

Uses and Gratification of Social Networking websites: A Case of Housewives of Lahore City.

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Abstract

The internet is the biggest community on the planet, connecting your laptop to computer systems everywhere in the world. The interconnected nature of the net offers you get right of entry to sources saved on far-flung computer systems, inclusive of multimedia pages, audio and video clips, video games, and programs. And due to the fact, that the net connects you with different net users, you could change email, chat, be a part of dialogue businesses, or even make telephone calls to different individuals who are linked to the net. Quota sampling is used for this research because it is a quick and cheap method to organize. The researcher has taken the 200 respondents between the ages of 25-35 old. This study has conducted a survey from two famous areas of Lahore i.e., Gulberg Town and Iqbal Town.

Introduction

Internet is basically a huge platform where individuals can communicate with each other without any geographical boundaries. It is a huge platform of mass communication that has revolutionized the communication world. It has a lot of advantages and disadvantages for its users. Millions of people use the internet to communicate with one another and to get sufficient gratification. They use it for various purposes, such as for information, entertainment, and education. E-mail, chat rooms, and instant messaging are a way to keep in touch. People also use the internet for practical purposes to the fulfillment of their gratification. There are different tools that help you in your search. The World Wide Web is one of them which helps people to find information on the net. You can search for almost everything with the right tools and skills on the internet. The Internet has become the world's largest source of information.... the world's largest encyclopedia. You can get online information about fashion, music, literature, cultural events, current happenings in your neighborhood, and people's opinions related to everything from politics to more tedious matters. People want to seek information about events, publications, and new experiences at the same time.

The interconnected nature of the internet gives you access to resources stored on remote computers, including multimedia pages, audio and video clips, games, and programs (Kraynak, J.2000). Companies such as Amazon.com and the books and the other Mortar store could have allowed the internet to become the world's largest retail outlet (Luppa, V.1998). Social networking website is defined as a "web-based services that allow individuals to construct a public or semi-public (Boyd, D. M., & Ellison, N. B. 2007).

Now it is easy to see what your friends ate for dinner, and what have they done on weekend. Most people cannot bring themselves to cancel an account for fear that they will miss out on important information. Because the internet has become a part of their life. You have all sorts of information, entertainment, and education on the internet.

Facebook, Google Plus, and Twitter are very much popular among their users. People use these online profiles to keep in touch with friends, make plans, and make new friends. These sites are not only popular in Pakistan but all over the world. These websites are the king of social networking websites but there are some other social networking websites i.e., Pinterest, Friendster, LinkedIn, Myspace, Ning, etc which are very much popular all over the world and gaining more popularity day by day.

In the future, more and more social networking websites may pop up. These sites on the web are telling people to share. We can get information from anywhere in the world through the internet without any geographical boundaries. The more friends and followers we have the more excited we get.

All television channels are available on the internet like BBC, CNN, ESPN, STAR network, etc. Not only TV channels but all sorts of newspapers, magazines, and journals are also available on the internet and people can get information online via their computer system. Online jobs are also available on the internet.

In the future, more and more social networking websites may pop up. These sites on the web are telling people to share. We can get information from anywhere in the world through the internet without any geographical boundaries. The more friends and followers we have the more excited we get.

Objectives

The objectives of this study are as follows:

- To explore the time, spent by housewives using the internet.
- To find out the purpose of using the internet.
- To explore what are the social networking websites housewives visit mostly.
- To explore what type of gratification they are getting from social networking websites.

Literature Review

A literature review is an evaluative report of information found in the literature related to your selected area of study. The focus of the study was to identify the usage of social networking websites among

housewives of Lahore. The literature review exposed the main concerns amongst the researchers all over the world what was the exposure of usage of social networking websites in the society. This section presents a review of the relevant studies related to the present research.

Neilson (1998) summarizes that cyber housewives who are having issues at home. Internet addiction will be even more addictive and more difficult to extract oneself from. Barton, J. (1999) mentioned that women are interested in the Internet for communication. This can include having connections to other women and women's groups, where one's sense of community is not tied to geography but common shared interests. Claire, L. J. (2005) reveals that women are catching up to men in overall Internet use and framing their online experience with a greater emphasis on deepening connections with people.

DeClercq et al., (2006) state that Internet use among pregnant women is common and frequent. First-time mothers and experienced mothers rated the Internet as their most important information source. More than three-fourths of childbearing women turn to the Internet for information about pregnancy and birth.

Rap leaf (2008) States that “Men are more likely to use social networks for business while women use them to build personal relationships”.

[Pad](#) , H. (2009) stated that 27,522 housewives aged between 18 to 55 in Australia, Canada, China, Denmark, Finland, France, Germany, Italy, Japan, Korea, the Netherlands, Norway, Spain, Sweden, the UK, and the US spend almost half of their free time online, far more than the average around the world.

Freud, A. (2009) states that women over 30 have started to use the web and social networks in ways that mirror the rest of their lives - from finding out about a product to shopping or monitoring their children's activities – while the online focus for women 30 and under is primarily social.

Kwik, P. (2009) states that women generally use the Internet as a tool for activities, rather than as play or technology to be mastered. While the Internet is going mainstream, the number of women using the Internet

has increased from a minority to an equally represented portion of the population. Traditional female product categories have become some of the fastest-growing on the Internet.

According to Nielsen Online (2009), “men prefer user-generated video sites (like YouTube) while women take more of a liking to video streams of TV shows (such as those offered from Hulu).”

Sana (2009) explores that “people in Pakistan log on to the site for the latest update on media hype and celebrities and gaming. The people connect to friends, for chatting, sharing photos, videos, for projecting their self and for sharing information with contacts.”

Mashable (2010) states that women across the world visit social networking sites and spend most of their leisure time online. On average, women spend more time online per month, 24.8 hours. Adult women use the Internet to stay in touch with people. In terms of country breakdowns, 9 out of 10 North American women visit social networking sites, making them the group with the highest reach.

