Gebruik en behoeftevervulling van Discord

Een verkennende literatuurstudie naar het doelmatig gebruik van Discord voor de vervulling van specifieke behoeften

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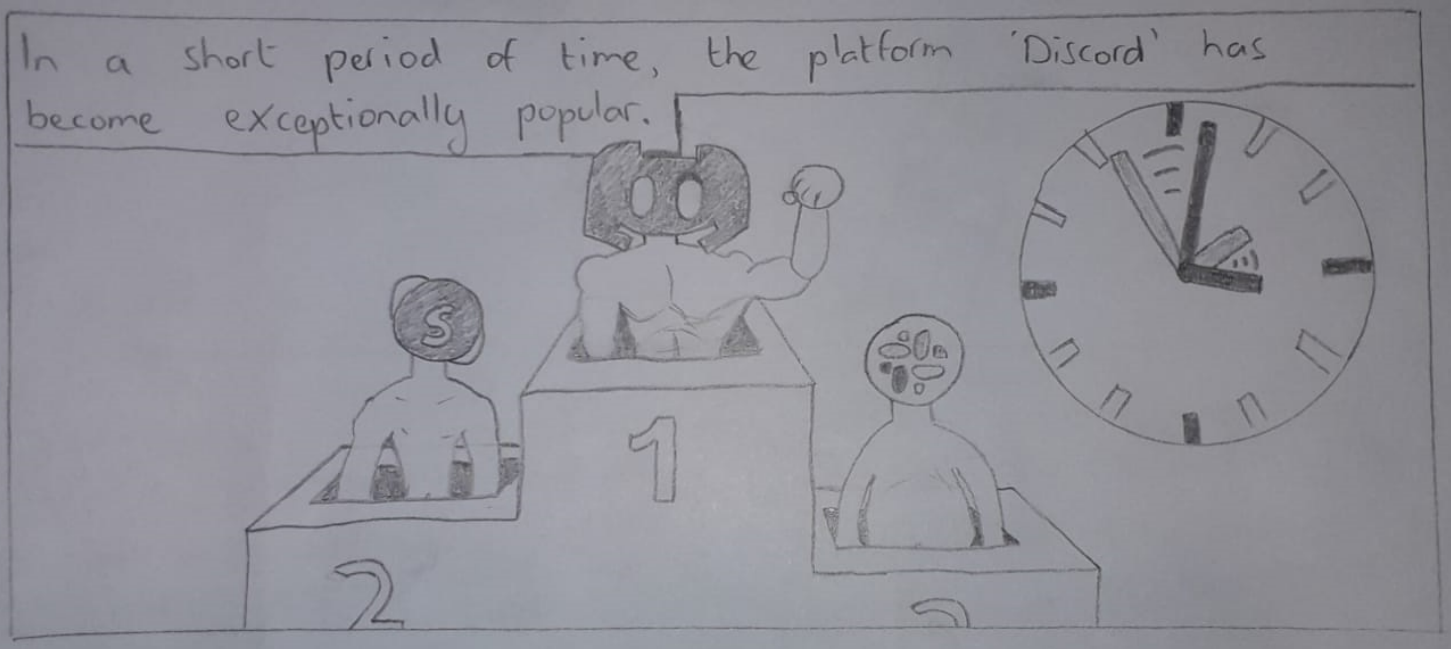
