**CHAPTER ONE**

**Introduction**

**1.1 Background of the Study**

Social media has become an integral part of modern communication, significantly influencing societies worldwide, including Bangladesh. Over the last decade, platforms such as Facebook, Instagram, Twitter, and YouTube have transformed how people communicate, access information, and participate in social and political activities. In Bangladesh, the rise of social media usage has been driven by increased internet penetration, affordable smartphones, and government initiatives to expand digital connectivity under the "Digital Bangladesh" vision. According to recent statistics, Bangladesh has over 50 million active social media users, with Facebook being the most widely used platform.

Social media has brought numerous positive changes to Bangladeshi society. It has become a powerful tool for raising awareness about social issues, mobilizing communities during natural disasters, and advocating for justice in cases of social and political injustice. Platforms like Facebook and Twitter have given ordinary citizens a voice to express their opinions, share their experiences, and demand accountability from authorities. Furthermore, social media has created new opportunities for businesses through digital marketing and e-commerce, contributing to economic growth and job creation.

However, the growing influence of social media has also brought several challenges. The spread of fake news, cyberbullying, online harassment, and privacy breaches have become serious concerns in recent years. Moreover, social media has been used as a tool for spreading hate speech and inciting violence, posing threats to social harmony and stability. The lack of proper digital literacy among a significant portion of users further exacerbates these issues.

In the political sphere, social media has played a dual role in both promoting democratic participation and being manipulated for propaganda and misinformation. During elections and political movements, social media has been widely used to influence public opinion, sometimes through fake accounts and coordinated campaigns.

In the context of Bangladesh, where social, political, and economic structures are still evolving, the impact of social media is profound yet complex. Therefore, it is essential to study both the positive and negative aspects of social media usage in Bangladesh to understand its implications for society, governance, and economic development.

**1.2 Statement of the Problem**

Social media has become a significant force in shaping public opinion, business practices, and political engagement in Bangladesh. While it offers numerous opportunities for communication, social activism, and economic growth, it also brings serious challenges such as misinformation, cybercrime, online harassment, and privacy issues.

One of the major concerns is the widespread dissemination of fake news and propaganda, which can lead to social unrest, violence, and the spread of panic among the masses. Furthermore, the lack of awareness about digital security and ethical social media usage makes users vulnerable to cyberbullying, hacking, and identity theft.

Another issue is the increasing dependency on social media, especially among youth, leading to problems like addiction, decreased productivity, and mental health issues. Despite the government's attempts to regulate social media through laws and digital security acts, the effectiveness of these measures remains debatable due to misuse, lack of transparency, and enforcement challenges.

Moreover, while social media has opened doors for small businesses and entrepreneurs, it also creates unequal opportunities, as rural populations and marginalized communities often lack access to reliable internet services and digital education.

This research aims to address these critical issues by analyzing the impact of social media on different sectors of Bangladeshi society. It will also explore the role of government policies, digital literacy, and user behavior in shaping social media's influence in the country. The findings of this study will help policymakers, educators, and stakeholders develop strategies for harnessing the benefits of social media while mitigating its negative effects.

**1.3 Research Question:**

How does social media influence social, cultural, economic, and political aspects of life in Bangladesh?

* 1. **Aims of the Research:**

To examine the role of social media in shaping public opinion, social movements, and cultural trends in Bangladesh. evaluate the impact of social media on youth, education, and mental health. understand the economic opportunities and challenges created by social media platforms in Bangladesh.

* To explore the role of social media in political awareness and participation.

**1.5 Objectives of the Research:**

1. To identify the positive and negative effects of social media on Bangladeshi society.
2. To analyze how social media is used for business, entrepreneurship, and marketing in Bangladesh.
3. To investigate the influence of social media on mental health, particularly among young people.
4. To examine the role of social media in spreading awareness and mobilizing support during social movements.

**1.6 Significance of the Study:**

Social Impact: The study will help understand how social media affects communication, relationships, and social behavior in Bangladeshi society.

Economic Impact: Insights into the role of social media in boosting small businesses, e-commerce, and digital marketing will be valuable for entrepreneurs and policymakers.

Political Awareness: The study will shed light on how social media contributes to political participation and awareness among citizens.

Mental Health Awareness: Findings will highlight the psychological effects of social media usage, especially among young people, and provide recommendations for healthier digital habits.

Policy Formulation: The results can guide policymakers to create regulations and strategies for responsible social media use.

This research aims to provide a comprehensive understanding of the multifaceted impact of social media in Bangladesh and propose recommendations for maximizing its benefits while minimizing the drawbacks.

**1.7 Variables of the Study**

|  |  |
| --- | --- |
| In dependent Variables: | Dependent Variables: |
| * Social Media Usage Frequency * Type of Social Media Platforms (e.g., Facebook, Instagram, Twitter) * Purpose of Usage (e.g., communication, entertainment, business, education, political awareness) | * Communication Patterns * Academic Performance * Economic Impact (e.g., online businesses, freelancing) * Mental Health (e.g., anxiety, depression, self-esteem) |

**1.8 Hypotheses**

H1: Increased social media usage positively impacts communication efficiency among Bangladeshi youth.

H2: Excessive social media use negatively affects academic performance.

H3: Social media platforms significantly contribute to the growth of small online businesses in Bangladesh.

H4: Prolonged social media usage has a negative effect on mental health.

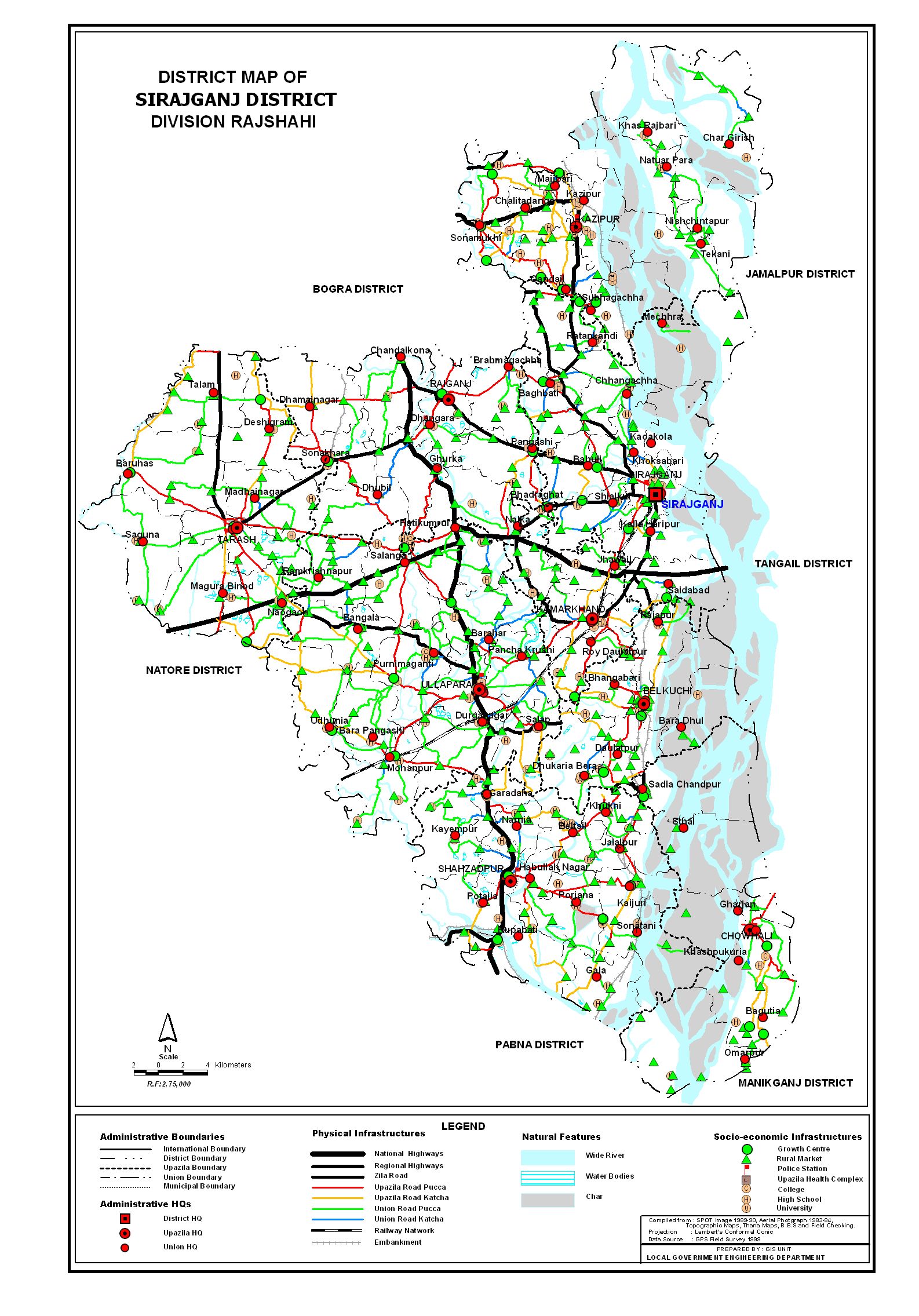
H5: Social media increases political awareness and participation among users.

