significant correlations between various gratifications representing functions of news media sought by media academics in Pakistan. The table 4.1 reveals strong positive correlations among different gratification, indicating interconnectedness in the functions served by news media. Specifically, the following significant correlations are observed ($p < .01$): Information correlates positively with Education ($r = .566$), Entertainment ($r = .355$), Persuasion ($r = .509$), Surveillance ($r = .512$), Interpretation ($r = .577$), Linkage ($r = .561$), Socialization ($r = .425$), Sensation ($r = .338$), and Mobilization ($r = .410$). Education correlates positively with Entertainment ($r = .359$), Persuasion ($r = .583$), Surveillance ($r = .503$), Interpretation ($r = .503$), Linkage ($r = .569$), Socialization ($r = .443$), Sensation ($r = .259$), and Mobilization ($r = .387$). Entertainment correlates positively with Persuasion ($r = .479$), Surveillance ($r = .423$), Interpretation ($r = .386$), Linkage ($r = .456$), Socialization ($r = .474$), Sensation ($r = .483$), and Mobilization ($r = .382$). Persuasion correlates positively with Surveillance ($r = .578$),

Interpretation ($r = .504$), Linkage ($r = .573$), Socialization ($r = .589$), Sensation ($r = .512$), and Mobilization ($r = .536$). Surveillance correlates positively with Interpretation ($r = .505$), Linkage ($r = .574$), Socialization ($r = .514$), Sensation ($r = .397$), and Mobilization ($r = .530$). Interpretation correlates positively with Linkage ($r = .540$), Socialization ($r = .505$), Sensation ($r = .323$), and Mobilization ($r = .508$). Linkage correlates positively with Socialization ($r = .586$), Sensation ($r = .480$), and Mobilization ($r = .527$). Socialization correlates positively with Sensation ($r = .441$) and Mobilization ($r = .621$). Sensation correlates positively with Mobilization ($r = .368$). These findings suggest that media academics in Pakistan seek various gratifications from news media consumption, including obtaining information, education, entertainment, persuasion, surveillance, interpretation, linkage with others, socialization, sensational content, and mobilization for action. These correlations emphasize the multifaceted role of news media in serving different functions for media academics in Pakistan.

Table 2: Influence of Media Variations on Information Gratifications Sought of Academics in Pakistan

		95% Confidence Interval for Mean							
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Information	Online News Media (Online news media streaming, news websites, etc.)	80	20.0875	2.77509	.31026	19.4699	20.7051	13.00	25.00
	Electronic Media	23	20.4348	2.42761	.50619	19.3850	21.4846	15.00	25.00
	Print Media	2	22.0000	1.41421	1.00000	9.2938	34.7062	21.00	23.00
	Online News Media (Online news media streaming, news websites, etc.)	19	18.6842	2.82946	.64912	17.3205	20.0480	14.00	24.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and Electronic Media	26	19.3077	3.20960	.62945	18.0113	20.6041	8.00	24.00
	Online News Media (Online news media streaming, news websites, etc.) and Print Media	8	19.8750	1.24642	.44068	18.8330	20.9170	18.00	22.00
	Electronic and Print Media	2	20.0000	1.41421	1.00000	7.2938	32.7062	19.00	21.00
	Total	160	19.8563	2.75829	.21806	19.4256	20.2869	8.00	25.00
ANOVA									
		Sum of Squares			df	Mean Square		F	Sig.
Information	Between Groups	55.135			6	9.189		1.218	.300
	Within Groups	1154.558			153	7.546			
	Total	1209.694			159				

The information gratification across different types of media consumption among media academics in Pakistan are presented in Table 2. Online news media, including streaming services and news websites, had the highest number of instances ($n = 80$), with $M = 20.09$ ($SD = 2.78$), indicating a relatively high level of satisfaction with the information obtained from online sources. Electronic media, comprising television, radio, and similar platforms, was consumed in 23 instances, resulting in a slightly higher $M = 20.43$ ($SD = 2.43$) compared to online news media.

Print media had two instance, with $M = 22.00$ ($SD = 1.41$). Online News Media (Online news media streaming, news websites, etc.) Electronic and Print Media 19 ($M = 18.68$, $SD = 2.83$). Combinations of different media types were also examined. Instances where online news media was combined with electronic media yielded $M = 19.31$ ($SD = 3.21$), indicating a slightly lower satisfaction level compared to consuming online news media alone. Similarly, combinations of online news media with print media resulted in $M = 19.88$ ($SD = 1.25$), suggesting a moderate level of satisfaction with this combination. Electronic and print media combined had $M = 20.00$, ($SD = 1.41$) across two instances. Overall, across all instances ($n = 160$), the mean information gratification score was 19.86 ($SD = 2.76$), indicating a generally satisfactory level of information consumption among media academics in Pakistan. In the analysis of variance (ANOVA) for the Information gratification, there was no statistically significant difference found between the groups, $F = (6, 153) = 1.218$, $p = .300$. This indicates that the variation in Information gratification scores across the groups is likely due to random variability rather than meaningful differences between the groups.

