



Article

The Role of Social Media Motivation in Enhancing Social Responsibility

Islam Habis Mohammad Hatamleh ^{1,*}, Rahima Aissani ² and Raneem Farouq Suleiman Alduwairi ¹

¹ Department of Media and Communication Technology, Faculty of Arts and Languages, Jadara University, Irbid 21110, Jordan; r.alduwairi@jadara.edu.jo

² Mass Communication Department, Al Ain University, Abu Dhabi P.O. Box 64141Al, United Arab Emirates; rahima.aissani@aau.ac.ae

* Correspondence: eslam.ha@jadara.edu.jo

Abstract: This study explores the impact of social media platforms on enhancing social responsibility, employing a rigorous research framework based on the Uses and Gratifications Theory. We developed and tested a model to investigate how motivations for using social media influence social responsibility. A quantitative methodology was utilized, analyzing data from a sample of 520 participants using SmartPLS 4. The findings reveal various social media motivations—specifically information seeking, information sharing, self-status, social interaction, entertainment, being fashionable, and relaxation—significantly and positively impact social responsibility. The results underscore the constructive role of social media motivations in fostering social responsibility. They also suggest that further investigations into additional dimensions could provide deeper insights into how digital media might be leveraged to benefit society more broadly and enhance the concept of social responsibility. This study contributes to the expanding discourse on digital media’s potential to effect positive societal change.

Keywords: social media; motivation; digital media; information sharing; social interaction; social responsibility; usage and gratification theory



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1. Introduction

In the tapestry of the digital epoch, social media emerges not merely as a fabric interwoven with the threads of social interaction, but as a catalyst for the articulation and enactment of social responsibility. As we navigate through the corridors of the 21st century, platforms such as Twitter, Facebook, and Instagram are redefining the contours of public discourse, civic engagement, and the very essence of social responsibility (Kvasničková Stanislavská et al. 2020; Ausat 2023). This paradigm shift beckons a profound re-evaluation of the underpinnings of social media motivation and its repercussions on social responsibility, marking a crucial juncture in the scholarly exploration of digital citizenship (Kaplan and Haenlein 2010; Valenzuela et al. 2009).

At the heart of this discourse lies the multifaceted spectrum of social media motivation—spanning the quest for connectivity, the thirst for information, and the pursuit of entertainment (Lin and Lu 2011)—each strand intricately woven into the social fabric of our digital existence. This confluence of motivations fosters a unique milieu, within which the traditional notion of social responsibility, anchored in the ethos of ethical theory, is both challenged and enriched (Fuchs 2022; Segerberg 2017; Salleh and Muhamad 2019).

Employing the Uses and Gratifications Theory (UGT) as our navigational compass, this study ventures into the uncharted territories of how social media motivations sculpt the landscape of social responsibility (Stark and Schneiders 2022). Social media, in its essence, serves as a double-edged sword—a platform enabling unprecedented connectivity and engagement, yet fraught with challenges pertaining to privacy, misinformation, and the dilution of communal bonds (Hatamleh 2024; Bratu 2016; Boulianne 2015).

Amidst this digital maelstrom, the imperative of social responsibility beckons with renewed urgency. It is a clarion call for a harmonious equilibrium between individual pursuits and collective well-being, urging each digital citizen to tread the fine line between personal liberties and the greater good (Blowfield and Murray 2019; Jang 2021; Puriwat and Tripopsakul 2021).

As we delve into the intricacies of social media's role in fostering or faltering social responsibility, we encounter a landscape ripe with potential yet perilous pitfalls—where forum-like communities flourish as bastions of collective action or degenerate into echo chambers of divisiveness (Zoppos 2014; Terry 2011). In this milieu, the quest to decipher the impact of social media motivation on social responsibility becomes not just an academic endeavor, but a societal imperative.

Thus, we arrive at the research question that forms the bedrock of this inquiry: What is the impact of social media motivation on social responsibility? This question not only seeks to unravel the complexities of digital engagement, but also aspires to chart a path toward leveraging social media as a force for societal good, elevating the discourse on digital citizenship to new heights.

2. Literature Review

2.1. Social Responsibility in Media

Social responsibility in media refers to the ethical obligation of media organizations and practitioners to act in ways that serve the public interest and contribute positively to society. This concept is rooted in the broader theory of social responsibility, which emphasizes that entities, whether individuals or organizations, have a duty to act for the benefit of society at large. The media, given its influential role in shaping public opinion and disseminating information, carries a significant social responsibility. This responsibility includes providing accurate and balanced reporting, promoting democratic values, protecting individual rights, and fostering an informed and engaged citizenry. Theories such as the Social Responsibility Theory of the press, developed in the mid-20th century, argue that freedom of the press must be balanced with a commitment to the public good (Siebert et al. 1956). This theory posits that media should serve as a watchdog, a forum for public discussion, and a vehicle for cultural expression, all while avoiding harm and sensationalism.