**1.9 Methodology**

|  |  |
| --- | --- |
| Methods | Explanation |
| Quantitative | Open ended question will be used to collect qualitative data |

**1.10 Research area**

Sirajganj, city in central Bangladesh. It lies just west of the Jamuna River (the name of the Brahmaputra River in Bangladesh) and is about 70 miles (110 km) northwest of Dhaka. Sirajganj is an important jute collection, processing, and trade centre that has road, rail, and river connections to major cities. Its jute mills were the first to be established in the Bengal area. It was constituted a municipality in 1869. The city has several government colleges and many private institutions of higher education. The Jamuna Bridge, one of the largest in South Asia, was completed across the Jamuna River in 1998, connecting Sirajganj with Bhuapur on the river’s east bank. Pop. (2001) 128,144; (2011) 158,913.



**1.11 Sample Size**

|  |  |
| --- | --- |
| Respondents | Numbers |
| Male | 31 |
| Female | 18 |
| Other | 1 |
| Total | 50 |

**1.12 Sampling Methods**

|  |  |
| --- | --- |
| Sampling methods | Methods Participants in the study will be chosen using a simple random sampling technique. |
| Population | There will be 50 participants in all, 18 of whom will be women and 31 of whom will be men and other is 1. |
| Purpose | This method minimises bias by guaranteeing that each member of the population has an equal probability of being included in the sample. |

**1.13 Source of Data :**

|  |  |
| --- | --- |
| **Source of Data** | **Expound** |
| Primary | Primary data will be collected from the respondents directly |
| Secondary | Secondary data will be collected from the Google Scholar, newspaper, journals, University Health Services data |

Both primary and secondary data sources will be used in the study.

**1.14 Data Processing**

There are several applications that can be used for data processing. These are :

**Microsoft Word:** It is primarily used for word processing and document creation. While not traditionally considered a data processing tool, Microsoft Word can be used to create, format, and organize text-based data. It's useful for writing reports, creating tables, and inserting graphs or charts generated from other programs.

**Microsoft Excel:** It is a powerful spreadsheet application used for data analysis, calculations, and visualization. Excel allows users to input, organize, and manipulate large datasets. It provides tools for performing complex calculations, generating pivot tables, creating charts and graphs, and using functions and formulas to analyze data.

**Google Sheets**: It is a cloud-based spreadsheet application similar to Microsoft Excel. Google Sheets offers similar functionality to Excel, allowing for data entry, organization, and analysis. It also enables real-time collaboration, where multiple users can work on the same spreadsheet simultaneously. Google Sheets supports functions, formulas, charts, and add-ons for extended capabilities.

**Python with Pandas:** It is an open-source programming language with a powerful data manipulation library called Pandas. Python with Pandas is highly versatile for data processing tasks. Pandas provides data structures like DataFrames for handling large datasets efficiently. It allows for data cleaning, transformation, analysis, and visualization. Python also has a vast ecosystem of libraries (such as Matplotlib and Seaborn) that complement Pandas for advanced data analysis and visualization.

**1.15 Limitation of the study**

When conducting research on the impact of social media in Bangladesh, it is essential to acknowledge the limitations that could affect the study’s findings and scope. Here are some common limitations for such a research study:

* ***Sample Size and Representation:*** The study might be limited to a specific region, demographic group, or age group, which can lead to findings that do not reflect the overall population. A small or non-representative sample may limit the generalizability of the results.
* ***Access to Data:*** Due to privacy laws, the study might be unable to collect personal data or sensitive information from social media users. Limited access to proprietary data from social media platforms can also be a challenge.
* ***Language Barriers:*** Since Bangladesh is a multilingual country, language differences can limit the study, particularly in areas like understanding user-generated content across various platforms. It may also affect surveys or interviews conducted in regional languages.
* ***Technological Constraints:*** Differences in internet access and technological literacy among the population can create disparities in social media usage, which may affect the scope and reliability of the study.
* ***Social Media Platform Diversity:*** The rapid change in popularity and usage patterns of different social media platforms might mean that the research findings are outdated by the time the study is concluded. For example, a platform that is popular at the beginning of the study may lose users by the end.
* ***Data Accuracy and Reliability:*** Given the large volume of user-generated content, it may be challenging to assess the accuracy or reliability of the information posted on social media platforms in Bangladesh. Misleading or false information can distort findings.
* ***Cultural Differences:*** Social media use in Bangladesh may differ from other countries due to cultural values, influencing how social media impacts users. The study’s conclusions may not be applicable outside of Bangladesh or may not fully capture the complexities of local practices.
* ***Time Constraints:*** Research may be limited by the time frame during which data can be collected, which may not fully capture long-term trends or shifts in social media behavior.

**CHAPTER TWO**

**2.1 Literature Review**

**According to a study by Islam et al. (2022),** social media has significantly transformed journalism in Bangladesh. The research indicates that 97.5% of journalists are active on social media platforms, with Facebook being the most utilized. This shift has altered news dissemination and audience engagement, highlighting the need for journalists to adapt to digital platforms. This study explores the positive and negative effects of social networking sites (SNS) in Bangladesh, highlighting their role in communication and education, as well as issues like cybercrime and e-learning.

**A descriptive study by Rahman et al. (2023)** explores the effects of social media on work-life balance in Bangladesh. The findings reveal that 49% of respondents experience cyberbullying, 49% report increased headaches and eye problems, and 42.2% mention reduced social interactions due to social media usage. These negative consequences underscore the challenges of maintaining a healthy work-life balance in the digital age. This research investigates how social media affects organizational communication and innovation in Bangladesh, emphasizing the role of leader-member exchange (LMX) in mediating these effects.

