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PERSONAL INTEGRATIVE NEEDS AND USE OF SOCIAL MEDIA AMONG INFORMATION PROFESSIONALS

Abstract

This article has been designed to examine personal integrative needs from social media among information professionals in the conceptual framework of uses and gratification theory. Personal integrative type need includes elements of both cognitive and affective needs and relates to firming credibility, respect, status, confidence and stability. Gratification sought and gratification obtained are two distinct components of the uses and gratification theory. For this quantitative research, study a self-administered survey questionnaire was used to collect data from the participants of the study. Sample of this study was 700 information professionals necessarily user of social media. Finding of this study testifies the assumptions of uses and gratifications theory and depicted that gratifications sought from social media for personal integrative needs are being overly gratified. This study recommends further research on gratification obtained and gratification sought in respect of other type of needs. Finding of this study are helpful for the professionals from information profession.

Key words: Personal Integrative needs; Gratifications obtained; Gratifications Sought; Uses and gratifications; Social Media, Information Professionals

PERSONAL INTEGRATIVE NEEDS AND USE OF SOCIAL MEDIA: USES AND GRATIFICATION THEORY PERSPECTIVE

1. Introduction

Katz, Gurevitch, & Haas (1973) divided all needs into five major categories i.e., affective, cognitive, personal integrative, social integrative and tension release needs. Personal integrative type need includes elements of both cognitive and affective needs and relates to firming credibility, respect, status, confidence and stability. Needs related to self-esteem and veneration are considered as personal integrative needs. Uses and Gratification Theory introduce the idea of active audience. This theory believe that useres select, consume, sought and obtain gratifications for their needs as per their choice. Uses and gratifications is a user-centered approach and unlike to other theories of media effect user and gratification focuses on “what do people do with media”? Uses and gratification is unique in its assumption and elucidates how people use media. Uses and gratifications is an appropriate theoretical approach for this investigation which has often been used to understand the uses of new media by individuals. As being user centered approach, uses and gratification theory believe in supremacy of the user and consider that users obtain gratifications as they sought from media. Gratification sough and gratification obtained are two distinct components of the uses and gratification theory where gratification sought has been identified as corresponding needs for the use of social media whereas the gratification obtained has been considered as the actual outcome or gained gratifications (Rokito, Choi, Taylor, & Bazarova, 2019; Sohn, Choi, & Jee, 2018; Stefanone, Yue, & Toh, 2019). The present study examines the gratification sought and gratifications obtained for personal integrative needs and testify the assumptions of the uses and gratifications theory. For the purpose of this study; personal integrative gratifications sought refers to these personal integrative needs for which information professional sought gratification from social media and gratification obtained are referred as the actual outcome or gratification received from the social media. Information professionals for the study are the professionals dealing with different tiers of information i.e., information management, information communication & information preservation more precisely the term “information professional” has been coined for persons/professionals holding degree (Sixteen years of education) in information and communication related fields i.e. Media & Communication Studies, Journalism, Information Management or Library and Information Science. Figure 1 outlined the relationship of variables of the study.



Figure 1: Personal Integrative Needs and use of Social Media among Information Professionals

2. Problem Statement

Information professionals are using social media to seek and obtain gratifications for different type of needs. Uses and gratification theory believe in the active audience and independence of user for media selection and consumption. This study testify the assumptions of the theory and examined the gratifications sought and obtained from social media for personal integrative needs among information professional in the conceptual framework of uses and gratification theory. This study has explained the state of gratifications sought and obtained from social media for personal integrative needs among information professionals. Furthermore this study elaborates whether the gratifications sought for personal integrative needs are being gratified, over gratified or not gratified or less gratified. This study has analyzed the personal integrative gratifications sought and personal integrative gratification obtained from social media among information professionals. Finding of this study reflects that gratifications sought for personal integrative needs are being obtained as desired and overly gratified in some cases.

