



**EXAMINING THE USES AND GRATIFICATION OF MEDIA CONTENTS AMONG
THE REDEEMED CHRISTAIN CHURCH OF GOD YOUTH IN OSOGBO OSUN
STATE, NIGERIA.**

SUNDAY ADENIYI ADEAGBO,
DEPARTMENT OF MASS COMMUNICATION,
REDEEMERS UNIVERSITY EDE, NIGERIA.
wereloluwase@gmail.com, adeagbo1135@run.edu.ng

OLUWALANU BERNICE SANUSI PHD
DEPARTMENT OF MASS COMMUNICATION,
REDEEMERS UNIVERSITY EDE, NIGERIA.
daisat77@yahoo.com, sanusib@run.edu.ng

ABSTRACT

This study examine the use of media contents among youth in faith based organization in Osogbo, Osun State Nigeria, using the microscope of the Uses and Gratification Theory. The study seeks to determine the kinds of media contents use by the youth and also to find out the gratifications that the youth seek using the contents. The study employs Focus Group Discussion method to probe the research questions drawn for the study. Two key recommendations\are offered flowing from the findings. First, it is recommended that future studies adopt a quantitative research design to find out the gratifications that youths seek for using media channels contents and what they obtain on a larger scale. Second, it is suggested that other research studies should probe uses and gratifications of specific media channels contents among south west Nigeria youths so that future researches in this particular area of research could contribute to the emerging scientific discourse of Uses and Gratifications globally.

Keywords: *Uses and gratifications, media content, motivations, RCCG.*

Introduction

The media affect society in various ways as sources of information, education and entertainment, agents of a socializing influence, carriers of culture and a vital instrument for participation in political communication in a democratic society; the media also serve as communicators of ideological values and norms, attitudes and beliefs (Stadler 2006). Consequently, the media are regarded as agents which exert an influence on identity formation and issues associated with stigma, self-esteem, social relations, economic and political positions (Stadler 2006; Ingrid 2016). In relation to youths in the Nigeria and the world at large, various research studies have identified that media is considered as one of the most powerful tools in disseminating information thereby shaping people's lives.

Today in the world at large, it is reported that youths form the larger part of the media audience worldwide (Perin 2015 as cited in Adebisi & Olayiwola) asserts that 90% of young adults within the age bracket of 18 – 29 , do view the media content fully as part of their daily routine in Nigeria. This demography, who find it difficult to think of life without the media content. The media contents today has serves as an eye opener on how to eat, dance, dress, speak and relate with fellow human being in the society. These studies seek to know the youthful needs that media contents gratify and what motivates the continuous consumption of these various channels media contents.

The world is coming closer to a global village, strongly influence by the media. Today's youth, aged 18 to 30, the average youths today spends many hours on various media platform either on the terrestrial channels or via their phone watching live TV channels or listening to radio programmes Rhoads (2018). Media is all around us, in our homes, cars, educational institutes. Since back 70s', TV was the most popular form of media and a major part of every household in the world at large. In new era of technology, social media has taken the lead in dictating how people live today. It makes people act differently in front of others in order to gain attention. This is due to being self- obsessed of one to being better than others Craddock Gregory (2017).

All over the world, parents and careers, teachers and medical professionals are expressing concern about how media impacts youth and children. The media in general has the potential to generate both positive and negative effects, and many studies have looked at the impact of media on society, particularly on youth. Not all media contents are bad, but various statistics has shown the negative effects of media content on it exposure to violence, inappropriate sexuality and

offensive language are convincing. The trend of the media content consumption among youth, who form the core major audience of mass media, is reportedly high.

This scholarly gap supports the imperative of using the Uses and Gratification approach to probe the needs and motivations for the continuous use of media contents by the South West Nigerian youths. This is the gap that this study seeks to fill by providing a basis for examining what motivates south west Nigeria Youth to adopt the various media contents and the gratifications they derive from their use. Specifically, the researchers seek to investigate the kinds of media contents the youth in the faith based organization south west Nigeria youth adopt and then ascertain the motivations that lead them to make use of these media channels in order to determine the difference between the gratifications sought and gratifications obtained.