**Research by Ahmed et al. (2021) critically analyzes** the effects of social media among Bangladeshi students. The study identifies both positive and negative impacts, emphasizing the need for strategies to protect young generations from potential harms associated with social media use. This study examines the effects of social media on Bangladeshi society and youth, noting both positive aspects like information access and negative impacts such as addiction and academic performance issues.

**Chowdhury and Ahsan (2024)** conducted a mixed-methods study examining the impact of social media on body image and mental health among Bangladeshi youth. The research highlights a strong connection between increased social media use, self-comparison, and heightened body dissatisfaction, particularly among young females. The study suggests the need for media literacy programs and family support to mitigate these effects and promote healthier online behaviors This paper analyzes how social media is utilized by journalists in Bangladesh, focusing on platforms like Facebook for news sharing, audience engagement, and publicizing media content.

**According to a study by Rahman et al. (2023),** social media adoption in Bangladesh's public sector has been significant. While it has facilitated marginalized communities in voicing their concerns, it has also led to social and communal tensions. The research underscores the dual-edged nature of social media in public administration. This study explores the knowledge gap regarding the impact of social media on students in Bangladesh, discussing both the benefits and drawbacks of SNS usage among the youth.

**According to a study by Islam et al. (2022),** social media has significantly transformed journalism in Bangladesh. The research indicates that 97.5% of journalists are active on social media platforms, with Facebook being the most utilized. This shift has altered news dissemination and audience engagement, highlighting the need for journalists to adapt to digital platforms. This report examines how social media activity affects the work-life balance of Bangladesh’s white-collar workforce, suggesting measures to mitigate negative impacts.

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**Research by Hossain et al. (2023)** critically analyzes the effects of social media among Bangladeshi students. The study identifies both positive and negative impacts, emphasizing the need for strategies to protect young generations from potential harms associated with social media use. This research examines how social media usage affects academic performance in Bangladesh, noting both positive aspects like information access and negative impacts such as decreased study time and increased procrastination.

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**CHAPTER THREE**

**3.1 Introduction**

Social media has become an integral part of daily life in Bangladesh, influencing various aspects of society, including communication, education, business, and culture. The rapid adoption of platforms like Facebook, WhatsApp, and Instagram has transformed how individuals interact and access information. This research explores the concept of social media, its impact on Bangladeshi society, and the broader implications of its usage. In Bangladesh, social media usage is predominantly dominated by a few key platforms. As of December 2024, Facebook holds a commanding 94.06% market share, making it the most widely used social media platform in the country. YouTube follows with 3.12%, while Instagram accounts for 1.05%, and Twitter has a 0.68% share. In terms of mobile applications, TikTok leads the rankings, followed by TikTok Lite, Facebook Lite, and Instagram. These platforms are integral to the daily lives of many Bangladeshis, serving as primary sources of information, entertainment, and social interaction. The popularity of these platforms reflects broader social media trends in Bangladesh, where user-generated content, particularly in the form of memes, videos, and short-form content, is prevalent. This content often mirrors the aspirations, challenges, and humor of the Bangladeshi youth. It's important to note that the Bangladeshi government has occasionally implemented internet shutdowns, impacting social media access. For instance, in July 2024, an internet shutdown occurred in response to student-led protests, disrupting communication and business operations. Overall, social media in Bangladesh is characterized by a high concentration of users on a few major platforms, with Facebook being the most dominant, followed by YouTube, Instagram, and Twitter.

As of December 2024, Facebook dominates the social media scene in Bangladesh, holding a 94.06% market share. YouTube follows with 3.12%, while Instagram and Twitter account for 1.05% and 0.68%, respectively. In January 2024, there were 77.36 million internet users in Bangladesh, representing 44.5% of the population. Of these, 52.90 million were active social media users, equating to 30.4% of the total population.

**3.2 What is Social Media?**

Social media refers to digital platforms that enable users to create, share, and exchange content, fostering virtual communities and networks. These platforms facilitate various forms of communication, including text, images, videos, and live interactions. Popular social media platforms in Bangladesh include *Facebook, WhatsApp, Instagram, and Twitter.*

**3.3 Different Uses of Social Media for Maintaining Social Relationships**

The latest social media statistics show that 3.78 billion people use the media worldwide. Bangladesh is not an exceptional one. In fact, from 2020 to 2021, the number of internet users and social media users increased at a high rate and is still increasing. There were 47.61 million internet users in Bangladesh in January 2021, which increased by 7.7 million (+19%) between 2020 and 2021 (Orben and Dunbar, 2017). According to The Digital Report, a report published in February by We Are Social, the total number of social media users in the country is 45 million. The most popular social media platforms are Facebook, WhatsApp, Messenger, YouTube, Vibes, Skype, Google+, Zoom, Instagram, Telegram, Bip, Snapchat, LinkedIn, Tiktok, etc. Now let me discuss how these platforms are used to maintain social media.

**Facebook**

The most popular social media platform, not only in Bangladesh but also worldwide, is Facebook. This platform was launched in 2004, and now its monthly users are 2.7 billion! The reason for the popularity of Facebook is its amazing features. Firstly, Facebook allows you to have social relationships without any geographical barrier. As there are no geographical restrictions, people can easily get connected with others worldwide. This unique feature is the main reason behind its huge acceptance. Despite this, Facebook allows its users to brand their company. It has now become a tool for learning, making income, showing talents, ecommerce, self-branding, gaming, financial services, technology, media, education, and business sectors, and so on. Gradually, Facebook is developing new features like Facebook Messenger, Instagram, Facebook groups, Facebook rooms, and much development is shown in the Facebook privacy sector. One can easily sign in to other internet sites by using their Facebook ID. Facebook groups are created to pursue a certain goal by a group of people. During the video situation in Bangladesh, the rate of social media especially Facebook engagement, has increased at a high rate. Now, people spend more time than before on messenger and chatting with others. They are also trying to achieve their self-employment goal through Facebook. During the lockdown, Facebook has become the primary source of information and has played an important role in maintaining social relationships. They use messenger or Facebook groups to communicate with others, and for business, education, branding, in all sectors, people have become highly dependent on Facebook these days. 79.13% of people in Bangladesh use Facebook. Using Facebook, users can keep in touch with old friends and those at other schools, as well as make new friends, join different groups according to their interests, promote their parties, and find out how many personal messages they received from their friends, as well as what other posts they made. Facebook constantly adds new features and people’s pictures. Facebook’s mission is to connect the world by sharing the power of sharing with people and making the world a more open and connected place. Facebook is becoming more than a social networking site for entertainment, as it is also helping communities in a variety of ways, (2010) (Facebook as a tool for promoting global relation-ships). As a social network, Facebook is a place for people to exchange ideas by commenting on various issues.

**Messenger**

It’s an app developed by Facebook. It is also very popular not only in Bangladesh, but also all over the world. This app is available in 111 languages and was initially released in 2011. Here, one can create groups for gossiping or for other needs. People can do group calls, send messages, do marketing, business, branding, advertisements, and so on. During lockdown, people become more dependent on messengers like Facebook. There is also a feature called “message lite,” which uses less internet than the messenger app. Around 23% of the population use messenger apps. It allows users to conduct video chats with whomever they choose. During a lockdown, people cannot meet with their close ones. So, they keep in touch with their close ones by phone, text, or video chat. Statistics show that more than 20 billion messages are exchanged between businesses and users each month on Facebook Messenger. By this year, messenger users are expected to grow to 2.4 billion.