2.2. Linking Social Responsibility to Media Practices

The linkage between social responsibility and media practices is multifaceted. Media outlets are expected to adhere to ethical standards that promote transparency, accountability, and fairness (Christians 2009). These standards are often codified in professional codes of ethics and regulatory frameworks that guide journalistic conduct (Reicher et al. 1995). Social responsibility in media also entails a commitment to diversity and inclusion, ensuring that various voices and perspectives are represented (Baker 2002). Furthermore, media organizations are tasked with the responsibility of protecting vulnerable groups from exploitation and harm, which includes avoiding the perpetuation of stereotypes and misinformation (El Mrassni et al. 2023). The integration of social responsibility into media practices can be seen in initiatives like public service broadcasting, community journalism, and corporate social responsibility programs within media companies (McQuail 2010). These initiatives aim to enhance the societal role of media by prioritizing content that educates, informs, and empowers the public.

2.3. Impact of Social Responsibility on Media Content and Public Perception

The practice of social responsibility in media significantly influences both the content produced and the public's perception of media credibility and trustworthiness. When media organizations uphold their social responsibility, they contribute to a more informed and engaged public, which is essential for the functioning of a democratic society (Kovach and Rosenstiel 2014). This adherence to ethical principles helps build trust between the media

and the public, which is crucial in an era of widespread misinformation and declining trust in traditional news sources (Newman et al. 2019). Additionally, socially responsible media practices can drive positive social change by raising awareness about critical issues, advocating for marginalized communities, and holding power to account (Downie and Schudson 2009). For example, investigative journalism that uncovers corruption or human rights abuses exemplifies the media's role in promoting accountability and justice. Overall, the integration of social responsibility into media practices enhances the quality of journalism and reinforces the media's role as a pillar of democracy.

3. Theoretical Foundation and Hypothesis Development

3.1. *The Uses and Gratification Theory (UGT)*

The Uses and Gratifications Theory (UGT) stands as a timeless paradigm, offering profound insights into the intricacies of media engagement and its potent influence. Echoing Katz et al. (1973), it elucidates how the engagement with mass media can yield substantial social and psychological rewards. The application of the UGT in media studies has been instrumental in dissecting the myriad reasons underlying media utilization (McQuail 1983). This study adopts the UGT framework to delve into the motivations driving media consumption.

Understanding the psychological and social underpinnings of media interaction is pivotal (Rubin 2002). Media consumption serves as a conduit for individuals to satisfy their thirst for knowledge, aligning with a subset of media effect research dedicated to unraveling the uses and gratifications of media engagement (McQuail 1994).

The motivations propelling individuals toward social media are multifaceted. A predominant drive is the quest for socialization—the innate desire to forge connections, sustain relationships, and immerse oneself in virtual communities (Hatamleh 2024). Social media emerges as a vital link, bridging distances and enabling users to cultivate bonds, encounter new acquaintances, and partake in collective virtual experiences.

Self-presentation constitutes another significant motivator. Social media platforms serve as stages for individuals to curate and narrate their digital personas, articulate their beliefs, celebrate their triumphs, and, in the process, foster self-esteem and social connectivity (Luo and Hancock 2020; Fox and Rooney 2015).

Entertainment also ranks high among the reasons for social media engagement. Users are drawn to the diverse array of amusing content—be it videos, images, or memes—social media provides, alongside opportunities to share and unearth novel entertainment avenues (Khan 2017; Hatamleh et al. 2020; Turel and Serenko 2020).

Moreover, the pursuit of information is a key driver behind social media usage. Individuals leverage these platforms to stay abreast of news, delve into products and services, and expand their understanding of various subjects (Buzeta et al. 2020; Hatamleh et al. 2020).

Contemporary research, employing the UGT framework, has ventured into the motivations underpinning social media use. Studies by Buzeta et al. (2020) on Facebook, Lee et al. (2023) and Hatamleh (2024) on broader social media landscapes, Khan (2017) on YouTube, and Sheldon and Bryant (2016) on Instagram have identified seven core motivations: information seeking, information sharing, self-status, social interaction, entertainment, being fashionable, and relaxation. These motivations underscore the complex tapestry of desires and needs that social media platforms cater to, highlighting their central role in the modern digital ecosystem.