Goudreau, J. (2010) summarizes that women are the most users on many of the biggest social networking sites, including Twitter, Myspace, Bebo, and Flickr. Men, meanwhile, are most active on sites like Digg, YouTube, and LinkedIn, which are more content-oriented and promotional than discussion-based.

Lee, A. (2011) states that “female users are the unsung heroines behind the most engaging, fastest-growing, and most valuable consumer internet and e-commerce companies. Especially when it comes to social and shopping, women rule the Internet”.

Fiore, K. (2011) explores that across almost every age group, more women than men use the Internet to research health topics. Women search for healthcare information online.

Adders, A. (2011) summarizes that respondents over the age of 65 use social networks as a mode of communication. Women lead men on social media. Race and ethnic groups are having a very little variance, but usage was led by Hispanic and black, non-Hispanic respondents.

M. & Kathryn, Z. (2011) state that among internet users, social networking sites are most popular with women and young adults under age 30. Young adult women ages 18-29 are the power users of social networking. There are no significant differences in the use of social networking sites based on race and ethnicity, household income, education level, or whether the internet user lives in an urban, suburban, or rural environment.

Glanz, J. (2011) explores that men use the internet longer than women and that they are not as bothered by the clutter of advertisements as women are. Men prefer YouTube and women prefer Hulu, men use the internet for business and women use it for personal relationships.

According to Pakistan Telecommunication Authority (2012) states that “the greatest number of Facebook users in Pakistan is between the age of 18 and 24 years. However, the number for women is highest, with over 95,720 married.” Forbes (2013) explores that “women are the majority of users on many of the biggest social networking sites, including Twitter, Myspace, Bebo, and Flickr.”

Brenner, J. (2013) summarizes that social networking sites are increasingly used to keep up with close social ties. The average user of a social networking site has more close ties and is half as likely to be socially isolated as the average American.

Ali, S. (2008) states that “males consult websites related to sports, information, news & current affairs. On the other hand, females mostly consult websites related to fashion, new trends, information, and entertainment.”

This study reveals that people like to use Social networking websites to fulfill their gratification. Women are most users on many of the biggest social networking sites, including Twitter, Myspace, Bebo, and Flickr

Statement of the Problem

The problem of this study is to find out the “Social Networking Website’s consumption patterns among housewives of Lahore”. This study seeks to determine the usage of social networking websites among literate and young housewives of Lahore. This study shall also find out

the social, moral, and spiritual aspects of using social networking websites.

Research Methodology

Every research needs a research design because the research design describes an association between the research purpose and its methodology. The research technique used in this study is the survey method because the researcher wants to study the impact of social networking websites on housewives by making them fill out a questionnaire. To evaluate the current impact of social networking websites on housewives of Lahore.

Survey Research

The researcher has used the survey method. “Survey is a systematic method for gathering information from (a sample of) individuals for the purposes of describing the attributes of the larger population of which the individuals are members”. (Enanoria, 2005)

Research Questions

To conduct the research the researcher has followed the pattern of following research questions.

- How much time do housewives spend using social networking websites?
- For what purposes do they use social networking websites?
- Which of the social networking sites do they visit most?
- Which type of gratifications do they seek from social networking websites?

Hypothesis

H₁Housewives are using social networking websites for information/entertainment purposes.

Conceptualization

Housewives

According to Oxford Dictionary, “a married woman whose main occupation is caring for her family, managing household affairs and doing housework.”

Social networking websites

The use of dedicated websites and applications to interact with other users or to find people with similar interests to oneself". (Oxford dictionary)

Entertainment

According to the Oxford dictionary "the action of providing or being provided with amusement or enjoyment".

"Something diverting or engaging as

(1) A public performance

(2) A usually light comic or adventure novel

Operationalization**Housewife**

The researcher used the term housewives as married women who should be between the ages of 25- 35 years old. The one, who should be literate and know how to use social networking websites.

Social networking websites

In the present study, the researcher used the term social networking websites as the collection of web pages that are used for social interaction.

The function of these websites is entertainment, education, information, and consumption time.

Entertainment

The researcher has used the term entertainment; as an activity that provides a variety and allows the individuals to spend their free time for physical and mental relaxation. It gives life its beauty and energy highly dependent on the individual's choice.

Population

The target population of this study is the housewives of Lahore aged 25-35 who are literate and use social networking websites. The researcher has selected two famous areas of Lahore, Gulberg Town&Iqbal Town

Sampling:

Quota sampling is used for this research because it is a quick and cheap method to organize. The researcher has taken the 200 respondents between the ages of 25-35 old. This study has conducted a survey from two famous areas of Lahore i.e., Gulberg Town and Iqbal Town.

Sampling Technique

The sample is selected through quota sampling.

Data Analysis and Interpretation

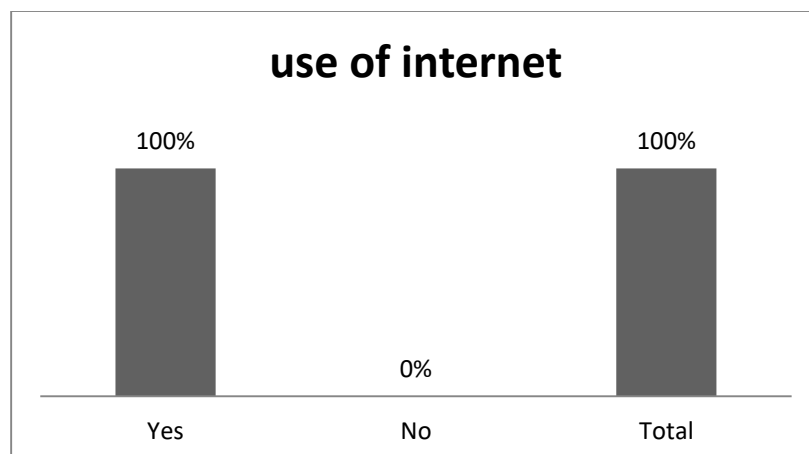


Figure 1

Internet as a vast source of information is playing very important role in society but with the emergence of different websites, people start using the internet on a large scale. Figure 6.1 shows that 100% of respondents use the internet. This figure clearly describes that now most housewives are interested in using the internet to fulfill their gratification.