Table 3: Influence of Media Variations on Education Gratifications Sought of Academics in Pakistan

Education	Online News Media (Online news media streaming, news websites, etc.)	80	19.6500	4.02869	.45042	18.7535	20.5465	5.00	25.00
	Electronic Media	23	19.9130	3.80087	.79254	18.2694	21.5567	10.00	25.00
	Print Media	2	21.5000	4.94975	3.50000	-22.9717	65.9717	18.00	25.00
	Online News Media (Online news media streaming, news websites, etc.)	19	17.8947	5.24822	1.20403	15.3652	20.4243	5.00	25.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and	26	18.8462	3.09441	.60686	17.5963	20.0960	10.00	23.00
	Electronic Media								
	Online News Media (Online news media streaming, news websites, etc.) and	8	19.1250	3.68152	1.30161	16.0472	22.2028	12.00	24.00
	Print Media								
	Electronic and Print Media	2	24.5000	.70711	.50000	18.1469	30.8531	24.00	25.00
	Total	160	19.4063	4.02710	.31837	18.7775	20.0350	5.00	25.00

ANOVA

Education		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	123.519	6	20.586	1.283	.268
	Within Groups	2455.075	153	16.046		
	Total	2578.594	159			

The education gratification across different types of media consumption among media academics in Pakistan are presented in Table 3. Online news media, including streaming services and news websites, was consumed by 80 participants, resulting $M = 19.65$. Electronic media, comprising television, radio, and similar platforms, was consumed by 23 participants, yielding $M = 19.91$. Print media was consumed by two one participants, with $M = 21.50$ ($SD = 4.94975$). Combinations of different media types were also analyzed. Instances where online news media was combined with electronic and print media resulted in mean scores of 17.89 and 19.13, respectively. Online news media combined with electronic media had $M = 18.85$ across 26 instances. Electronic and

print media combined had $M = 24.50$ across two instances. Overall, across all instances ($n = 160$), the mean education gratification score was 19.41, indicating a generally moderate level of educational content consumption among media academics in Pakistan. In the ANOVA examining the Education gratification, there was no statistically significant difference observed between the groups, $F = (6, 153) = 1.283$, $p = .268$. This suggests that the variation in Education gratification scores among the groups could be attributed to random variability rather than significant differences between the groups.

Table 4: Influence of Media Variations on Entertainment Gratifications Sought of Academics in Pakistan

Entertainment	Online News Media (Online news media streaming, news websites, etc.)	80	18.0500	4.56153	.51000	17.0349	19.0651	5.00	25.00
	Electronic Media	23	18.9565	4.51742	.94195	17.0030	20.9100	10.00	25.00
	Print Media	2	18.5000	7.77817	5.50000	-51.3841	88.3841	13.00	24.00
	Online News Media (Online news media streaming, news websites, etc.)	19	16.7895	5.50332	1.26255	14.1370	19.4420	5.00	25.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and Electronic Media	26	16.5385	4.83513	.94825	14.5855	18.4914	9.00	25.00
	Online News Media (Online news media streaming, news websites, etc.) and Print Media	8	14.0000	3.42261	1.21008	11.1386	16.8614	11.00	19.00
	Electronic and Print Media	2	20.5000	6.36396	4.50000	-36.6779	77.6779	16.00	25.00
	Total	160	17.6188	4.77661	.37762	16.8729	18.3646	5.00	25.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Entertainment	Between Groups	222.368	6	37.061	1.665	.133
	Within Groups	3405.376	153	22.257		
	Total	3627.744	159			

The table 4 provides that the entertainment gratification across different types of media consumption among media academics in Pakistan. Online news media, encompassing streaming services and news websites, was consumed by 80 participants, resulting in a mean entertainment gratification score of 18.05 and a standard deviation of 4.56. Electronic media, including television and radio, was consumed by 23 participants, yielding a mean entertainment gratification score of 18.96 and a standard deviation of 4.52. Two participants consumed print media, resulting in a mean entertainment gratification score of 18.50 ($SD = 7.78$). Combinations of different media types were also analyzed. Instances where online news media was combined with electronic and print media had mean scores of 16.79 and 14.00, respectively, across 19 and 8 instances. Online news media combined with electronic media had a mean entertainment gratification score of 16.54 across 26 instances. Electronic and print media combined had a mean entertainment gratification score of 20.50 across two instances. Overall, across all instances ($n = 160$), the mean entertainment gratification score was 17.6188, indicating a moderate level of entertainment content consumption among media academics in Pakistan. In the ANOVA conducted on the Entertainment gratification, there was no statistically significant difference observed between the groups, $F = (6, 153) = 1.665$,

$p = .133$. This suggests that the variation in Entertainment gratification scores among the groups could be due to random variability rather than significant differences between the groups.