3. Literature Review

Social media is referred as collection of websites and application developed or designed for interaction, collaboration, community input, sharing, establishment and maintenance of social connections, generally based on user generated data; means user directly contribute in content generation of these websites and application (Byrum, 2019; Kulshrestha et al., 2019; Weaver & Frampton, 2019). Social media allow users to exemplify themselves to a large community, help them to maintain existing contacts, establish new connections, share (files, photos, audios, and videos), and enable interaction with professional or personal relations around globe. People use social media to select the products in fashion and to purchase the same to change their lifestyle to fit in with rest for self-esteem. People need social media to gratify the need of self-esteem (Bakhshi, Shamma, & Gilbert, 2014; Barker, 2012; Barr & Lugas, 2011; Bertot, Jaeger, & Hansen, 2012; Brown, 2013; Can & Kaya, 2016; Chiang, 2013; Deakin & Wakefield, 2014; Gilbert, Bakhshi, Chang, & Terveen, 2013; Good, 2013; Jiang, Luo, & Kulemeka, 2016; Katz et al., 1973; Knab, Humphrey, & Ward, 2016; LaRose & Eastin, 2004; Leung, 2013; Pai & Arnott, 2013; Paper, 2017; Quan-Haase & Young, 2010; Tess, 2013; W. Y. C. Wang, Pauleen, & Zhang, 2016; Z. Wang & Tchernev, 2012; Xie, Qiao, Shao, & Chen, 2016; Yuan, 2011). People utilize social media to rescue their status, gain respect, credibility, confidence, stability & power (Bossio & Sacco, 2017; Bracken & Lombard, 2001; Karimi, Khodabandelou, Ehsani, & Ahmad, 2014; Katz et al., 1973; Kreiss, 2016; Lin, Hsu, Chen, & Fang, 2017; Rucht, 2004; Shirky, 2011; Smit, Heinrich, & Broersma, 2017; van der Wurff, 2011; Yuan, 2011). Ifejika, Oladosu, Ifejika, Asadu and Laniran (2017) considered that uses and gratification is helpful and most appropriate theoretical frame work to examine gratification sought and gratifications obtained with an active audience perspectives. Rokito, Choi, Taylor, and Bazarova (2019) conducted a study to measure the relationship of gratifications sought and obtained from social networking in terms of uses and of gratifications theory. Leung and Zhang (2016) used uses and gratification approach to study the gratification sought by tablet use this study concluded on a general note that the uses and gratification approach is the best suitable frame for internet related technologies. Sheldon and Bryant (2016) articulated that uses and gratification has been widely used to understand the internet. Coelho and Duarte (2016) produced a survey on social networking services in line with uses and gratification approach.

This study has examined the state of gratification sought and compared it with gratifications obtained from social media for personal integrative needs among information professional to testify the assumptions of the uses and gratification theory and presented a details analysis and recommendations.

4. Research Question

Research Question 1: What are the major gratifications sought from social media for personal integrative needs among information professionals?

Research Question 2: What are the major gratifications obtained from social media for personal integrative needs among information professionals?

Research Question 3: Do the information professionals obtain gratifications as sought from social media for personal integrative needs?

Research Question 4 : What is the relationship between gratifications sought and gratifications obtained from social media for personal integrative needs among information professionals?

5. Objectives

The objective of the study were as under

1. To examine the personal integrative gratifications sought from social media among information professionals.
2. To analyze the personal integrative gratifications obtained from social media
3. To compare personal integrative gratification sought and personal integrative gratification obtained from social media
4. To record any difference (if exist) of personal integrative gratification sought and obtained based on demographics of the information professional
5. To present conclusion and recommendations relating to personal integrative gratification sought and obtained from social media.