**X (Tweeter)**

Twitter, current name is “X”. It was launched in 2006, and its monthly active users are 353 million. If your business is related to entertainment, sports, politics, technology, or marketing, you stand to earn tremendous engagement on Twitter. In Bangladesh, till June 2021, 1.26% of people were active on this platform. Twitter is an emerging social media site that serves as a microblogging service that allows users to send and read text-based messages, which are called “tweets” (Lutgendorf et al., 2009). It is commonly used by people to keep in touch with friends, musicians, and celebrities on this site so that they can feel connected and learn to accept others’ actions and feelings. Many people are fascinated with the individual lives of others on Twitter and are interested in knowing what is happening in each other’s lives. In this specific example of social media, ties of distance have been shortened to people knowing exactly what one another is doing without physically interacting.

**WhatsApp**

WhatsApp lets contacts on mobile devices communicate with one another. More importantly, it allows parties to share information with those they prefer. WhatsApp is another popular social media platform to share ideas, media, and so on. It was launched in 2009 and its monthly users are 2 billion. It is mainly a popular social messaging app. This app is not the obvious choice for business-related activities, but it has a 98% open rate compared to 20% for email. If one uses WhatsApp for customer service and retention, one will quickly learn that the potential for brands on this underutilized channel is enormous. In Bangladesh, this app is mainly used for sending personal messages, media, or calling others. Though it is not as popular in Bangladesh as Facebook. It also has a unique feature called the “WhatsApp Business App,” which is mainly used for connecting customers. WhatsApp web is also a good feature that enables you to connect to a PC or laptop. In Bangladesh, 22% of users use WhatsApp. Here in this country, it is actively used as a primary communication platform.

**Instagram**

This social media platform was first released in 2010. Its monthly users are 1.16 billion. Instagram is a popular product-based enterprise, where influencers and instructors can thrive on this social network. Statistics show that Instagram is currently the sixth most used social media platform in the world. In 2021, the statistics show that 0.43% of people are active Instagram users in Bangladesh (Phoon, 2017).

**LinkedIn**

This social platform was first launched in 2003, and its monthly active users are 310 million. If one is looking for decision-makers who have the power to hire his company, stock his product, or partner with him, LinkedIn is the place to be. In Bangladesh, 1.22% is active users of LinkedIn. People use this to create a community that is business-related. This user rate is increasing day by day.

**Telegram**

It was first launched in 2013 and its monthly active users were 500 million till January 2021. Telegram is now the world’s most downloaded app from the Google Play store. Telegram is cloud-based instant messaging software. It also provides the customer with an encrypted video calling system, file sharing, VoIP, and so many beautiful features. But the most important thing to mention is that it keeps users’ data confidential. During lockdown, Bangladeshi people also use it more actively than before for its features.

**Google+**

Google+ is the official application for Google’s popular social network on Android devices. It allows you to do everything that a desktop computer allows you to do. Users can easily upload photos and videos to their Google account directly from their terminal. Users can join video chats with up to eight other individuals using the “hangout” feature, as long as their Internet connection allows it. This network was first launched in 2011. 300 million monthly active users participate in this network and interact. During lockdown, the rate of using the function has become high worldwide, and Bangladesh is no exception to this.

**Zoom**

Zoom is a cloud-based online video communication social platform that allows one to set up virtual video as well as audio conferencing, webinars, live chat, and screen sharing. This platform enables you to interact, discuss, and express your thoughts so that you may accomplish more as a group. This app was first released in 2013, but it only became well known during the coronavirus pandemic of 2020. It was only this platform that was used frequently to stay in touch during the lockdown. The Zoom daily meeting participants in December 2020 were 350 million (Sawyer and Chen, 2012) At the height of the pandemic, over 90,000 schools used Zoom. Zoom was downloaded 485 million times in 2020. In 2020, over 45 billion minutes of webinars will be hosted on the platform. Bangladesh is also not beyond the zoom era. In our country, Zoom is also the most popular social media platform, especially when educational institutions start conducting online classes. Besides this, it is also being used in the business sector.

**Viber**

It was first launched in 2012, and its active users are 823 million per month. It is also a very popular platform for communicating with others. During COVID 19, Viber saw a 17 percent increase in activations, a 21% increase in group messaging, and a 25% increase in one-to-one messaging in Bangladesh during the first half of 2020.The number of group messages exchanged grew by 48 percent, while community views increased by 77 percent. Viber also added a feature to use the Bangla font following the use of bangalees.

**Skype**

Skype is software that enables the world to have conversations. Due to its versatility and convenience, Skype has become increasingly popular. Millions of individuals and businesses use Skype to make video calls, voice calls, or group calls, send messages instantly, and share files with other people on Skype. One can use Skype on their mobile computer or tablet. Skype is a voice-over-IP service and software application developed by Niklas Zennstrom in 2003. It is internet-based telecommunication software that allows users to video chat, make voice conversations, and send text messages from their PCs, mobile phones, and tablets. It also aids pupils in getting through the class. In this manner, they become more committed to their goals and objectives. Bangladesh has a low level of acceptance for it.

**BiP**

The app’s description claims, “BiP is a secure, easy-touse, free communication and life platform that delivers seamless communication and a wide range of utility features like quick translations to 106 languages and currency rates.” It was first released in 2013, and it now has 53 million users all around the world. According to Mobile Action research, BiP presently retains the #1 spot in Bangladesh among the top messaging apps for the Android operating system. Data showed on Saturday that BiP has been downloaded by more than 50 million users worldwide, according to Google’s app store.

**3.4 Impact of Social Media in Bangladesh**

***Communication and Connectivity:*** Social media has revolutionized communication in Bangladesh, allowing individuals to connect instantly across vast distances. It has bridged gaps between urban and rural areas, enabling people to share news, ideas, and personal experiences. However, this connectivity has also led to challenges, such as the spread of misinformation and rumors. A study analyzing 181 social media rumors in Bangladesh found that these rumors often aim to incite panic or spread false information, highlighting the need for critical media literacy among users.

***Education and Learning:*** In the educational sector, social media has facilitated interactive learning and collaboration among students and educators. A study focusing on Bangladesh revealed that students using social media platforms like Facebook and YouTube for academic purposes reported increased creativity, motivation, and engagement in their studies.

***Business and Economy:*** For businesses, social media serves as a powerful marketing tool, enabling companies to reach a broader audience and engage with customers directly. Small and medium enterprises in Bangladesh have leveraged social media to promote products and services, often at a lower cost compared to traditional advertising methods. However, the reliance on social media for business operations also poses risks, such as exposure to cyber threats and the potential for negative publicity.

***Social and Cultural Dynamics:*** Social media has influenced cultural norms and social behaviors in Bangladesh. It has provided a platform for marginalized voices and facilitated social movements. However, it has also been associated with negative impacts, such as cyberbullying and the spread of harmful content. A study examining the impact of social media on body image and mental health among Bangladeshi youth found that exposure to idealized images on social media can lead to body dissatisfaction and mental health issues.