3.2. *Hypothesis Development Base in the Usage and Gratification Theory (UGT)*

The foundational premise of the UGT suggests that individuals actively select media sources that satisfy their specific needs and desires (Katz et al. 1973). This active selection process, when applied to social media, implies that the platforms serve not just as passive conduits of information, but as active spaces for fulfilling diverse motivations (Rubin 1983).

Information Seeking and Sharing: Research indicates that social media platforms are pivotal in facilitating information seeking and sharing, with users often engaging with content related to social causes and initiatives (Buzeta et al. 2020; Porter et al. 2015). This engagement can heighten awareness of social issues, potentially galvanizing users toward actions aligned with social responsibility (Hatamleh 2024; Pöyry et al. 2011).

Self-Status: The pursuit of self-status through social media, characterized by the desire to maintain a positive online image, can motivate individuals to engage with and support socially responsible causes, reflecting positively on their personal brand (Naegele and Goffman 1956; Luo and Hancock 2020).

Social Interaction: The social interaction afforded by social media fosters a digital community where users are exposed to a plethora of views on social responsibility. This exposure can cultivate a communal sense of obligation and motivate collective action toward social causes (Vanden Abeele et al. 2018).

Entertainment: While seemingly trivial, the entertainment sought on social media often intersects with content that highlights social issues, thereby engaging users on an emotional level and inspiring them to partake in socially responsible activities (Khan 2017; Turel and Serenko 2020).

Being Fashionable: The desire to be perceived as fashionable or trendy can lead individuals to align with popular social causes championed on social media, thereby participating in socially responsible behaviors as a means to signal in-group belonging (McQuail 1994).

Relaxation: Even when the primary motivation is relaxation, the passive consumption of social media content related to social responsibility can influence users' perceptions and behaviors, nudging them toward greater social engagement (Lin and Lu 2011).

Given the confluence of these motivations and their alignment with social responsibility, the following hypothesis is proposed:

H1. *Social media motivation (information seeking, information sharing, self-status, social interaction, entertainment, being fashionable, and relaxation) have a positive impact on social responsibility.*

This hypothesis is rooted in the understanding that social media, through its ability to satisfy diverse user motivations, can serve as a potent catalyst for fostering social responsibility. The interplay between these motivations and social responsibility underscores the potential of social media to not only shape individual consciousness, but also to drive collective action toward societal betterment. This study aims to identify the impact of social media motivations on social responsibility (refer to Figure 1).

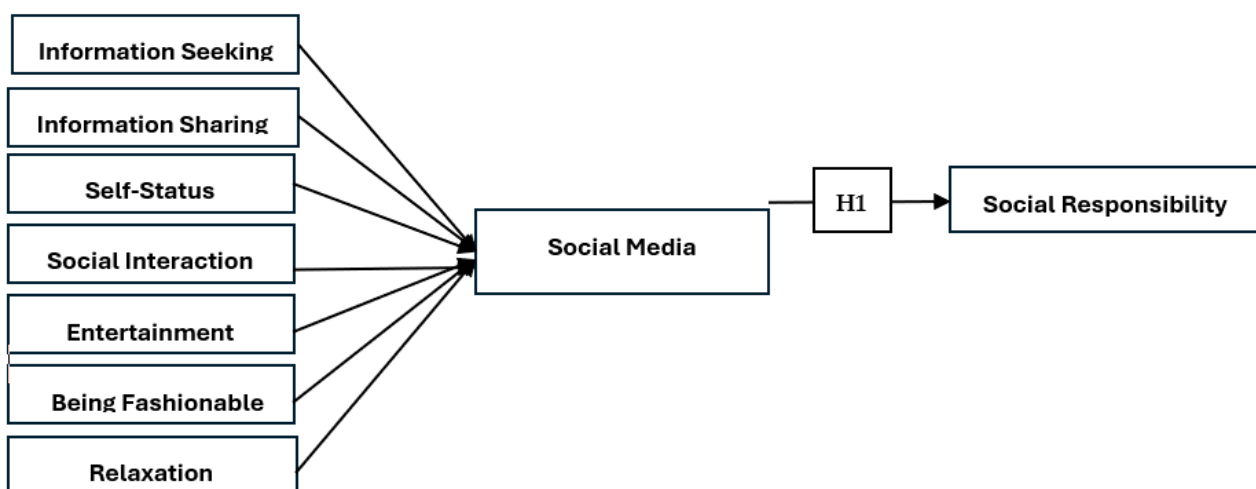


Figure 1. Research model.

4. General Overview of Social Media in Jordan

Social media has become an integral part of daily life, especially among young adults and university students in Jordan (Hatamleh and Aissani 2024). To understand its impact, it is essential to consider the specific socio-economic and political contexts of the country. This study, conducted at Jadara University in Jordan, explores how this unique landscape shapes social media usage (Hatamleh 2024).