6. Rationale and Significance of the study

Globalization of world culture, rapid increase in information and communication technologies and variety of social media sites with availability of smartphones plus internet connectivity are plying an important role to bring revolutionary changes in uses and gratifications of the society (Criado, Rojas-Martín, & Gil-Garcia, 2017; Shirky, 2011). Use of social media is not limited to the extent of social interaction, personal relation and marketing but social media owns characteristic to revolutionize the established practices of different areas of interest. People use social media for gratification of cognitive, social integrative, personal integrative, tension release and affective needs. This study is intended to analyze this use of social media for personal integrative needs to measure whether the information professionals are obtaining same gratifications as sought from social media for their personal integrative needs or not? As uses and gratifications theory believe that users are independent and they sought and obtain

gratifications as per their choice and all other theory are in contrast with this. Use of social media for gratification of personal integrative needs and gratification obtained has been studied in this research. This study not only measures the level of gratifications sought from social media but also examined the actual outcome or received gratification for personal integrative needs among information professionals. This research further testifies the assumptions of uses and gratifications theory.

7. Conceptual Framework of the Study

Katz, Blumer and Gurevitch (1974) introduce the idea of active audience in media and communication. They were of their view that audience is independent in selection of their media choice and they devised a theory called “uses and gratification theory”. This study has been conducted on same conceptual framework and considered the audience as an active, independent and worthy element of information and communication process. Uses and gratification theory believes that the selection of media and specified content to gratify a specified need is purely a discretion of user and the user is independent in choice. As per this theory active users can evaluate and examine the different kinds of media to select the content and for of media to sought or obtained gratifications of the need relevant to media consumption. As being user-centered approached this theory believes that individuals use specific media for their specific need and choice. This theory contradicts with influence of media, and don't believe in media hegemony and believes that no media can influence the audience. This theory considers audience is active and has option for selection, evaluation and examination of their media selection as per their desires and needs. Uses and gratifications approach is well suited for studying the social media.

This study has examined how people (Information Professionals) use media (Social Media) for their needs (personal & professional) and gratifications (satisfactions). Uses and gratifications approach emphasizes on what people do with media. Furthermore, the use and gratifications approach is especially well suited for studying the media selection by the user, internet and social media. The present study measured the use of media (for the purpose of this study media is specified to social media) by a group of individuals (the information professionals) recording to their needs, uses and gratifications form an empirical view, using the uses and gratifications perspective. User and gratifications has grown its application to the social media overtime.

As the internet become more available and popular, multiple social media sites have developed. User and gratifications approach has provided a theoretical basis for studying the social media. Consequently, uses and gratification theory is the best theoretical framework for my proposed work. It's worth mentioning that this approach contradict with other theories related to uses and effect as well like Magic bullet or Hypodermic needle theory which strongly personify the media message with a bullet fired from media gun into the head of viewer. Another relevant theory could be cultivation which primarily examines the long-term effects of television which is not our interested area. Similarly, theory could be social learning which believes in social context and observation or direct instruction but it does not rely on independence of choice of media by user. Same is the case of mass society theory which believes in supremacies of big companies and media.

Numerous scholars have used this approach to study gratifications of social media and endorsed that the uses and gratifications approach is well suited for studying the social media (Bae, 2018; Billings, Qiao, Conlin, & Nie, 2017; Gallion, 2008; Gruzd, Haythornthwaite, Paulin, Gilbert, & del Valle, 2016; Karimi et al., 2014; Keppler, 2014; Kim, Kim, Wang, & Lee, 2016; Leung, 2013; Lien & Cao, 2014; Lin et al., 2017; Masouras, 2015; Oladosu et al., 2017; Quan-Haase & Young, 2010; Raacke & Bonds-Raacke, 2008; Ratcliff, Mccarty, Ritter, & College, 2017; Rokito et al., 2019; Ruggiero, 2009; Z. Wang, Tchernev, & Solloway, 2012; Wijesundara, 2014; Williams & Whiting, 2013). Finding and recommendations of these studies are helpful for this study.