***Work-Life Balance:*** The pervasive use of social media has affected work-life balance in Bangladesh. While it offers flexibility and connectivity, it can also lead to work encroaching on personal time, resulting in stress and burnout. A descriptive study on social media activeness and work-life balance in Bangladesh highlighted both positive and negative effects, suggesting the need for strategies to manage social media use effectively.

***Political Impact:*** Social media has been instrumental in mobilizing public opinion and organizing protests in Bangladesh. For instance, during the 2024 political uprising, platforms like Facebook and Twitter were pivotal in rallying support and disseminating information. However, the spread of disinformation also posed challenges, highlighting the dual-edged nature of social media in political movements.

***Journalism:*** Journalists in Bangladesh extensively use social media, particularly Facebook, to disseminate news and engage with audiences. This approach allows for immediate feedback and broader reach. However, it also raises concerns about ethical practices and the spread of misinformation, underscoring the need for responsible journalism in the digital age.

***Mental Health:***Excessive use of social media platforms like Facebook has been linked to psychological distress among Bangladeshis. Studies indicate associations between prolonged social media usage and issues such as depression and poor sleep, highlighting the need for awareness and mental health support.

***Censorship and Internet Shutdowns:*** The Bangladeshi government has occasionally imposed internet shutdowns and censored social media platforms to maintain public order. For example, during the 2024 protests, the government enacted a comprehensive internet outage, disrupting businesses and isolating citizens. In summary, while social media in Bangladesh serves as a powerful tool for communication and mobilization, it also presents challenges related to misinformation, mental health, and governmental control. Balancing the benefits and drawbacks of social media remains a complex issue in the country’s development.

**3.5 Impact among University students**

Social media has become an integral part of university students’ lives in Bangladesh, influencing various aspects of their academic and personal experiences. Research indicates both positive and negative impacts on students’ academic performance and well-being.

***Positive Impacts:***

***Academic Collaboration:*** Social media platforms facilitate collaboration among students, enabling them to share study materials, discuss academic topics, and engage in peer learning. This collaborative environment can enhance understanding and academic performance.

***Access to Information:*** Students utilize social media to access educational content, participate in online discussions, and stay updated on academic developments, contributing to their learning experience.

***Negative Impacts:***

***Academic Distraction:*** Excessive time spent on social media can lead to procrastination and reduced study time, negatively affecting academic performance. A study found a negative correlation between time spent on social media and students’ academic achievements.

***Mental Health Concerns:*** While social media can provide support, it may also contribute to mental health issues such as anxiety and depression among students. The impact varies based on individual usage patterns and the nature of online interactions.

***Recent Developments:***

In 2024, Bangladesh experienced significant *student-led protests,* largely organized and mobilized through social media platforms. These movements highlighted the power of social media in facilitating political engagement and activism among university students.

In summary, while social media offers valuable tools for academic collaboration and information access, it also presents challenges related to distraction and mental health. Balancing the benefits and drawbacks of social media usage is crucial for university students in Bangladesh to optimize their academic and personal well-being.

**3.6 Impact among Teenagers and Adults**

Social media has profoundly influenced various demographics in Bangladesh, notably school students and older adults.

***Impact on School Students:*** Secondary school students in Bangladesh utilize social media for both academic and non-academic purposes. A study found that 68% of students use social media for educational purposes, 14% for communication, and 10% for entertainment. Their activities include collecting and sharing educational materials, communicating with peers and teachers, and engaging in entertainment. However, these activities often have more negative impacts on their behavior than positive, adversely affecting their personal, social, and educational lives, as well as their physical and mental health.

***Impact on Older Adults:*** Over the past decade, the adoption of platforms like Facebook and WhatsApp among older generations in Bangladesh has surged. This trend allows grandparents to exchange messages, share photos, and participate in group chats with their dispersed families, helping them remain connected and engaged in daily conversations. Additionally, a study on media use among older adults in Bangladesh highlighted that social media apps can positively impact health by keeping older adults cognitively engaged, improving health communication, and increasing social connectedness. However, perceptions about the quality of interactions and associated risks can influence their use. In summary, while social media offers significant benefits for both school students and older adults in Bangladesh, it also presents challenges that need to be addressed to maximize its positive impact.

**3.7 Implications for Developed Nations**

The role of social media in Bangladesh’s political upheaval has several implications for developed nations:

***Influence on Foreign Policy:*** The international attention garnered through social media may prompt developed nations to reassess their foreign policies concerning Bangladesh, considering the global public’s response to the events.

***Cybersecurity Concerns:*** The spread of misinformation and the use of social media for political mobilization highlight the need for robust cybersecurity measures to protect against potential cyber threats and to ensure the integrity of information.

***Human Rights Advocacy:*** The events underscore the importance of monitoring and addressing human rights issues globally, with social media serving as a tool for advocacy and raising awareness.

**3.8 Cybercrime**

Cybercrime related to social media has become a significant concern in Bangladesh, with various forms of online criminal activities affecting individuals and society.

***Prevalence of Social Media Hacking:*** A study published in June 2024 revealed that social media and online account hacking are the most prevalent cybercrimes in Bangladesh, accounting for 21.65% of reported incidents.

***Impact on Women:*** Women are disproportionately affected by cybercrimes on social media platforms. A study from December 2021 highlighted those cybercrimes such as hacking, creation of fake IDs, and blackmailing via messages are common, with false and altered images, spam, and indecent proposals being prevalent.

***Emotional and Social Consequences:*** Victims of social media hacking often experience significant emotional distress, with 47.72% facing social losses and 40.15% encountering financial losses. Despite these impacts, only 12% of victims report such incidents to law enforcement.

***Legal Framework and Enforcement:*** Bangladesh has established specialized units to combat cybercrime. The CT-Cyber Crime Investigation division, operating under the Dhaka Metropolitan Police, focuses on countering cyber terrorism and cybercrime within the capital.

**Recommendations for Mitigation:** To address the growing issue of cybercrime on social media, it is recommended to:

* ***Enhance Public Awareness:*** Educate users about the risks and preventive measures related to cybercrime.
* ***Strengthen Legal Frameworks:*** Update and enforce laws to effectively address emerging cyber threats.
* ***Improve Reporting Mechanisms:*** Encourage victims to report incidents to law enforcement to facilitate timely interventions.

**3.9 Risk Factors of Social Media**

Social media has become an integral part of daily life in Bangladesh, offering platforms for communication, information sharing, and entertainment. However, its pervasive use has introduced several risk factors impacting individuals and society. Key concerns include:

1. ***Mental Health Issues:*** Excessive engagement with social media platforms like Facebook has been linked to psychological distress among Bangladeshi users. Studies indicate associations between prolonged social media use and increased depressive symptoms, anxiety, and sleep disturbances.

2. ***Internet Addiction:*** The rise in internet usage has led to addictive behaviors, particularly among students. Research highlights a prevalence of problematic internet use, correlating with psychological distress and academic challenges.

3. ***Cyberbullying and Toxicity:*** Social media platforms in Bangladesh have witnessed incidents of cyberbullying and the spread of toxic language. Studies have analyzed Bangla toxic language used in Facebook comments, emphasizing the need for effective detection and mitigation strategies.

4. ***Misinformation and Violence:*** The rapid dissemination of misinformation on social media has contributed to real-life violence in Bangladesh. Case studies have documented instances where online content incited physical confrontations, highlighting the critical need for responsible content sharing.

