

## UTILIZATION OF USES AND GRATIFICATIONS IN MEDIA USE LITERATURE DURING THE COVID-19 PANDEMIC

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### ABSTRACT

This research delves into the application of Uses and Gratifications (UGT) theory within the literature analyzing media consumption during the Covid-19 pandemic. Its primary objective is to elucidate and evaluate the usage of UGT in this context, supported by empirical findings and relevant theoretical frameworks. Employing a systematic literature review methodology, the study conducted a literature search in December 2021, utilizing the keywords "Uses and Gratifications" and "Covid." Through a meticulous process of inclusion and extraction, the researchers identified and analyzed 31 studies out of 214 journal articles that aligned with the search criteria. The amassed findings showcased that UGT wielded substantial influence over media users and their media consumption patterns during the pandemic. Moreover, the research unveiled the untapped potential of UGT as a fundamental theory that could further enrich the scope of investigations into media usage during crises. However, to enhance its application, the study advocates for variable adjustments, such as increasing the number of samples studied, to foster more comprehensive and robust future research. This systematic literature review emphasizes the significance of UGT in understanding media behaviors during the Covid-19 pandemic. It offers valuable insights to scholars and researchers, encouraging them to build upon these discoveries, thereby advancing our comprehension of media utilization trends amidst times of adversity. By leveraging UGT as a theoretical foundation, scholars can delve deeper into the intricacies of media consumption and its effects on individuals and society during periods of significant disruption and uncertainty.

**Keywords:** *uses and gratifications theory (UGT), covid-19, media use, social media, systematic literature review*

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### INTRODUCTION

Along with the emergence of the mass media, the theory of Mass Society Theory also emerged. This theory states that the majority of people have become victims of the strong currents of the mass media. However, Mass Society Theory was ultimately considered to be less powerful because not everyone was directly affected by the presence of the media. In addition, not everyone is affected in the same way by a mass media product. Mass Society Theory was later replaced by limited effect theory (Lin et al., 2020). This theory emphasizes the understanding of the influence of the media which is limited to certain aspects of an individual's personal and social life. Based on these two theories, theorists such as Elihu Katz, Jay G. Blumler, and Michael Gurevitch (1974) convey a systematic and comprehensive view of the role of the audience in the process of mass communication. These three experts then formulated and formed the Uses and Gratifications Theory (Katz et al., 1973).

Communication researchers have studied the use and fulfillment of needs in various forms of mass media before the Uses and Gratification Theory. In the 1940s, researchers looked at what readers of that era missed when newspaper employees went on strike, the satisfaction that media users get when listening to soap operas, the reasons for listening to classical music, and how children were attracted to reading comics. Starting in the 1960s-1970s, a more systematic

approach was taken to study how and why people use mass media so the theory of Uses and Gratifications emerged (Katz et al., 1973).

The Uses and Gratifications (UGT) theory is one of the oldest and most influential theories in the field of communication and media research (Roy, 2009). This theory dates back to the middle of the last century when researchers' attention was drawn to what people do with the media. The Use and Satisfaction Theory (UGT) emerged and became popular in the late 1950s to early 1960s. At first, researchers attempted to measure the short-term effects experienced by audiences when exposed to mass media campaigns (Kim et al., 2021). Then also to understand the involvement of the audience in mass communication, namely how individual experiences and perspectives, try to change the image of the audience as a user into an entity that can actively change programs, articles, films, and songs that are broadcast for their purposes. This is based on the assumption that there are differences in the orientation of the mass media by different audiences. Furthermore, other factors that support these different orientations are the circumstances and social roles of the community; community personality capacity; mass media consumption patterns; and finally the effect process itself (Blumler, 1979)

Katz et al. (1973) argue that UGT has grown rapidly and many empirical studies on usage and audience satisfaction have appeared in the United States, Europe, and Asia. In their evaluation of studies of this perspective carried out in different cultural contexts, they found interesting differences generally related to social and psychological origins; generating needs; hope; mass media, or other sources; differences in patterns of media exposure as well as involvement in other productive activities; needs satisfaction and; other consequences, perhaps largely unintentional (Katz et al., 1973). UGT focuses on why audiences use certain forms of media. Specifically, UGT states that because humans have choice and free will, individuals will make specific decisions about which media to use and when to use it (Dainton & Zelle, 2022). In other words, the core of UGT lies in the assumption that audiences seek mass media to fulfill their needs (Idid et al., 2012).

The use of UGT continues today, especially during the Covid-19 pandemic. During a pandemic, various policies were implemented around the world, ranging from lockdowns to activity restrictions (Gaver & Gaver, 1993). As a result, people switch to using the media to meet their various needs. Starting from seeking information, communicating with relatives, ordering food, to looking for entertainment. Researchers are interested in studying this phenomenon by looking at aspects of the UGT theory in the existing literature review.

At this time the whole world is being attacked by a pandemic caused by a coronavirus (COVID-19) which is an infectious disease caused by the SARS-CoV-2 virus which infects the respiratory system (WHO, 2020). Covid-19 was first discovered in Wuhan, China in December 2019 where several people had pneumonia (WHO, 2020). Covid-19 patients have similar symptoms such as fever, cough, fatigue, and also loss of sense of smell and/or taste (CDC, 2021).

The spread of the Covid-19 virus continues to increase globally. The existence of variant mutations from Covid-19 has also caused several countries to have and are still implementing restrictions on entering the territory (Deutsche Welle ([www.dw.com](http://www.dw.com)), n.d.). In Indonesia, the government limits several citizens and it is mandatory for all people who have just arrived from abroad to quarantine for 3-10 days (Yousaf et al., 2021). Based on real-time data from Worldometers, up to December 15, 2021, 272,348,552 cases were recorded. Of the hundreds

of thousands of cases, 0.02% of patients died, and 0.8% cure rate. There are 224 countries exposed to the coronavirus, the highest in America: 51,232,566 cases (COVID Live Update: 272,499,666 Cases and 5,346,184 Deaths from the Coronavirus-Worldometer, n.d.)