8. Research Design

Literature review, nature and extent of this study reflected that quantitative research design was most suitable for this study and same was adopted. Keeping in view the method adopted in previous relevant studies / literature review, nature of this study, usability, suitability and cost effectiveness of the survey method; the survey method was employed to collect data from the participants. The self-administered questionnaire was developed for this purpose. For this study, the purposive sampling technique has been adopted. Selection of sample among information professionals was on the criterion of necessarily frequent user of media. Quantum of sample i.e., 700 information professionals with specified characteristics was decided as Israel (1992) formulated a simple equation to determine the sample size which has been explained as under;

$$\text{Recommended Sample Size} = (\text{Z-score})^2 \times \text{StdDev} \times (1 - \text{StdDev}) / (C)^2$$

Z-score = Confidence Level, StdDev = Degree of Variability, C = Margin of error

$$\text{Recommended Sample Size} = (2.576)^2 \times 0.5 (1 - 0.5) / (\pm 5 \text{ or } .05)^2$$

$$\text{Recommended Sample Size} = 6.63577 \times 0.5 (0.5) / 0.0025$$

$$\text{Recommended Sample Size} = 6.63577 \times 0.25 / 0.0025$$

$$\text{Recommended Sample Size} = 1.65894 / 0.0025$$

$$\text{Recommended Sample Size} = 663.577$$

Sample size recommended for this study was 663.577 information professionals but the researcher included 700 Information professionals in this study as sample to be more confident with outcomes of this study.

9. Instrument development

The outcomes of a survey mainly depend on the tool used for data collection. So, it's essential to be very keen and cautious for serious considerations of selection or development of instrument for data collection. A good tool for data collection is the foundation of a best outcome. Review of available literature, nature and objective of the study referred the researcher to develop a customized tool for an empirical investigation of the trust on social media among information professional. For this purpose a literature and knowledge based tool consisting of a self-administered questionnaire was developed and same was circulated among experts of the field for their perusal, recommendations and remarks. In the light of feedback collected from these experts, instrument was modified according. After incorporation of due modification the instrument was placed before renowned experts of the field to ensure validity of the

questionnaire. After achievement of required validity a pilot study was launched to further examine the reliability of the tool used for this study.

10. Reliability of the Instrument

Reliability of an instrument reflects its stability and consistency within a given context. If an instrument is producing the same results in similar environment that means the instrument is reliable. To ensure the reliability of instruments used in this study, a pilot study was conducted to ensure reliability of the instrument. Reliability analysis test was performed using SPSS. All the sub scales were tested and the following values for reliability analysis were found. Cronabach's Alpha of subscales was figured out in Table 1

Table 1
Reliability of the instrument

Personal Integrative Gratification	No. of Items	Reliability (α)
Gratification sought & obtained	12	.956
Gratification Sought	06	.841
Gratification Obtained	06	.837

11. Piloting of the Instrument

Reliability and validity of the instrument was further test in a pilot study conducted in July, 2018. Van & Hundley (2001) refers pilot study as a minute version of full-size study along with pre-testing of a particular research instrument such as a questionnaire. Pilot study accomplishes a range of significant functions and can provide treasured insight for other researchers. Arain, Campbell & Cooper (2010) believes that pilot studies are the small studies for helping to design further confirmatory studies .The questionnaire was piloted with 50 information professionals to recognize the clearness of the questionnaire's contents. The questionnaire was circulated to the respondents after clarifying the purpose an extent of the study. This was clarified to the participants of the pilot study that they will not be considered to be the part of actual study. Maximum time required to fill the questionnaire in all respect was extend to all participants. They were allowed to return this survey along with their comments and feedback. As suggested and analyzed from pilot study misty and unclear questions were identified and properly modified.

The objective to conduct this pilot study was to testify the achieved and desired qualities of the instrument. Thabane et al. (2010) described pilot studies as minimized versions of the main studies that run in minute test whether the modules of the leading study can all work unruffled. It is concentrated on the routes of the original study. This was an evaluation of the content and format of the instrument to identity any concerns in the questionnaire. This study has decided that the researcher was requesting the accurate queries to achieve the objectives of the study and participants were able to answer all the questions without any ambiguity. After achieving the successful results of the pilot study data collection for main study was started.

