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## Understanding Instant Gratification Through Uses and Gratifications and Medium Theory

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**Abstract** — *In this presentation, I will explore how instant gratification is rapidly increasing through the mass communication perspectives of uses and gratifications and medium theory.*

**Keywords**— *Instant gratification, medium theory*

### I. Introduction

Uses and gratifications helps us to understand that we have the authority to consume media that meets and satisfies our needs. We also are an audience that is impacted by the media messages we consume as medium theory suggests. Uses and gratifications and medium theory is ultimately a spiral. As society continues to select media that advocates instant gratification then media will continue to support the growing need for instantaneous satisfaction. Society is both a passive and active audience, but media ultimately influences and controls what society consumes.

#### Findings

Researchers have found that media content affects advertisement recall, recognition, attitude and brand loyalty and purchase intention. Research implies that society seeks experiences that "predominantly become an object of instant consumption, current moment, subject to urgent action." Advertisements in media are marketed to achieving instantaneous satisfaction. Researchers studying uses and gratifications have found that society have "social and psychological needs, which generate expectation of the mass media or other sources, which lead to different patterns of media exposure resulting in need gratifications and other consequences."

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