Article

Differential Uses of Social Media for Consumption of Mainstream Media Content among University of Ilorin Undergraduates

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Abstract
This study examined the demographic differences in the use of social media for consumption of mainstream media content among undergraduates of the University of Ilorin. Based on the uses and gratifications theory, the study surveyed 382 undergraduates of the University of Ilorin, via purposive sampling technique. The study anticipated differences in the motives for using the social media for consumption of mainstream media contents among demographic subgroups. It also expected differences in gratifications derived from using mainstream media. Results indicated that female use social media more for consumption of mainstream media content than their male counterparts. The results revealed demographic differences in the motives for and the gratifications derived from using social media to access and consume mainstream media content along accessibility, interactivity, mobility and multimediality. Findings also revealed positive and significant correlations between motives for and gratifications derived from the use of social media for the consumption of mainstream media content. The findings provided bases for important theoretical and practical implications on news consumptions of the younger generation via the social media. They revealed there are age (along the interactivity) and gender (with respect to accessibility) differences in motives for social media use. The study recommended that future research can determine if there is an increase or reduction in growth in multiple differences across the demographic variables from a longitudinal perspective. Additionally, differences in uses with respect to the level of education can also be investigated.

Keywords: Social media, mainstream media, uses and gratifications, demographic differences, undergraduates

Introduction

The wind of change blowing across space and time and among generations is redefining the way information is being accessed and consumed by members of the public. News consumption and other forms of social interaction, therefore, take on a new dimension as time and space condensed into instantaneously reachable world (Tysson & Sussman, 2000). Some scholars opined that the effect of the change in mainstream media platforms use, occasioned by availability of avalanche of alternative platforms online, is termed media displacement (Gurevitch, Coleman & Blumler, 2009; Ha & Fang, 2012; Lee & Leung, 2008). Others, however, argued along complementary and integrative media use that benefits from the inherent synergy in combination of the legacy and novel media use (Dutta-Bergman, 2004; Quan-Haase & Young 2010).

Using social media to consume content of mainstream media has, however, become a noticeable practice in the contemporary time, particularly among the youth (Ephraim, 2013). According to Buhari, Ahmad and Ashara (2014, p. 302), "social media are media that allow users to meet online via the Internet, communicate in social forum like Facebook, Twitter, chat sites, etc., where users generally socialise by sharing news, photo or ideas and thoughts, or respond to issues and other contents with other people". These "group of internet-based applications" (Kaplan & Haenlein, 2010, p. 60) have increased the ability to

bring different kinds of news to the audience in ways that are significantly quicker than had before been possible (Steensen, 2011). Besides, studies have also documented incidental exposure to news on social media; a situation where social media users get exposed to news accidentally while using the platform for purposes other than news (Kim, Chen & Gil de Zuniga, 2013; Vaccari, Valeriani & Barbera, 2015).

Unlike the traditional media, the Internet, including social media, provide a set of tools that allow people to build social and business connections, share information and collaborate on projects online (Corruthers, 2010). With features as alluring as portability, interactivity, multimediality and ease of use, social media engineer a new content production, distribution and consumption system. For instance, news consumption, which was previously restricted to morning newspapers and on-the-hour news broadcasts, is only a mouse click away (Steensen, 2011). According to Gini Dietrich of Arment Dietrich Inc, there "is a shift in how we get our information" (page or paragraph number?), a change from waiting on the paper boy for news at one's doorstep every morning as information is now available 24/7 and, on the fly, from anywhere (Cohen, 2011). While this redefinition of news access and consumption is especially noticeable among young adults tagged digital natives, it is unclear whether this cohort communicate similarly in this cyber world (Tysson & Sussman, 2000). Consequently, scholars have conducted studies on traditional and social media uses selecting college students as subjects of inquiry (Ajewole & Fasola, 2012; Albarran, Anderson, Bejar, Bussart, Daggett, Gibson, … Way, 2007; Buhari, Ahmad & Ashara, 2014). While studies have concentrated on the complementary and displacement effects of new/social media use in relation to mainstream media use (Gurevitch, Coleman & Blumler, 2009; Ha & Fang, 2012; Mustapha & Mustapha, 2017) and motivations for using social media for appropriation of mainstream media content (Mustapha, Usman & Adegoke, 2017), research on demographic differences in the use of mainstream media via social media platform in non-western cultures like Nigeria is scarce. Hence, this study attempted to fill this research gap by examining the demographic differences in the use of social media for consumption of mainstream media content among the University of Ilorin students.