12. Data Analyses

Primary objective of this study was to examine major personal integrative gratifications sought and obtained from social media among information professionals for personal integrative needs. Fourteen (12) statements relating to gratifications sought and obtained from social media for personal integrative needs among information professionals were placed before the respondent without assigning any category or corresponding needs to collect data. Data analysis reveals that gratifications sought ($M=3.56$ $SD=0.85$) for personal integrative needs are less than gratification obtained ($M=3.61$ $SD=0.81$) from social media among information professionals. Resultantly it has been established that gratifications sought from social media for personal integrative needs among information professionals are being overly gratified. Table 2 present the relationship and difference of gratifications sought and gratifications obtained from social media for personal integrative needs.

Table 2

Personal integrative gratification sought and obtained from social media among information professionals

Personal Gratification	Min.	Max.	Mean	Rank	SD	Skewness	Kurtosis
Sought from Social Media	1	5	3.56	2	0.85	-.926	.648
Obtained from Social media	1	5	3.61	1	0.81	-1.14	1.373

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

12.1 Gratifications Sought and Obtained for Personal Integrative Needs

Personal integrative needs are related to firming credibility, respect, status, confidence and stability. For the purpose of data analysis of personal integrative gratification associated with social media among information, all the corresponding statements from relevant question of the tool used for the collection of data for major gratifications sought from social media has been grouped into one category. Response to every statement was separately and interdependently analysed to chalk out major gratifications sought from social media among information professionals.

Analysis of gratification sought from social media relating to personal integrative needs reflects that use of social media to announce news, update(s) or events is the most desired gratification among information professional for their personal integrative needs associated with social media and This is the only element of personal integrative needs where the mean value of gratification sought ($M=3.79$ $SD=1.08$) is higher than the mean value of gratification obtained ($M=3.75$ $SD=1.06$) from social media among information. Use of social media to provide current awareness services for personal integrative need has been identified as major gratification sought ($M=3.61$ $SD=1.17$) and obtained ($M=3.65$ $SD=1.14$) from social media.

Next major gratification sought ($M=3.61$ $SD=1.13$) and obtained ($M=3.72$ $SD=1.00$) from social media in this category of the needs is the use of social media to share stories visually with photos and videos among information professional. With a minor difference of opinion use of social media to keep the followers update is next major gratification sought ($M=3.57$ $SD=1.14$) and obtained ($M=3.57$ $SD=1.13$) from social media for personal integrative needs of the information professionals. Use of social media to maintain / establish old ties is also among major

gratifications sought (M=3.42 SD=1.15) and obtained (M=3.62 SD=1.05) from social media for personal integrative needs of the information professionals. At the lower level of this category use of social media to add targeted post i.e., messages for specific groups or person is the major gratification sought (M=3.33 SD=1.28) and obtained (M=3.37 SD=1.14) from social media for personal integrative needs of the information professionals from social media. Table 6.14 present the mean values of major gratifications sought and obtained from social media for personal integrative needs among information professionals.

Table 3

Major gratifications sought and obtained from social media relating to personal integrative needs among information professionals

Personal Integrative: gratification sought and obtained in respect	Sought		Obtained	
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
to announce news , update(s) or event(s)	3.79	1.08	3.75	1.06
to provide current awareness services	3.61	1.17	3.65	1.14
to share stories visually with photos / videos	3.61	1.13	3.72	1.00
to keep followers updated	3.57	1.14	3.57	1.13
to maintain / establish old ties	3.42	1.15	3.62	1.05
to add targeted posts to the right group	3.33	1.28	3.37	1.14

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

Major gratifications sought and obtained from social media for personal integrative needs among information professionals were also independently analysed. Response to each statement relating to gratifications sought was recorded and analysed. Table 4 present the frequency distribution of the major gratifications sough from social media for personal integrative needs among information professionals.