Technological developments bring changes in everyday life, one of the changes is in the field of communication. The internet, social media, applications, and other digital technologies are part of technological developments that are currently widely used by people around the world (Statista, 2020). Through the internet and social media, people can communicate directly with anyone and anywhere, this also causes the exchange of information in real-time from various parts of the world (Puntoadi, 2011). The outbreak of coronavirus cases at the end of 2019 in China was caused by online news published by several online media. Searching for news through social media makes the word "coronavirus" or "Covid-19" a trending word on various social media (Cinelli et al., 2020).

The amount of information that is spread in society allows disinformation to occur. Based on a survey conducted by the Kaiser Family Foundation (KFF, 2021) (Apuke & Omar, 2021) 8 out of 10 adults in America believe or don't believe in misinformation about Covid-19. In Indonesia, where 89% of the population are active users on the internet, 1,763 hoax issues regarding Covid-19 are spread across some of the highest social media on Facebook.

Based on this background, the purpose of this systematic literature review is to examine the use and theoretical aspects of UGT in the literature regarding media use during the Covid-19 pandemic. This systematic literature review departs from 2 research questions (PP) as follows:

PP1: How many studies on media use during the Covid-19 pandemic to November 2021 have utilized the UGT theory?

PP2: What are the theoretical aspects of UGT in the literature regarding media use during the Covid-19 pandemic to November 2021?

This systematic literature review looks at the use and utilization of UGT theories and concepts in journal articles regarding media use during the Covid-19 pandemic. The literary background will also be reviewed. In addition, empirical findings in the literature reviewed will also be analyzed.

## **METHOD**

### **Method**

This study was made using the systematic literature review method. Systematic literature review, according to Kitchenham & Charters (2007) is a method used to describe and analyze findings in a research topic. This analysis has the aim of answering research questions that have been set at the beginning of the study. This method has a protocol or a series of steps that must be followed to enable researchers to conduct studies that avoid bias or subjective understanding. This systematic literature review has three stages, namely planning, implementation, and reporting (Adrian et al., 2016).

Based on these provisions, at the planning stage, the researcher defined the review protocol used and developed research questions. Furthermore, at the implementation stage, by considering the research questions, we searched for journal articles, identified relevant studies, and extracted data. At the report generation stage, we map the data that has been obtained, analyze and compile the results, and conclude the findings.

## Search Strategy

The search strategy is carried out by looking for peer-reviewed journal articles published in Science Direct. This publication site was chosen because it provides scientific and medical research by the needs of a systematic literature review regarding the use of Uses and Gratifications theory in the literature on media use during the Covid-19 pandemic.

The search was carried out by entering keywords into a search engine, then formulating inclusion and exclusion criteria to obtain relevant journal articles and the needs of this research. The researcher conducted a literature search in December 2021. The keywords used were 'Uses and Gratifications' and 'Covid'. No publication time limit is enforced. A search with these keywords uncovered 214 journal articles.

A total of 214 journal articles found were read and reviewed by looking at the contents of the articles and sorted using the inclusion or inclusion and exclusion or exclusion methods. The inclusion criteria in this systematic literature review included studies that focused on using UGT theory, discussing media use during the Covid-19 era, and only journal articles in English were used (see Table.1). Other articles that did not contain these inclusion criteria were excluded or excluded from this study unit. This method is carried out to get results that focus on UGT theory in media use during the Covid-19 pandemic.

After considering the inclusion criteria, the number of articles was reduced to 31 journal articles that met the criteria. This amount is equivalent to 14.5% of the previously found journal articles. Figure 1 summarizes the search and article inclusion process. Table 1 shows the 31 journal articles used in this systematic literature review.

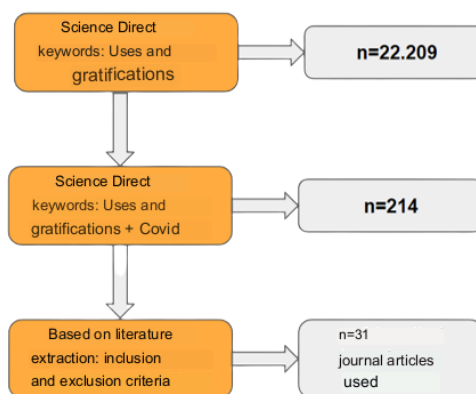


Figure 1. Journal article search and inclusion process.

Journal articles that are included in the research unit are then reviewed based on the research questions that have been set. An open coding scheme was used to break the data into different parts to look for similarities and differences between the journal articles used. Data exploration was carried out using Microsoft Excel. The following is the extracted data: title; research year; author; journal; content methodology; theoretical basis or definition of theory and concepts used; and main findings.

At the end of the process (Z. Zhang et al., 2021) the thematic analysis reveals the geographic spread of the study, the research techniques used, and the variables and theories that have been used to determine the use of UGT in media use during the Covid-19 pandemic.

## **RESULTS AND DISCUSSION**

### **Publication Trends: Numbers by Year and Main Topics**

UGT was first used in the literature regarding media use during the Covid-19 pandemic in 2020 after the coronavirus outbreak. There are 6 journal articles or 19% of all literature reviewed published in 2020. Only in 2021, studies on this topic will increase significantly to reach 25 scientific publications (81%). Based on the observations of researchers, the study in 2021 is also more comprehensive. This can happen because the pandemic has been going on for one year so it can provide a complex picture regarding the use of UGT in using media during a pandemic. An overview of publications per year can be seen in Figure 2.