5. ***Privacy and Security Concerns:*** Users often face challenges related to privacy and data security on social media platforms. The collection and potential misuse of personal information raise significant concerns about user safety and confidentiality.

6. ***Regulatory Measures:*** In response to these challenges, the Bangladeshi government enacted the Digital Security Act in 2018, aiming to prevent the spread of harmful content online. However, the law has faced criticism for its potential to suppress dissent and limit freedom of expression. In 2023, it was repealed and replaced with the Cyber Security Act, 2023, reflecting ongoing efforts to balance regulation with individual rights. Addressing these risk factors requires a multifaceted approach, including public awareness campaigns, digital literacy education, robust regulatory frameworks, and the promotion of responsible social media usage to mitigate adverse effects on mental health and societal well-being.

**Chapter four**

**EXPERIMENTAL RESULTS AND DISCUSSION**

4.1 Introduction

This chapter will cover the presentation of statistics analysis and interpretation of investigation results. The data analysis and interpretation were based on the research objectives. Presentation and analysis of the collected data was computed using frequency and percentages.

4.2 Experimental result

In instruction to display the supply of the defendants on the numerous question items. columns and figures were used in the production of data. The answers have same survey set them the section size of the study people was 50 answered, while the target population is 50.

4.3 Descriptive analysis

Descriptive statistics are brief descriptive coefficients that summarize a given data set, which can be either a representation of the whole population or a sample of it. Descriptive statistics are broken down into measures of central habit/desire and measures of (quality of changing over time or at different places), or spread.

**4.3.1 Sex Response**

# *Table of Gender respondent*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | percentage | Cumulative  Percentage |
| Male | 31 | 62 | 62 |
| Female | 18 | 36 | 98 |
| Other | 1 | 2 | 100 |
| Total | 50 | 100 |  |

Table 4.3.1 presents the gender distribution of respondents in the study, which provides insight into the demographic composition of the sample. According to the data, 62% of respondents identified as male, totaling 31 individuals. This represents the largest group in the sample. Female respondents comprised 36%, with 18 individuals, reflecting a substantial portion of the study's participants. A small proportion, 2%, identified as other, amounting to one respondent. The cumulative percentage column shows that these figures collectively account for the full sample of 50 respondents, ensuring the completeness of the dataset.

*Figure 4.3.1 gender respondent*

**4.3.2 Age respondent**

* *Table of Age respondent*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative percentage |
| 10-18 | 10 | 20.4 | 20.4 |
| 19-30 | 35 | 71.4 | 91.8 |
| 31-45 | 4 | 8.2 | 100 |
| Total | 49 | 100 |  |

Table 4.3.2 illustrates the age distribution of respondents, offering a detailed breakdown of the participants' age groups. The data reveals that the majority of respondents, 71.4% (35 individuals), fall within the 19-30 age group, making this the most dominant demographic in the study. This significant representation suggests that the study primarily captured insights from young adults, who may be more active in the subject area of the research. The 10-18 age group constitutes 20.4% (10 respondents), reflecting a notable contribution from adolescents. This inclusion highlights the perspectives of a younger demographic, which could provide unique insights, particularly in studies focusing on generational differences or youth behavior. Meanwhile, the 31-45 age group comprises 8.2% (4 respondents), representing the smallest portion of the sample.

Figure 4.2 age respondent

## 4.3.3 Mobile Respondent

* Table of mobile respondent

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percentage |
| yes | 48 | 98 | 98 |
| No | 1 | 2 | 100 |
| Total | 49 | 100 |  |

The data indicates that a majority (98%) of respondents answered "Yes" to the question regarding mobile usage or relevance, while only 2% responded "No." This shows a strong tendency toward mobile engagement among the respondents, as nearly all participants acknowledged its significance. The cumulative percentage reached 100%, confirming complete data collection.

*Figure 4.3 mobile respondent*

**4.3.4 Accessing the internet respondent**

* *Table of Accessing the internet respondent*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percentage |
| yes | 48 | 98 | 98 |
| no | 1 | 2 | 100.0 |
| Total | 49 | 100.0 |  |

The table demonstrates that 98.0% of respondents (48 out of 49) indicated "Yes," while only 2.0% (1 respondent) answered "No." This strong majority highlights the significance of mobile usage or relevance among the sample population. The cumulative percentage confirms full data collection, with 100.0% of responses accounted for.

*Figure 4.4 accessing on internet*

## 4.3.5 kind of technology did use in internet

* *Table of technology in internet*

|  |  |  |
| --- | --- | --- |
| Valid | Frequency | Percentage |
| laptop | 10 | 20.4 |
| mobile | 38 | 77.6 |
| tablet | 1 | 2 |
| Total | 49 | 100.0 |

The data reveals that the majority of respondents (77.6%) primarily use mobile devices to access the internet, indicating a strong reliance on mobile technology. Laptops account for 20.4% of internet usage, reflecting a secondary preference among users. Tablets are the least utilized device, representing only 2.0% of respondents. This suggests that mobile devices dominate as the primary technology for internet access in the surveyed population.

*Figure 4.5 Tools to access on internet*

## 4.3.6 did you have user account?

* Table of user account

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percentage |
| yes | 44 | 89.8 | 89.8 |
| no | 5 | 10.2 | 100.0 |
| Total | 49 | 100.0 |  |

The table shows that the vast majority of respondents (89.8%) reported having a user account, indicating widespread adoption of online services or platforms. Only 10.2% of respondents did not have a user account. The cumulative percentage confirms complete data collection, with all 49 respondents accounted for. This reflects a high level of digital engagement among the surveyed population.

*Figure 4.6 user account*

**4.3.7 different kinds of social media people use.**

* *table of kind of social media*

|  |  |  |
| --- | --- | --- |
| Valid | Frequency | Percentage |
| Facebook | 45 | 91.8 |
| X | 17 | 34.7 |
| Instagram | 31 | 63.3 |
| Whatsapp | 41 | 83.7 |
| Viber | 2 | 4.1 |
| Skype | 4 | 8.2 |
| LinkedIn | 12 | 24.5 |
| Telegram | 25 | 51 |
| Imo | 21 | 42.9 |
| Zoom | 26 | 53.1 |
| Messenger | 38 | 77.6 |

The table illustrates the diverse usage of social media platforms among respondents. Facebook leads as the most commonly used platform, with 91.8% of respondents engaging with it. WhatsApp (83.7%) and Messenger (77.6%) also show high usage, indicating their importance in communication. Instagram (63.3%) and Zoom (53.1%) are moderately popular, reflecting a mix of social interaction and virtual meeting needs. Platforms like Telegram (51.0%) and Imo (42.9%) cater to specific communication preferences. Other platforms, such as LinkedIn (24.5%), X (34.7%), Skype (8.2%), and Viber (4.1%), have relatively lower engagement, possibly reflecting their niche or professional focus.

Figure 4.7 Account user of social media

**4.3.8 Time to spend using on social media**

* *Table of using of internet*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percentage |
| 1-3 | 25 | 50.9 | 50.9 |
| 3-6 | 16 | 32.7 | 83.6 |
| 6-9 | 4 | 8.2 | 91.8 |
| More | 4 | 8.2 | 100.0 |
| Total | 49 | 100.0 |  |

The majority of respondents (50.9%) reported spending 1–3 hours daily on social media, making this the most frequent usage category. Approximately one-third of participants (32.7%) spend 3–6 hours per day, while only a small proportion report higher usage levels. Specifically, 8.2% of participants use social media for 6–9 hours daily, and another 8.2% report spending more than 9 hours daily.