Katz et al (1974), "Uses and Gratifications theory asserts that people are active users of media and select how they will use it", but more specific was Lattimore et al., (2007) that people use media as entertainment; scan the environment; a diversion; a substitute for personal relationships; and a check on personal identity and values. However, Ruggiero (2000) suggests variability of involvement and ritualistic or habitual use, but Levy and Windahl (1984) espoused that "individuals are differentially selective and goal directed at different times: before, during and after exposure to media". On the involvement factor, Galloway & Meek (1981) submit that motivation to use any mass medium is also affected by how much an individual relies on it. Most studies on Uses and Gratifications centered on the 'active audience' claim, as Windahl (1981) suggest the audience as "super rational", whilst indeed audience activity "covers a range of possible orientations to the communications process, a range that varies across phases of the communication sequence" (Levy and Windahl, 1984).

Ruggiero (2000), puts it more graphically: "Different individuals tend to display different types and amounts of activity in different communication settings and at different times in the communication process." The emphasis on the active nature of the receiver led Mings (1997) to conclude that Uses and Gratification Theory is a receiver based communication theory, while Evans (1990), defined Uses and Gratifications as "a framework in which "audience gratification primary," and "media consumers are seen as rational agents whose various uses of media offerings depend upon how these offerings serve various social-psychological functions". In Katz (1959) the question is not "what do the media do to people? But rather "what do people do with the media?" Uses and Gratification criticisms abounds especially for its overly assumptions, which Wimmer & Dominick (1994) listed as media selection initiated by the individual, expectations that are produced from individual dispositions, social interaction, and

environmental factors; and active audiences with goal directed media behavior, though these had very limited acceptability amongst scholars (Ruggiero, 2000).

Media content means any data, text, sounds, images, graphics, music, photographs, or advertisements, including video, streaming **content**, webcasts, podcasts, blogs, online forums, and chat rooms. Proper Guru (2021) opined that, Content” could be the pictures, information, videos, and documents that we share with people through our social networking sites. Such as Facebook posts, Instagram posts and videos, and other social media channels. With the help of good content strategies, an individual or company can grow amazingly and help in generating good engagement on social media. This will help the companies to get brand recognition. So for a good online presence, good content plays an important role. Because people will only engage with you if your content is entertaining them and making them stop at your post.

Guillen, Mathew (2001) explain further that content is something expressed through some medium, as speech, writing or any of various arts. Content notably distinguishes itself by its memetic property, wherein users replicate and adapt content for retransmission. The author, producer or publisher of a source of information and experiences may directly be responsible for the entire value they establish as content. Users develop their own, "new" content in media featuring user innovation.

The Uses and Gratification theory discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people. Andrey Popov (2017) is of the opinion that there are several needs and gratification for people which are categorized into five needs Cognitive needs, Affective needs, Personal Integrative needs, and Social Integrative needs, Tension free needs. He stated further that most people watch reality shows nowadays not only it's popular, but because of the following reasons; It is more realistic. It provides entertainment, it is more interesting, there are new concepts cropping up every now and then, Viewers can participate as well in many ways while sitting at home, Controversies are extensively covered, Sensationalism brings in more viewers.

Bulmer and Katz's (2006) stated that the Uses and Gratification Theory suggests that media users play an active role in choosing and using the media. He stressed further that Users take an active part in the communication process and are goal-oriented in their media use. The theorists say that a media user seeks out a media source that best fulfills the needs of the user. He assume that the user has alternate choices to satisfy their need. Uses and gratifications research

has uncovered several motivations people often have for consuming media. These include force of habit, companionship, and relaxation, passing the time, escape, and information. In addition, a newer body of research explores people's use of media to meet higher order needs like finding meaning and considering values. Studies from a uses and gratifications perspective have involved all kinds of media, from radio to social media.

Vande & Lee (2006), studied children and youth and opined that they use electronic media from 2 to 5 hours daily, spending more time with television than in any other activity except sleep. The scholar narrates further that 75 percent of children and youth ages 8–18 have a television in their bedroom. Cynthia Vinney (2019) says, individual differences mediate the relationship between media and their effects. This results in media effects being driven as much by the media user as by the media content itself. So, even if people take in the same media message, each individual will not be impacted by the message in the same way.

