

## Seeking Interpersonal Needs Gratification through Social Media Networking

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### *Abstract*

*The increased usage of social networking sites (SNSs) by the millennials raises the question if their interpersonal needs are met in the absence of face-to-face human interaction. The current study examined how the social media sites meet the interpersonal needs of this new generation. Results indicated that so far as the Expressed Interpersonal Needs are concerned, after controlling for the covariate i.e online usage, it was found that Expressed Affection was significantly different across levels of Age and across levels of Gender. The Expressed Affection was significantly higher for Women as compared to Men and it was higher in the higher Age group as compared to lower Age group. The same was true for Expressed Inclusion as well. However, unlike Expressed Affection or Expressed Inclusion, the Expressed Control was not found to be significantly different across levels of any of the three profile variables i.e Age, Gender and Education ( $p = .414$ ) and the Expressed Respect was found to differ significantly across levels of only one profile variable i.e Age, but only at 90% level of confidence. The higher Age Group reflected a higher Expressed Respect. This apart, none of the interaction effects between three profile variables were found statistically significant for any of the Expressed Interpersonal Needs i.e. EA, EI, EC and ER.*

**Key Words:** Expressed Affection, Expressed Inclusion, Expressed Control, Social Media and Respect.

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