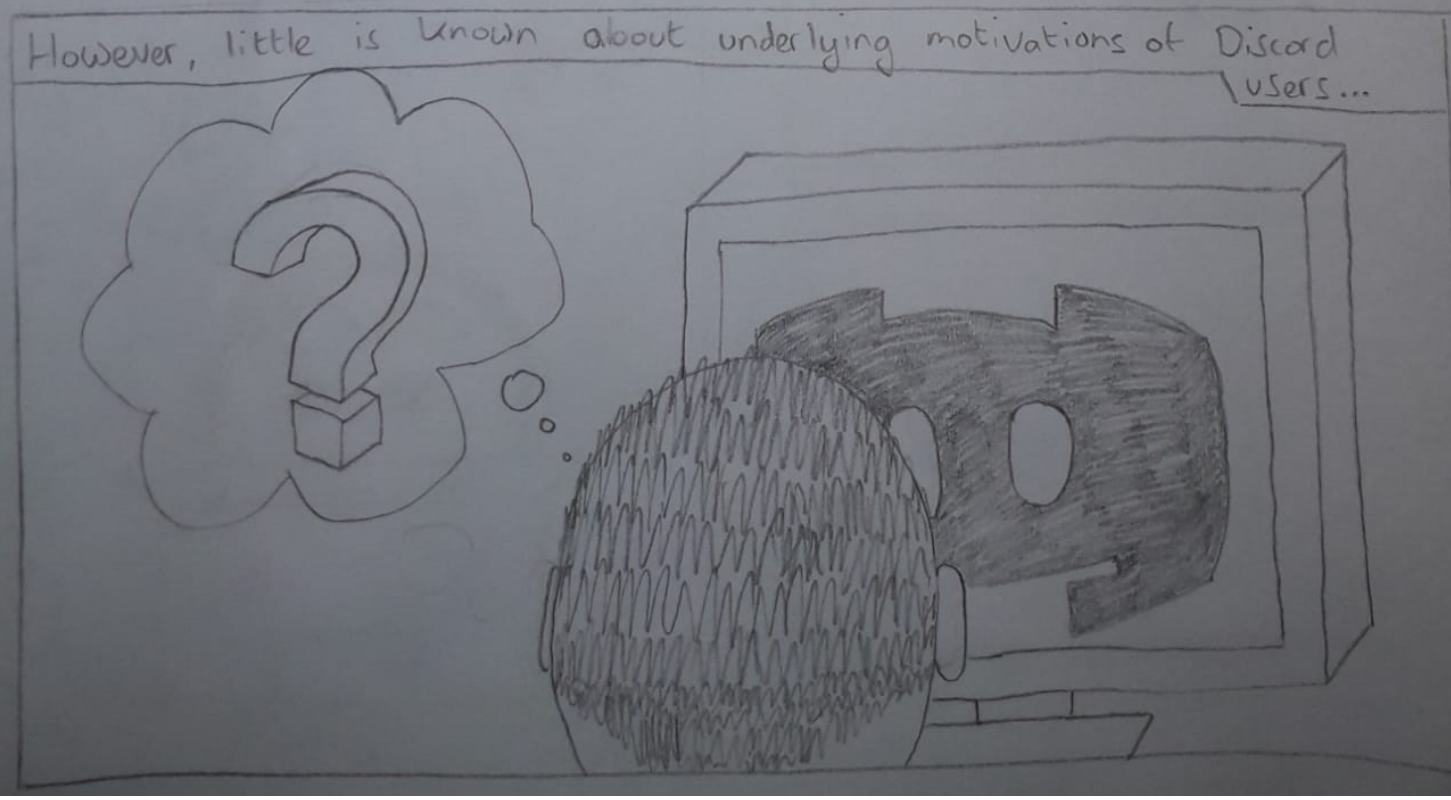
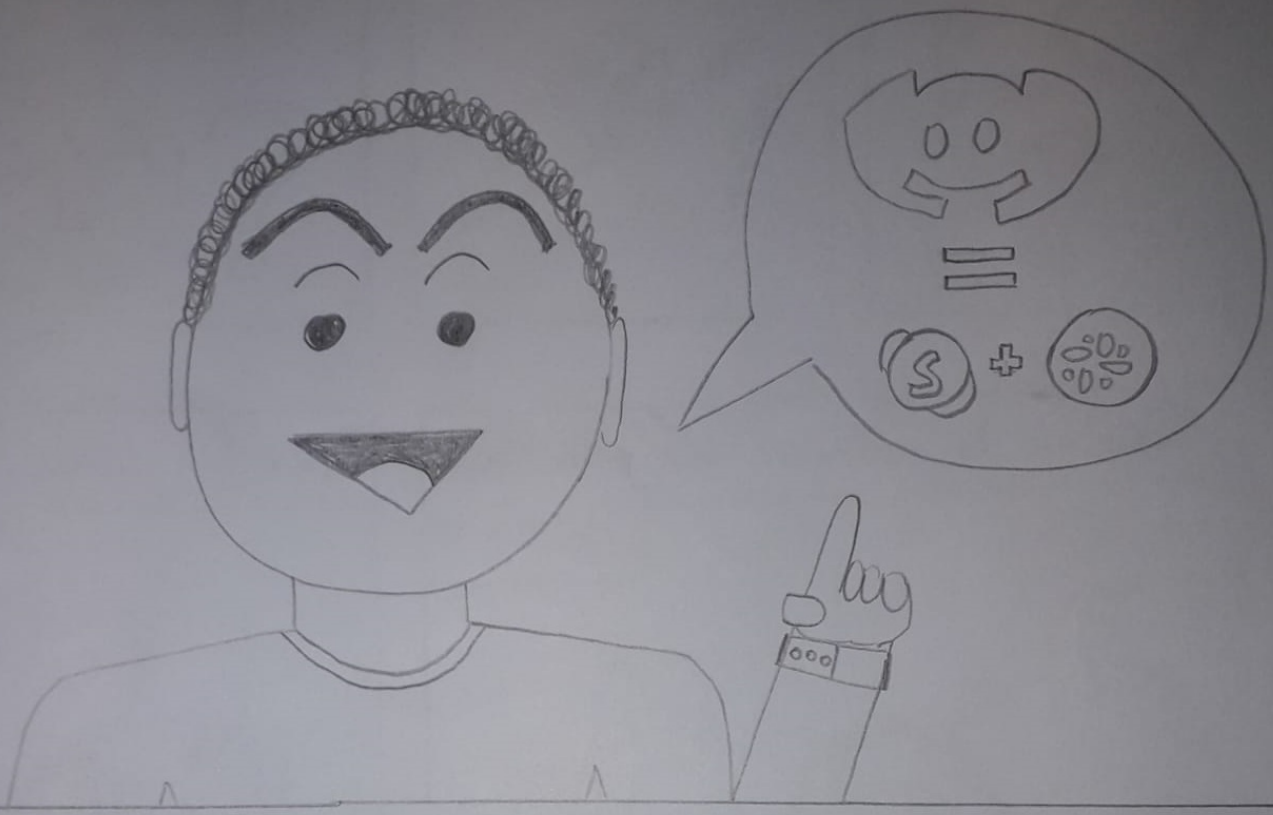
Uses and Gratifications of Discord