Method

1000 youth of The Redeemed Christian Church of God Osun Province 1 Osogbo participated in this study. The respondents comprised male and female youth who are at least 18–25 years old who are members of various departments in RCCG under the province.

Study design: To critically examine the use of media contents among RCCG Osun Province 1 Osogbo South West, Nigeria, a multilevel sampling technique was used in determining the participants.

Instrument of data collection: Focus Group Discussion was employed to interrogate the motivations and gratifications of media content adoption youth in the faith-based organization located in Osogbo the state chapter of Osun State South West of Nigeria. The Focus Group Discussion is uniquely suited for this type of research as they invoke personal experiences and diverse opinions.

Administration of instrument: The random sampling technique was used to select participants. The youth were divided into four strata, the Focus group discussion sessions comprise of 10 to 12 youth participants, interviewed, and simultaneously in an unstructured interaction about motivation to use and satisfaction derived from using the media contents.

Sample

The sample (44 participants) comprising of 23 male and 21 female youth whose age range 18 to 24 years participated in the study. The groups were small enough to allow each participant to offer their viewpoints while they were large enough to allow discourse to develop and flow. A total of four focus group sessions were conducted involving male and female participants across the seven selected departments including Youth choir, Sanitation unit, Redeemed Volunteer,

Publication unit, Ushering unit, Technical, and Follow up unit in each of the department in RCCG Osun Province 1 Osogbo South West Nigeria. Each group in this study comprised ten to twelve participants. Each of the participants in the focus group sessions presented themselves as regular user of media contents through viewing various media channels and so it was easy for them to relate with the questions and contribute effectively to the discussion.

Presentation of Data

The analysis of the data obtained yielded three different themes which covered the kinds of TV Channels and services the youth adopt; the motivations behind the youth' adoption of the media channels (TV) and satisfaction derived from the various media channels adopted by the youth.

Exploring the Media Channels contents Used by the Selected Youths.

The researchers began with a question on the number of media channels participants make use of. The question prompted various responses. The number of media channels adopted by participants of the focus groups ranges from 2 to 8. Even though most of the participants declared that they do not view all the channels regularly, it was gathered that they all have favorite programmes or contents they always go for on the various channels mentioned, and they claim to view those mentioned TV channels frequently. While it was inferred that Big brother Naija, Zee world and Afro Music channels are the most viewed TV channels patronized by the participants, some other media channels mentioned during the sessions are; Kennis Music, Telemudo TV, Africa Magic, , Super Sport and Dove TV.

During one of the sessions, a participant declared that he uses eight of the 12 cable TV media Channels aforementioned. This participant uses the most number of TV media channels mentioned

among the participants in the discussion. In his words;

I make watched B.B Naija, Telemudo, Kennis Music, Zee World, Supper sport, Dove Media, and African Magic. Most of these TV channels came can now be asses my phone, and I decided to explore, meanwhile, they all have a variety of distinct features I derive from them. (FGD/Male Youth / Choir unit).

Contrary to this participant's claim, another participant said he uses only two TV channels DOVE TV and Africa Maggic. He claimed those are the only TV channels that fascinate him.

I don't have interest in other TV channels because I'm not interested in what they do there.” (FGD/Male Youth / Choir)

One thing that caught the attention of the researchers during the sessions was the low rate of adoption of DOVE TV. It was evident that the few participants who watch DOVE TV are very keen on the TV Channel, while others have diverse reactions towards the channels. This finding

further prompted the researchers to ask participants why they do not watch DOVE TV regularly. This question provoked various responses such as the DOVE TV programme live programme is monthly when Daddy G.O do feature live adding that virtually all programme on the channels are recorded which can still be relay any time any day .One of the participants responded by saying:

I only watch DOVE TV whenever Daddy G. O is live on the TV Channels (FGD/ Female Youth /Sanitation unit).

While this set of participants has a contrary notion towards DOVE TV, the few ones that do watch the channel contents are highly inclined to it. One of the participants who is an ardent DOVE TV viewer stated that he watch the TV station contents more than every other one.

