

Information Uses and Gratifications in Crisis: Student Perceptions since the Egyptian Uprising

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Research Approach

- Uses of various information sources since the political uprisings in Egypt
- Uses and Gratifications Theory
- Survey of undergraduate and graduate students

Hypotheses

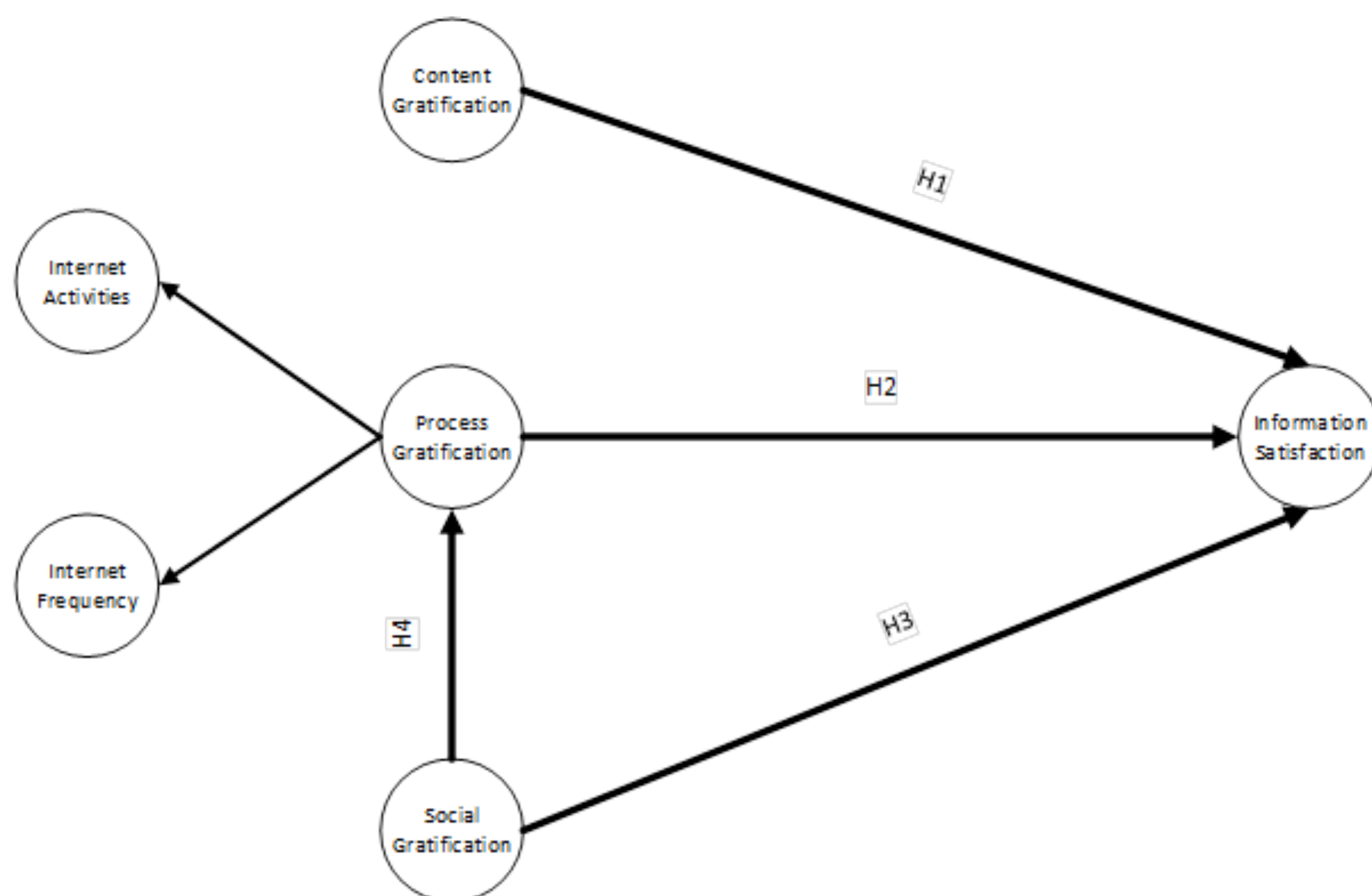
- H1: Content Gratification will have a significant positive impact on Information Satisfaction.
- H2: Process Gratification will have a significant positive impact on Information Satisfaction.
- H3: Social Gratification will not have a significant positive impact on Information Satisfaction.
- H4: Social Gratification will have a significant positive impact on Process Gratification.
- H5: Social Gratification will have a significant positive indirect effect through

Uses and Gratifications Theory

Construct	Definition	Construct
Content Gratification	The degree to which the information received was gratifying.	Reflective 1 st order
Process Gratification	The degree to which the process of obtaining information through the number activities and frequency of involvement was gratifying.	Reflective 2 nd order
<i>Frequency of Use¹</i>	<i>How often participants use different internet information sources, e.g., SNS, Video sharing.</i>	<i>Reflective 1st order</i>
<i>Actions Used¹</i>	<i>The number of different features or activities that participants performed, e.g., SNS and cell phone features used.</i>	<i>Reflective 1st order</i>
Social Gratification	The degree to which information sharing with others was gratifying.	Reflective 1 st order
Information Satisfaction	Dependent variable, the degree to which the information was adequate for the participant to believe they obtained the necessary information.	Reflective 1 st order

