

# UNDERSTANDING WEB 2.0: THE EXTENSIONS OF EMOTIONAL RELEASE AND STATUS: USES AND GRATIFICATION THEORY IN THE CONTEXT OF KASHMIR

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## ABSTRACT

*There is no denying the fact that what is the importance of Social Media in our lives in the contemporary society. It has the power to influence the Fourth Estate. People use it to gratify their needs. They are able to release their emotions through this potent media. If their emotions are suppressed by banning of social media, it resulted in uncontrolled dangerous problems. In Kashmir, we witnessed the 150 days non-stop blockages of social media by Jammu and Kashmir government in 2016. The people of Kashmir witnessed this process of banning 28 times over the last five years. In the current year, i.e. 2017, the incumbent government has ordered the internet service providers to again block 22 social media websites. It was criticized by every section of the society. This makes the present study very important to know what gratifications people of Kashmir miss the most when social media is banned.*

**KEYWORDS:** Social Media, Emotional Release, Status & Kashmir

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## INTRODUCTION

Web 2.0 is the matured stage of the development of the Internet, characterized by the transformation from static web pages to user-generated content. People were restricted to the passive viewing of content in the budding phase of internet. This one-way passive viewing era was replaced by Web 2.0; it introduces users to interact with one another. People are no more passive in this revolutionary movement. Web 1.0 was merely available for reading the content, whereas in Web 2.0; users were encouraged not only for commenting on published content but by creating the content. (O'Reilly, 2009).

Social media are interactive (two-way) and participative web 2.0 internet-based applications. User-generated content is an integral part of social media. (Obar and Wildman, 2015).

According to S.M. Khan, social media is undoubtedly a potent means not only to arm the people with one of the most powerful tools of mass communication but has also proved that it has the power to influence newspapers and broadcast media. (TCN, 2015).

## Uses and Gratification Theory

Uses and Gratifications theory are a people-oriented approach to understanding mass communication. (Severin and Tankard, 1997).