It is however surprising that a large number of the participants have a low exposure and understanding about News Channels such as TVC news, Channels TV News. None of the follow up unit and ushering participants makes use of News Channel. The follow up unit and Redeemed volunteer participants were also not too inclined to the news channels. Only a few of them glue to the contents of the news channels regularly. This may be due to the fact that News channels has a different gratification which the participants do not seek for now due to their level of exposure and needs at the moment. On average, most of the participants glued to four TV Channels each, and a variety of factors influences the adopting the contents of these TV Channels contents.

TV Channels ranked on the basis of usage by participants

<i>TV Channels</i>	<i>Participant Viewers</i>	<i>Rank of viewing</i>
Kennis Music TV	44	1st
B.B Naija TV	40	2nd
Africa Maggic Channels	38	3rd
Telemudo TV	30	4th
Dove TV	04	5th

Source: Researchers’ Fieldwork, 2022.

Investigating Motivations/Gratifications that lead the selected Youth to adopt various TV Channels contents.

This theme investigates why the selected youth have chosen to adopt specific TV Channels contents ahead of others. This includes an analysis of the gratifications sought as well as the gratifications obtained following the adoption of a TV Channel or service.

When participants were taken up on reasons why they glued to various TV Channels contents, participants advanced different reasons. Although the majority of them declared that the

influence of friends led them to glue to those TV contents, some others were motivated by family members. A participant even claimed he do watch a particular TV channels content because of an assignment at the pre-tertiary level. What was generally noticed from the responses on why participants joined adopted some of the TV Channels content was the difference between gratification sought and gratification obtained. A good example is the participant that claimed he adopted the TV Channel contents because of a school assignment then. This participant declared that he has other reasons that motivate his TV Channels content adoption now.

"I now have other things I look out for on TV Channels, such as trends, news, catching up on events, and latest issues in town discussion with friends".

(FGD/Male Youth /Sanitation Unit / Osun 1)

This connotes that the reasons why people watch TV Channels contents change as they start viewing them. This further led to the question of what activities do participants use those contents gathered on TV Channels for most frequently. In their discussions as to why they engaged with media content adoption, the participants noted some purposes that media contents served from their points of view. However, as the discussion progressed, it was revealed that the viewing of media content on the TV platform of the mass media, for example, to communicate with others, also led to certain gratifications obtained. To this end, the participants offered different views as to the benefits they obtained from these channels. It, therefore, was apparent that each TV Channels provides different gratifications.

A participant described his viewership of TV Channels content as thus;

"I view the various TV Channels contents during my leisure, and I tune to the various channels when I have nothing to do and mime most of the content most especially music contents. It is a form of whiling away time."(FGD/Male Youth / Ushering Unit /RCCG OSUN 1)

Asides to kill boredom, some of the participants stated that one of the reasons why they viewed most of the media contents is to follow trends. The mass media most especially the TV medium is known to promote various trends which tend to influence the lives of the viewers. Viewers, however, depend on TV Channels contents to get their hands on these trends. Most of the participants across the sessions agreed that not all TV channels are effective to understand the latest trends. *One of the participants noted:*

If I want to know what is trending, either in music, movies or fashion, you can never find me on DOVE TV channels. Before those things start trending on DOVE TV channels, it must have been stale or have element that goes along with the media house mission statement on other platforms".

(FGD/Female Youth / Sanitation unit / RCCG OSUN 1)

Another participant buttressed the initial point by saying Kennis Music TV Channel is a useful platform to keep tabs on fashion, entertainment and lifestyle trends.

I viewed Kennis Music TV Channels to know what is going on regarding fashion, entertainment, and lifestyle. In fact, it serves as a means of getting dress styles. (FGD/Female Youth/ Choir / Osun Province 1).

While some of the participants submit that Kennis Music TV Channels seems the most effective TV Channels to keep tabs on trends, some others contradict this. One of the participants argued that even though Kennis Music TV contents can be used to catch up on trends, it only scratches the surface on those things because the music contents are show in a flash. She, however, concluded by saying Afric Maggic channels is the best platform to keep tabs on trends.