*Figure 4.8 using of social media*

## 4.3.9 Social media plays a significant role in my daily Life

* Table of social media role

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percentage |
| Agree | 17 | 34.7 | 34.7 |
| Strongly agree | 21 | 42.9 | 77.6 |
| Neutral | 3 | 6.1 | 83.7 |
| Disagree | 4 | 8.2 | 91.9 |
| Strongly disagree | 4 | 8.2 | 100 |
| Total | 49 | 100 |  |

The table highlights the significance of social media in the daily lives of respondents. A combined 77.6% of participants either "Agree" (34.7%) or "Strongly Agree" (42.9%) that social media plays an important role in their routines. This suggests a strong reliance on social platforms for communication, entertainment, or other purposes. Meanwhile, 6.1% of respondents remain neutral, indicating a balanced or indifferent perspective. The remaining respondents (16.4%) either "Disagree" (8.2%) or "Strongly Disagree" (8.2%), reflecting a minority who feel that social media does not play a significant role in their daily lives.

*Figure 4.9 using on social media*

## 4.3.10 increased my Access to news and information

* *Table of access to news*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percent |
| Strongly disagree | 3 | 6.1 | 6.1 |
| Disagree | 2 | 4.1 | 10.2 |
| Neutral | 2 | 4.1 | 14.3 |
| Agree | 25 | 51 | 65.3 |
| Strongly agree | 17 | 34.7 | 100 |
| Total | 49 | 100 |  |

The majority of respondents (85.7%) agree 25 (51) or strongly agree 17(34.7) that social media has increased their access to news and information. Only a small percentage (14.3%) disagree or strongly disagree with the statement. Cumulative Percentage column shows the percentage of respondents who agree or strongly agree with the statement. For example, 65.3% of respondents agree that social media has increased their access to news and information. This table provides a snapshot of how people in this particular group view the impact of social media on their access to news and information.

*Figure 4.10 access to information*

## 4.3.11. relying on social media for staying connected with friends and family

* Table of relying on social media

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percent |
| Strongly disagree | 2 | 4.1 | 4.1 |
| Disagree | 1 | 2 | 6.1 |
| Neutral | 8 | 16.3 | 22.4 |
| Agree | 29 | 59.2 | 81.6 |
| Strongly agree | 9 | 18.4 | 100 |
| Total | 49 | 100 |  |

The data reveals that a majority of respondents (59.2%) agree that they rely on social media to stay connected with friends and family, with an additional 18.4% strongly agreeing. Together, 77.6% of participants express reliance on social media for maintaining personal relationships, indicating its central role in communication. Meanwhile, 16.3% of respondents remain neutral, suggesting that they may use other means to stay connected. A minority of participants either "Disagree" (2.0%) or "Strongly Disagree" (4.1%), showing little to no reliance on social media for this purpose.

*Figure 4.11 spending time with family members face to face*

## 4.3.12 helps express thoughts and opinions freely

* *Table of thoughts and opinions*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percent |
| Strongly disagree | 3 | 6.1 | 6.1 |
| Disagree | 4 | 8.2 | 14.3 |
| Neutral | 18 | 36.7 | 51 |
| Agree | 19 | 38.8 | 89.8 |
| Strongly agree | 5 | 10.2 | 100 |
| Total | 49 | 100 |  |

The table highlights varied perspectives on whether social media helps individuals express their thoughts and opinions freely. A combined 49.0% of respondents either "Agree" (38.8%) or "Strongly Agree" (10.2%) that social media facilitates free expression. Meanwhile, 36.7% of respondents remain neutral, which may indicate ambivalence or mixed feelings about the role of social media in enabling free expression. On the other hand, 14.3% of participants either "Disagree" (8.2%) or "Strongly Disagree" (6.1%), reflecting skepticism or dissatisfaction with the platform's ability to support free expression.

*Figure 4.12 freely express*

**4.3.13 Excessive use of social media affected mental health**

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percentage |
| Strongly disagree | 1 | 2 | 2 |
| Disagree | 1 | 2 | 4 |
| Neutral | 6 | 12.2 | 16.2 |
| Agree | 18 | 36.8 | 53 |
| Strongly agree | 23 | 47 | 100 |
| Total | 49 | 100 |  |

* *Table of excessive use of social media*

The table reveals that a majority of respondents (83.8%) agree that excessive use of social media has affected their mental health, with 36.8% "Agreeing" and 47.0% "Strongly Agreeing." This indicates a significant acknowledgment of the negative impact of prolonged social media usage on mental well-being. A smaller portion of respondents (12.2%) remain neutral, suggesting uncertainty or mixed experiences. Only 4.0% of participants either "Disagree" or "Strongly Disagree," indicating that very few perceive no adverse effects of excessive social media use on mental health.

*Figure 4.13 mental health*

## 4.3.14 Feeling anxious when not access social media

* *table of feeling anxious*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percentage |
| Strongly disagree | 2 | 4.1 | 4.1 |
| Disagree | 8 | 16.3 | 20.4 |
| Neutral | 9 | 18.4 | 38.8 |
| Agree | 24 | 49 | 87.8 |
| Strongly agree | 6 | 12.2 | 100 |
| Total | 49 | 100 |  |

The table reveals that a significant portion of respondents (61.2%) feel anxious when they cannot access social media, with 49.0% "Agreeing" and 12.2% "Strongly Agreeing." This suggests a notable emotional reliance on social media among the majority of participants. On the other hand, 16.3% "Disagree" and 4.1% "Strongly Disagree," showing that some respondents do not experience anxiety when disconnected. Additionally, 18.4% remain neutral, indicating ambivalence or mixed feelings about the issue.

*Figure 4.14 feeling anxious*

## 4.3.15 Social media caused disruptions in sleep patterns

* *Table of disruptions in sleep patterns*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | cumulative Percentage |
| Strongly disagree | 1 | 2 | 2 |
| Disagree | 3 | 6.1 | 8.1 |
| Neutral | 6 | 12.2 | 20.3 |
| Agree | 22 | 44.9 | 65.2 |
| Strongly agree | 17 | 34.8 | 100.0 |
| Total | 49 | 100 |  |

The table reveals that a significant portion of respondents (79.7%) believe that social media has caused disruptions in their sleep patterns, with 44.9% "Agreeing" and 34.8% "Strongly Agreeing." This suggests a clear correlation between social media use and sleep disturbances among the majority of participants. On the other hand, 6.1% of respondents "Disagree" and 2.0% "Strongly Disagree," indicating that a small segment of participants does not experience sleep disruption due to social media. Meanwhile, 12.2% remain neutral, reflecting mixed or uncertain views on the matter.

