

Uses and Gratifications Research

von Elihu Katz, Jay G. Blumler, und Michael Gurevitch
(1973)

Birgit Stark und Pascal Schneiders

Zusammenfassung

Der publikumszentrierte Uses-and-Gratifications-Ansatz stellt das individuelle Auswahl- und Nutzungsverhalten in den Vordergrund. Grundgedanke des Erklärungsmodells ist es, dass Rezipienten aktiv Medieninhalte auf Basis ihrer Motive auswählen. Ausgangsbasis bilden psychologische und soziale Bedürfnisse, die bestimmte Erwartungen an die Medien hervorrufen. Daraus resultieren konkrete Nutzungsmotive, die letztlich für die Wahl bestimmter Medienangebote ausschlaggebend sind. Werden die Erwartungen erfüllt, erhält der Rezipient die gewünschte Gratifikation, dann erhöht sich die Wahrscheinlichkeit, dass dasselbe Medienangebot auch zukünftig wieder ausgewählt wird. Der Uses-and-Gratifications-Ansatz, der durch das Schlüsselwerk von Katz, Blumler und Gurevitch (1973) einen wesentlichen Schub erfahren hat, geht somit davon aus, dass sich die Nutzer ihrer Motive bewusst sind und diese auch artikulieren können. Seit vielen Jahrzehnten bezieht sich die Nutzungs- und Wirkungsforschung auf den Uses-and-Gratifications-Ansatz und hat diesen im Kontext neuer Medien wieder aufleben lassen. Der Siegeszug des Internets hat dem Ansatz zahlreiche neue Impulse gegeben, denn die Publikumsaktivität ist durch digitale Nutzungs- und Navigationsoptionen enorm erweitert worden. Dennoch ist in den langen Jahren seiner Wirkungsgeschichte die Kritik an diesem Ansatz nicht gänzlich verstummt.

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