The attraction and interaction of the audiences to different media led to the advancement of the Uses and Gratifications Theory. At the birth of the uses and gratifications approach, Katz and his colleagues stated that the underlying issue was the need to focus less on what the media do to people and more on what people do with their media. The theory assumes that audience members are goal oriented and actively choose the media to gratify their needs. Hence, this makes it apt to examine this study from the theoretical lens of uses and gratifications theory.

Literature Review

Uses and gratifications theory

Early theories of mass communication (e.g. mass society and propaganda theories) viewed the mass media as having a uniform and immediate influence on individuals perceived to be malleable and easily susceptible to influence of media stimuli (Baran & Davis, 2012; DeFleur, 2010). These assumptions, fueled by the belief that exposure to standardized cultural products, argued that members of the audience become homogeneous, uncritical and passive sequel to such exposure (Quan-Haase & Young, 2010). Hence, earliest theorization of mass communication and mass media assumed direct, immediate, homogenous and powerful effects of media content on the audience (Baran & Davis, 2012; Rosemberry & Vicker, 2009; Sparks, 2006).

The consideration of audience as being active, goal-oriented and purposeful in their media use led to the emergence of the Uses and Gratifications perspective to understanding the relationship between media content and audience responses. Uses and Gratifications theory assumes audience as active members who use the media to satisfy their social and psychological needs. Katz, Gurevitch and Haas (1973, p. 116) identified five basic needs that audiences sought from the media, namely, "cognitive needs (e.g., acquiring information, knowledge, and understanding); affective needs (e.g., emotion, pleasure, feelings); personal integrative needs (e.g., credibility, stability, and status); social integrative needs (e.g., interacting with family and friends); and tension release needs (e.g., escape and diversion)". Besides this original

formulation, scholars have developed series of Uses and Gratification models that take specificities of different media platforms into consideration (Dhaha & Igale, 2014; Papacharissi & Mendelson, 2007; Raacke & Bonds-Raacke, 2008), thus confirming the heuristic value of the theory.

Katz, Blumler, and Gurevitch (1974) offer a clearer theoretical perspective of the socio-psychological wants of Uses and Gratifications theory through five key assumptions. According to these scholars, Uses and Gratifications remains a plausible explanation for media-audience interaction because: (1) existence of active and goal-oriented audience; (2) capacity of audience to link need gratification with media choice; (3) media compete with other needs gratifying avenues, hence the variation in media use; (4) methodological ease of seeking data about motives for media use from the audience members, and (5) possibility of suspending value judgement about cultural importance of mass communication in relation to audience orientation (1974, pp. 10-12). While the U&G theory was initially advanced to study the traditional media (Katz, Blumer, & Gurevitch, 1974; Katz, Gurevitch, & Haas, 1973), such as newspapers and television (Barton, 2009; Cortese & Rubin, 2010), contemporary studies have applied the framework to comparative analysis of newspapers and Internet (Payne, Dozier, Nomai & Yagade, 2003); motivations for listening to music (Lonsdale & North, 2011) and social media (Ancu & Cozma, 2009; Buhari, Ahmad & Ashara, 2014; Dunne, Lawlor & Rowley, 2010), among others.

Social Media and Communication

Communication theorist, Marshall McLuhan, asserted that the "content of any medium is always another medium" (McLuhan, 1964, p. 8). Indeed, online news, now accessible via the social media and social networking sites, is not different in content from its print and broadcast brethren in that the same facts are presented. According to Raacke and Bonds-Raacke (2008, p. 169), "social networking sites are virtual places that cater to a specific population in which people of similar interest gather to communicate, share, and discuss ideas". They are online platforms that depend on web-based technologies to facilitate user-generated content. Citing a number of communication bias scholars, Quan-Haase and Young (2010, p. 350) posit that "each form of social media has its own biases in terms of the kinds of communication it facilitates and the social consequences and rewards it has for users".