Korthout, N.A. (2021). Gebruik en behoftevervulling van Discord: Een verkennende literatuurstudie naar het doelmatig gebruik van Discord voor de vervulling van specifieke behoeften [Bachelorscriptie, Tilburg University]. Tilburg: Tilburg University.

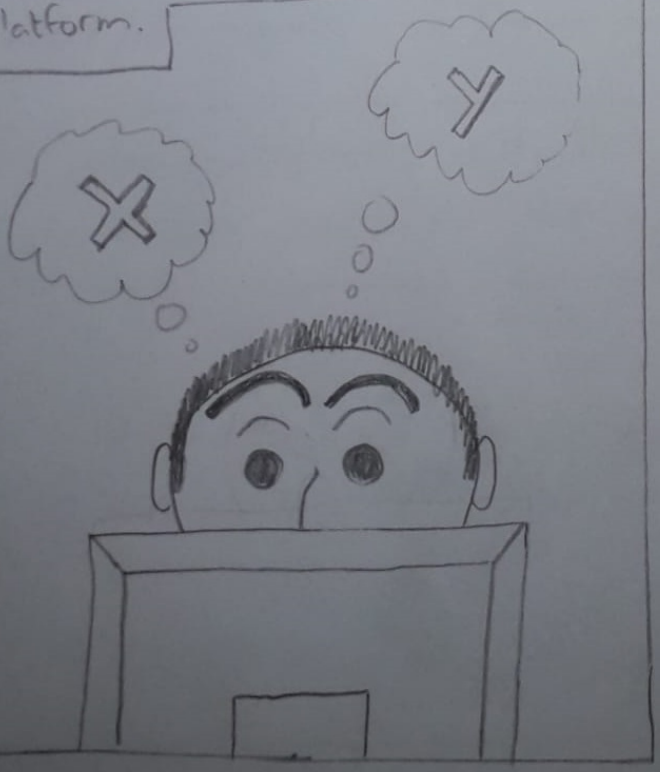




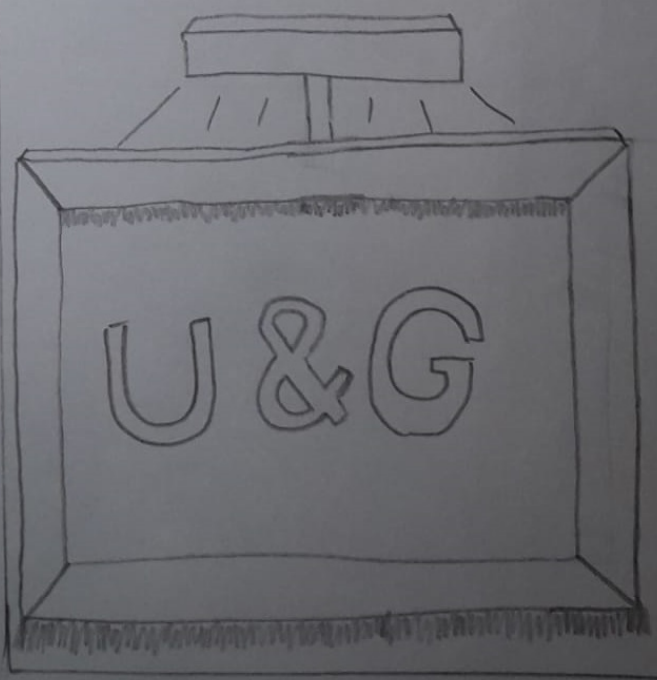
The purpose of this study is to give an explanation for the popularity of Discord using similar Social Network Sites.



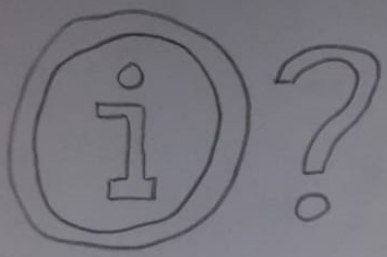
Speaific gratifications could play a part in the user's choice for this platform.



Therefore, the study fits in the framework of Uses and Gratifications Theory.

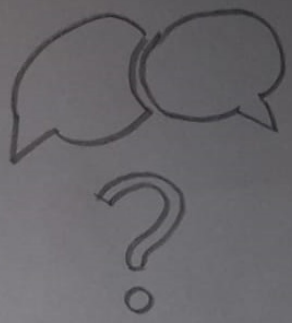


The hypothesis is that Discord users are driven by the need for information.

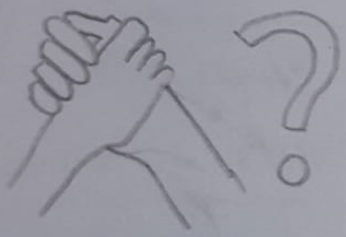


And amusement!

And social contact!



And social support!

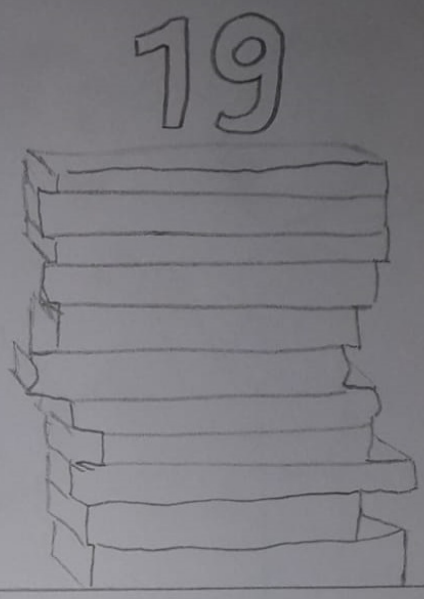


And also the reduction of social anxiety!