Kennis Music TV Channels only shows you those things you want you to see, Afric Maggic channels on the other hand, gives enough details about trends, be it fashion, entertainment and other stuff. Kennis Music TV channels not only shows you trends but also shows how you can go about adopting these trends, even Africa Maggic redirects you to other links for details most times". (FGD/Female Youth /RV unit / RCCG Osun Province 1)

From the focused group sessions, it was apparent that the follow up unit and Evangelism unit of the participants are not ardent viewers of Kennis Music, African Maggic channels compared to those of choir unit and sanitation unit. Only very few of them are viewers of those channels content. They are more inclined to Instant channels like DOVE TV where they view and listen to religious contents and as well maintain previous relationships with their maker. This set of participants was also of the view that some TV Channels contents are more complicated than others.

Similarly, the importance of presenting a positive self-identity was noted by most of the participants as a core motivation. They claimed:

"You will always put up the latest slang and way of dressing in town, you have to impress your friends". (FGD/Female Youth / Choir /Osun Province 1)

Most of the participants believe that TV Media channels contents serves as an important instrument to be expose in life and follow the latest trend in life. A kind of refrain from them read:

***"You see and learn latest wears and style, music and way of speaking in the society, You don't want to be behind, and so you imbibe that culture too".
(FGD/Male Youth, RV Unit/ Osun Province 1)***

Another participant also said:

Kennis music TV contents are update yourself to impress family and friends. When you current through the way you speak or dress, you're sure to get lots of accolades from friends and family."

(FGD/Male Youths / Ushering unit / Osun Province 1)

The focus group sessions further showed that the gratification sought by participants on various TV channels tends to change as they tune to different channels. Even though it was noticed that participants were quite comfortable with gratifications sought, gratifications obtained later surpass the gratifications sought. Some of the motivations that lead the participants to adopt various TV channels tend to change after they start getting other gratifications. This tends to spur their interests in viewing other TV channels. For instance, most participants viewed some TV Channels initially because of peer pressure, to feel among and for communication purposes, but as their passion of TV channels deepens, they start getting more gratifications, and so this influences their motivations for joining other TV Channels. Throughout the focus group sessions, it became apparent that there was a diverse and wide-ranging variety of reasons why participants make viewed different TV Channels, which duly lead to certain gratifications obtained from them.

Table II: Gratifications sought and obtained from viewing TV Channels by the Participants.

TV channels	Gratification Sought	Gratification Obtained
Kennis Music TV	Entertainment and updating with latest trends in the world of fashion and music.	Entertainment, boredom reduction and update with latest trend in the world of entertainment
B.B Naija TV	Notching higher with special reunion	Self- profiling and interaction
Africa Maggic TV	Entertainment and educating	Information and entertainment on Africa tradition and culture.
Telemudo	Entertainment and keep update in trends of love affairs.	Entertainment and keeping love knowledge update.
Channel TV	Inform, entertain& educate	Information and educational update.
Dove TV	Uplifting the sprit mind	Soul lifting, reviving the spirit mind with high ethical values that appeal to the youth.

Source: Researchers' Fieldwork 2022.

Probing the satisfaction derived from the viewing of the various TV Channel by the Selected Youths.

In addition to investigating motives for adopting some TV Channels contents, the researchers also examined the types of gratifications users have obtained following their adoption of a particular TV Channels contents. This led the researchers to ask the participants

why they keep using their adopted TV Channels contents. This question elicited diverse opinions.

Some of those who are ardent viewers of Zee world proclaimed that the TV Channels offered a variety of benefits such as giving them the platform to contribute their ideal. Additionally, many of the participants also highlighted their viewing of the TV Channels is for stalking purposes:

"to see what is new with everyone". When asked how the viewing of the TV Channels facilitates this, a participant identified that her friends shared new information about youth and the recent activities of youth in the world by revealing various trending things about youth in the world.

(FGD/Male Youth / Choir /Osun Province 1)

The majority of participants also identified viewing zee world channels as a means of escape and the alleviation of boredom, as they are able to flip view various interesting contents lined up by the channels for entertainment and infotainment purpose.