According to Cohen (2011), social media are loaded with empowering, participatory and interactive technologies that facilitate information exchange among users and members of the public. This scholar chronicles the features of social media that make them attractive to include: multiple formats such as text, still and motion pictures; interactivity across platforms; participatory, through co-creation of content; multidimensionality, allowing one-to-one, one-to-many, and many-to-many communication, and real-time mode defying temporal-spatial differences.

While social media perform utilitarian and hedonistic functions such as information, networking, satirical content, and collaboration (Buhari, Ahmad & Bashir, 2014; Mustapha, Omar & Atoloye, 2019) they are also imbued with dysfunctional roles such as cyber bullying, online sexual harassment and decrease in face-to-face interaction (Kaplan & Haenlein, 2010; Ajewole & Fasola, 2012). Research has shown that online communication fosters relationship building and it has consistently documented both sex and generational differences in online communication (Raacke & Bonds-Raacke, 2008). The inherent features of social media could, therefore, precipitate differential content preference among users.

Media Content Consumption

Past studies based on uses and gratifications on mainstream and new media have identified information seeking and entertainment as two basic motives for media consumption (Shao, 2009). Sequel to extensive literature review, Payne, Dozier, Nomai, and Yagade (2003, p. 116) submitted that "prior research indicates that expectations of psychological and social advantages motivate media use choices". This means that members of the audience differ in their reason for approaching a particular medium or specific media content. For instance, while adults may be interested in hard news and public affairs

commentaries, the younger generation may be much interested in entertainment-oriented media or news couched in entertainment mode called infotainment. In the consumption of news behavior, college students are regarded as significant (Diddi & La Rose, 2006).

Against hegemonic control of mainstream media, resulting to vertical information flow model, online cum social media allow horizontal flow and democratization of information that interest contemporary youths' audience (Kahne, Middaugh & Allen, 2014; Sveningsson, 2015). Hence Ruggiero (2000) argueed that great properties such as interactivity, demassification and asynchroneity inherent in social media attract the young audience to the hitherto elite-dominated public sphere. According to him, interactivity entails the control over roles and content; demassification relates to the ability to unbundle and select from abundant menu, while asynchroneity deals with opportunity to store, retrieve and use the message at a later period. These properties appeal to young audience who, via smart technologies, engage everyday happenings on the go (Ahmed, El-Kasim & Mustapha, 2017).

The social media, like the mainstream media, have potential to educate, inform, entertain and inflame (Buhari, Ahmad, & Bashir, 2014). The synergy of the Internet, social network sites and other web-based technologies on a daily basis, has led to a decline in the usage of the mainstream media (Adum, Nze & Ekwugha, 2015). Therefore, to prevent their impending demise, the mainstream media particularly, newspapers have to compete with independent bloggers and social media websites by utilizing digital means to keep their circulations, sales, and business flourishing (Folasayo, 2014).

Originally, the digital apparatuses were conceived to be male-dominated technologies offering information, entertainment, sport news, online shopping and other male-centred utilities, with little if any consideration for female (Weiser, 2000). Howard, Rainie and Jones (2001) discovered that women are more likely to engage in online communication to maintain personal connections with family, friends, and coworkers, whereas men use online communication for pursuing sexual interests and romance. When investigating the features of users, women and men are likely to have similar accounts at a friend-networking site (Raacke & Bonds-Raacke, 2008), however, their motives for usage differed in some specific cases. Generational, educational and global and stereotypical gaps are plausible reasons for these differences (Dutton, Helsper & Gerber, 2009; Helsper, 2010). Hence, established demographic stereotypes can enter into the way users appropriate the social media for news and other communication-related functions.

Demographic Differences in Online and Social Media Use

Social media offer an array of opportunities for different users across age, gender and generational differences. This is evident in the use of the platforms by business, social, education and other areas of human existence. However, exploring a more precise understanding of the characteristics of the Internet user population and the primary motives driving use (Weiser, 2000) need be pursued for key theoretical and practical implications.

Scholars have documented studies on gender differences and internet usage (Helsper, 2010; Li & Kirkup, 2007; Weiser, 2000). Generationally, the youths account for a greater population of Internet users. As digital natives, they are inundated with information sources via highly interactive platforms. They spend more time using online and social platforms and are more comfortable doing so compared to older generations. According to Althaus and Tewksbury (2000), the usage of the Internet is knitted into the draperies of youths' daily lives and their communities use the Internet for news and entertainment. Hence, scholars have studied traditional and social media uses by selectively using college students (Ajewole & Fasola, 2012; Albarran, et al, 2007).