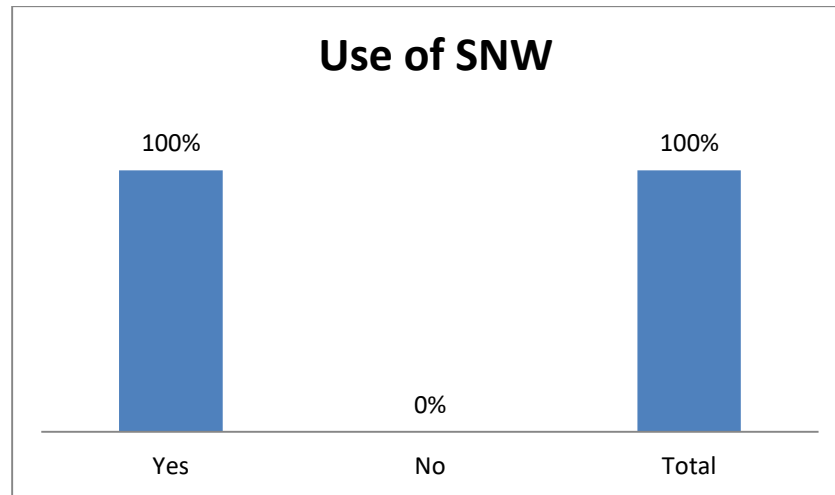


Figure 2

The graph shows that 100% respondents said yes and 0% said no. So most of housewives use social networking websites. In the above table, SNWS stands for social networking websites.

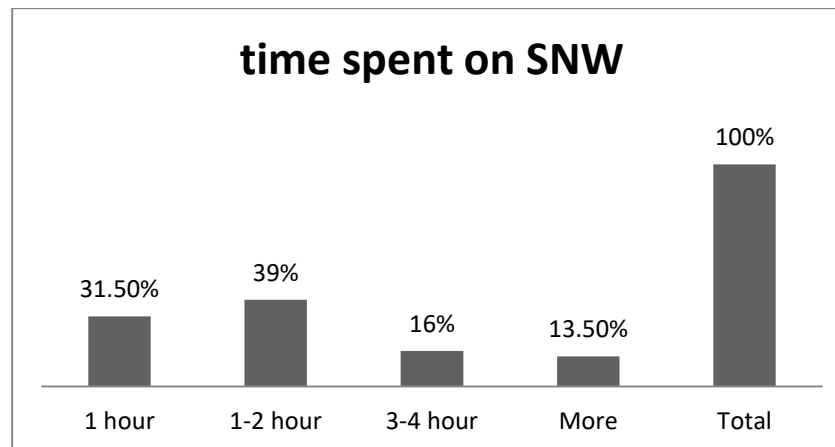


Figure 3

The above graph shows that 31.50% of the respondents use the internet for less than 1 hour 39% of respondents use the internet for 1 or 2 hours, 16% of respondents use the internet for 3 or 4 hours and 13.50% of

respondents use the internet for many hours. So according to the survey the respondents spent 1-2 hours on social networking websites.

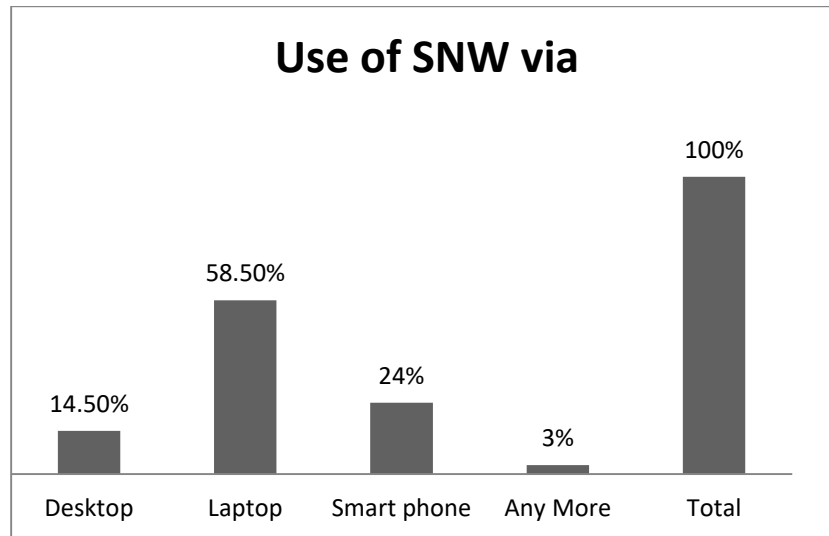


Figure 4

The figure 4 clearly reveals that 14.50% of respondents use social networking websites on desktops, 58.50% through laptops, 24% through smartphones, and 3% by any other source. So, the majority of the respondents use social networking websites via laptop.

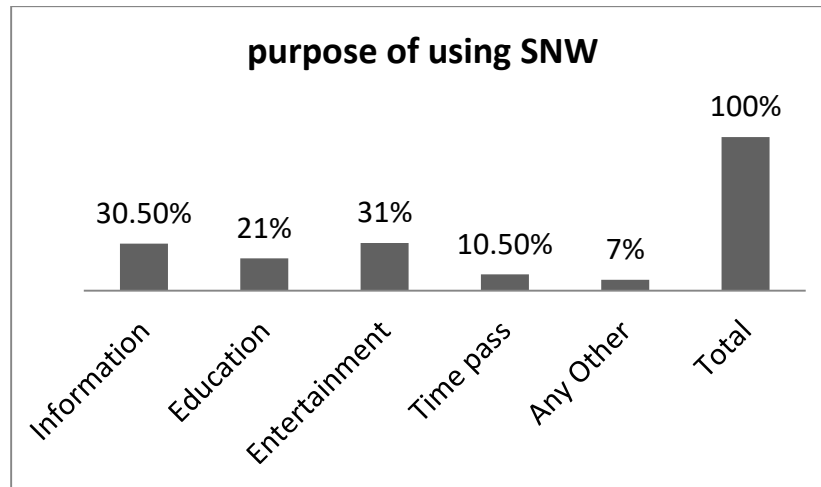


Figure 5

The result shows that 30.50% of respondents use social networking websites to get information. 21% use social networking websites for education, 31 % for entertainment, 10.50% used for time pass, and 7 % use for any other purposes. In the above table, SNS stands for social networking websites. So, the majority of the respondents use social networking websites for entertainment purposes.