Table 5: Influence of Media Variations on Persuasion Gratifications Sought of Academics in Pakistan

Persuasion	Online News Media (Online news media streaming, news websites, etc.)	80	19.0000	3.72470	.41643	18.1711	19.8289	10.00	25.00
	Electronic Media	23	18.7826	4.44109	.92603	16.8621	20.7031	5.00	25.00
	Print Media	2	19.0000	1.41421	1.00000	6.2938	31.7062	18.00	20.00
	Online News Media (Online news media streaming, news websites, etc.)	19	18.2632	4.75911	1.09181	15.9693	20.5570	5.00	25.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and	26	16.6538	3.64354	.71456	15.1822	18.1255	5.00	21.00
	Electronic Media								
	Online News Media (Online news media streaming, news websites, etc.) and	8	16.1250	.83452	.29505	15.4273	16.8227	15.00	18.00
	Print Media								
	Electronic and Print Media	2	21.5000	4.94975	3.50000	-22.9717	65.9717	18.00	25.00
	Total	160	18.3875	3.94456	.31185	17.7716	19.0034	5.00	25.00
ANOVA									
			Sum of Squares	df	Mean Square	F	Sig.		
Persuasion	Between Groups		173.118	6	28.853	1.919	.081		
	Within Groups		2300.857	153	15.038				
	Total		2473.975	159					

The table 5 presents the persuasion gratification across different types of media consumption among media academics in Pakistan. Online news media, comprising streaming services and news websites, was consumed by 80 participants, resulting in a mean persuasion gratification score of 19.00 and a standard deviation of 3.72. Electronic media, including television and radio, was consumed by 23 participants, yielding a mean persuasion gratification score of 18.78 and a standard deviation of 4.44. Two participant consumed print media, resulting in a mean persuasion gratification score of 19.00 ($SD = 1.414$). Combinations of different media types were also analyzed. Instances where online news media was combined with electronic and print media had mean scores of 18.26 and 16.13, respectively, across 19 and 8 instances. Online news media combined with electronic media had a mean persuasion gratification score of 16.65 across 26 instances. Electronic and print media combined had a mean persuasion gratification score of 21.50 across two instances. Overall, across all instances ($n = 160$), the mean persuasion gratification score was 18.39, indicating a moderate level of persuasion content consumption among media academics in Pakistan. In the ANOVA conducted on the Persuasion gratification, the results indicated that there was no statistically significant difference observed between the groups, $F(6, 153) = 1.919$, $p = .081$. This suggests that the variation in Persuasion gratification scores among the groups could be due to random variability rather than significant differences between the groups.

Table 6: Influence of Media Variations on Surveillance Gratifications Sought of Academics in Pakistan

Surveillance	Online News Media (Online news media streaming, news websites, etc.)	80	20.4500	2.69974	.30184	19.8492	21.0508	15.00	25.00
	Electronic Media	23	20.2609	3.26437	.68067	18.8492	21.6725	13.00	25.00
	Print Media	2	21.5000	2.12132	1.50000	2.4407	40.5593	20.00	23.00
	Online News Media (Online news media streaming, news websites, etc.)	19	18.0526	4.31372	.98964	15.9735	20.1318	10.00	25.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and Electronic Media	26	18.4231	3.48910	.68427	17.0138	19.8324	8.00	25.00
	Online News Media (Online news media streaming, news websites, etc.) and Print Media	8	17.7500	1.90863	.67480	16.1543	19.3457	15.00	20.00
	Electronic and Print Media	2	20.5000	6.36396	4.50000	-36.6779	77.6779	16.00	25.00
	Total	160	19.6875	3.27404	.25884	19.1763	20.1987	8.00	25.00

ANOVA

Surveillance		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	184.347	6	30.724	3.093	.007
	Within Groups	1520.028	153	9.935		
	Total	1704.375	159			

The table 6 presents the surveillance gratification across different types of media consumption among media academics in Pakistan. Online news media, including streaming services and news websites, was consumed by 80 participants, resulting in a mean surveillance gratification score of 20.45 and a standard deviation of 2.70. Electronic media, such as television and radio, was consumed by 23 participants, yielding a mean surveillance gratification score of 20.26 and a standard deviation of 3.26. Two participants consumed print media, resulting in a mean surveillance gratification score of 21.50 ($SD = 2.12$). Combinations of different media types were also analyzed. Instances where online news media was combined with electronic and print media had mean scores of 18.05 and 17.75, respectively, across 19 and 8 instances. Online news media combined with electronic media had a mean surveillance gratification score of 18.42 across 26 instances. Electronic and print media combined had a mean surveillance gratification score of 20.50 across two instances. Overall, across all instances ($n = 160$), the mean surveillance gratification score was 19.69, indicating a moderate level of surveillance content consumption among media academics in Pakistan. In the ANOVA conducted on the Surveillance gratification, the results indicated a statistically significant difference between the groups $F = (6, 153) = 3.09$, $p = .007$. This suggests that there are significant differences in the Surveillance gratification scores among the groups.

