You have been poked: Exploring the uses and gratifications of Facebook among emerging adults

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Abstract

The social networking site Facebook has become an inescapable phenomenon for college students, but little systematic research has studied why these students use Facebook. I conducted an online survey among Facebook users at the University of North Carolina at Chapel Hill (N = 1,049) to examine why they use Facebook and how it fulfills their needs. The most prevalent use of Facebook was as a social activity – students reported using Facebook with friends to view and discuss other people’s profiles. Essentially, Facebook appears to operate primarily as a tool for the facilitation of gossip.

Full Text:

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