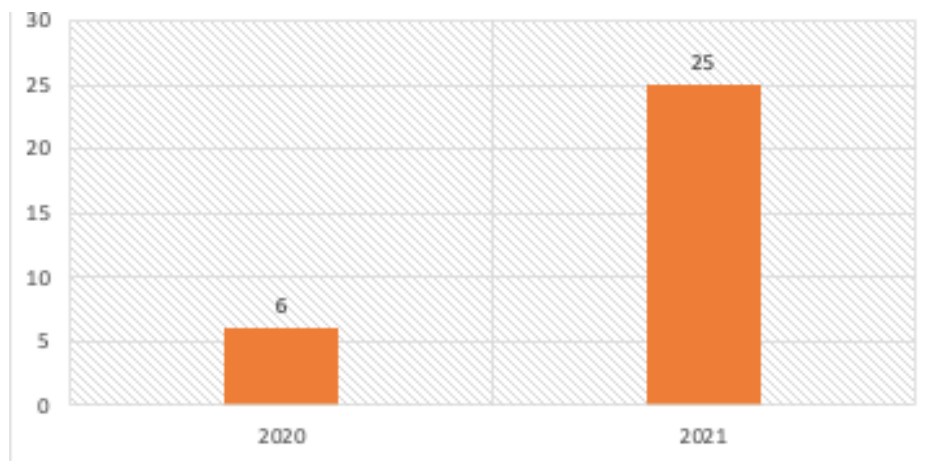


Figure 2. Publications per year from 2020-2021

All scientific publications (100%) are published in journals that have a Q1 rating based on SCImago Journal & Country Rank. This site measures scientific indicators and journals based on information stored in the Scopus® database (Elsevier B.V.). Q1 is the highest rating in SCImago. This means that every journal and publication has proven quality by having gone through a good selection and peer review.

A total of 31 journal articles were published in 15 different journals. The most published journal articles in the journal *Computers in Human Behavior*, namely 8 publications or 25.8%. Followed by *Telematics and Informatics* journals with 4 journals or 12.9% and the *International Journal of Information Management* with 3 journals or 9.6%. From the publication of this journal, it can be seen that the majority of journals analyze media and technology in their studies, for example analyzing the use of media using virtual reality (VR) technology and also artificial intelligence (AI). Publications per journal can be seen in Figure 3.

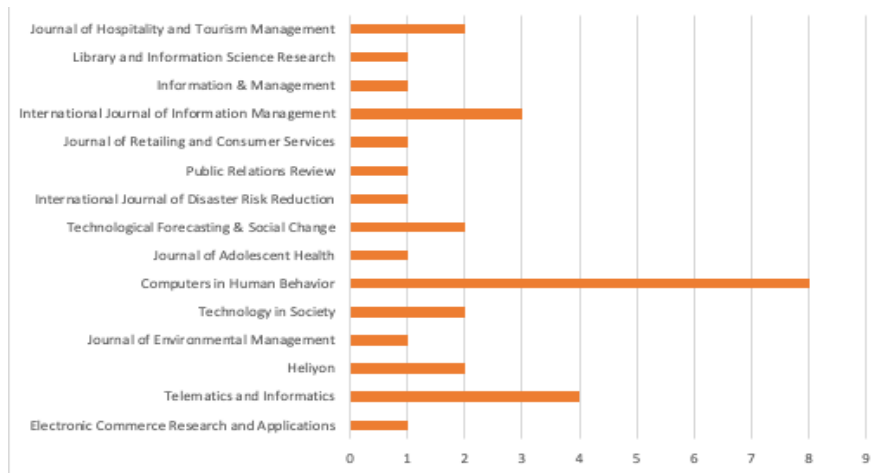


Figure 3. List of publications

These studies have a multidisciplinary or multiple focus. Starting from technology, politics, media and communication, environment, and health, to business. Topics regarding media and communication dominate this literature study, namely 16 publications (51.6%). Then, topics regarding technology were 6 journal articles (19.3%). Then, business 4 journal articles (12.9%). Furthermore, as many as two articles each for political and health topics (6.4%). Only one article discusses the environment (3.1%). The distribution of the themes of the journal articles studied can be seen in Figure 4.

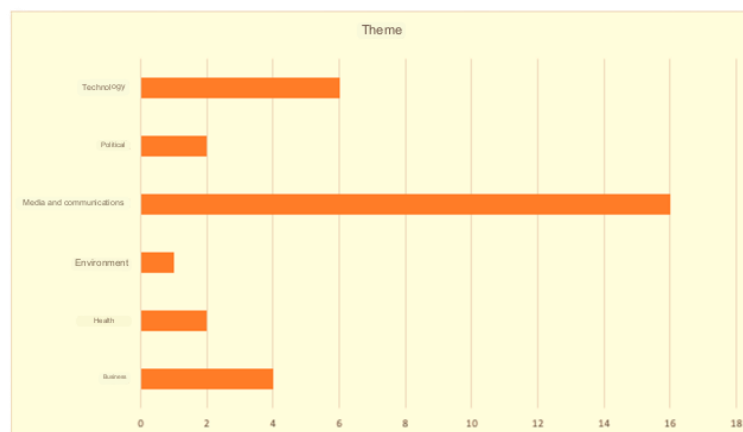


Figure 4. List of journal article themes.

One of the interesting findings found was a journal article that utilized UGT's theory on the use of social media during the Covid-19 pandemic. Based on the media studied, 16 journal articles (51.6%) examined social media such as Instagram, Twitter, TikTok, Weibo, and so on. Then, 7 publications (22.5%) analyze application usage. A total of 5 journal articles (16.1%) analyzed the use of electronic media such as television, smartphones, and tablets. Then, 2 journal articles (6.4%) analyze games and 1 journal article (3.2%) discusses live streaming. The distribution of the studied media can be seen in Figure 5.

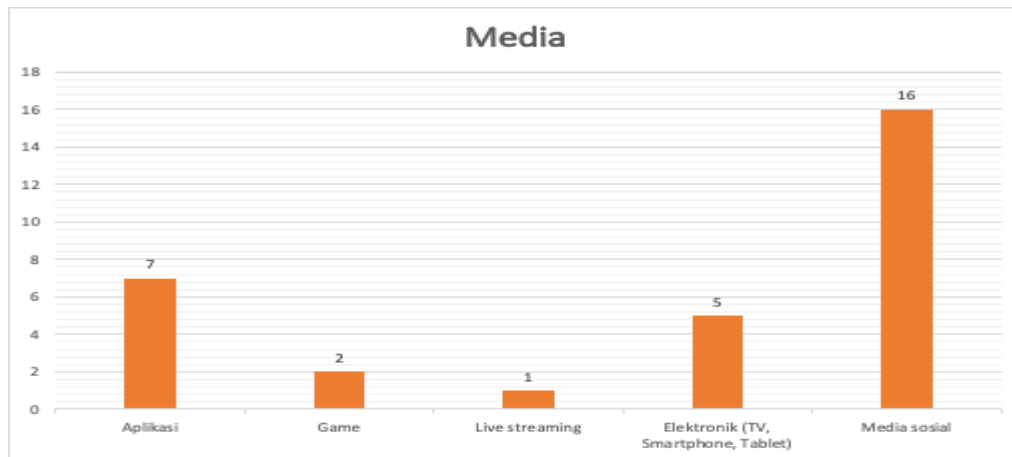


Figure 5. List of media studied.