Table 7: Influence of Media Variations on Interpretation Gratifications Sought of Academics in Pakistan

Interpretation	Online News Media (Online news media streaming, news websites, etc.)	80	20.6250	3.40653	.38086	19.8669	21.3831	12.00	25.00
	Electronic Media	23	18.9565	4.29035	.89460	17.1012	20.8118	11.00	25.00

Print Media	2	21.0000	4.24264	3.00000	-17.1186	59.1186	18.00	24.00
Online News Media (Online news media streaming, news websites, etc.)	19	18.9474	4.55185	1.04426	16.7534	21.1413	8.00	25.00
Electronic and Print Media								
Online News Media (Online news media streaming, news websites, etc.) and Electronic Media	26	19.0000	3.21248	.63002	17.7025	20.2975	7.00	25.00
Online News Media (Online news media streaming, news websites, etc.) and Print Media	8	19.5000	1.30931	.46291	18.4054	20.5946	17.00	21.00
Electronic and Print Media	2	21.0000	5.65685	4.00000	-29.8248	71.8248	17.00	25.00
Total	160	19.8750	3.65278	.28878	19.3047	20.4453	7.00	25.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Interpretation	Between Groups	106.846	6	17.808	1.352	.237
	Within Groups	2014.654	153	13.168		
	Total	2121.500	159			

The interpretation of the gratification across different types of media consumption among media academics in Pakistan is presented in the table 7. Online News Media: Among the participants, 80 consumed online news media (including streaming services and news websites), with a mean interpretation gratification score of 20.62 and a standard deviation of 3.41. This suggests that individuals who primarily consumed online news media had a relatively high level of engagement with content related to interpretation. 23 participants reported consuming electronic media (e.g., television and radio), with a mean interpretation gratification score of 18.96 and a standard deviation of 4.29. While still substantial, the mean score indicates a slightly lower level of engagement with interpretative content compared to those who primarily consumed online news media. Two participant reported consuming print media, resulting in a mean interpretation gratification score of 21.00 ($SD = 4.24$). However, interpretation cannot be determined further due to the small sample size. Instances where online news media was combined with electronic and print media had mean scores of 18.95 and 19.50, respectively, across 19 and 8 instances. This suggests that individuals consuming a combination of media types still exhibited a moderate to high level of engagement with interpretative content. Online news media combined with electronic media had a mean interpretation gratification score of 19.00 across 26 instances. Electronic and print media combined had a mean interpretation gratification score of 21.00 across two instances. Across all instances ($n = 160$), the mean interpretation score was 19.88, indicating a moderate to high level of engagement with interpretative content among media academics in Pakistan, with a relatively low variability as indicated by the standard deviation of 3.65. In the ANOVA conducted on the Interpretation gratification, there was no statistically significant difference found between the groups, $F = (6, 153) = 1.352$, $p = .237$. This suggests that the differences observed in the interpretation gratification scores among the groups could have occurred due to random variability. Therefore, there is insufficient evidence to conclude that there are significant differences in the interpretation gratification scores among the groups.

Table 8: Influence of Media Variations on Linkage Gratifications Sought of Academics in Pakistan

Linkage	Online News Media (Online news media streaming, news websites, etc.)	80	19.5125	3.27242	.36587	18.7843	20.2407	11.00	25.00
	Electronic Media	23	19.0870	2.66139	.55494	17.9361	20.2378	13.00	24.00
	Print Media	2	19.5000	.70711	.50000	13.1469	25.8531	19.00	20.00
	Online News Media (Online news media streaming, news websites, etc.)	19	17.8947	4.20178	.96395	15.8695	19.9199	5.00	25.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and Electronic Media	26	17.6923	3.35582	.65813	16.3369	19.0478	8.00	21.00
	Online News Media (Online news media streaming, news websites, etc.) and Print Media	8	17.5000	2.72554	.96362	15.2214	19.7786	12.00	22.00
	Electronic and Print Media	2	18.0000	9.89949	7.00000	-70.9434	106.9434	11.00	25.00
	Total	160	18.8438	3.41758	.27018	18.3101	19.3774	5.00	25.00
ANOVA									
Linkage		Sum of Squares		df	Mean Square		F	Sig.	
	Between Groups	105.452		6	17.575		1.535	.170	
	Within Groups	1751.642		153	11.449				
	Total	1857.094		159					

The interpretation of the linkage gratification across different types of media consumption among media academics in Pakistan is presented in table 8. Among the participants, 80 consumed online news media (including streaming services and news websites), with a mean linkage gratification score of 19.51 and a standard deviation of 3.27. This suggests that individuals who primarily consumed online news media had a moderate level of engagement with content related to linkage. 23 participants reported consuming electronic media (e.g., television and radio), with a mean linkage gratification score of 19.09 and a standard deviation of 2.66. While still substantial, the mean score indicates a slightly lower level of engagement with linkage-related content compared to those who primarily consumed online news media. Two participant reported consuming print media, resulting in a mean linkage gratification score of 19.50 (SD = .7071). Instances where online news media was combined with electronic and print media had mean scores of 17.89 and 17.5000, respectively, across 19 and 8 instances. This suggests that individuals consuming a combination of media types exhibited a moderate level of engagement with linkage-related content. Online news media combined with electronic media had a mean linkage gratification score of 17.69 across 26 instances. Electronic and print media combined had a mean linkage gratification score of 18.00 across two instances. Across all instances ($n = 160$), the mean linkage score was 18.84, indicating a moderate level of engagement with linkage-related content among media academics in Pakistan, with a moderate variability as indicated by the standard deviation of 3.42. In the ANOVA conducted on the Linkage gratification, no statistically significant difference was observed between the groups, $F = (6, 153) = 1.535$, $p = .170$. This indicates that the variations observed in the Linkage gratification scores among the groups could be due to random chance. Therefore, there is insufficient evidence to suggest significant differences in the Linkage gratification scores among the groups.