Globally, gender differences in Internet and social media use have been recorded. Although Internet originated from America as a male-dominated platform (Li & Kirkup, 2007, Weiser, 2000), it has swiftly diffused throughout the world (Raacke & Bonds-Raacke, 2008). The level of "socialization of young girls is a contributory factor as they are often discouraged systematically, if unintentionally, from many academic pursuits, particularly in math and science" (Weiser, 2000,

p.168). Alluding to the works of numerous scholars, Tyson and Sussman (2000) observed that communicative gender differences have been examined in educational settings within teacher/student exchanges, as well as in the workplace and at home. Stereotypically, both at home and at school, females are known to defer to schoolboys, fathers, brothers, husbands, boyfriends, etc., who enjoy priority in access to computers and other digital platform including social media (Burke, 2001).

Continentally, scholars have documented gender differences in online and social media usage. In Australia, for example, the proportion of women and men on the Internet is nearly the same, even in rural areas (Singh, 2001). The number of females using the Internet and social media slowly increases in some developing countries (for example, in India, Malaysia, or Brazil); it is reported that in Malaysia the females' attitudes towards the Internet and their willingness to learn and use information technologies and social media is not different from that of males' (Awang & Jaffar, 2004). Similarly, slight differences are documented in countries such as Britain and the US (Fallows, 2005; Dutton & Helsper, 2007). Based on these mixed pictures, it is, therefore, contentious to affirm that digital and social media use in general and social media use for consumption of mainstream media content in particular are similar among demographic subgroups.

Hypotheses

Based on the importance of digital, online and social media platforms in contemporary consumption of cultural products usually disseminated through the mainstream media, and demographic differences in the uses of and gratifications derived from the platforms among the youth, the following hypotheses are formulated:

H_1: There are demographic differences in the motives for use of social media for consumption of mainstream media content among the University of Ilorin Undergraduates.

H_2: There are demographic differences in the gratifications obtained from using social media for consumption of mainstream media content among the University of Ilorin Undergraduates.

H_3: There is a relationship between motives and gratifications derived from using social media for consumption of mainstream media content among the University of Ilorin Undergraduates.

Method

Using purposive sampling technique, this study collected data via self-administered questionnaire from 382 undergraduates of the University of Ilorin who registered for 2016/2017 academic session with a population of 52, 189 (Academic office, University of Ilorin, 2017). Respondents were sampled to obtain data on their demographic variables, motivations for and gratifications obtained from using social media for consumption of mainstream media content. To test the hypotheses advanced, the data collected for motivations for and gratifications for consuming mainstream media content via the social media were analyzed. Scaled items used in measuring motives were found to be reliable all attaining above .70 Cronbach's Alpha coefficient (accessibility α=0.83, interactivity α=0.72 and information α=0.79) and also were those used in measuring gratifications (accessibility α=0.747, interactivity α=0.808, mobility α=0.743, multimediality α=0.767 and motives α=0.844). Using Statistical Package for Social Science (SPSS) version 21, data collected were cleaned and analyzed using frequencies, percentages, means and standard deviations. Independent sample t-test and Pearson correlation were thus used to test the hypotheses.

Results

Participants consisted of 382 undergraduates of the University of Ilorin. The age of respondents in this study ranged from 18yrs to 32yrs. The total number of female students amounted to 216 (53.5%), with slightly more than half of the entire participants being Christians (55.4%). Additionally, most of the participants were single (90.6%).

Patterns of Social Media Usage

Patterns of social media usage are presented in Table1.

Table 1: Patterns of Social media Use

Social Media use	**Yes%**	**No%**	**Total%**
Facebook	88.7	11.3	100.0
Twitter	40.3	59.7	100.0
WhatsApp	97.6	2.4	100.0
YouTube	83.5	16.5	100.0
Wikipedia	68.8	31.2	100.0
LinkedIn	23.6	76.4	100.0
Instagram	73.0	27	100.0
Yahoo	27.7	72.3	100.0
Nairaland	28.3	71.7	100.0
Blog	29.1	70.2	100.0

Table 1 presents respondents social media use patterns with WhatsApp (97.6%) being the most used social media and LinkedIn (23.6%), the least used. WhatsApp, Facebook, YouTube, Instagram are mostly used probably due to their popularity and the need for social connectivity among the young adults.

