

Abstract

This work based on regression analysis and analysis using uses and gratification theory at the sample of 146 students opens the relationship between the use of online social networks and other media. Analysis comes up with results inconsistent with the theory of niche. The wider are the gratifications provided by online social networks and the wider are their gratification opportunities, the less they were used or not used more. It is also shown that there is a positive relationship between the number of dimension in which the internet social networks compete with other media and a usage of internet social networks. A major conclusion of this work is a negative relationship between the use of online social networks and all other media, including traditional media, with the exception of computer games. A negative relationship against expectations was found between online social networks and online news sites. In addition to these findings some interesting relationships between the use of online social networks and personal characteristics of their users were shown. There is no effect of age, gender or grade point average. Positive effect, however, was found for semester of studies and negative effect of having a job.