Table 9: Influence of Media Variations on Socialization Gratifications Sought of Academics in Pakistan

Socialization	Online News Media (Online news media streaming, news websites, etc.)	80	19.3750	3.50542	.39192	18.5949	20.1551	9.00	25.00
	Electronic Media	23	18.9565	4.09521	.85391	17.1856	20.7274	10.00	25.00
	Print Media	2	20.0000	4.24264	3.00000	-18.1186	58.1186	17.00	23.00
	Online News Media (Online news media streaming, news websites, etc.)	19	17.6316	4.56083	1.04633	15.4333	19.8298	5.00	25.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and Electronic Media	26	16.6154	4.85038	.95124	14.6563	18.5745	8.00	25.00
	Online News Media (Online news media streaming, news websites, etc.) and Print Media	8	13.7500	3.88219	1.37256	10.5044	16.9956	7.00	19.00
	Electronic and Print Media	2	17.0000	11.31371	8.00000	-84.6496	118.6496	9.00	25.00
	Total	160	18.3563	4.28005	.33837	17.6880	19.0245	5.00	25.00

The interpretation of the socialization gratification across different types of media consumption among media academics in Pakistan is presented in the table 9. Among the participants, 80 consumed online news media (including streaming services and news websites), with a mean socialization gratification score of 19.38 and a standard deviation of 3.51. This suggests that individuals who primarily consumed online news media had a moderate to high level of engagement with content related to socialization. 23 participants reported consuming electronic media (e.g., television and radio), with a mean socialization gratification score of 18.9565 and a standard deviation of 4.10. While still substantial, the mean score indicates a slightly lower level of engagement with socialization-related content compared to those who primarily consumed online news media. Two participant reported consuming print media, resulting in a mean socialization gratification score of 20.00 ($SD = 4.23$). However, interpretation cannot be determined further due to the small sample size. Instances where online news media was combined with electronic and print media had mean scores of 17.63 and 13.75, respectively, across 19 and 8 instances. This suggests that individuals consuming a combination of media types exhibited a lower level of engagement with socialization-related content. Online news media combined with electronic media had a mean socialization gratification score of 16.6154 across 26 instances. Electronic and print media combined had a mean socialization gratification score of 17.00 across two instances. Across all instances ($n = 160$), the mean socialization score was 18.36, indicating a moderate level of engagement with socialization-related content among media academics in Pakistan, with a moderate variability as indicated by the standard deviation of 4.28. In the ANOVA conducted on the Socialization gratification, a statistically significant difference was found between the groups, $F = (6, 153) = 3.584$, $p = .002$. This indicates that the variations observed in the Socialization gratification scores among the groups are unlikely to be due to random chance alone.

Table 10: Influence of Media Variations on Sensation Gratifications Sought of Academics in Pakistan

Sensation	Online News Media (Online news media streaming, news websites, etc.)	80	18.7375	4.08065	.45623	17.8294	19.6456	8.00	25.00
	Electronic Media	23	18.9130	3.31543	.69132	17.4793	20.3467	10.00	24.00
	Print Media	2	18.5000	3.53553	2.50000	-13.2655	50.2655	16.00	21.00
	Online News Media (Online news media streaming, news websites, etc.)	19	17.3158	5.72570	1.31357	14.5561	20.0755	5.00	25.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and Electronic Media	26	15.0769	4.52480	.88739	13.2493	16.9045	5.00	22.00
	Online News Media (Online news media streaming, news websites, etc.) and Print Media	8	14.6250	3.42000	1.20915	11.7658	17.4842	11.00	19.00
	Electronic and Print Media	2	15.0000	14.14214	10.00000	-112.0620	142.0620	5.00	25.00
	Total	160	17.7438	4.58772	.36269	17.0274	18.4601	5.00	25.00
ANOVA									
			Sum of Squares		df	Mean Square		F	Sig.
Sensation	Between Groups		392.854		6	65.476		3.392	.004
	Within Groups		2953.640		153	19.305			
	Total		3346.494		159				