Table 4

Frequency distribution of the Gratifications sought from social media relating to personal integrative needs of the information professionals

I use social media :	1	2	3	4	5
	f(%)	f(%)	f(%)	f(%)	f(%)
to announce news , updates...	32(4.6)	74(10.6)	85(12.1)	329(47)	180(25.7)
to share stories visually ...	54(7.7)	73(10.4)	95(13.6)	348(49.7)	130(18.6)
to keep followers update	64(9.1)	65(9.3)	91(13)	369(52.7)	111(15.9)
to add targeted posts...	91(13)	100(14.3)	116(16.6)	273(39)	120(17.1)
to provide CAS services...	58(8.3)	76(10.9)	92(13.1)	328(4.9)	146(20.9)
to maintain establish old ties	66(9.4)	86(12.3)	128(18.3)	325(46.6)	95(13.6)

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree Analysis of gratification sought from social media relating to personal integrative needs reflects that use of social media to announce news, update(s) or events is the most desired gratification (M=3.79 SD=1.08) among information professional for their personal integrative needs. To provide current awareness services on social media is at level second among major gratification sought (M=3.61 SD=1.17) relating to personal integrative needs from social media. Next major gratification sought from social media in this category of the needs is to share stories visually with photos and videos (M=3.61 SD=1.13) with social media among information professional. With a minor difference of opinion use of social media to keep the followers update is next

major gratification sought (M=3.57 SD=1.14) from social media for needs under discussion of the information professionals. Usage of social media to maintain / establish old ties is also among major gratifications sought (M=3.42 SD=1.15) from social media for personal integrative needs of the information professionals. At the lower level of this category includes the use of social media to add targeted post i.e., messages for specific groups or person is the major gratification sought (M=3.33 SD=1.28). Table 5 ranked the major gratifications sought from social media for personal integrative needs by mean value and the value of standard deviation for the each statement placed before the respondents.

Table 5

Major Gratifications sought from social media relating to personal integrative needs of the information professionals

I use social media :	Min.	Max.	Mean	SD
to announce news , update(s) or event(s)	1	5	3.79	1.08
to provide current awareness services	1	5	3.61	1.17
to share stories visually with photos / videos	1	5	3.61	1.13
to keep followers updated	1	5	3.57	1.14
to maintain / establish old ties	1	5	3.42	1.15
to add targeted posts to the right group	1	5	3.33	1.28

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

Table 6 present the frequency distribution for each statement related to gratifications obtained from social media for personal integrative needs among information professionals.

Table 6

Frequency distribution of the personal integrative gratifications obtained from social media by information professionals

Just because of social media:	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)
I was able to announce new...	45(6.4)	55(7.9)	66(9.4)	397(56.7)	137(19.6)
I have shared stories visually	40(5.7)	46(6.6)	96(13.7)	406(58)	112(16)
My followers are updated	71(10.1)	41(5.9)	116(16.6)	363(51.9)	109(15.6)
I could add targeted posts...	72(10.3)	78(11.1)	150(21.4)	318(45.4)	82(11.7)
I provided current awareness...	63(9.0)	53(7.6)	83(11.9)	368(52.6)	133(19)
I maintained / established old ties	55(7.9)	28(4.0)	154(22)	354(50.6)	109(15.6)

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

Data collected through the questionnaire devised for the study reveals that majority of information professionals (M=3.75, SD=1.06) consider that just because of social media they were able to announce news, update(s) or event(s) and obtained gratifications for their personal integrative needs. Sharing stories visually with photos and videos with the help of social media has been considered as major gratification obtained (M=3.72, SD=1.00) for the personal integrative needs of the information professionals. One of the major gratifications obtained (M=3.65, SD=1.14) from social media was the provision of current awareness services and posting about developing stories, new arrivals in the library & current happenings. Majority of

information professionals (M= 3.62, SD=1.05) consider that just because of social media they could establish and manage old ties. Another major gratification obtained (M=3.57, SD=1.13) from social media for the gratification of personal integrative needs of the information professionals is that just because of social media followers are updated. Just because of social media information professional could add targeted post to bring the messages to the right group has been considered among major gratifications obtained (M=3.37 , SD=1.14) by the respondents of the study. Table 7 ranked the major gratifications obtained from social media for personal integrative needs among information professionals. This rank has been devised by the mean value and the value of standard deviation of each statement placed before the respondents.