In Jordan, hashtag activism could easily be dismissed as “slacktivism”, or a “lazy” form of activism. However, in a region where a social media post can lead to a jail sentence, participating in public conversations on platforms like Twitter—and especially becoming an internet-based activist—is far from a convenient alternative to traditional forms of participation. Twitter, the third most popular social media platform in Jordan after Facebook and YouTube, offers a space for public discourse that has long been absent.

In the late 1950s, opposition forces in Jordan became powerful enough to be perceived as a threat by the existing regime, leading to the termination of all political parties, the imposition of strict measures against citizen assembly, and the declaration of martial law, which lasted until the early 1990s as a consequence of the Israeli victory in the 1967 war (Ishaqat 2019). These changes led to the avoidance of platforms previously used for discussing public concerns, such as cultural and political salons. This condition began to dissolve relatively recently (Hatamleh 2024).

As of January 2023, Facebook’s advertising reach in Jordan covered 43.3% of the total population, with a significant number of users aged 13 years and older (DataReportal 2023). YouTube had a comparable reach, with about 6.61 million users, representing 58.4% of the population. Instagram and TikTok also demonstrated substantial engagement, with Instagram having 2.85 million users (25.2% of the population) and TikTok reaching 4.43 million users aged 18 years and above (44.5% of the internet user base) (DataReportal 2023).

5. Research Methodology

This study used a quantitative research method to explore the relationships between various independent variables and one moderating variable. We chose self-administered questionnaires for data collection due to their high acceptance and response rates in Jordan. This method helps us gather strong empirical evidence to understand the complex relationships being studied.

Additionally, this study used convenience sampling, a non-probability sampling technique. This method involves collecting data from participants who are easily accessible to the researcher (Bougie and Sekaran 2019), making it efficient to gather information from a readily available segment of the population.

6. Selection of Sample Size and Sample Technique

In this study at Jadara University, which has a total student population of 8500 predominantly aged between 18 and 22 years and representing various specializations, we selected a sample size of 550 participants. According to Krejcie and Morgan’s (1970) recommendations, a sample size of 370 is appropriate for a population of 8500 students. Therefore, we aimed for 550 participants to ensure robust data. Ultimately, we obtained 520 complete and valid responses. This sample size was determined based on the research objectives and the practical constraints of the study. Out of the 550 students sampled, 520 provided data that were suitable for analysis, ensuring a high response rate and robust data quality.

The sampling technique employed was convenience sampling. This method was chosen due to its practicality and efficiency in gathering data within a limited timeframe. Convenience sampling allowed for the quick collection of samples from a readily accessible subset of the population, which was critical, given the logistical and time constraints inherent in the study setting. This non-probability sampling technique, while expedient, may introduce bias as it does not provide a representative cross-section of the entire population. However, for the purposes of this exploratory analysis, it was deemed suitable.

This section of the document provides an insight into the methodology behind the selection of the study sample size and the rationale for the chosen sampling technique, highlighting the balance between methodological rigor and practical execution in the context of academic research.

7. Data Analysis

This investigation adopted partial least squares (PLS) analysis to scrutinize the hypotheses and to dissect the intricacies of the proposed research model. PLS stands out for its capability to concurrently examine multiple relational dynamics. It is particularly adept at delving into sophisticated models that encapsulate numerous variables and interrelations, even when the sample size is constrained. The utilization of PLS-structural equation modeling (PLS-SEM) is distinguished by its bifurcated analysis framework, incorporating both an outer and an inner model (Hair et al. 2014). Within the outer model, the focus is on assessing the constructs and their associated indicators for reliability and validity. The inner model, conversely, is dedicated to the appraisal of hypothesis significance, facilitating a comprehensive evaluation of the theoretical framework underpinning the study.

8. Measurement Scale, Construct Reliability, and Validity

Table 1 presents the use of composite reliability (CR) and average variance extracted (AVE), which are standard metrics in academic research for assessing the reliability and validity of measurement scales. Below is an explanation of these key components and how to interpret them:

Components of the Table

1. **Variables:** This column lists the different constructs (or variables) measured in the study. Each construct is a specific trait or behavior that the study aims to quantify. Constructs are divided into higher-order and first-order constructs. For example, "Social Media Motivation" is a second-order construct, and it is broken down into first-order constructs like "Information Seeking" and "Giving Information".
2. **Items:** These are the individual statements (questions) related to each construct that respondents answered in the survey using a 7-Likert scale. These items are designed to measure specific aspects of each construct. For example, under "Information Seeking", one of the items is IS1—"I use social media to obtain information about things that interest me".
3. **Composite Reliability (CR):** CR is a measure of the internal consistency of the items in each construct, indicating how well these items represent the construct. A CR value of 0.7 or above is typically considered acceptable, indicating good reliability (Hair et al. 2014). As shown in Table 1, all constructs indicate good reliability.
4. **Average Variance Extracted (AVE):** This statistic measures the amount of variance in the responses explained by the construct relative to the amount due to measurement errors. An AVE value of 0.5 or higher is desirable as it suggests that more than half of the variance in the items is due to the construct in question.