Journal articles that specifically use UGT in using social media in the Covid-19 pandemic era can be seen in Table 2.

Table 2. List of journal articles that specifically discuss social media.

No.	Year	Title	Journal	Author	Typology
1.	2021	COVID-19 ads on purchase intention of online consumer behavior as business innovation activity: A contribution to the uses and gratification theory (Mejía-Trejo, 2021)	Electronic Commerce Research and Applications, Q1	Juan Mejía-Trejo	Social media
2.	2021	Baby Boomers' use of Facebook and Instagram: uses and gratifications theory and contextual age indicators (Haman, 2020)	Heliyon, Q1	Pavica Sheldon, Mary Grace Antony, Lynn Johnson Ware	Social media
3.	2021	To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations (Ma, 2021)	Telematics and Informatics, Q1	Yingying Ma	Social media
4.	2021	To share or not to share – The underlying motives of sharing fake news amidst the COVID-19 pandemic in Malaysia (Balakrishnan et al., 2021)	Technology in Society, Q1	Vimala Balakrishnan, Kee S. Ng, Hajar Abdul Rahim	Social media
5.	2021	Physically distant, virtually close: Adolescents' sexting behaviors during a strict lockdown period of the COVID-19 pandemic (Maes & Vandenbosch, 2022)	Computers in Human Behavior, Q1	Chelly Maes, Laura Vandenbosch	Social media
6.	2021	Shelter in Place, Connect Online: Trending TikTok Content During the Early Days of the U.S. COVID-19 Pandemic	Journal of Adolescent Health, Q1	Zoya Unni and Emily Weinstein, Ed.D.	Social media
7.	2020	Fake news and COVID-19: modeling the predictors of fake news sharing among	Telematics and Informatics, Q1	Oberiri Destiny Apukea, Bahiyah	Social media

No.	Year	Title	Journal	Author	Typology
		social media users (Apuke & Omar, 2021)		Omar	
8.	2020	The use of Twitter by state leaders and its impact on the public during the COVID-19 pandemic (Haman, 2020)	Heliyon, Q1	Michael Haman	Social media
9.	2021	The motivations and uses of mainstream and social media during the COVID-19 pandemic in China: A structural equation modeling approach (Wang, 2021)	Computers in Human Behavior Reports, Q1	Xiao Wang	Social media
10.	2021	Do news media and citizens have the same agenda on COVID-19? an empirical comparison of Twitter posts (Han et al., 2021)	Technological Forecasting & Social Change, Q1	Chunjia Han, Mu Yang, Athena Piterou	Social media
11.	2021	Public health agencies outreach through Instagram during the COVID-19 pandemic: Crisis and Emergency Risk Communication Perspective (Malik et al., 2021)	International Journal of Disaster Risk Reduction, Q1	Aqdas Malik a,d, M. Laeeq Khan, Anabel Quan-Haase	Social media
12.	2021	Relationship cultivation and public engagement via social media during the covid-19 pandemic in China(Huang et al., 2021)	Public Relations Review, Q1	Qiongyao Huang, Jie Jin, Benjamin J. Lynn, Linjuan Rita Men	Social media
13.	2021	More collaboration, less seriousness: Investigating new strategies for promoting youth engagement in government-generated videos during the COVID-19 pandemic in China (He et al., 2022)	Computers in Human Behavior, Q1	Changyang He, Huan Liu ,Lu He,Tun Lu , Bo Li	Social media
14.	2021	Trust in social media brands and perceived media values: A survey study in China (M. Zhang et al., 2022)	Computers in Human Behavior, Q1	Mingmin Zhang, Ping Xu b, Yinjiao Ye	Social media
15.	2021	Understanding public engagement on Twitter using topic modeling: The 2019 Ridgecrest earthquake case (Ahn et al., 2021)	International Journal of Information Management, Q1	Jisoo Ahna, Hyunsang Sonb, Arnold Dongwoo Chung	Social media
16.	2021	Use and evaluation of information from social media: A longitudinal cohort study (Kim et al., 2021)	Library and Information Science Research, Q1	Kyung-Sun Kim, Sei-Ching Joanna Sin, EunYoung Yoo-Lee	Social media

**Geographic Distribution of The Studied Studies**

The geographical distribution of the studies is summarized in the following diagrams. Most of the publications per continent related to the use of UGT in media use during the Covid-19 pandemic in 2020-2021 were mostly analyzed on the Asian continent, namely almost half (45.2%) or as many as 14 journal articles. Then, studies of media use were also carried out on the American continent, namely 8 journal articles (25.8%). Research from the European continent was 2 journal articles (3.2%) and from the African continent only 1 journal article (3.2%). No studies were conducted from the Australian continent. Another interesting finding,

large studies conducted globally or covering many countries at once amounted to 5 publications (19.4%). The distribution of publications per continent can be seen in Figure 6.