Among the participants, 80 consumed online news media (including streaming services and news websites), with a mean sensation gratification score of 18.74 and a standard deviation of 4.08 (Table 10). This suggests that individuals who primarily consumed online news media had a moderate level of exposure to sensationalized content. 23 participants reported consuming electronic media (e.g., television and radio), with a mean sensation gratification score of 18.91 and a standard deviation of 3.32. While still substantial, the mean score indicates a slightly lower level of exposure to sensationalized content compared to those who primarily consumed online news media. Two participants reported consuming print media, resulting in a mean sensation gratification score of 18.50 ($SD = 3.53$). However, interpretation cannot be determined further due to the small sample size. Instances where online news media was combined with electronic and print media had mean scores of 17.32 and 14.6250, respectively, across 19 and 8 instances. This suggests that individuals consuming a combination of media types exhibited a lower level of exposure to sensationalized content. Online news media combined with electronic media had a mean sensation gratification score of 15.08 across 26 instances. Electronic and print media combined had a mean sensation gratification score of 15.00 across two instances. Across all instances ($n = 160$), the mean sensation score was 17.74, indicating a moderate level of exposure to sensationalized content among media academics in Pakistan, with a moderate variability as indicated by the standard deviation of 4.59. In the ANOVA conducted on the Sensation gratification, a statistically significant difference was found between the groups, $F = (6, 153) = 3.392$, $p = .004$.

Table 11: Influence of Media Variations on Sensation Gratifications Sought of Academics in Pakistan

Mobilization	Online News Media (Online news media streaming, news websites, etc.)	80	19.8750	3.04554	.34050	19.1972	20.5528	10.00	25.00
	Electronic Media	23	19.0000	3.63068	.75705	17.4300	20.5700	10.00	25.00
	Print Media	2	21.0000	2.82843	2.00000	-4.4124	46.4124	19.00	23.00
	Online News Media (Online news media streaming, news websites, etc.)	19	18.8947	5.09787	1.16953	16.4376	21.3518	5.00	25.00
	Electronic and Print Media								
	Online News Media (Online news media streaming, news websites, etc.) and Electronic Media	26	18.6538	3.34595	.65619	17.3024	20.0053	7.00	25.00
	Online News Media (Online news media streaming, news websites, etc.) and Print Media	8	19.0000	1.69031	.59761	17.5869	20.4131	16.00	21.00
	Electronic and Print Media	2	18.0000	9.89949	7.00000	-70.9434	106.9434	11.00	25.00
Total		160	19.3813	3.49999	.27670	18.8348	19.9277	5.00	25.00
ANOVA									
Mobilization			Sum of Squares		df	Mean Square		F	Sig.
	Between Groups		51.320		6	8.553		.690	.658
	Within Groups		1896.424		153	12.395			
Total			1947.744		159				

The interpretation of the mobilization gratification across different types of media consumption among media academics in Pakistan is presented in table 11. Among the participants, 80 consumed online news media (including streaming services and news websites), with a mean mobilization gratification score of 19.88 and a standard deviation of 3.05. This suggests that individuals who primarily consumed online news media had a moderately high level of exposure to mobilizing content. 23 participants reported consuming electronic media (e.g., television and radio), with a mean mobilization gratification score of 19.00 and a standard deviation of 3.63068. While still substantial, the mean score indicates a slightly lower level of exposure to mobilizing content compared to those who primarily consumed online news media. Two participants reported consuming print media, resulting in a mean mobilization gratification score of 21.00 ($SD = 2.83$). However, interpretation cannot be determined further due to the small sample size. Instances where online news media was combined with electronic and print media had mean scores of 18.8947 and 19.0000, respectively, across 19 and 8 instances. This suggests that individuals consuming a combination of media types exhibited a similar level of exposure to mobilizing content as those consuming online news media alone. Online news media combined with electronic media had a mean mobilization gratification score of 18.65 across 26 instances. Electronic and print media combined had a mean mobilization gratification score of 18.00 across two instances. Across all instances ($n = 160$), the mean mobilization score was 19.3813, indicating a moderately high level of exposure to mobilizing content among media academics in Pakistan, with moderate variability as indicated by the standard deviation of 3.49. In the ANOVA conducted on the Mobilization gratification, no statistically significant difference was found between the groups, $F = (6, 153) = 0.690$, $p = .658$. This suggests that the variations observed in the Mobilization gratification scores among the groups could likely be due to random chance rather than meaningful differences between the groups.

4. Discussion

The findings presented in the study regarding the significant correlations between various gratifications sought by media academics in Pakistan shed light on the multifaceted nature of news media consumption and its functions and addressed the **research question 1**; media usage patterns adopted by media academics in Pakistan. The strong positive correlations observed among different gratifications, such as information, education, entertainment, persuasion, surveillance, interpretation, linkage with others, socialization, sensational content, and mobilization for action, indicate the interconnectedness and complexity of the roles played by news media in fulfilling diverse needs and preferences. The correlations reported in the study align with previous research in media studies, which has emphasized the diverse functions served by news media. For instance, the positive correlation between information and education resonates with past studies highlighting how news media serve as platforms for both disseminating information and enhancing public knowledge and understanding.¹⁹ Similarly, the correlation between entertainment and persuasion reflects the dual role of news media in providing engaging content while also influencing opinions and attitudes.²⁰ The positive correlation between linkage and socialization highlights the role of news media in facilitating connections and interactions among individuals, aligning with the uses and gratifications theory, which emphasizes media's role in social integration. Furthermore, the finding regarding the positive correlation between sensational content and mobilization for action suggests that news media, particularly when presenting sensational or emotionally charged content, can influence individuals' attitudes and behaviors, potentially mobilizing them towards certain actions or causes.²¹