Table 1. Measurements scale, construct reliability, and validity: composite reliability (CR) and average variance extracted (AVE).

Variables	Items	CR	AVE	
Social Media Motivation—Second Order	Information Seeking—First Order IS1—“I use social media to obtain information about things that interest me.” IS2—“I use social media to keep up with current issues and events.” IS3—“Social media helps me to store useful information.” IS4—“I use social media to learn about what is new.”	(Hatamleh 2024) CR = 0.860	0.959 0.501	
	Giving Information—First Order GI1—“I can provide others with information using social media.” GI2—“I use social media to contribute to a pool of information.” GI3—“I use social media to share information that might be entertaining to others.” GI4—“I use social media to share information that might be useful to others.”	(Hatamleh 2024) CR = 0.855		
	Self-Status—First Order ST1—“I use social media to impress other users.” ST2—“I use social media to make myself look cool.” ST3—“I use social media because I want to be popular.”	(Hatamleh 2024) CR = 0.863		
	Social Interaction—First Order SI1—“Social media allows me to stay in touch with other users.” SI2—“Social media lets me meet interesting people.” SI3—“Social media makes me feel like I belong to a community.” SI4—“Social media connects me with people who share some of my values.”	(Hatamleh 2024) CR = 0.922		
	Entertainment—First Order E1—“Social media helps me pass the time when I am bored.” E2—“Social media helps me to get away from pressures.” E3—“I use social media to play.” E4—“Social media can help me to experience enjoyable media content.” E5—“Social media is full of excitement.”	(Hatamleh 2024) CR = 0.882		
	Relaxation—First Order R1—“Social media helps me to relax.” R2—“Social media relieves stress.” R3—“Social media provides me with many hours of leisure.” R4—“Social media takes my mind off things.”	(Hatamleh 2024) CR = 0.836		
	Being Fashionable—First Order F1—“I use social media to look fashionable.” F2—“I use social media to look stylish.” F3—“I use social media because everyone else is doing it.”	(Hatamleh 2024) CR = 0.811		
	Social Responsibility SR1—“Being useful to others is our moral obligation.” SR2—“It is great for me to be able to selflessly help other people.” SR3—“Helping someone is the best way for that person to help you in the future.” SR4—“ By helping others, we help ourselves, since all the good we give closes the circle and comes back to us.”	(Pastor et al. 2024)		0.899 0.756

The table provided outlines the heterotrait–monotrait ratio (HTMT) of correlations between different constructs measured in a study. The HTMT ratio is a relatively newer criterion used for assessing discriminant validity in models that include multiple constructs (variables). Typically, an HTMT value less than 0.85 (some researchers suggest a stricter threshold of 0.90) suggests good discriminant validity, indicating that constructs are distinct from each other (Hair et al. 2014). This value is well below 0.85, suggesting strong discriminant validity between all constructs indicating that they measure distinct concepts (refer to Table 2).

Table 3 in this research displays the R-square and Q-square values for the construct of social responsibility, which assess the explanatory and predictive power of study model, respectively. The R-square value of 0.076 indicates that only about 7.6% of the variance for social responsibility is explained by the independent variables in the model. This low value suggests that the research model may not be capturing all the relevant predictors or that the construct is influenced by factors outside the scope of the current model. Similarly, the Q-square value of 0.069 reinforces this interpretation, as it indicates a marginal predictive relevance, falling below the commonly accepted threshold for model validity. These findings highlight the need for a critical reassessment of this study, theoretical framework, and possibly an expansion to include additional variables that could better account for

the dynamics of social responsibility in the context of social media usage. This reassessment is crucial for enhancing the theoretical robustness and practical relevance of our research findings.

Table 2. Heterotrait–monotrait ratio (HTMT)—list.