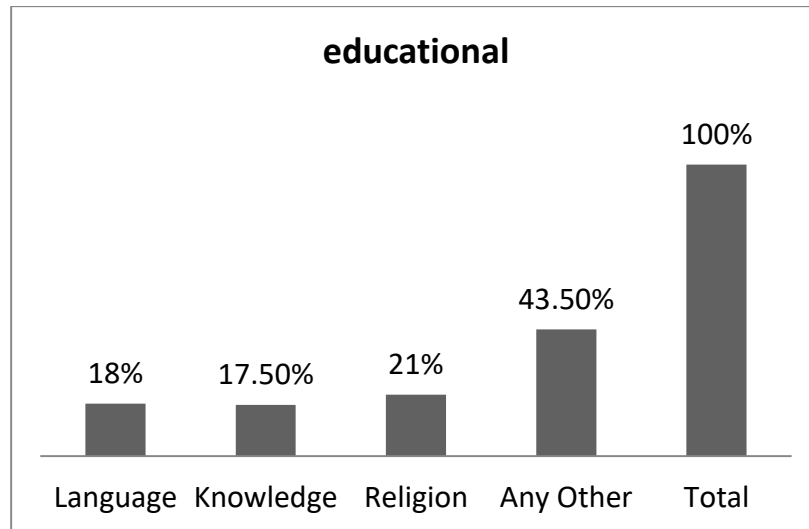


Figure 6

This figure reveals that 18 % of respondents use social networking websites to learn new languages 17.50% for seeking knowledge, 21% use it to get information about their religion, and 43.50% for any other purposes. So, most of the respondents use social networking websites for other purposes.

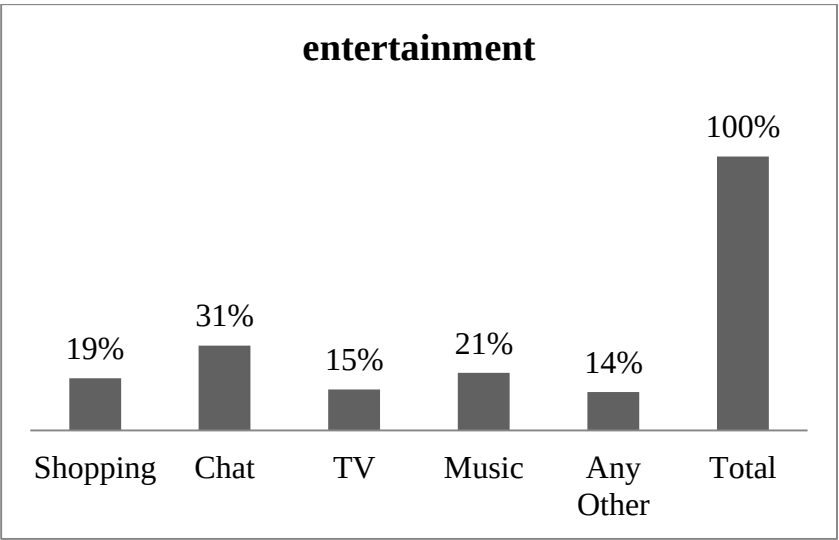


Figure 7

As for entertainment the result shows that 19 % of housewives use social networking for online shopping, 31% for online chat, 15% subscribe for watching TV, 21% for listening to music, and 14% for any other purposes. So, most of the respondents use social networking websites for online chat.

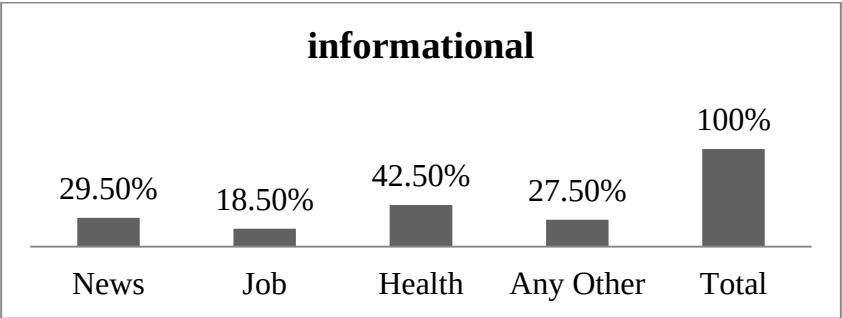


Figure 8

As well as for information the table describes reveals that 29.50% of housewives visit social networking websites to listen to the news, 18.50% used them to search for jobs, 42.50% for health awareness, and 27.50% for any other purposes. So according to the survey most of the respondents used social networking websites to search latest jobs.

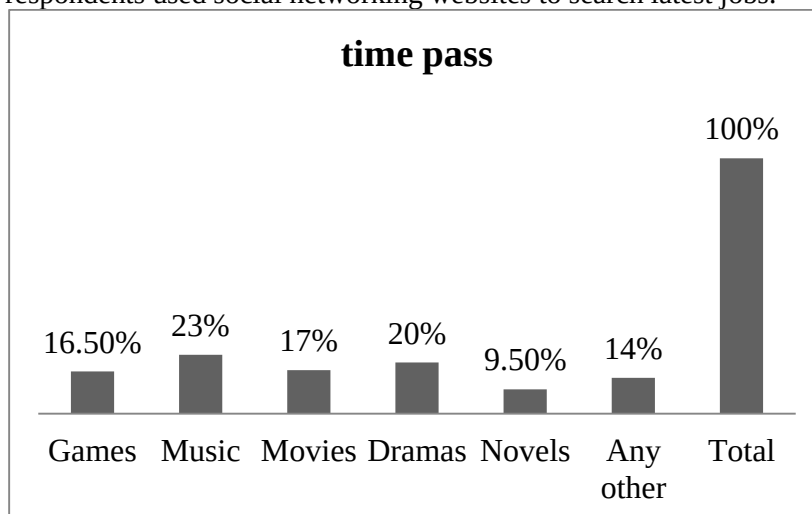


Figure 9

The results show that 16.50% of respondents visit social networking websites to play games, 23% for music, 17% for movies, 20% for dramas, 9.50% for novels, and 14% for any other purposes. So according to the survey, the most visited social networking website for time pass is listening to music.