This study has found that African Magic and Kennis Music channels are significant sources of information for viewers of the channels. Most of the participants agreed that they get trending news and stories from these two TV Channels. They also stated that the two TV channels aid conversations about trending issues, as most viewers can use the 'comment section' to give their view and opinions about events, trends and stories.

Further probing into reasons why participants viewed TV Channels showed that they are massively satisfied with those TV Channels for Information, Entertainment, Education and communication. This is shown in some of the responses of participants when asked why they like to view TV Channels.

"I like viewing TV Channels contents because it allows me to keep in touch with latest happenings in the world of youth and related issues at large." (FDG/Male Youth/ Follow up Unit/Osun Province 1)

"I like viewing TV channels because I get entertained a lot while viewing their contents."

(FGD/Female Youth/Choir unit// Osun Province 1)

"I like the aforementioned TV Channels contents because I can get trending information. I don't need to listen to the radio before catching up on what's going on in the world "

(FGD/Male Youth/R.V unit/Osun Province 1)

"I like TV Channels content because I have learned a lot that I can't get in the four walls of the world ". (FGD/Male Youth / Publication Unit /Osun Province 1)

Discussion of Findings

This study explored the uses and gratifications of media contents among Youth in Osogbo Osun State Nigeria. The summary of key findings of the study is presented below.

The study finds out that the number of TV channels viewed by participants of the focused group sessions ranges from two to eight. Even though most of the participants declared that they do not

viewed all the TV Channels contents regularly , they all claimed to have digital decoder at home including the application of those aforementioned TV Channels of the phone through the Facebook platform and they do visit them once in a while. The viewer's knowledge and preference implied from the responses of the participants have some implications in literature. One, that participants claim to view more than one TV Channels contents reflects Quan- Haase and Young's (2010) conclusion that media users do not replace one Channels with another. Rather they view each channels contents with its own unique features. Two, it also brings to the fore the argument of the activeness of the TV Channels viewer in the Uses and Gratification propositions (West & Turner, 2010; Sparks, 2012; Alhabash et al., (2014) as cited in Adebisi & Olayiwola (2019). In addition, it was also gathered that Big Brother Naija, Zee World, African Magic and Kennis Music Channels contents are the most frequently viewed channels by the participants even though other TV Channels such as TVC News, Channels TV News, Super Sports, AIT, Discovering Channels, Telemudo and Dove TV were mentioned during the sessions. Big Brother Naija, Africa Magic and Kennis Music respectively while DOVE media comes a distant 9th position out of 11. But, whether it occupies first or second position, this revelation is an indication that B. B Naija channels is quite the most popular TV Channels in Nigeria.

On the satisfaction derived from the viewing of TV Channels contents, the participants reported gratifications ranging from social interaction, self-profiling, alleviation of boredom, information sharing, to entertainment across channels.

An observation of slight differences between gratification sought and gratification obtained was noticed. Some of the participants claimed they obtained more than the gratification sought before viewing the TV channels contents. For instance, a participant describes how his gratification sought of Kennis Music channels led to his adoption of his mood of dressing and love for a particular style and types of music choice thus:

Kennis Music channels contents was my major channels due to how I get satisfy with the channel various musical contents which ginger my swanger, but when B.B Naija show came, I had to adopt it as it is the talk of the town that every youth discuss in town. (Male Youth/Publication unit/ Osun province 1)

This speaks to the importance of examining the difference between gratification sought and gratification obtained as espoused by Andrey Popov (2016). This instance clearly shows that a gratification obtained from a particular TV Channels viewers to join another another TV Channels that offers that service better. The focus group sessions further showed that the gratification sought by participants on various TV Channels tends to change as they view the

different TV Channels contents. Even though it was a noticeable trend that participants were initially quite comfortable with gratifications sought from a channels, the gratifications obtained later surpass the gratifications sought. This in a way implies that some of the gratifications that lead the participants to adopt various TV Channels contents initially change after they start getting other gratifications.