	Heterotrait–Monotrait Ratio (HTMT)
Being Fashionable <-> Entertainment	0.682
Giving Information <-> Entertainment	0.843
Giving Information <-> Fashionable	0.679
Information Seeking <-> Entertainment	0.612
Information Seeking <-> Being Fashionable	0.736
Information Seeking <-> Giving Information	0.714
Relaxation <-> Entertainment	0.799
Relaxation <-> Being Fashionable	0.633
Relaxation <-> Giving Information	0.847
Relaxation <-> Information Seeking	0.620
Self-Status <-> Entertainment	0.833
Self-Status <-> Being Fashionable	0.656
Self-Status <-> Giving Information	0.836
Self-Status <-> Information Seeking	0.717
Self-Status <-> Relaxation	0.718
Social Interaction <-> Entertainment	0.543
Social Interaction <-> Being Fashionable	0.721
Social Interaction <-> Giving Information	0.666
Social Interaction <-> Information Seeking	0.762
Social Interaction <-> Relaxation	0.611
Social Interaction <-> Self-Status	0.654
Social Media Motivation <-> Entertainment	0.771
Social Media Motivation <-> Being Fashionable	0.837
Social Media Motivation <-> Giving Information	0.972
Social Media Motivation <-> Information Seeking	0.880
Social Media Motivation <-> Relaxation	0.651
Social Media Motivation <-> Self-Status	0.617
Social Media Motivation <-> Social Interaction	0.841
Social Responsibility <-> Entertainment	0.342
Social Responsibility <-> Being Fashionable	0.254
Social Responsibility <-> Giving Information	0.295
Social Responsibility <-> Information Seeking	0.180
Social Responsibility <-> Relaxation	0.262
Social Responsibility <-> Self Status	0.306
Social Responsibility <-> Social Interaction	0.187
Social Responsibility <-> Social Media Motivation	0.297

Table 3. R-square and Q-square.

Independent Variable	R-Square	Q-Square
Social Responsibility	0.076	0.069

9. Results and Discussion

H1 concerns the relationship between “Social Media Motivation” and “Social Responsibility”. Here is a breakdown and explanation of each column in the Table 4 and how to interpret the results:

1. Original sample (O): This is the observed effect size or coefficient from the original data sample. In this case, it is 0.276, indicating a positive relationship between “Social Media Motivation” and “Social Responsibility”.
2. Sample mean (M): This represents the average effect size computed across multiple samples or bootstrapping. The mean value here is 0.279, very close to the original sample, suggesting consistency in the observed effect across samples.
3. Standard deviation (STDEV): This column shows the standard deviation of the effect size across the samples, which is 0.054 in this case. A smaller standard deviation indicates that the estimates of the effect size are relatively stable across different samples.
4. T statistics (|O/STDEV|): The T-statistic is calculated by dividing the original sample coefficient by its standard deviation. The resulting value, 5.160, is a measure of how, for many standard deviations, the observed effect is not zero. A higher T-statistic typically indicates stronger evidence against the null hypothesis (which would usually state that there is no effect).
5. p values: The p-value quantifies the probability of observing the effect size if the null hypothesis was true. A p-value of 0.000 suggests that the effect is statistically significant, meaning there is a very small probability that the observed relationship occurred by chance.

Table 4. Hypothesis testing.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	p Values	Result
H1. Social Media Motivation -> Social Responsibility	0.276	0.279	0.054	5.160	0.000	acceptable

Result: This column indicates whether the hypothesis is accepted or rejected based on the p-value. Here, the hypothesis is deemed “acceptable”, which means that the statistical test supports the hypothesis that “Social Media Motivation” positively influences “Social Responsibility”.

The results show strong evidence supporting the hypothesis that “Social Media Motivation” positively impacts “Social Responsibility”. The high T-statistic and the extremely low p-value demonstrate a statistically significant effect that is consistently observed across samples, thus providing robust support for the proposed relationship in this study’s theoretical framework. This finding could be significant in understanding how motivations for using social media can extend to socially responsible behaviors, potentially informing strategies for promoting positive social actions through social media platforms.

The results in this study, which demonstrate a statistically significant relationship between social media motivation and social responsibility, are congruent with prior research grounded in the Uses and Gratifications Theory (UGT). This theory posits that individuals actively choose media sources to fulfill specific needs, suggesting that social media, through its diverse offerings, serves not just as a passive informational conduit, but as an active medium for satisfying a wide array of personal and social needs (refer to Figure 2).