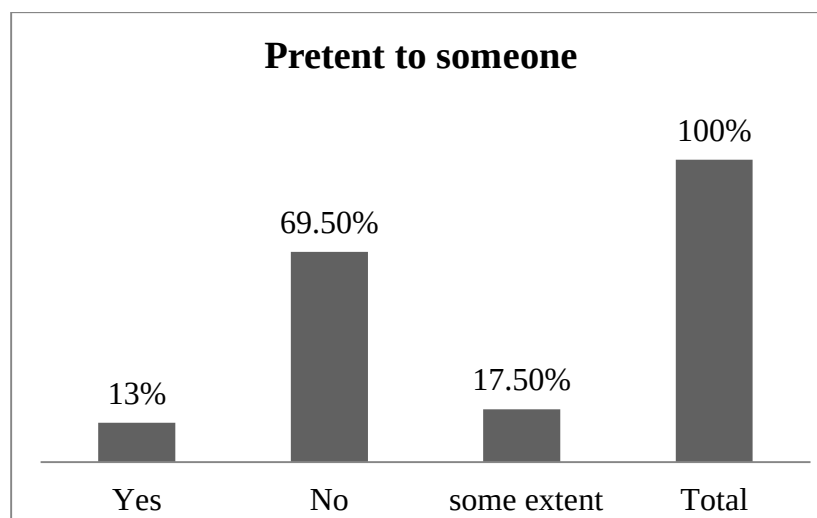


Figure 10

The result shows that 13% of housewives said yes, 69.50% said no and 17.50% said that they pretend to some extent. So most of the respondents do not pretend to be anyone else.

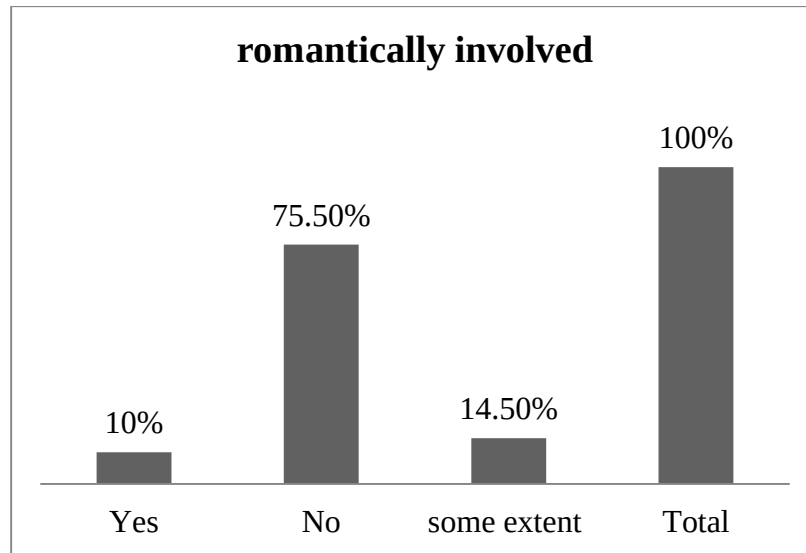


Figure 11

The table shows that 10% of housewives become romantically involved with someone else while 75.50% said that they do not involve with someone else, and 14.50% said that they have been involved to some extent. So according to most of the respondents do not romantically involve with anyone else.

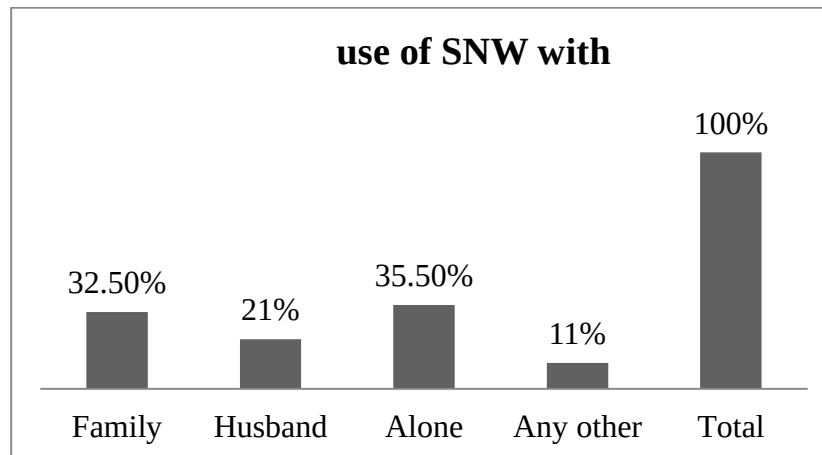


Figure 12

The results show that 32.50% use the internet in the presence of their family, 21% with their husbands, 35.50 % use the internet alone, and 11% use the internet with any other. So according to the survey the most housewives use the internet in the presence of their families. In the above table, SNWS stands for social networking websites.