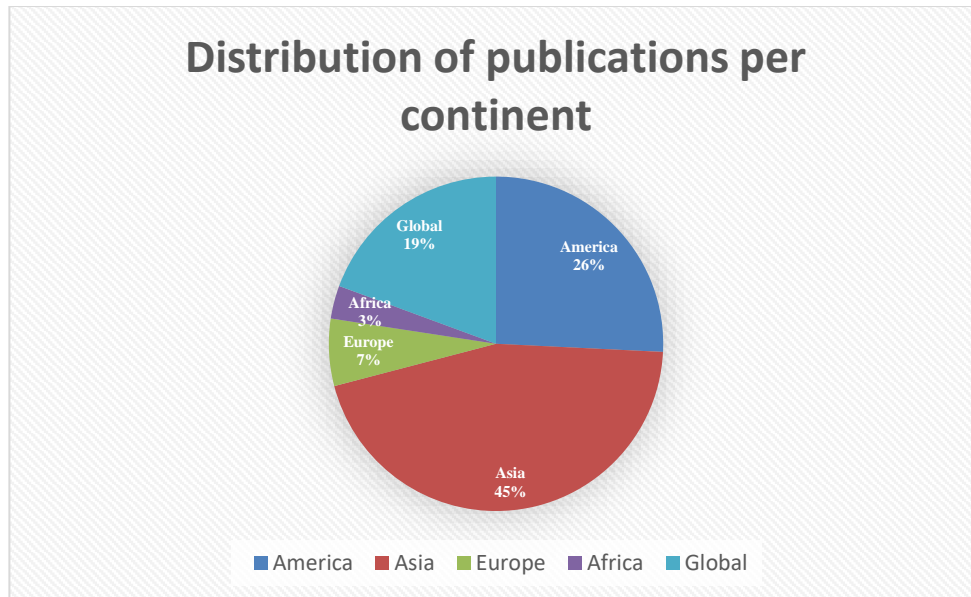


Figure 6. Distribution of publications per continent.

When viewed per country, most studies were conducted in China, namely 8 journal articles (25.8%), followed by the United States with 7 journal articles (22.6%). Then, India contributed 2 journal articles (6.5%). The other countries contributed one journal article each. The distribution of publications per continent can be seen in Figure 7.

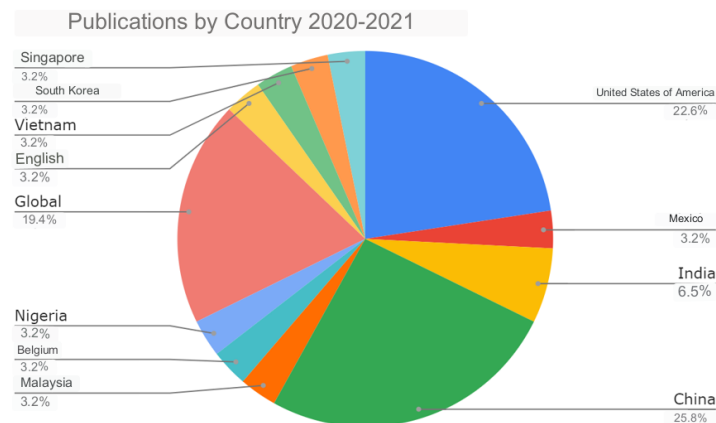


Figure 7. Distribution of publications by country in 2020-2021.

In 2020, when the Covid-19 pandemic was just underway, of the 6 published journal articles, the most analyzed studies were in China, namely 2 journal articles (33.3%). Then, the global study is also 2 journal articles (33.3%). Meanwhile, Vietnam and Nigeria each contributed 1 journal article (16.7%). The distribution of publications per country in 2020 can be seen in Figure 8.

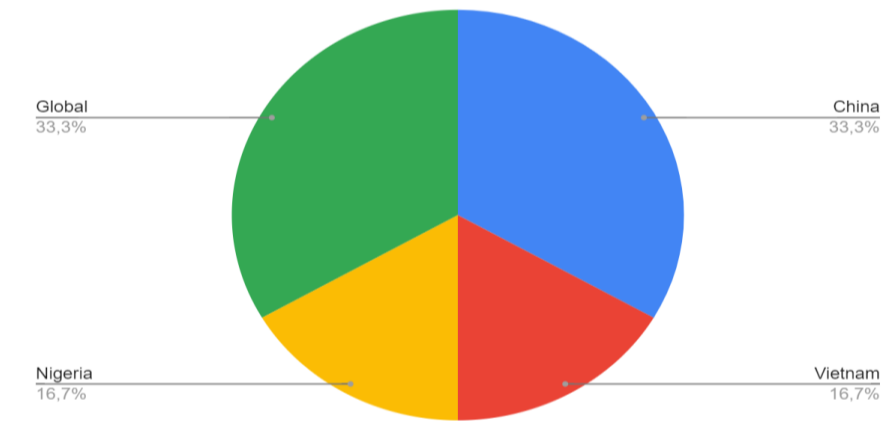


Figure 8. Distribution of publications by country in 2020

In 2021, research locations are more diverse, with the most being in the United States with 7 journal articles (28.0%). Then China has 6 journal articles (24%) and India 3 journal articles (8.0%). Studies with global coverage amount to 4 journal articles (16%). The distribution of publications per country in 2021 can be seen in Figure 9.

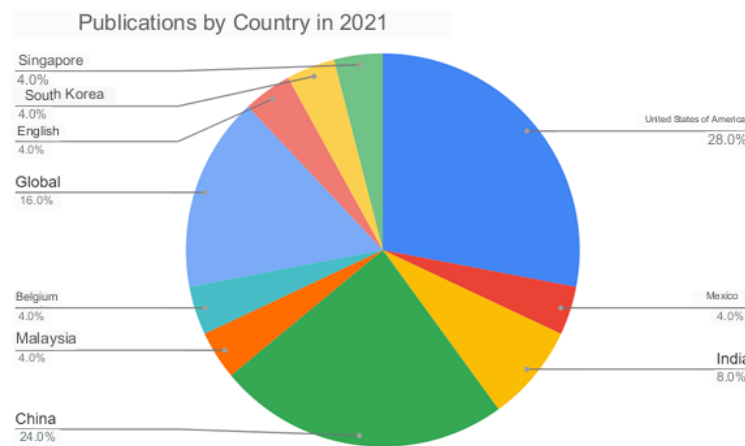


Figure 9. Distribution of publications by country in 2021.

### **Methodology, Theory, and Variables**

The majority of research uses a quantitative approach or methodology, namely 27 journal articles (87.1%). According to Neuman (2014), quantitative methodology is one of the three main approaches in social research that emphasizes value-free research by testing hypotheses and analyzing numbers. The technique used is generally a survey using a questionnaire. Quantitative methodology is considered applicable to UGT theory because it can test hypotheses directly on media users through several questions. This theory can also be analyzed by other methods.