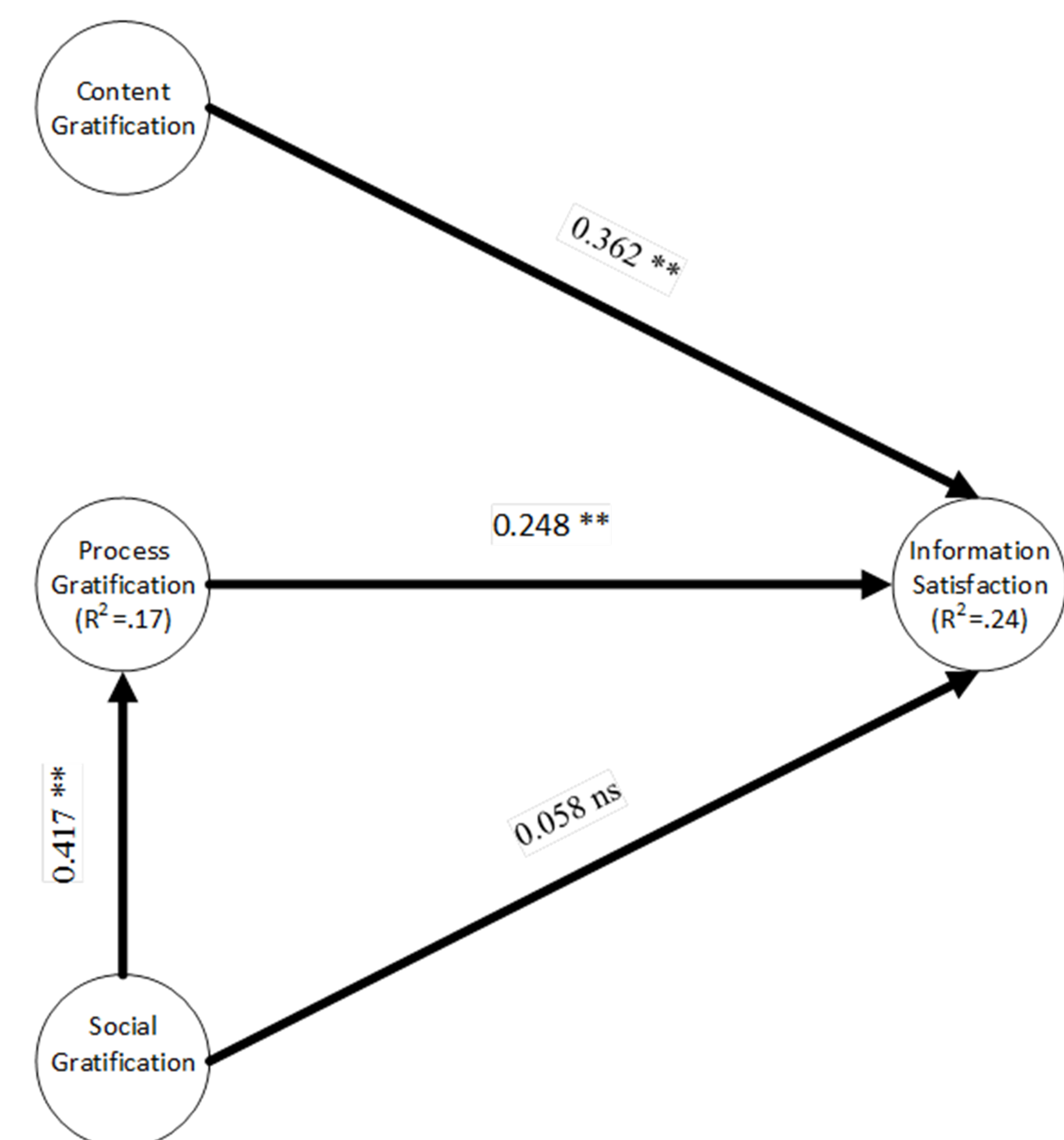
¹ Frequency of use and actions use are dimensions of process gratifications.

Research Model



H5: Indirect Effect of Social Gratification Thru Process Gratification to Information Satisfaction

Results



Results

- 170 Undergraduate students from Alexandria University
- Female respondents (56%), (89%) were single
- 73% used internet for 7 > years, 85% were 19-21 years old
- Structural Equation Modeling using PLS (SEMPLS)
- Constructs demonstrate high composite reliability and both convergent and discriminant validity
- Explains significant amount of Information Satisfaction
- Content gratification is most important, followed by Process gratification
- Social Gratification not significant consistent with suggestions of crisis context

Conclusions

- Student subjects
 - Age of many that participated in uprisings
 - Interested due to impacts on their future
- Needs for accurate reliable information content is most important in a crisis situation.
- The processes of using the internet including the number of different activities and frequency of use increase information satisfaction. Perhaps by ensuring that all the information wanted is found
- Information sharing influences the processes

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