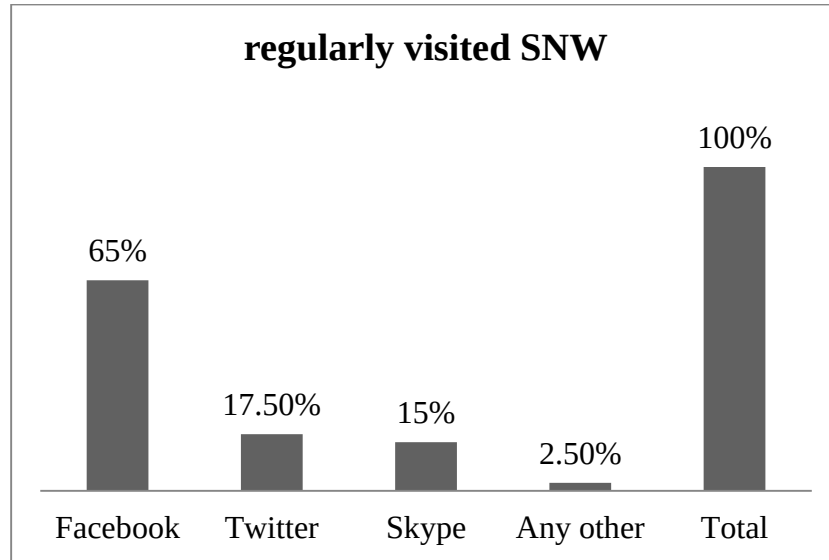


Figure 13

The results show that 65% visit Facebook, 17.50% visit Twitter, 15% visit Skype and 2.50% visit any other websites. So according to the survey the most visited social networking website is Facebook. Well, SNWS stands for social networking websites.

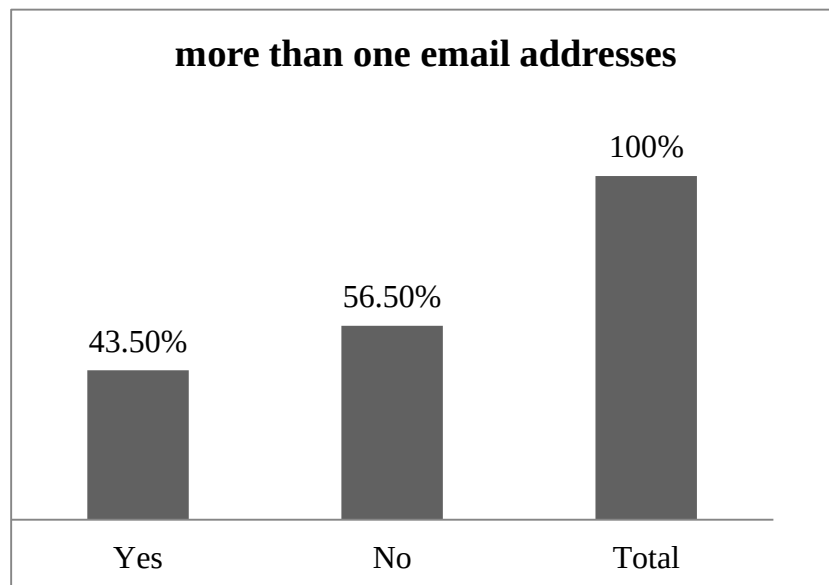


Figure 14

This figure describes that 43.50% of housewives have more than one email addresses while 56.50% said that they are having only one email address. So most housewives agree that they are having only one email address.

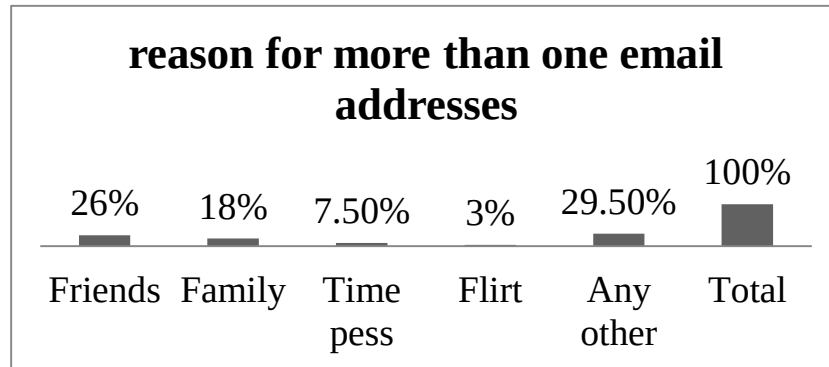


Figure 15

The graph shows that 26% of respondents are having more than one email addresses for friends, 18% for family, 7.50% for time pass, 3% for flirt and 29.50% for any other reasons. So most of the people said that they have more than one email addresses for any other reasons.

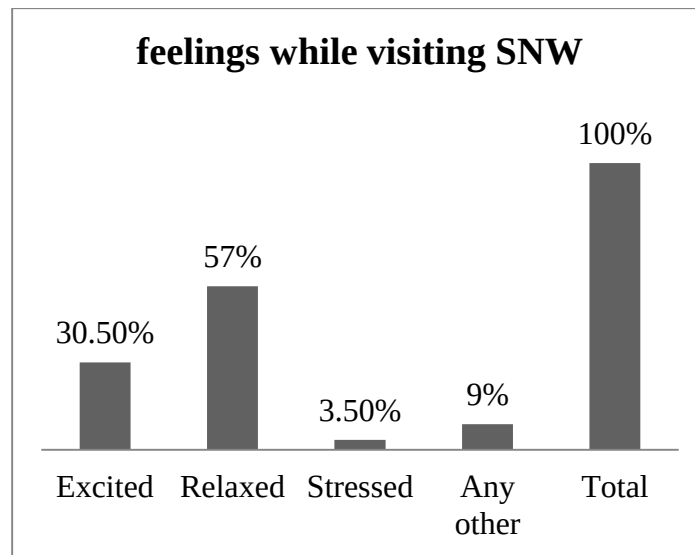


Figure 16

The above table shows that 30.50% of housewives feel excitement, 57% relaxed, 3.50% stressed and 9% and 9% feel any other thing while visiting social networking websites. In the above table SNWS stand for social networking websites. So majority of the respondent's opinion is that they get relaxation while visiting social networking websites.