The study further finds out that participants have a number of motivations that drive them to adopt TV Channels. Top on the list of motivations is peer pressure or family influence. A large number of the participants reported that they joined to view a particular TV Channels contents because their friends or family members do watch them. This finding is also consistent with outcome of studies of Heather, Claire, Jessica & Erin (2019).

Conclusion

The study examined the uses and gratification of media contents among youth in RCCG Osun Province 1 Oshogbo , Osun state Nigeria . It found, among other things, that the motives which drive the selected youth of the denomination under study in viewing various TV Channels contents included social interaction, self-profiling, keeping up with trends and information seeking. It was also discovered that the selected youth viewed the various TV Channels contents largely because of peer pressure and family influence. The researchers also observed that participants claimed that they do not abandon one TV Channels content for another. Rather they look for the gratifications sought and not obtained on a new TV Channels of their choice. While the claims by the participants on the motivations for use, gratifications sought and obtained on their identified TV Channels may be true within their own context, it is difficult to generalize the result because of the limitations of studies of this nature. The methodology employed for the study has limited the capability to generalize its outcomes beyond the participants in the focus group discussion.

However, the attempt is worthwhile as it has been able to, like other qualitative studies; provide rich descriptions Cynthia Vinney & Steven Gans (2022) of Uses and Gratifications theory in media contents adoption among youth of RCCG Osun Province one Osogbo Osun State. It is as well important to point out that even though this study is a preliminary effort on what influences or drives media contents adoption among Youth of RCCG Osogbo Osun State Nigeria from the perspectives of the participants, further researches can employ quantitative methods and engage larger number of respondents so as to fully explore the why and what of drives media contents adoption among Youth of RCCG Osogbo Osun State Nigerian. This would enable Uses and Gratification of media contents researchers from Nigeria to also contribute to

body of literature on Uses and Gratification that is emerging globally. This empirical investigation treated media content as an essential part of the youth daily life which make them aware of every minute latest issues related to their daily needs as youth. The discourse now is on gratifications sought and obtained from the use of specific TV channels contents. Future researches, especially from Nigeria and other emergent media content markets could look in these directions as well.

References

- Andrey Popov (2001), *Uses and gratification Theory in Mass Communication, Behavioral and Social Sciences*.
- Alhabash, S., Chiang, Y.H. & Huang, K. (2014) *MAM & U&G in Taiwan: Differences in the uses and gratifications of Facebook as a function of motivational reactivity. Computers in Human Behavior, 35: 423–430*.
- Businessstopia. "Uses and Gratifications Theory." 2018. <https://www.businessstopia.net/mass-communication/uses-gratifications-theory>
- Bauer, r. (1964) "The obstinate audience: the influence process from the point of view of social communication." *Amer. Psychologist* 19: 319-328.
- Bechtel, R. , C. Achelpohl , & R. Akers (1972) "Correlates between observed behavior and questionnaire responses on television viewing," in E. Rubinstein et al. (eds.) *Television and Social Behavior, Vol. 4*. Washington, DC: Government Printing Office.
- Blumler J. (1979) "The role of theory in uses and gratifications Research." *Communication Research* 6: 9-36.
- Bogart, L. (1965) "The mass media and the blue collar worker," in A. Bennett and W. Gombert (eds.) *Blue-collar World: Studies of the American Worker*. Englewood Cliffs, NJ: Prentice-Hall.
- Bulmer & Katz, s (2006), *Uses and gratification theory: Mass Communication context*
- Cynthia Vinney Steven Gan (2022), *Uses of Gratification amd gratification sought in media content among the youth*.
- Craddock, Geogory (2017) *National Eating Order Association, http://. National eating order association.org*

