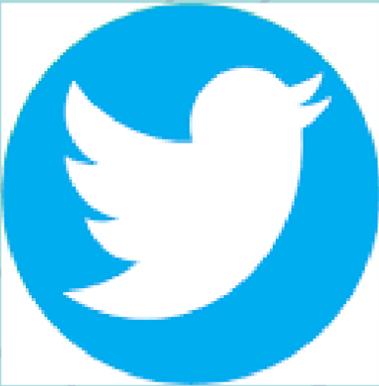


# The Motivations For Media Use

## Learning

People use social media as an entertaining way to learn. It allows people to exchange ideas and learn new things.

Ex.) People learn to cook from short clips on Tik Tok, get recipes from Facebook and watching video on YouTube



## Habits

Many people use social media out of a habit. For an example many influencers and popular figures on these apps post at certain times during the day or week, so people make it a habit to go on social media at these times.

## Arousal

Many go on social media for that thrill feeling and sensation seeking. On these social media platforms you can find things such as scary videos that allow the viewers to get that thrill feeling



## Escape

Ever had a long day and just wanted to get in bed and scroll on Tik Tok? Well that's why people use social media for an escape. It allows us to take a break from the real world and into the virtual world.

## Passing Time

Ever had to sit in a waiting room for too long for an appointment? You probably took your phone out and scrolled on social media. This is how people use social media to pass time. It allows us to stay entertained while time passes.



## Social Interaction

People use social media to facilitate closer relationships and build a sense of community.

Ex.) Using media together, watching sports and the fans that bond together over it.

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