

#Push Mo Yan: A Study of the Influence of Facebook and Twitter to Adolescent Communication

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Abstract : The current research used Uses and gratifications theory to further understand the motivations and satisfaction students get from Facebook and Twitter. The researchers relate the objectives in developing uses and gratifications theory 1) to explain how individuals use mass communication to gratify their needs, "what do people do with the media" many of these young adults use social media networks to communicate with family, friends, and even strangers. Social media sites have created new and non-personal ways for people to interact with others and young adults have taken advantage of this technological trend; 2) to discover underlying motives for individuals' media use 3) to identify the positive and the negative consequences of individual media use. The researchers use survey questionnaires to gather information that is used in this study. A descriptive analysis was used to measure the answers to a 24-item questionnaire.

Keywords : adolescent, communication, social media, #Hashtag

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