Then, two journal articles used mixed methods (6.5%) and only one journal article used qualitative methods (3.2%). One other journal article used the literature study method (3.2%). The distribution of the journal methodology used can be seen in Figure 10.

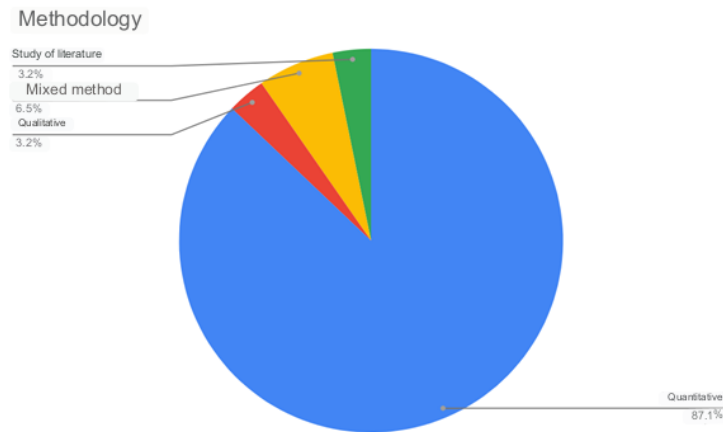


Figure 10. The methodology used in journal articles.

The use of media and Covid-19 in scientific publications has different explanations. Table 3. Below is an explanation of its use based on the focus of the discussion theme of the journal under study.

Table 3. Use of Media in Scientific Publications

Media Use	Information in scientific publications
Business and Purchase Intention	In the literature that focuses on business and purchase intention, consumer power or audience activity differentiates what media they consume and is also used to explain how individuals are driven to use certain media by psychological and social motives.
Health	Within the health-focused literature, government and non-government agencies are increasingly using social media as a strategic tool to reach the public. Global spread, timeliness, and dialogic potential make this platform ideal for public health monitoring and emergency communications in crises like Covid-19.
Media and Communication	In the literature that focuses on discussing media and communication, it is stated that individuals actively choose and use media to meet their needs. Individuals also use technology to satisfy social and psychological needs. With the help of UGT, try to realize the reasons behind audiences' use of certain media and how they use those media to satisfy their desires. UGT guides actualizing different gratifications, that audiences have different needs that can be satisfied through various activities, including media consumption.
Political	In the literature that focuses on politics, it is discussed that people use certain media depending on their needs. Engaging citizens effectively during crises is critical for governments to disseminate timely information and help communities adapt to changing conditions. Communication strategies through online media platforms are used to increase public awareness and involvement in politics.

Table 4 explains how the description of Covid-19 is presented in scientific publications on media use using the UGT theory. Explanations are divided based on the major themes of the journals studied.

**Table 4. Covid-19 in Scientific Publications**

<b>Covid-19</b>	<b>Information in scientific publications</b>
Business and Purchase Intention	In the literature that focuses on business and buying intentions, Covid-19 has had a major impact on almost all existing sectors, stopping all human activities but with information technology, making online transactions the center of a shift in buyer behavior.
Health	In the health-focused literature, the Covid-19 pandemic is a unique opportunity to understand social media messages in the field of health communication. Global spread, timeliness, and dialogic potential make it the ideal media platform for public health monitoring and emergency communications in crises such as COVID-19.
Media and Communication	In the literature that focuses on discussing the media and communication epidemic of the Covid-19 disease that has swept the world, causing significant impacts on society and the economy, the initial outbreak quickly turned into a global pandemic. The impact has attracted great attention from the news media, as evidenced by the Covid-19 pandemic has become the main topic of news media.
Political	In the literature that focuses on politics, it is explained that government agencies in various countries are taking action and have implemented countless policies in dealing with the COVID-19 pandemic.

Based on the findings and results of the researcher's analysis, there are advantages and disadvantages to using UGT in the literature on media use during the Covid-19 pandemic. The advantages and disadvantages are detailed in Table 5 and Table 6 as follows:

**Table 5. Positive Impact of Uses and Gratification Theory**

	Individuals become the center of attention in the process of mass communication.
<b>Positive</b>	Provides insight into the motivations for consuming particular media content, which complements findings about interactions between media and their users.
	Helps distinguish the characteristics of passive and active media users.
	Provides a useful perspective for studying new media usage habits.

**Table 6. Negative Impact of Uses and Gratification Theory**

	The use and gratification theory does not consider the power of the media.
<b>Negative</b>	The use of this theory is more audience oriented.
	Research on this theory concluded that the results were subjective rather than objective.
	Just focusing on people's selectivity in media content rather than the unwanted effect it has on their minds.

## **Discussion**

Based on the findings in journal articles looking at the use of media during the Covid-19 pandemic based on UGT, there are three main discussions, namely findings, suggestions, and

opportunities for future research, as well as managerial implications. Table 7. in detail shows the discussion of each journal.

Table 7. Main findings, suggestions for further research, and managerial implications.

No.	Main Findings	Advanced Research	Managerial Implications
1.	Discusses recommendations for the use and development of virtual reality technology in social activities during the Covid-19 pandemic	<ul style="list-style-type: none"> <li>● Subsequent research considers the variable type of virtual reality device</li> <li>● Future studies are considered to explore potential uses that were not included in this study</li> <li>● Future research can replicate the current research with different sampling techniques</li> <li>● Future research may consider using qualitative methods and exploring the relationship between the pandemic and the use of virtual reality with more variations.</li> </ul>	<ul style="list-style-type: none"> <li>● Provides an overview of some needs, priorities, and social behavior regarding the use of virtual reality during a pandemic.</li> <li>● This research shows that virtual reality can overcome various challenges that arise during the pandemic.</li> </ul>
2.	Designing a consumer purchase intention-based framework as a business innovation to generate marketing strategies related to UGT theory	Future research can consider several method adjustments related to emergency context, motivation, behavior, and site attractiveness, to purchase intentions from online consumer behavior for each online media that is UGT-compliant to obtain a more accurate explanation.	Purchase intention from online consumer behavior becomes a business innovation for designing marketing strategies and its relation to UGT theory
3.	Examines media users' enjoyment of conventional OTT and TV platforms	<ul style="list-style-type: none"> <li>● Future research may consider working with service providers that are on local frequency coverage and offer bundled packages</li> <li>● Given the wide area offered by OTT services, further research can explore more deeply the entertainment industry which has a big influence.</li> <li>● Future research can learn more about the audio and game platforms that exist in OTT services</li> </ul>	<ul style="list-style-type: none"> <li>● Conventional TV brings financial benefits and provides entertainment</li> <li>● The OTT platform provides convenience for its users</li> </ul>
4.	Use of UGT for Facebook and Instagram social media users who are seniors and their relationship with the age context	Future research can explore more deeply personality and other social situations that can affect senior social media users	Senior Facebook and Instagram users rely on these social media to compensate for the lack of real interaction in everyday life