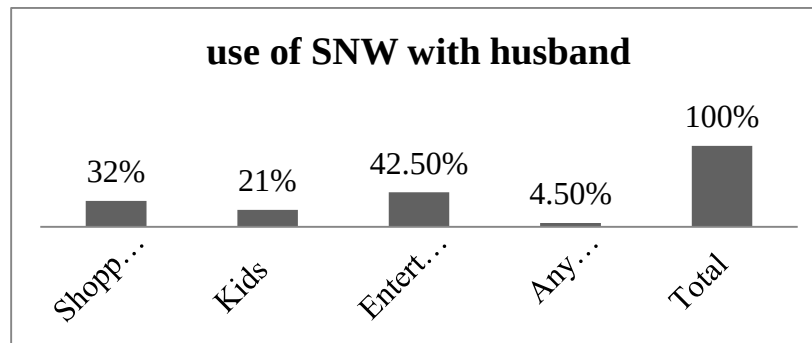


Figure 17

The results show that 32% of housewives visit online shopping websites with their husbands, 21% visit online kids' education websites, 42.50% visit entertainment websites, and 4.50% any other websites. So most of

the housewives visit entertainment websites with their husbands. In the above table SNWS stand for social networking websites.

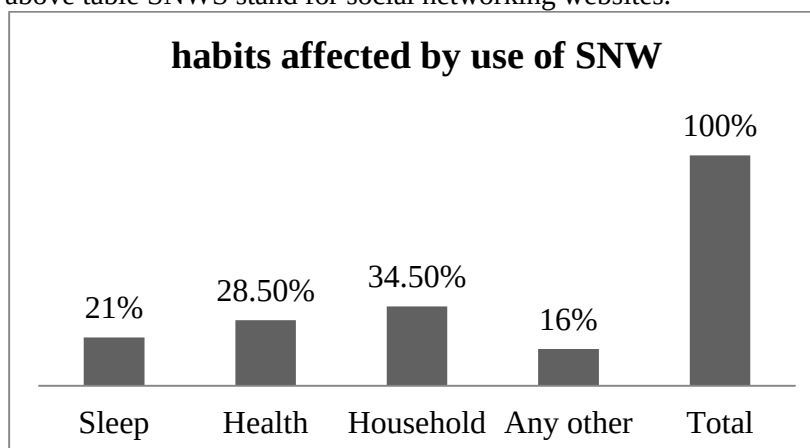


Figure 18

The graph shows that 21% of respondents said that sleep is affected using social networking websites, 28.50% said health is affected, 34.50% said households are affected 16% said any other habits are affected by the usage of social networking websites. So most of the housewives said that their households are affected using social networking websites. In above table SNWS stand for social networking websites.

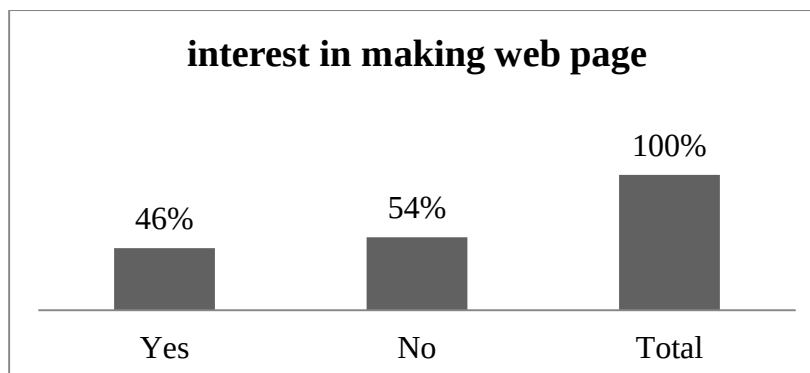


Figure 19

The above table shows that 46% of respondents said that they are having interest in making personal web page while 54% said that they do not have interest in making personal web page. So most of the respondents are not interested in making personal web page.

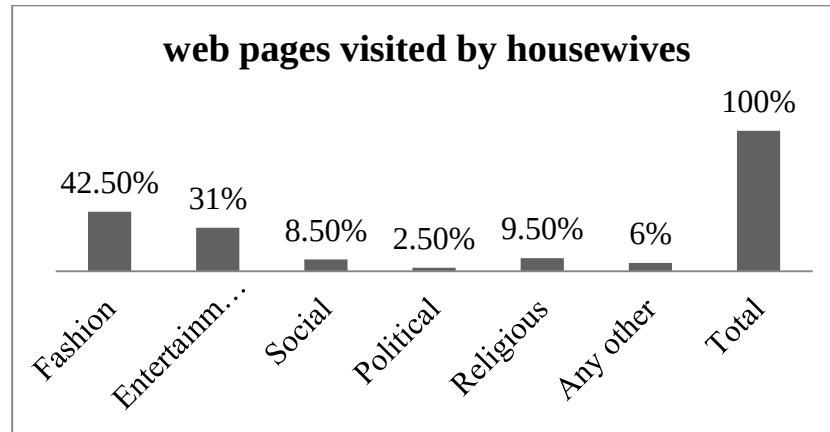


Figure 20

The graph shows that 42.50% visit fashion pages, 31% entertainment pages, 8.50% social pages, 2.50% visit political pages 9.50% visit religious pages and 6% visit any other pages. So according to the survey most of the respondents visit fashion pages.

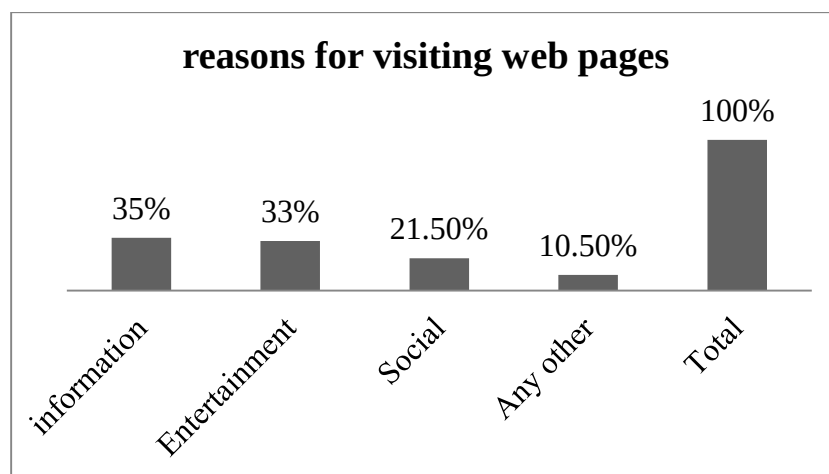


Figure 21

The graph shows that 35% of housewives visit web pages for getting information, 33% for entertainment, 21.50% for social interaction, and 10.50% for any other reasons. So most of the housewives visit web pages to get new and current information.