Table 7

Major gratifications obtained from social media relating to personal integrative needs by information professionals

Just because of social media :	Min	Max	Mean	SD
I was able to announce news , update(s) or event(s)	1	5	3.75	1.06
I have shared stories visually with photos and videos	1	5	3.72	1.00
I provided current awareness services ...	1	5	3.65	1.14
I maintained / established old ties	1	5	3.62	1.05
My followers are updated	1	5	3.57	1.13
I could add targeted posts to bring ... right group	1	5	3.37	1.14

12.2 Personal integrative gratifications sought and obtained from social media based on gender among information professionals

This study encompassed 53.9% (N=377) female information professional and 46.1% (N = 323) male information professional. Result of data analysis reveals significant difference for the gratifications sought and obtained from social media among male and female professionals.

As far as personal integrative gratifications sought are concerned male respondents (M=3.77 SD=0.71) of the study are significantly different in their opinion from female participants (M=3.37 SD=0.91). It has been established with the analysis of data that male information professionals sought more personal integrative need related gratification from social media as compared with female information professionals. Similarly male respondents are obtaining significantly more gratifications (M=3.83 SD=0.56) as compare with personal integrative gratification obtained among female participants (M=3.43 SD=0.93) of the study. Table 8 present the value of descriptive analysis and independent sample t-test for personal integrative gratifications sought and obtained from social media.

Table 8

Personal integrative gratifications sought and obtained from social media based on gender among information professionals

Personal Gratification	Male		Female		Independent samples t-test		
	M	SD	M	SD	t	Df	p
Sought from Social Media	3.77	0.71	3.37	0.91	6.40	698	<.001
Obtained from Social media	3.83	0.56	3.43	0.93	6.87	698	<.001

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

12.3 Personal integrative gratifications sought and obtained from social media based on Scholastic Profile among information professionals

There were 441 (63.0%) professionals with an academic level of sixteen years of education i.e., BS/MA, 225(32.1%) professionals with eighteen years of education like MS/MPhil degree and 34 (4.9%) professionals with PhD degree.

There is no significant difference based on education for gratifications sought for personal integrative needs among information professionals. Significant difference has been recorded for gratifications obtained based on scholastic profile of the information professionals. Table 9 shows the values of mean and ANOVA to draw the results.

Table 9

Personal integrative gratifications sought and obtained from social media based on scholastic profile among information professionals

Personal Gratification	BS/MA/MLIS		MS/MPhil		PhD		ANOVA	
	M	SD	M	SD	M	SD	F	p
Sought	3.50	0.85	3.65	0.77	3.63	1.26	2.27	.105
Obtained	3.52	0.82	3.81	0.64	3.54	1.30	10.18	<.001

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

12.4 Personal integrative gratifications sought and obtained from social media based on age group among information professionals

The age of the respondents (information professionals) varies case to case and grouped into three major categories as less than thirty (30) years old, thirty one (31) to fifty (50) years old and more than fifty (50) years olds informational professionals for the purpose analysis of personal integrative gratifications sought and obtained from social media for personal integrative needs among information professionals.

Results reveal that there is no significant difference of opinion based on age among information professionals. Table shows the value(s) of mean and ANOVA to draw the result.