The findings offer a comprehensive examination of the gratifications sought from electronic media news consumption among media academics in Pakistan, with a focus on various durations of engagement which addressed the **research question 2**; media consumption patterns stimulus to gratifications sought the media academics in Pakistan. Analyzing the mean scores across different gratifications sheds light on the patterns of media consumption habits and their associated gratifications. In terms of seeking information, the analysis reveals that participants who spend more time engaging with electronic media news tend to seek higher levels of educational content. This aligns with previous research indicating that prolonged exposure to news media can lead to a deeper interest in educational content as individuals seek to stay informed.²² Similarly, the findings regarding entertainment gratifications suggest that participants spending more time on electronic media news tend to seek higher levels of entertainment content. This is consistent with the concept of selective exposure, where individuals gravitate towards media content that aligns with their preferences and interests.²³ The results also highlight variations in persuasion gratifications, with participants spending 2 to 3 hours exhibiting the highest inclination towards seeking persuasive content. This finding underscores the potential influence of moderate media exposure on individuals' susceptibility to persuasive messaging, which has been extensively discussed in persuasion literature.²⁴ Moreover, the analysis of surveillance gratifications indicates that

¹⁹ Pamela J Shoemaker and Stephen D Reese, *Mediating the Message in the 21st Century: A Media Sociology Perspective* (Routledge, 2013).

²⁰ Denis McQuail, *McQuail's Mass Communication Theory* (Sage publications, 2010).

²¹ John Zaller, *The Nature and Origins of Mass Opinion* (Cambridge university press, 1992).

²² Spiro Kiouisis, "Interactivity: A Concept Explication," *New Media & Society* 4, no. 3 (2002): 355–83.

²³ Dolf Zillmann, "Mood Management in the Context of Selective Exposure Theory," in *Communication Yearbook* 23 (Routledge, 2012), 103–23.

²⁴ Richard E Petty and John T Cacioppo, *Communication and Persuasion: Central and Peripheral Routes to Attitude*

participants spending more time on electronic media news tend to seek higher levels of surveillance-related content. This could be attributed to a heightened awareness of current events and a desire to stay updated among individuals who invest more time in news consumption.²⁵

The findings regarding interpretation gratifications suggest that participants spending 3 to 4 hours exhibit the strongest inclination towards seeking interpretation-related content. This finding aligns with the notion that prolonged exposure to news media can enhance individuals' ability to interpret and analyze complex information.²⁶ However, it's essential to note that while significant variations in socialization and sensation gratifications are observed across different durations of engagement, the ANOVA tests reveal no statistically significant differences. This highlights the complexity of media consumption behavior and suggests that factors beyond mere duration may influence individuals' gratification-seeking preferences.²⁷ The findings presented in the analysis shed light on the nuanced relationship between print media consumption duration and gratifications among media academics in Pakistan.

The analysis did not find any significant differences in information gratification scores based on different durations of print media consumption. This aligns with previous research suggesting that individuals consume news primarily for informational purposes, regardless of the time spent consuming it.²⁸ Similarly, there were no significant differences in education gratification scores based on levels of education. This finding contradicts some prior studies which have shown that individuals with higher education levels tend to seek more educational content in the media.²⁹ Further exploration could delve into the specific types of educational content preferred by different educational groups.

The analysis found no significant differences in entertainment gratification scores across different consumption durations. This is consistent with the notion that entertainment is a universal motive for media consumption, transcending demographic differences.³⁰ Although the ANOVA approached significance for persuasion gratification, the differences were not strong enough to be conclusive. Past research suggests that individuals may vary in their susceptibility to persuasive messages based on factors like personality traits and susceptibility to influence.³¹

The analysis did not find significant differences in surveillance gratification scores across consumption durations. This aligns with previous research suggesting that individuals seek media for surveillance purposes to stay informed about relevant issues.³² There was a marginal but significant difference in interpretation gratification scores across consumption durations. This

Change (Springer Science & Business Media, 2012).

²⁵ Yariv Tsfati and Joseph N Cappella, "Do People Watch What They Do Not Trust? Exploring the Association between News Media Skepticism and Exposure," *Communication Research* 30, no. 5 (2003): 504–29.

²⁶ McQuail, *McQuail's Mass Communication Theory*.

²⁷ Thomas E Ruggiero, "Uses and Gratifications Theory in the 21st Century," *Mass Communication & Society* 3, no. 1 (2000): 3–37.

²⁸ Katz and Gurevitch, "On the Use of the Mass Media for Important Things Author (s): Elihu Katz , Hadassah Haas and Michael Gurevitch Published by : American Sociological Association Stable URL : <https://www.jstor.org/stable/2094393> American Sociological Association Is Collab."