No.	Main Findings	Advanced Research	Managerial Implications
5.	Establishes an Ant Forest user satisfaction framework according to persistent usage behavior	<ul style="list-style-type: none"> <li>• Future research can further explore the use of behavior variables that have a more psychological and situational impact</li> <li>• Future research should explore the different cross-cultural factors that can influence persistence use behavior</li> </ul>	User satisfaction is an important motivation driving continuous usage behavior in Ant Forest
6.	Integrates between UGT, network size, digital celebrity perception, and shopping orientation focusing on the shopping experience through live broadcasts	<ul style="list-style-type: none"> <li>• Future research can isolate and analyze the intentions of new and experienced consumers to shop through live broadcasts.</li> <li>• Future research can consider the characteristics of the products offered by celebrities because they cause consumers to have greater purchase intentions</li> <li>• Future research may consider the role of bond strength in the interactivity and engagement of shopping-oriented consumers through live broadcasts.</li> </ul>	The size of the network used for shopping through live broadcasts has a significant effect on shopping enjoyment, social interaction, the existence of social status, and effectiveness.
7.	Identify the underlying motives for spreading fake news during the Covid-19 pandemic	<ul style="list-style-type: none"> <li>• Further research is needed using a data approach with a more varied range of respondents, both in terms of age and demographics, to be able to understand the distribution network of fake news.</li> <li>• Further research is needed to expand the motives underlying the spread of fake news through longitudinal and experimental methods</li> </ul>	There needs to be a better solution to reduce the motives that underlie the behavior of circulating fake news
8.	Discusses the causes of <i>sexting behavior</i> in Belgian teenagers during the tightening of the Covid-19 pandemic	<ul style="list-style-type: none"> <li>• Further research can explore the causes of online adolescent sexual behavior that can affect the development of sexuality and social development</li> <li>• Further research can be carried out regarding adolescent <i>sexting behavior</i> during or after the pandemic based on their respective cultures</li> <li>• Further research is recommended to better understand other needs that have increased during activity</li> </ul>	Informing the public as a behavioral suggestion if one day a pandemic re-occurs and providing an explanation regarding the possibility of changes in <i>sexting behavior</i> by adolescents along with the multiple effects that will arise.

No.	Main Findings	Advanced Research	Managerial Implications
		<p>restrictions during the pandemic and other possible satisfactions derived from <i>sexting</i> and its impacts.</p>	
9.	<p>Analyzing TikTok trends related to Covid-19 over a period of 2 months</p>	<p>Further research is recommended to examine sponsored content on TikTok conducted by health authorities or governments so that the audience gets the right information</p>	<p>TikTok's content displays quite a lot of daily life during a pandemic so that audiences understand that every individual has the same feelings while facing a pandemic. The hashtags used in TikTok content are also relevant to help the Covid-19 campaign.</p>
10.	<p>Misinformation circulating has fueled panic about Covid-19</p>	<ul style="list-style-type: none"> <li>● Further research can consider appropriate control variables such as cultural background, gender, age, and income level</li> <li>● Further research can increase the number of samples to achieve the accuracy of statistical analysis results.</li> </ul>	<p>Fake news can circulate quickly due to ignorance, unconsciousness, pressure from fellow friends, and a place to seek attention.</p>
11.	<p>Examines how many state leaders use Twitter during the Covid-19 pandemic and its impact on the public</p>	<p>Further research can be conducted to find out whether the number of users who recently followed the accounts of the country's leaders will stop or continue to follow after the pandemic is over</p>	<p>Netizens have a high interest in getting the latest Covid-19 information through social media so state leaders must be able to use social media.</p>
12.	<p>Researching the intensity of audiences watching TV while communicating with other individuals about TV content through various communication technologies during the restriction period.</p>	<ul style="list-style-type: none"> <li>● Further research can investigate the behavior and motives for watching TV programs through the various types of shows shown</li> <li>● Further research can examine how people's behavior in watching TV can change due to activity restrictions during the pandemic</li> </ul>	<p>Provides an understanding of how audiences enjoy TV shows during social restrictions</p>
13.	<p>Understanding people's motivations for using mainstream media and social media to help improve public services during a pandemic.</p>	<p>Further research can consider external factors including the political climate or issues currently being discussed.</p>	<p>Both types of media can be used to predict people's motivation in obtaining news clarity related to Covid-19</p>
14.	<p>Describes the psychological benefits derived from using virtual reality in terms of</p>	<p>Further research should consider the more optimal use of virtual reality technology applications as an</p>	<p>Social restrictions during the pandemic had an impact on increasing users of virtual</p>