Table 10

Personal Integrative gratifications sought and obtained from social media based on age group among information professionals

Personal Gratification	<30		31-50		>50		ANOVA	
	M	SD	M	SD	M	SD	F	P
Sought from Social Media	3.48	0.90	3.60	0.79	3.58	0.86	1.22	.297
Obtained from Social media	3.50	0.89	3.73	0.65	3.60	0.85	4.41	.009

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

12.5 Personal integrative gratifications sought and obtained from social media based on profession among information professionals

Based on the criteria devised for the study 458(65.4%) professionals were from Media and Communication Studies and 242 (34.6%) professionals were from Information Management or Library & Information Science. Both the groups have been compared with each other to identify if any difference exists in respect of personal integrative gratifications sought and obtained from social media for personal integrative needs between these two professions of the information professionals.

Results of data analysis reveals that there is no significant difference for the gratifications sought from social media for personal integrative needs based on profession among information professionals. But as far as gratifications obtained are concerned significant difference has been recorded among both professions. Table 11 shows the values/score for major gratifications sought from social media among information professionals based on profession.

Table 11

Personal integrative gratifications sought and obtained from social media based on profession among information professionals

Personal Gratification	Media		LIS		Independent samples t-test		
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Sought from Social Media	3.53	0.89	3.60	0.77	-1.025	698	.006
Obtained from Social media	3.56	0.87	3.70	0.66	-2.105	698	<.001

Scale: 1 = Strongly Disagree, 2 = Disagree, 3= Not Sure, 4 = Agree, 5= Strongly Agree

13. Discussions

Primary Focus of this study was to examine the gratifications sought and gratifications obtained from social media for personal integrative needs among information professionals. Result reveals that gratifications sought (M=3.56 SD=0.85) from social media for personal integrative needs are being overly gratified (M=3.61 SD=0.81) similar results are evident in relevant studies which examining gratification sought and obtained for different elements of personal integrative needs (Byrum, 2019; DeWolf, 2019; Gratton, 2020; Murray & Ward, 2019; Sun, 2020; Yang, 2020).. Furthermore it has been affirmed that user select, use, consume and share social media independently as per their choice as described in uses and gratification theory. Houghton, Pressey and Istanbuluoglu (2020) produced the similar results in their study they found social media is helpful to seek and obtain gratifications for personal integrative needs. Different component of personal integrative needs has extensively been discussed in various research works in the light of uses and gratification theory and gratifications has been discussed individually (Nekmat, Gower, Zhou, & Metzger, 2019; Sohn et al., 2018; Stefanone et al., 2019). Finding of these studies are align with the results of this study. Furthermore gratification sought and gratification obtained has also been independently discussed in various studies (Bae, 2018; Ballard, 2011; Karimi et al., 2014) and result of these studies quite similar to this study. Significant difference recorded in this study was based on gender in respect of gratification sought and gratification obtained for personal integrative needs from social media among information professionals. This study recommends further studies on gratification sought and obtained for affective, cognitive, social integrative and stress related needs from social media

based on gender in the light of uses and gratification theory to strength or contrary the findings of this study.

14. Conclusion

It has been established that the gratification sought from social media for personal integrative needs among information professionals are being overly gratified which affirms the suitability of the use of social media for personal integrative needs among information professionals. This study affirms the assumptions of uses and gratifications theory. Result and analysis of the collected data proved the fact that users are independent in media selection, use, consumption and sharing of the social media to sought and obtain gratifications for personal integrative needs. This study has further acknowledged the term information professionals which was coined for a group professionals from media and communication studies and library and information science professionals as there is no significant difference based on profession among information professionals for gratifications sought and obtain from social media for personal integrative needs. An unusual significant difference for gratification sought and obtain for personal integrative needs was recorded based on gender among information professionals. Gratifications sought and obtain from social media for personal integrative needs among male information professionals were significantly different than the female information profession. Such difference was not found on the basis of scholastic profile, age group or profession of the information professionals.

This study encourage researcher to conduct detailed studies jointly on affective, cognitive, social integrative, personal integrative and tension release needs to compare , contrast and elaborate the state of gratifications sought and obtained from social media for these needs based on different professions, gender , age group and scholastic profiles of the respondents.

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