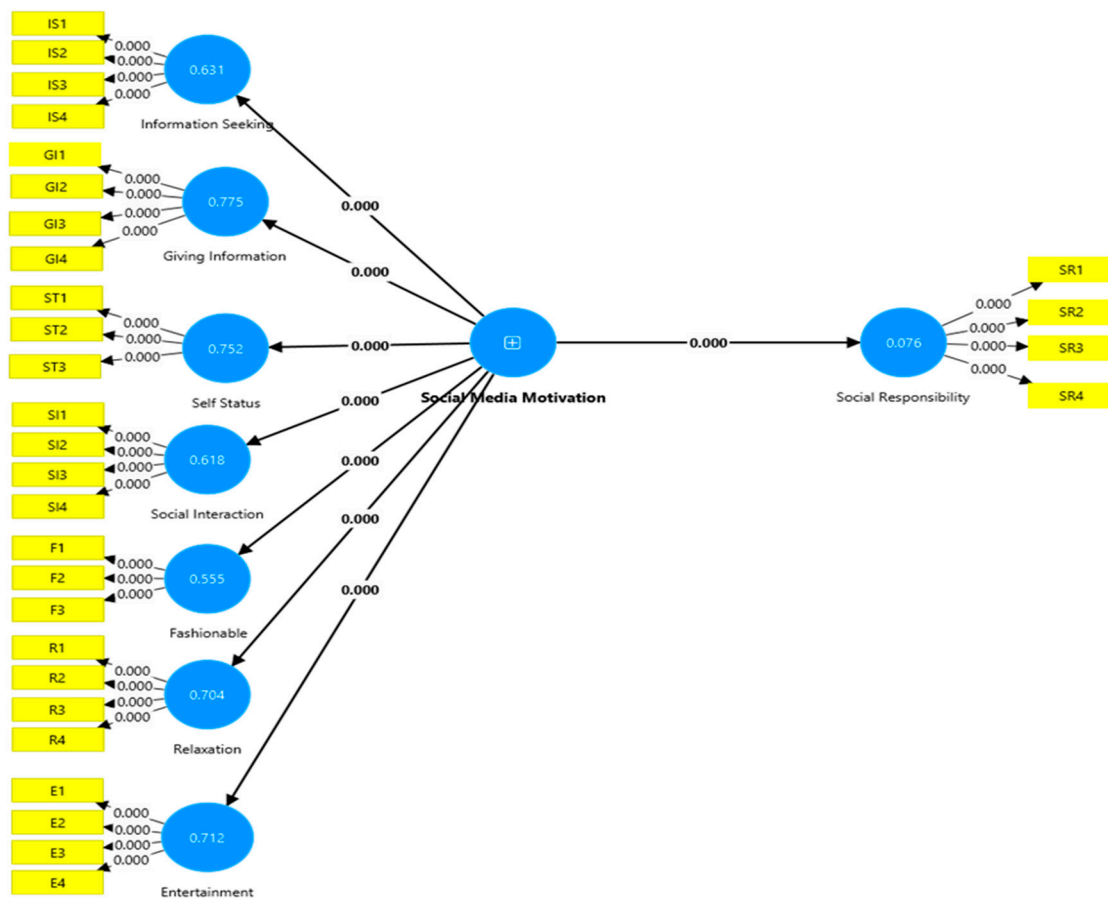


Figure 2. Relationship between social media motivation and social responsibility.

H1, which predicted a positive impact of social media motivation on social responsibility, aligns well with the findings from recent studies. For instance, the research by [Buzeta et al. \(2020\)](#) and [Hatamleh \(2024\)](#) has highlighted how social media platforms facilitate both the seeking and sharing of information, particularly about social causes, which can inspire users to engage in socially responsible behaviors. Similarly, the work of [Luo and Hancock \(2020\)](#) and other scholars supports the study finding by linking self-presentation on social media with the promotion of a socially responsible image, enhancing personal brands through an alignment with social causes.

The hypothesis that various social media motivations (information seeking, information sharing, self-status, social interaction, entertainment, being fashionable, and relaxation) positively impact social responsibility is supported by the data. Information seeking and sharing are primary motivations that contribute to an informed citizenry, a key aspect of social responsibility. When users engage in these activities, they disseminate knowledge and foster a more educated public, aligning with previous studies that link information behavior on social media to increased civic engagement and awareness ([Gottfried 2016](#); [Gil de Zúñiga et al. 2012](#)).

Self-status and social interaction also significantly influence social responsibility. Social media provides a platform for self-expression and social validation, encouraging users to engage in responsible behaviors to gain social approval. Additionally, social interactions foster community building and collective action, facilitating the organization of social movements and advocacy efforts ([Valenzuela 2013](#)). These motivations highlight the potential of social media to mobilize users around social causes and promote communal values.

