

**Use of Social Media for Health Information Seeking Among Young Adults:  
A Uses and Gratification Approach**



By

**RABIA TAHIR**

01-258181-007

Supervisor

**MS. TEHMINA ASHFAQ**

A dissertation submitted in the partial fulfillment of the requirements for the  
degree of MS (Media Studies)

Faculty of Media Studies

Bahria University Islamabad

January 2021



## **Abstract**

Due to an emerging popularity of social media among the young adults of Pakistan where everyone is expected to be online and connected to the internet, as social media sites are being used by young adults, it has been observed that a great number of them is utilizing it for accessing information regarding their health concerns. This research was carried out to uncover the usage of social media sites that were being used by young adults for seeking health information by the young adults and to study the extent. At the same time, it intended to uncover the motivation behind the usage of young adults to utilize social media for their health concerns. This is hypothesized that there is likely to be the significant associations between the usage of social media networking sites and socio demographic variables. Data was entered into the SPSS-25 in order to carry out statistical analysis. Independent sample t-test , one way ANOVA and correlation method were applied to test the hypotheses. It was observed that the young adults are readily using social media for health information as they find it to be rewarding and satisfying, fulfilling and providing for their health concerns. It was also seen that an extended amount of exposure leads to an increment in the health seeking behavior of the young adults as they learn to handle the overwhelming amount of information while finding their relevant Concerns without much frustration.



## List of Tables

<i>Table 1 - Frequency Table of Demographic</i>	29
<u>Table 2</u>	30
<u>Table 3</u>	32
<u>Table 4</u>	33
<u>Table 5</u>	34
<u>Table 6</u>	35
<u>Table 7</u>	36
<u>Table 8</u>	37



## Table of Contents

Chapter 1: Introduction .....	1
1.1 Background .....	1
1.2 Rationale .....	2
1.3 Problem Statement .....	4
1.4 Objectives .....	4
1.5 Research Questions.....	5
1.6 Hypothesis.....	5
Chapter 2: Literature Review .....	6
2.1 Social Media Websites – Definition and Description.....	6
2.1.1 Consumer-controlled Approach and Social Media .....	7
2.1.2 Popularity of Social Media – Emergence of Research Potential .....	8
2.1.3 Effects of Social Media on Young adults .....	9
2.1.4 Social Media and Seeking Health Information.....	11
2.2 Theoretical Framework.....	20
2.2.1 Uses and Gratification Theory .....	20
2.2.2 Applications of Uses and Gratification Theory .....	21
Chapter 3: Research Methodology .....	24
3.1 Research Design .....	24
3.2 Universe .....	25
3.3 Population .....	25
3.4 Sample .....	25
3.5 Sampling.....	26
3.6 Sample Size.....	26
3.7 Tools of Data Collection.....	26
3.8 Statistical Analysis.....	27
3.10 Variables .....	27



3.11 Conceptualization and Operationalization .....	27
Chapter 4: Findings .....	29
4.1 General Findings .....	30
Chapter 5: Discussion .....	37
5.1 Discussion and Analysis .....	37
Chapter 6: Conclusion and Future Directions .....	47
References .....	50
Annex .....	54

---