To obtain the motives for social media use, an 8 item 5-point Likert scale was used. To obtain the underlying factors, a principal component analysis was used. Based on Eigen values greater than 1, varimax rotation and factor loading in excess of 0.50 above, three factors emerged (Interactivity, accessibility and information). The results of the factor analysis are presented in Table 2.

Motives for social media use

Table 2: Motives for use of social media factor

Motivations for use	**Factors**		
	1	**2**	**3**
Factor 1: Interactivity			
To obtain mainstream media content fast	0.79	0.11	0.32
To obtain mainstream media content anywhere	0.87	0.16	0.13
To obtain mainstream media cheaply	0.81	0.28	0.12
Factor 2: Accessibility			
To experience global exposure	0.29	0.73	0.12
To interact with creators of mainstream media content	0.27	0.73	0.19
To know comments / interactions of mainstream media audience	0.01	0.83	0.10
Factor3: Information			
I am aware of latest information	0.19	0.11	0.88
I am aware of political and current issues	0.20	0.23	0.86
Variance Explained	**28.24**	**24.20**	**21.40**
Eigenvalue	**3.69**	**1.16**	**1.06**
Reliability	**0.83**	**0.72**	**0.79**

Factor 1 explained 28.24% variance (α=.83), factor 2 explained 24.20% of the variance (α=.72) and factor 3 explained 21.40% variance (α=.79). The factor analysis described above provided a factor solution that is also consistent with previous studies in Uses and Gratifications.

Table 3: Demographic Differences in Motivations for Using Social Media

Motives for use	N	M	SD	t	df	p
Age						
Accessibility						
Below 25years	327	2.03	0.70	-0.85	380	0.394
Above 25years	55	2.12	0.71			
Interactivity						
Below 25years	327	2.00	0.70	-2.33	380	0.020
Above 25years	55	2.24	0.70			
Information						
Below 25years	327	2.15	0.77	-0.58	380	0.562
Above 25years	55	2.22	0.67			
Gender						
Accessibility						
Male	166	1.93	0.74	-2.61	380	0.009
Female	216	2.12	0.67			
Interactivity						
Male	166	2.08	0.70	1.04	380	0.301
Female	216	2.00	0.70			
Information						
Male	166	2.08	0.70	-1.91	372	0.058
Female	216	2.23	0.79			

Hypothesis 1 holds that there are demographic differences in motives for use of social media in consumption of mainstream media content. The results on Table 3 presents the findings with a significant difference in age with respect to interactivity (t=-2.33, df=380, p=0.020), with those above 25years (M=2.24, SD=0.70) claiming that their motive for use of social media was more for interaction than those less than 25years (M=2.24, SD=0.70). These results partially uphold the hypothesis.

An independent t-test was also conducted to find if there is any significant difference between male and female regarding the motives for the use of social media for consumption of mainstream media content. The results show that there is a significant difference between gender with respect to accessibility (t=-2.61, df =380, p=0.009). Therefore, the hypothesis is supported.

Gratifications derived from use

To obtain gratifications derived from use, 20 items 5-point Likert scale was used. Respondents were requested to indicate their agreement or disagreement to the statements. Using principal component analysis based on Eigen factor greater than 1, varimax rotation was employed and factor loading in excess of 0.50 above were considered. Four factors (accessibility, interactivity, mobility and multimediality) emerged from the 20 variables. The results are shown in table 4.