Entertainment, fashion, and relaxation indirectly contribute to social responsibility. Entertainment content can raise awareness about important issues, while fashion trends can promote sustainable practices. Relaxation through social media allows individuals to

recharge and subsequently engage more effectively in responsible activities. This finding aligns with the research indicating that lifestyle content can educate and inspire audiences toward social responsibility (García-Rapp 2017; Oeldorf-Hirsch and Sundar 2015). These results suggest that leveraging various social media motivations can strategically enhance social responsibility among users.

Moreover, the interconnection between entertainment and social responsibility noted in this study's results reflects Khan's (2017) observation that entertainment content on social media often includes themes related to social issues, thus engaging users emotionally and encouraging them to participate in responsible activities. This subtle integration of entertainment and advocacy exemplifies how even seemingly trivial motivations for social media use can have profound social implications.

The relationship between social interaction and social responsibility noted in the study's analysis also corroborates the findings of Vanden Abeele et al. (2018), who argue that the digital communities formed via social media foster a communal sense of responsibility and motivate collective action. This suggests that social media does not merely connect individuals; it also cultivates a shared ethos that can lead to tangible social engagement and action.

In essence, this study's findings enrich the existing body of literature by quantitatively affirming the theoretical propositions of the UGT. They illustrate how various motivations for using social media—ranging from information seeking to relaxation—collectively contribute to enhancing social responsibility among users. This not only underscores the multifaceted role of social media in modern digital classifications, but also highlights its potential as a powerful catalyst for social change and societal betterment. This integrative view offers a nuanced understanding of how individual activities on social media can aggregate to significant societal impacts, providing a basis for further scholarly exploration and practical interventions aimed at leveraging social media for social good.

10. Research Contributions

The integration of social media within the digital epoch has transcended mere social interaction, emerging as a pivotal catalyst for shaping and enacting social responsibility. As we traverse the 21st century, platforms like Twitter, Facebook, and Instagram are redefining public discourse and civic engagement, urging a re-evaluation of social media motivations and their impacts on societal duties. This study aims to delineate how these motivations influence the concept of digital citizenship and social responsibility, employing the Uses and Gratifications Theory (UGT) to navigate through this exploration.

The UGT provides a foundational framework for understanding the engagement with media and its resultant social and psychological rewards. This study leverages the UGT to explore the multifaceted motivations behind social media use—ranging from connectivity and self-presentation to information seeking and entertainment—and how these motivations influence users' engagement with socially responsible behaviors. Prior studies have underscored the role of these motivations in fostering a sense of community and social awareness, setting the stage for this study's hypothesis that social media motivations positively impact social responsibility.

Adopting a quantitative approach, this research utilizes self-administered questionnaires to collect data, analyzed through partial least squares (PLS) to examine the relationships between various social media motivations and social responsibility. This method ensures a robust examination of the hypothesized relationships within the theoretical framework provided by the UGT.

The study's findings reveal a statistically significant relationship between social media motivations and social responsibility, with a particular emphasis on how information seeking, social interaction, and entertainment can lead to increased social responsibility. These results are consistent with previous research, but extend the understanding by quantitatively affirming the impact of these motivations on social responsibility.

This research contributes to the scholarly discourse by providing empirical evidence supporting the UGT in the contexts of social media and social responsibility. It highlights the complex interplay between individual motivations and societal outcomes, suggesting that social media can serve as a potent tool for promoting societal well-being and consciousness. This study not only enriches the existing literature on digital engagement and social responsibility, but also offers insights into harnessing social media for societal betterment.

The findings have practical implications for policymakers and social media platforms, suggesting strategies to foster an environment that promotes positive social actions through targeted content and community-building features. By understanding the specific motivations that drive social responsibility, social media managers can craft interventions that enhance engagement in societal issues, ultimately contributing to a more informed and responsible digital citizenry.

11. Conclusions

This study underscores the pivotal role of social media platforms in bolstering social responsibility. Utilizing a research framework grounded in the Uses and Gratifications Theory, we examined how motivations associated with social media usage influence users' sense of social responsibility. This study's findings indicate that motivations, such as information seeking, information sharing, self-status, social interaction, entertainment, being fashionable, and relaxation, all significantly and positively contribute to social responsibility. These results highlight the potential of social media to foster a heightened sense of duty and responsiveness toward societal needs.

Moreover, the positive impact of these motivations suggests that a further exploration of other dimensions of social media use is warranted. Investigating additional aspects could unveil more ways in which digital media can be strategically utilized to benefit society and elevate the concept of social responsibility. This study not only contributes to our understanding of digital media's role in societal change, but also opens new avenues for research that could facilitate more profound social benefits.

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Data Availability Statement: In accordance with Jordanian privacy laws, the dataset for this study is not publicly available. However, the corresponding author can provide the relevant data upon reasonable request, ensuring full compliance with legal and ethical standards.

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