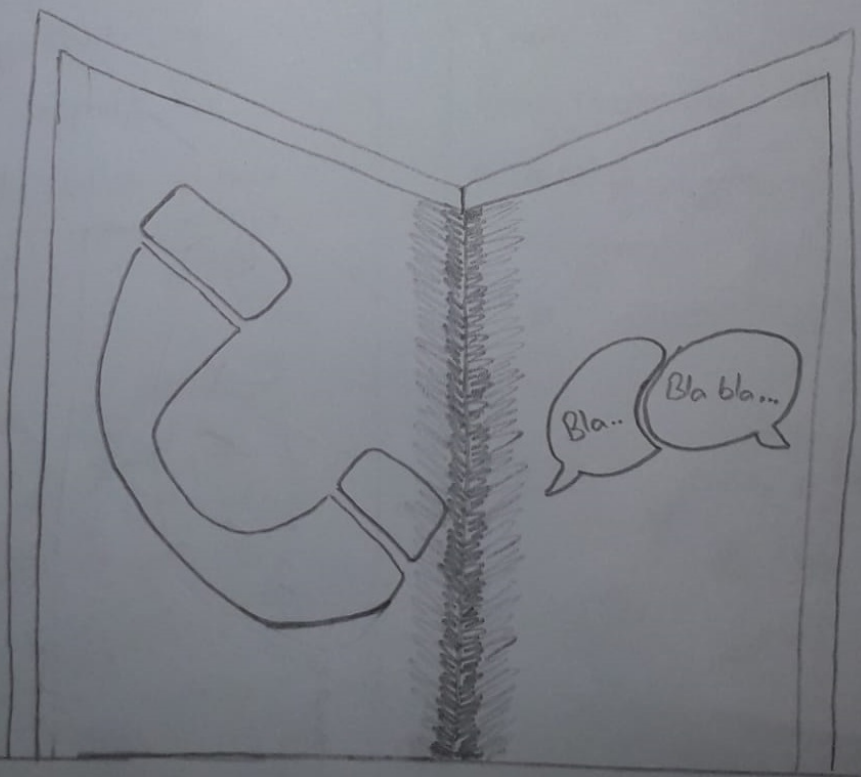
A possible explanation is that Discord fulfills these gratifications within its users.

To answer the research question, a literature study is conducted.

Nineteen papers have been analysed.



In these papers empirical studies are being discussed regarding Social Network Sites with similar features to Discord.



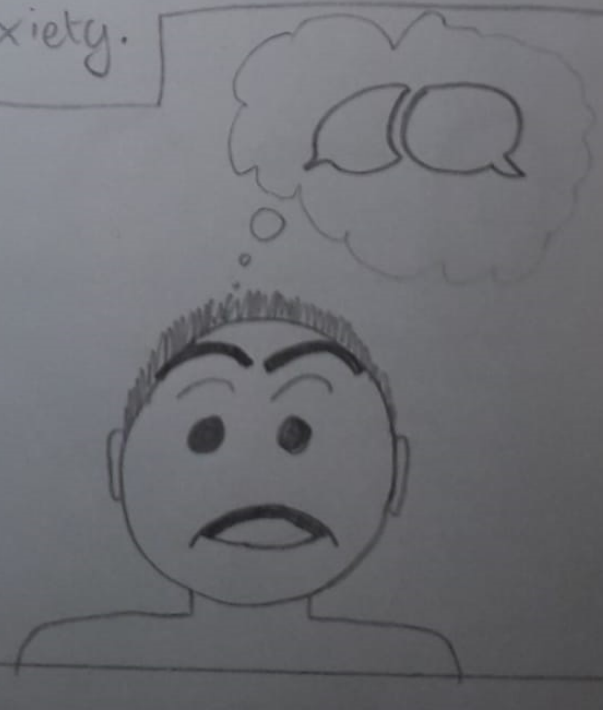
The study found that the need for information...

and amusement...

and social contact, are plausible explanations why users choose Discord.