Discussion and Analysis

The purpose of the present study was to find out the usage of social networking websites among housewives of Lahore. The researcher has used the survey method for data collection. The tool used for the survey method is a questionnaire. A sample of 200 housewives from two different areas of Lahore was drawn. The targeted age of respondents was 25-35 years.

Although the perception was that the housewives being surveyed were not using the Internet very much, they were actually using it a great deal. Many of the housewives the researcher observed during the survey said that they use many social networking websites. Many respondents got on it for the first time to gratify a personal need for information and entertainment. Their first experience was often motivated by their friends because they wanted to look up information about their personal lives.

After finding and analyzing the data from the target audience it can be said that social networking websites have the largest influence on the selected area of Pakistan's city Lahore. The use of these websites has made them dependent upon them. The researcher has analyzed the results according to the responses. The researcher has found that most housewives have a routine of visiting social networking websites for 1-2 hours and the most visited social networking website among housewives is Facebook. These Social networking websites are very much popular among young and literate housewives of Lahore. It was also recorded that their households are affected by the usage of these websites and they use these websites for multiple purposes to seek gratification.

Research Questions

RQ1.How much time do housewives spend using social networking websites?

Most housewives have a daily routine of visiting social networking websites. Social networking websites are very much popular among housewives of Lahore. The survey results in figure 3 shows that 31.50% of housewives use social networking websites for less than 1 hour 39% for 1 or 2 hours, 16% for 3 or 4 hours, and 13.5% used for many hours. So most housewives spent 1-2 hours using social networking websites.

RQ2. For which purposes do they use social networking websites?

Housewives use social networking websites for multiple purposes. Figure 5 shows that 30.50% housewives use social networking websites to get information, 21% use social for education, 31 % for entertainment, 10.5% for time pass, and 7 % use for any other purposes. So according to most of the housewives use social networking websites for entertainment purposes. Graphs 6, 7, 8 and support that housewives use social networking websites for education, entertainment, information and for time pass.

RQ3.Which of the social networking websites do they visit mostly?

According to graph 13, 65% visit Facebook, 17.5% visit Twitter, 15% visit Skype and 2.5% visit any other websites. So according to the survey, the most visited social networking website is Facebook. Facebook is that social web place where a variety of material is

available. Housewives have their Facebook ids and have the opportunity to online shopping; get the latest cooking recipes, and online chat with their friends and family. Graph 14, 15 and 18 shows that some housewives have more than one email address for other reasons and their households are affected by using these websites.

RQ4.Which type of gratifications do they seek from social networking websites?

The survey was done with young and literate housewives of Lahore aged between 25-35 years and according to the results, it has been found that housewives belonging to this age group are eager to use social networking websites. Social networking websites have attracted them as graph 21 shows that 35% of housewives visit web pages for getting information, 33% for entertainment, 21.50% for social interaction, and 10.50% for any other reasons. So according to a survey majority of the housewives visit web pages to get new and current information. As well as for gratification graphs 7, 8, 9, 16 and 17 support it they use social networking websites for online chat, search jobs, for listening to music, relaxation, and for entertainment.

Findings

Today social networking websites have become an essential need for everyone. These Social networking websites are getting more and more popular in Pakistan. So, people are dependent upon it to fulfill their needs. Information seeking and entertainment are the primary functions of the Internet.

This study explored the “Usage of social networking websites among housewives of Lahore”. The study concludes results by using the survey method and found opinions of the young and literate (graduate) housewives of Lahore by providing questionnaires as a tool of this methodology. The respondents selected for data collection were aged between 25-35 years.

The researcher has conducted the survey method and prepared 200 questionnaires containing 21 questions filled by housewives.

Hypothesis testing

The hypothesis study was “Housewives are using social networking websites for entertainment purposes”. In this section, the researcher indicates the usage of social networking websites among housewives of Lahore. This study finds that housewives mostly use social networking websites for entertainment purposes. According to the results of the survey, it was found that the hypothesis is partially accepted as 31% of the target respondents said that they use social networking websites for entertainment purposes. The result was not an intense one but a partial one. The hypothesis is partially accepted in light of the results drawn from the survey method.

The objectives of this study are also described in this chapter. The first objective of this research is “to explore the time spent by housewives using Social Networking Websites” and according to the figure, 3 results show that housewives spend 1-2 hours on social networking websites.

The second objective of the research is “to find out the purpose of using the internet by the housewives of Lahore” and according to the figure 5 results clearly describe that 31 % of housewives visit Social Networking Websites for entertainment purposes.

The third objective of this research is “to explore what are the social networking websites housewives visit mostly”. And figure 13 explores that 65% of housewives visit Facebook mostly.

The fourth objective of the study is “to explore what type of gratification they are getting from social networking websites”. As for the gratification graph, 17 explores that the majority (31%) of housewives use Social Networking Websites for online chat.

Limitations of the Study

- The major obstacle of this research study was the lack of time.
- This study uses the survey method of getting questionnaires filled out by the housewives. The study should conduct interviews with various housewives who use social networking websites.

- The selected respondents of this research study are only the housewives of Guldborg Town and Iqbal Town which is not enough for this research thesis.
- The data collection was confined to only 200 housewives which are not enough for the representation of the entire universe of the internet users. It focuses only on the housewives of Lahore.

Future Agenda

The researcher has studied the usage of Social networking websites among housewives of Lahore. In future, this study can be extended as.

- Researchers should conduct interviews with housewives from various areas of Lahore uses social networking websites.
- Researchers should also identify both positive and negative aspects of social networking websites on housewives.
- Identifying the use of social networking websites among working women.
- Determining the usage of social networking websites among housewives without any age limits.
- Identifying the usage of social networking websites among housewives of different demographics.

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