²⁹ Patti M Valkenburg and Jochen Peter, "The Differential Susceptibility to Media Effects Model," *Journal of Communication* 63, no. 2 (2013): 221–43.

³⁰ Katz and Gurevitch, "On the Use of the Mass Media for Important Things Author (s): Elihu Katz , Hadassah Haas and Michael Gurevitch Published by : American Sociological Association Stable URL : <https://www.jstor.org/stable/2094393> American Sociological Association Is Collab."

³¹ Richard E Petty et al., *The Elaboration Likelihood Model of Persuasion* (Springer, 1986).

³² McQuail, *McQuail's Mass Communication Theory*.

finding suggests that individuals may vary in their need for interpretation of media content, with longer durations possibly indicating a deeper engagement with interpretive aspects. Future studies could investigate the specific types of content that contribute to interpretation gratification. The analysis did not find significant differences in linkage gratification scores across consumption durations. This aligns with previous research suggesting that individuals may seek media to establish connections between different pieces of information.³³ Significant differences were found in socialization gratification scores across consumption durations, indicating that longer durations are associated with higher socialization gratification. This finding is consistent with past research suggesting that media can serve as a means of social interaction and connection.³⁴ No significant differences were found in sensation gratification scores across consumption durations. This is contrary to some past studies which have suggested that individuals seek media for sensory stimulation and arousal.³⁵ Further exploration could delve into specific aspects of sensation gratification in print media. Similar to sensation gratification, no significant differences were found in mobilization gratification scores across consumption durations. This contradicts some past research which has suggested that media can motivate individuals to take action or participate in social causes.³⁶

5. Conclusion

In conclusion, the findings underscore the multifaceted role of news media in serving various functions for media academics in Pakistan, highlighting the interconnectedness and complexity of individuals' gratifications sought from news consumption. These insights contribute to a deeper understanding of the dynamics of news media consumption and its implications for society. The findings suggest varying degrees of gender differences in sought gratifications from news media among media academics in Pakistan, with significant disparities observed in entertainment and sensation. These results contribute to our understanding of how gender shapes preferences for news media content and have implications for media content creators and researchers interested in addressing diverse audience needs. The study provides valuable insights into the complex relationship between age and sought gratifications from news media among media academics in Pakistan. Future research could further explore the underlying factors contributing to these variations in preferences across different age groups. The study also provides valued understandings into the relationship between academic rank and sought gratifications from news media among media academics in Pakistan. While no significant differences were found between academic ranks, further research is needed to explore the complex interplay of factors influencing media consumption preferences in academic settings. While the descriptive analysis offers valuable comprehensions into the patterns of sought gratifications among media academics based on their experience, the nonsignificant ANOVA results suggest that these variations may not be statistically significant. Future research could delve deeper into the underlying factors shaping media preferences among media academics, considering variables beyond experience alone.

In this, the results make it apparent to those in the journalism industry how significant it is to create news content that matches the main cognitive requirements of the users and at the same time

³³ Ruggiero, "Uses and Gratifications Theory in the 21st Century."

³⁴ Jack M McLeod and Steven R Chaffee, "The Construction of Social Reality," in *The Social Influence Processes* (Routledge, 2017), 50–99.

³⁵ Alan M Rubin, "Uses and Gratifications," *The SAGE Handbook of Media Processes and Effects*, 2009, 147–59.

³⁶ W Lance Bennett, "Changing Citizenship in the Digital Age" (MacArthur Foundation Digital Media and Learning Initiative, 2008).

attempting other characteristics that will address emotional or social integrational needs. This study upholds the idea that most people use electronic news media to seek information and knowledge. But by means of entertainment, neediness, as well as for self-concept representation, for interpersonal reasons and affective fulfillment these motivations affect consumption in lesser extent than the first ones do. To enhance their audience base, media houses may find it worthwhile to develop ways through which they can draw in individuals who consume media for different reasons or with varying motives altogether.

Although there has been an overall drop in print media readership, its role is still shifting to deal with the changing environments of different forms of media. It is also clear that there are people who read for these reasons only: while it is true that other needs lead to less interest in printed materials, this lack of response shows how little they are used for anything other than acquiring information. The increasing disinterest by people looking for knowledge confirms previous studies finding print more necessary than ever before as knowledge seeking people grow apart from all other alternative systems which are more interactive and access more variety of content including emotion-based, communal and entertainment types of consumption.

The results support the notion of cognitive gratification being the main purpose for which people use most online newspapers; affective and escapism motives are almost insignificant in this respect. This study enhances our knowledge in terms of online media usage behaviour by showing us how various desires dictate the amount of time we spend on browsing news websites. Further investigations can delve into these trends among different social categories so as to determine any contrasts according to age, learning level or cultural background.

Recommendations

However, it's important to note that while this study provides valuable insights into the functions of news media sought by media academics in Pakistan, they also indicate potential areas for further exploration. Future research could delve deeper into the underlying mechanisms driving these relationships and examine how cultural, societal, and technological factors influence individuals' gratifications sought from news media consumption in Pakistan.

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