Table 4: Factor Analysis on Motives for Using Social Media

Gratifications for use	**Factors**			
	1	**2**	**3**	**4**
Factor 1: Accessibility				
To access news easily	0.72	0.11	0.32	0.21
To obtain mainstream media content	0.75	0.14	0.35	0.23
To know what is going on in the society	0.82	0.12	0.15	0.17
To access latest information in the world	0.85	0.11	0.11	0.13
To update my knowledge about my society	0.88	0.16	0.12	0.11
Factor 2: Interactivity				
To comment on mainstream media content	0.25	0.74	0.12	0.15
To share mainstream media content with family	0.24	0.74	0.17	0.16
To build network with other audience	0.13	0.82	0.10	0.18
To contribute to development of mainstream media content	0.11	0.83	0.15	0.13
To connect with producers of mainstream media content	0.11	0.84	0.12	0.12
Factor 3: Mobility				
To access news anywhere	0.35	0.12	0.73	0.15
To access news anytime	0.34	0.11	0.76	0.16
To access news on the go	0.14	0.16	0.82	0.18
To know what is going on in any location	0.12	0.11	0.88	0.13
To be with the media always	0.10	0.12	0.86	0.12
Factor 4: Multimedia				
To see latest picture that will make me understand what is going on	0.15	0.23	0.22	0.72
To see the latest video	0.16	0.18	0.12	0.75
To get more information	0.12	0.11	0.17	0.82
To access other sources of media information	0.17	0.14	0.17	0.83
To listen and download music	0.11	0.10	0.10	0.86
Variance Explained	**18.31**	**16.40**	**15.38**	**9.35**
Eigenvalue	**6.08**	**2.81**	**1.99**	**1.01**
Reliability	**0.75**	**0.81**	**0.74**	**0.77**

Factor 1 explained 28.24% variance (α=.83), factor 2 explained 24.20% of the variance (α=.72) and factor 3 explained 21.40% variance (α=.79). The factor analysis described above provided a factor solution that is also consistent with previous studies in Uses and Gratifications.

Table 5: Demographic Differences in Gratifications Obtained from Using the Social Media

Gratifications Derived	N	M	SD	t	df	p
Age						
Accessibility						
Below 25years	327	1.97	0.58	0.65	380	0.515
Above 25years	55	1.92	0.53			
Interactivity						
Below 25years	327	2.20	0.67	0.38	380	0.708
Above 25years	55	2.15	0.73			
Mobility						
Below 25years	327	1.78	0.59	-2.90	380	0.004
Above 25years	55	2.04	0.65			
Multimediality						
Below 25years	327	1.95	0.67	-3.42	380	0.001
Above 25years	55	2.28	0.62			
Gender						
Accessibility						
Male	166	2.02	0.60	1.74	380	0.083
Female	216	1.92	0.56			
Interactivity						
Male	166	2.09	0.64	-2.49	368	0.013
Female	216	2.26	0.69			
Mobility						
Male	166	1.78	0.63	-1.23	380	0.220
Female	216	1.85	0.58			
Multimediality						
Male	166	1.91	0.66	-2.20	380	0.028
Female	216	2.06	0.68			

For hypothesis 2 which states that there are demographic differences from gratifications derived from using mainstream media. An independent sample t-test was conducted and the results are presented in Table 3. It was discovered that there are age differences with respect to mobility (t=-2.90, df=368, p=0.004), with those above 25years (M=2.04, SD=0.65) claiming that they use social media due to their interactive property more than those less than25years (M=1.78, SD=0.59). A similar result was observed with respect to multimediality (t=-3.42, df=380, p=0.001). Those above 25years were gratified more in terms of multimediality (M=2.28, SD=0.62) compared to their less than 25years (M=1.95, SD=0.67).

These results partially uphold the hypothesized notion that there are age differences in gratifications derived from using mainstream media.

To further test hypothesis 2 which states that there are demographic differences from gratifications derived from using mainstream media, an independent sample t-test was conducted on gender differences (see Table 5) and the results are presented. It was discovered that there are differences with respect to interactivity (t=-2.49, df=368, p=0.013), with females (M=2.26, SD=0.69) claiming that they using social media due to their interactive property than the males (M=2.09, SD=0.64). A similar result was observed with respect to multimediality (t=-2.20, df=380, p=0.028). The females were gratified more in terms

of multimediality (M=2.06, SD=0.68) compared to their male counterparts (M=1.91, SD=0.66).

These results partially uphold the hypothesized notion that there are gender differences in gratifications derived from using mainstream media.

H_3: There is a relationship between motives and gratifications derived from using social media for consumption of mainstream media content among University of Ilorin Undergraduates.

To test the hypothesis in this study, items making factors 1, 2 and 3 were computed to create accessibility, interactivity and information variables. These variables were thus correlated with factors 1, 2, 3 and 4 of gratifications derived (using Pearson correlation). The results are summarized in table 6.