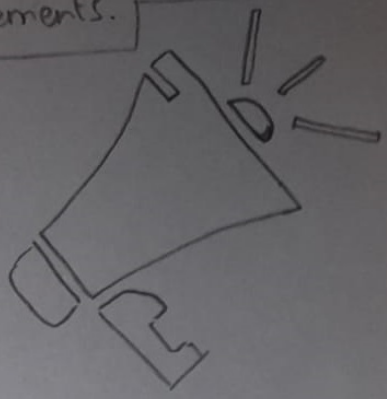
The hypothesis on social support is supported with some caution.

That is also the case for the reduction of social anxiety.

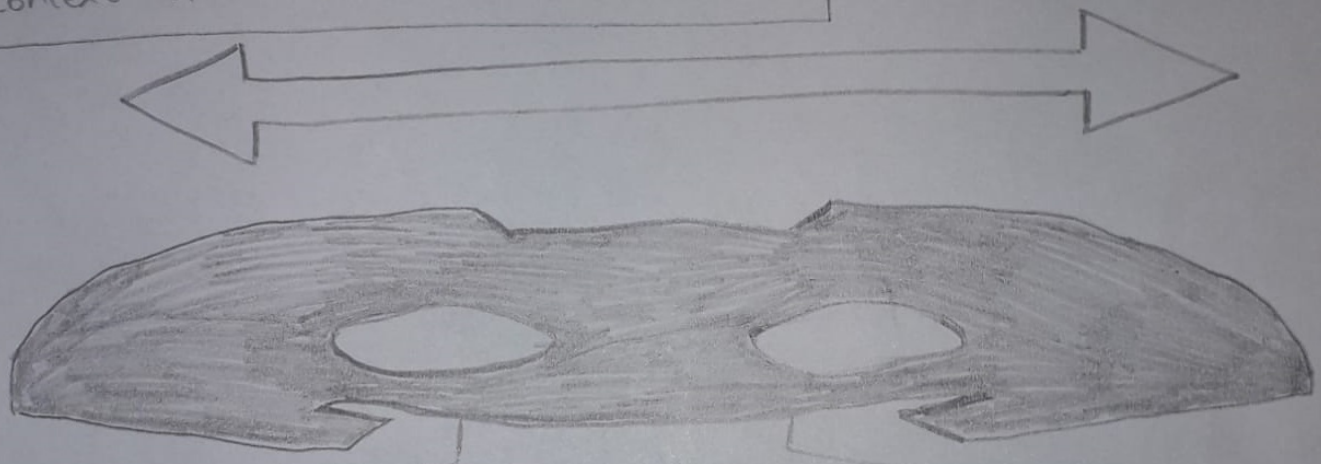


Based on the results, the researcher advices to anticipate on the user's needs...

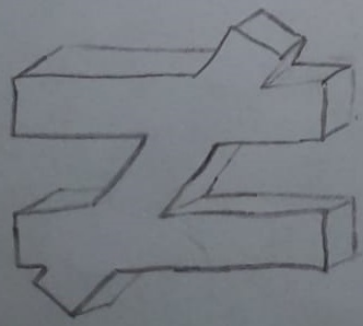
e.g., for campaigns and advertisements.



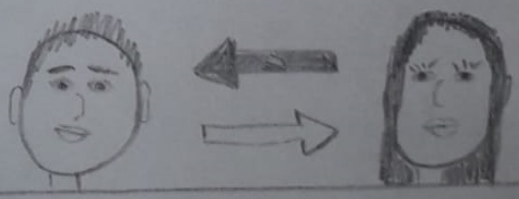
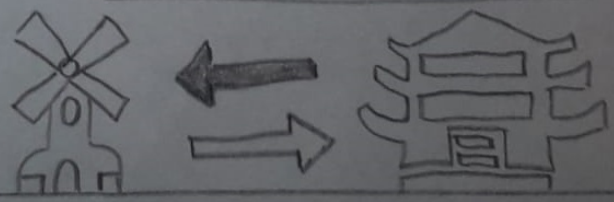
This study challenges to explore Discord in a broader context of Social Network Sites!



Follow-up research could focus on individual differences...



like gender...



or cultural background.