

Public Abstract

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Graduation Term:SP 2012

Department:Journalism

Degree:MA

Title:Viral Video Advertisements: Uses and Gratifications Research

This research seeks to determine the uses and gratifications gained by individuals who spread viral video advertisements online. Viral videos are a popular form of social interaction among college aged individuals and advertisers could seek to use this emerging medium to their advantage by understanding what gratifications are being sought by those spreading the videos and then seeking to gratify them while advertising their product. Volunteers participated in small group sessions where they discussed the appeal of certain types of viral advertisements and what gratifications they would gain by showing it to others and more volunteers then took part in an online questionnaire formed based on the results of the small group sessions. It was found that college aged individuals who spread video advertisements, do so as an extra form of social interaction with their friends, with the primary purpose being to amuse their friends. It was also found that women have a greater concern for whether spreading a video will affect their reputations.