No.	Main Findings	Advanced Research	Managerial Implications
	connection, self-development, and enjoyment during the Covid-19 pandemic	alternative to meeting psychological needs that are difficult to realize due to the pandemic.	reality technology driven by frustration
15.	Study whether <i>the agenda setting</i> owned by news organizations and social media audiences is suitable for the pandemic situation and explore the feasibility and success of social media big data analysis applications	Further research may consider a longer timeframe to investigate changes in society in response to the pandemic and how agenda-setting behavior between audiences and news organizations may change over time.	Social media influences the news that appears during a pandemic because there is an agenda-setting interest
16.	Learn how health organizations use Instagram to communicate and attract public attention during the Covid-19 pandemic	Further research can examine the absorption of messages from Covid-19 content published by health organization Instagram accounts, for example by using languages other than English so that they can be accepted more widely by the public.	The CDC and WHO Instagram accounts are among the most active in creating content that is informative and attracts audiences regarding Covid-19
17.	Cultivation relationship strategy and function of social media in the Covid 19 pandemic between companies and the general public	Further research can learn about improving the relationship between organizations and the public through various types of social media coupled with cross-cultural comparisons during the Covid-19 pandemic	The CDC and WHO Instagram accounts are among the most active in creating content that is informative and attracts audiences regarding Covid-19
18.	Involvement of young people in making entertainment and collaborative videos as a communication medium during a pandemic	<ul style="list-style-type: none"> <li>• Further research may consider focusing on how to promote attractive videos in overcoming crisis management as well as expanding video dissemination</li> <li>• Further research can identify external factors and explore promotion practices and challenges</li> </ul>	Help facilitate effective and engaging crisis communication management practices.
19.	Testing the impact and effectiveness of <i>e-commerce platforms</i> amid limited shopping during the pandemic	Further research can focus on various social networking sites and consumers' financial situations which will explain consumer buying behavior during a pandemic	The effectiveness of online shopping platforms is very influential for the economy and predictions of consumer shopping behavior
20.	The link between mobile games as a medium for reducing stress and their relationship with internet addiction	Further research can examine the fantasy motivation of virtual reality games	Social support does not have a sufficient effect between materialism and internet addiction.

<b>No.</b>	<b>Main Findings</b>	<b>Advanced Research</b>	<b>Managerial Implications</b>
21.	Revealed that individuals who perceive Smart Voice Assistants (SVA) as a symbol of high prestige (vs. low prestige) tend not to associate pleasure with hedonic satisfaction.	Future studies may use experimental designs or longitudinal studies to corroborate findings.	Practical implications for marketers and other stakeholders working to increase SVA adoption and generate positive WOM recommendations.
22.	During the Covid-19 pandemic, satisfaction was the most significant factor. In addition, performance, influence, and social confirmation also have a direct or indirect positive impact on the intention to use food delivery applications.	Future studies can apply longitudinal methods and experimental methods to explore user perceptions in different situations and investigate causality over time and make comparisons, to more comprehensively explain user intentions.	Research enhances existing knowledge and benefits of food delivery apps during the Covid-19 pandemic.
23.	Research confirms that attitudes toward online communities positively influence actual intentions to play video games, thereby demonstrating that there is complementarity between video games and online communities.	Future research can analyze the cooperative development relationship between video games and video game-related media.	Interpersonal communication, which includes playing video games with friends, sharing knowledge in online communities, and chatting about information related to video games is the most effective way of transmitting information.
24.	The study found that social media users perceive five layers of values in using social media applications. This perceived media value has a distinct effect on trust in social media brands.	Future researchers may explain trust in social media and develop a scale of perceived media value.	Perceived social media entertainment value, social network value, and social status value are all positively related to trust in social media brands.
25.	Research extends the expectation-confirmation (ECM) model to include constructs such as neutral confirmation, customer-to-customer (C2C) interaction, and content quality.	Future research could examine the impact of these factors as well as the role of socioeconomic factors, such as subscription fees, family opinion, and normative influences, on continued use.	This study proposes an enhanced ECM, with UGT principles integrated into it, that examines the determinants of continuance and recommendation intent for OTT platforms.
26.	Testing public response to Twitter messages from related organizations using the UGT approach.	Subsequent research should be able to address the number of accounts and tweets so that more diverse words and topics can be extracted.	These findings contribute to the development of a research methodology for Twitter and the use of social media for disaster management.

<b>No.</b>	<b>Main Findings</b>	<b>Advanced Research</b>	<b>Managerial Implications</b>
27.	Explores the theoretical and practical implications in the context of live streaming on Twitch.	The research broadens its understanding of the concept of PSR as a social relationship and its potential social and psychological impact when it comes to PSR with live-streaming viewers.	Emotional engagement is a key component of PSR with live streamers and contributes to their continued existence.
28.	The mental release completely mediates the relationship between rumination and intercepts of smartphone use, as measured using a screen time monitoring app installed on the phone.	Subsequent studies need to use objective methods that are more precise and valid.	Contribute to the literature and practical understanding of smartphone use.
29.	The study examines longitudinal changes in the use of social media as a source of information in academic and everyday life contexts, which includes the type of social media used, the purpose of use, and evaluation strategies.	Future studies may be conducted to verify whether these findings hold in other populations.	Explain changes in the type and purpose of using social media and evaluation of information when social media is used as a source of information.
30.	Results revealed that three viewing motives (entertainment, information, and relaxation) from four dimensions predicted PSI, increasing their perception of well-being and travel intention.	In future studies, it is necessary to identify the types of destination-related television programs to maximize travel intentions.	This study investigates audiences in parasocial contexts that are considered a vital tourism segment and that are more likely to provide marketing value and development directions for practitioners.
31.	The findings uncover opportunities for future tourism-oriented studies aimed at increasing the number of users of disaster apps.	Future studies may enlarge the number of sources included in the review.	Developers and promoters of disaster applications need to consider emerging findings from this literature review to promote applications and improve disaster preparedness.

## **CONCLUSION**

This study enriches the literature on the use of the Uses and Gratifications (UGT) theory of media use during the Covid-19 pandemic. The review also includes an in-depth analysis of the UGT-based literature and identifies key findings, suggestions for future research, and managerial implications that could be leveraged.

However, the researcher realizes that this research has some limitations. Like all literature reviews only journal articles published in Science Direct are used. Future studies may expand the number of publications or sources and journal articles analyzed. In addition, the period for this research can also be said to be short because the Covid-19 pandemic is still ongoing. Future research can expand the research timeframe to get a comprehensive picture of UGT and media use during a pandemic. Our findings highlight the general utilization of UGT. Subsequent research can focus on discussing UGT in certain media to get a comprehensive picture.

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