Table 6: Correlations between Motives for and Gratifications Obtained from Using Social Media for Consumption of Mainstream Media Content

Motivations for use		**Accessibility**	**Interactivity**	**Mobility**	**Multimediality**
	r	0.211	0.413	0.361	0.479
Accessibility	P	0.001	0.001	0.001	0.001
	N	382	382	382	382
	r	0.329	0.454	0.363	0.393
Interactivity	P	0.001	0.001	0.001	0.001
	N	382	382	382	382
	r	0.236	0.224	0.533	0.353
Information	P	0.001	0.001	0.001	0.001
	N	382	382	382	382

The relationship between motives for and gratifications from using social media for consumption of mainstream media was tested using Pearson product-moment correlation coefficient. There are positive and significant correlations between the 3 motives and 4 gratifications dimensions in the study. The highest being, r=.533, n=382, $p < 0.01$ and the lowest being, r=.211, n=382, $p < 0.01$

Discussion

This study hypothesized that there are demographic differences in the use of social media for consumption of mainstream media content. Based on the uses and gratifications theory, the study examined patterns of social media use for consumption of mainstream media.

It was discovered that the females use the social media more than the males. This finding disagrees with earlier studies which established that men incorporate technologies more broadly into their daily lives than women (Ono & Zavodny, 2003; Wasserman & Richmond-Abbott, 2005). However, the ratio of the males to the females in this sample maybe a plausible reason for their outnumbering of the males. In making a continental comparison, Li et al., (2001), stated that female college students in China have less access to computers than female college students in the UK, but their expressed attitudes toward information technologies are more positive.

Independent sample t-test and Pearson Product Moment Correlation (PPMC) were conducted to test the hypotheses. The results of the first hypothesis revealed there are age (along the interactivity) and gender (with respect to accessibility) differences in motives for social media use. The results from the second hypothesis confirms there are age differences in two gratifications for using social media to consume

mainstream media content namely, mobility in terms of use on-the-go nature and multimediality in terms of combination of text, graphics and sound. The results also reveal gender differences in two gratifications namely, interactivity which involves the ability of communication and response and multimediality which is a blend of text, illustrations and sound. These reinforce that age and gender affect internet use.

This concurs with Howard, Rainie and Jones (2001) discovery that women are more likely to engage in online communication to maintain personal connections with family, friends, and coworkers, whereas men use online communication for pursuing sexual interests and romance. Similarly, Heinz, Martin, Margrett, Yearns, Franke, Yang & Chang (2013), discovered that women use Facebook more often and value it more than men due to the differences in the degree that women value making connections with others, rather than a reaction to a type of technology.

Additionally, from the third hypothesis, it was observed that across all the motives, positive correlations were recorded in this study, the direction of the relationships affirms that there is indeed a link between motives for use and gratifications derived from the consumption of mainstream media via social media.

Conclusion

The media basically carry and deliver messages to gratify the information, entertainment and educational needs of the consumers - an age long role performed by the mainstream media. The advent of web-based services and user generated content has either displaced or complemented these roles. Consequently, the users have differed across, gender, geographical and continental classifications in their motivations for use and gratifications obtained from consuming the mainstream media content via the social media.

Findings from this study, therefore, presents practical significance that could assist media planners in designing apt content for specialized audience particularly the youths for certain kinds of media classification. This study confirms that there is an increase in the number of females utilizing the social media in Nigeria and their social and psychological needs are being better met than that of the males via the social media, particularly with regards to their level of interactivity and multimediality. This shows that adult females are more inclined to the social media' communication utilities unlike their male counterparts. The findings of this study also uphold the assumptions of the uses and gratifications theory that media use is goal directed and emphasize that socio-psychological origins of needs result to motives for behavior.

The demographic variables used in this work include age, gender, marital status and religion. Future studies can investigate differences in uses with respect to the level of education, whether those with low level of education use it more and vice-versa. This study examined the motives for use which is present in uses and gratifications, future contributions can observe actual use. Future research can also determine if there is an increase or reduction in growth in multiple differences across the demographic variables from a longitudinal perspective. Finally, this study can be replicated in other developing countries to observe if there are similar or dissimilar trends.

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