- Cummings, N.M. (2008) *The Uses and Gratifications of Communication in Virtual Spaces: Media Depictions of Second Life, 2002-2008. An Unpublished BA Project presented to the School of Journalism and Communication. University of Oregon.*
- Daymon, C. & Holloway, I. (2012) *Qualitative Research Methods in Public Relations and Marketing Communication. Second Edition. Routledge: New York.*
- Delia, J. (1977) "Constructivism and the study of human communication." *Q. J. of Speech* 63: 66-83.
- Elliott, P. (1974) "Uses and gratifications research: a critique and a sociological alternative," in J. Blumler and E. Katz (eds.) *The Uses of Mass Communication. Beverly Hills, CA: Sage.*
- Fletcher R. & Nielsen (2019), *Generalized Skepticism: how people navigate news on social media*
- Galloway & Meek (1981), *Audience uses and gratifications: An expectancy model. Communication Research* 8, 435-449.
- Grant, I. and O'Donohoe, S. (2007) "Why young consumers are not open to mobile marketing communications". *International Journal of Advertising*, 26(2): 223-46.
- Guillen Mathew (2001),
- Goodhardt, G. , A. Ehrenberg , & M. Collins (1975) *The Television Audience: Patterns of Viewing. Lexington, MA: D. C. Heath.*
- Horton, D. & R. Wohl (1956) "Mass communication and para-social interaction. " *Psychiatry* 19: 215-229.
- Holloway, I. & Wheeler, S. (2002) *Qualitative research in nursing. 2nd edition. Oxford: Blackwell Publishing.*
- Katz e tal (1974), *Utilization of Mass Communication by Individual In. J*
- Klapper, J. (1960) *The Effects of Mass Communication. Glencoe, IL: Free Press.*
- Krugman, H. (1965) "The impact of television advertising. " *Public Opinion Q.* 29: 349-356.
- Levy, M. (1983) "Conceptualizing and measuring some aspects of audience activity." *Journ. Q.* 60: 109-114.
- Levy, M. (1979) "Watching television news as parasocial interaction." *J. of Broadcasting* 23: 69-80.
- Levy, M. (1978a) "The 'active' audience considered: the case of television news." *Presented at the annual meeting of the American Association for Public Opinion Research, Roanoke, VA.*
- Levy, M. (1978b) *The Audience Experience with Television News. Journ. Monographs* 55.

Levy, M. (1977) "Experiencing television news." *J. of Communication* 27: 112-117.

Mcguire, W. (1974) "Psychological motives and communication gratification," in J. Blumler and E. Katz (eds.) *op. cit*

McQUAIL, D. (1979) "The uses and gratifications approach: origins, present troubles, and future applications." Revised version of a paper presented to the Conferences on Mass Communication, Veldhoven, Holland.

McQUAIL, D. & WINDAHL (1979) "Communications modeler." Lund, Sweden: Student-litteratur.

McQUAIL, D., J. BLUMLER, and J. BROWN (1972) "The television audience: a revised perspective," in D. McQuail (ed.) *Sociology of Mass Communications*. Harmondsworth, England: Penguin.

Palmgreen, P., L. Wenner, and J. Rayburn (1980) "Relations between gratifications sought and obtained: a study of television news." *Communication Research* 7: 161-192.

Quan-Haase, A. & Young (2010) *Uses and Gratifications of Social Media: A Comparison of Facebook and Instant Messaging*. *Bulletin of Science, Technology & Society*, 30(5): 350–361.

Rosengren, K. E. & S. Windahl (1972) "Mass media consumption as a functional alternative," in D. McQuail (ed.) *op. cit.*

Ruggiero, T.E. (2000) *Uses and gratifications theory in the 21st century*. *Mass Communication and Society*, 3: 3–37.

Sparks, G. (2011) *Uses and Gratifications of Elihu Katz*. In E.m Griffin (Ed.). *A First Look at Communication Theory*. Eight Edition. New York: McGraw-Hill Companies.

Schramm, W. (1973) "Channels and audiences," in I. de Sola Pool and W. Schramm (eds.) *Hand book of Communication*. Chicago: Rand McNally.

Swanson, D. (1977) "The uses and misuses of uses and gratifications." *Human Communication Research* 3: 214-221.

Windahl, S. (1981) "Uses and gratifications at the crossroads," in G. Wilhoit and H. de Block (eds.) *Mass Communication Review Yearbook Vol. II*. Beverly Hills, CA: Sage.

Wimmer & Dominic (1994), *Mass Media research: An Introduction* Belmont, CA; Wadsworth.

Windahl (1984), *Uses and Gratification Theory in the 21st Century*

www.dstv.com