

Needs Gratification Of Pashtuns Of Khyber Pakhtunkhwa Through Facebook And Twitter Use

Azam Jan (Assistant Professor, Department of Communication & Media Studies, Hazara University)
Dr. Shujat Ali Khan (Assistant Professor, Department of Communication & Media Studies, Hazara University Mansehra)

Abstract:

The birth of information communication technology and the switch over of the world societies from traditional mass media to social media for satisfaction of their needs have become the focus of research in the field of mass communication. Researchers around the globe have been found engaged in studying the phenomena with the spectacles of their respective societies. This particular study is an attempt to address the issue in the context of Pashtuns of Khyber Pakhtunkhwa. The study aims at measuring different needs the users satisfy from Facebook and Twitter use. The study is purely quantitative in nature and makes use of survey method for collection of data from the sample. Uses and gratification approach provided theoretical foundation to this research paper. Results indicate that both Facebook and Twitter satisfy information, social interaction and entertainment needs of the respondents.

Key words: needs; gratification; Pashtuns; Khyber Pakhtunkhwa; Facebook; Twitter.