*Figure 4.15 disruptions*

## 4.3.16 Social media distracted academic or work responsibilities

* Table of responsibilities

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative Percentage |
| Strongly disagree | 7 | 14.3 | 14.3 |
| Disagree | 13 | 26.5 | 40.8 |
| Neutral | 8 | 16.3 | 57.1 |
| Agree | 17 | 34.7 | 91.8 |
| Strongly agree | 4 | 8.2 | 100 |
| Total | 49 | 100 |  |

The data suggests that a substantial portion of respondents (42.9%) believe social media has had an impact on their academic or work responsibilities, with 34.7% "Agreeing" and 8.2% "Strongly Agreeing." This reflects a moderate concern over social media's potential to distract individuals from their tasks. In contrast, 40.8% of participants either "Disagree" (26.5%) or "Strongly Disagree" (14.3%), indicating that a significant portion of respondents do not feel that social media distracts them from their academic or work duties. Additionally, 16.3% remain neutral, reflecting uncertainty or ambivalence about the issue.

*Figure 4.16 distracted responsiblity*

**4.3.17 Use social media for academic or professional purposes**

* *Table of use for purposes*

|  |  |  |  |
| --- | --- | --- | --- |
| valid | frequency | Percentenge | Cumulative Percentenge |
| Strongly disagree | 7 | 14.3 | 14.3 |
| disagree | 13 | 26.5 | 40.8 |
| neutral | 8 | 16.3 | 57.1 |
| agree | 17 | 34.7 | 91.8 |
| Strongly agree | 4 | 8.2 | 100 |
| total | 49 | 100 |  |

The table shows that 42.9% of respondents use social media for academic or professional purposes, with 34.7% "Agreeing" and 8.2% "Strongly Agreeing." This indicates a moderate level of professional or academic use of social media. However, 40.8% of respondents either "Disagree" (26.5%) or "Strongly Disagree" (14.3%), suggesting that social media is not commonly used for academic or professional reasons by a large portion of the sample. Additionally, 16.3% of respondents are neutral, indicating uncertainty or mixed usage in these contexts

Figure 4.17 academic purposes

## 4.3.18 social media has improved communication skills

* *Table of improve communication*

|  |  |  |  |
| --- | --- | --- | --- |
| valid | Frequency | Percentenge | Cumulative Percentenge |
| Strongly disagree | 8 | 16.3 | 16.3 |
| disagree | 12 | 24.5 | 40.8 |
| neutral | 7 | 14.3 | 55.1 |
| agree | 17 | 34.7 | 89.8 |
| Strongly disagree | 5 | 10.2 | 100 |
| total | 49 | 100 |  |

The table reveals a mixed response regarding the role of social media in improving communication skills. A total of 44.9% of respondents "Agree" (34.7%) or "Strongly Agree" (10.2%), indicating a moderate belief that social media has enhanced their communication skills. On the other hand, 40.8% of participants either "Disagree" (24.5%) or "Strongly Disagree" (16.3%), suggesting that a significant portion feels social media has not had a positive impact on their communication abilities. Additionally, 14.3% are neutral, indicating uncertainty or a lack of strong opinions on the matter.

*Figure 4.18 improved communication skills*

**4.3.19 social media has negative impact**

* *Table of negative impact of social media*

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percent | Cumulative Percent |
| Strongly disagree | 2 | 4.1 | 4.1 |
| disagree | 4 | 8.2 | 12.3 |
| neutral | 7 | 14.3 | 26.6 |
| agree | 14 | 34.7 | 61.3 |
| Strongly agree | 19 | 38.7 | 100 |
| total | 49 | 100 |  |

The data indicates that a significant portion of respondents (73.4%) perceive social media as having a negative impact. Specifically, 34.7% "Agree" and 38.7% "Strongly Agree" with this statement, highlighting a strong sense of social media's detrimental effects. On the other hand, 12.3% of participants either "Disagree" (8.2%) or "Strongly Disagree" (4.1%), indicating that a minority does not view social media as harmful. Additionally, 14.3% are neutral, suggesting ambivalence or uncertainty regarding the negative impacts of social media.

*Figure 4.19 social media has negative impact*

## 4.3.20 provides opportunities for learning new skills

4.20 Table of learning new skills

|  |  |  |  |
| --- | --- | --- | --- |
| valid | Frequency | Percent | Cumulative Percent |
| Strongly disagree | 4 | 8.2 | 8.2 |
| disagree | 15 | 30.6 | 38.8 |
| Neutral | 7 | 14.3 | 53.1 |
| agree | 19 | 38.7 | 91.8 |
| Strongly agree | 4 | 8.2 | 100 |
| total | 49 | 100 |  |

The table indicates a divided opinion on whether social media provides opportunities for learning new skills. While 38.7% of respondents "Agree" and 8.2% "Strongly Agree," a total of 46.5% "Disagree" (30.6%) or "Strongly Disagree" (8.2%) with the notion that social media is a helpful platform for skill development. Additionally, 14.3% of participants remain neutral, which suggests some uncertainty or mixed views on the topic.

Figure 4.20 opportunities for new skills

**4.3.21 social media platforms are effective in spreading awarness during crises**

* Table of awareness during crises

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percententage | Cumulative Percententage |
| Strongly disagree | 2 | 4.1 | 4.1 |
| Disagree | 2 | 4.1 | 8.2 |
| Neutral | 5 | 10.2 | 18.4 |
| Agree | 31 | 63.3 | 81.7 |
| Strongly disagree | 9 | 18.3 | 100 |
| total | 49 | 100 |  |

The table reveals that a substantial majority of respondents (81.7%) believe social media platforms are effective in spreading awareness during crises, with 63.3% "Agreeing" and 18.3% "Strongly Agreeing." This indicates strong support for the role of social media in crisis communication and awareness. In contrast, only 8.2% of participants "Disagree" (4.1%) or "Strongly Disagree" (4.1%), suggesting that the majority of respondents do not view social media as ineffective during crises. Additionally, 10.2% are neutral, reflecting some ambivalence or uncertainty regarding the role of social media in crisis awareness.

*Figure 4.21 effective in spreading awareness*

**4.3.22 Fake news and misinformation are common**

## Table of misinformation are common in social media

|  |  |  |  |
| --- | --- | --- | --- |
| Valid | Frequency | Percentage | Cumulative percentage |
| Strongly disagree | 1 | 2 | 2 |
| Disagree | 1 | 2 | 4 |
| Neutral | 1 | 2 | 6 |
| Agree | 21 | 42.9 | 48.9 |
| Strongly agree | 25 | 51.1 | 100 |
| Total | 49 | 100 |  |

The data shows that a significant majority of respondents (94%) believe fake news and misinformation are common on social media. Specifically, 42.9% "Agree" and 51.1% "Strongly Agree," indicating a widespread concern about the prevalence of misinformation. In contrast, only 6% of participants either "Disagree" (2.0%) or "Strongly Disagree" (2.0%), suggesting that the perception of misinformation as a common issue is largely unchallenged. Additionally, 2.0% of respondents are neutral, reflecting a very small group with uncertain views on the matter.

*Figure 4.22 misinformation in social media*

**CHAPTER FIVE**

**5.1 Research Findings**

This study aimed to explore the impact and perception of social media usage among respondents, with a focus on its role in daily life, communication, mental health, and its potential for both positive and negative effects. The findings derived from the collected data provide valuable insights into various aspects of social media’s influence on individuals, including its role in communication, learning, mental health, and its overall effectiveness and implications during crises.

The overwhelming majority (98%) of respondents accessed social media through mobile devices, highlighting the increasing reliance on smartphones and other mobile technology for daily social media use. This trend is consistent with global patterns indicating the mobile-first nature of internet access.

Respondents indicated a high level of engagement with popular social media platforms. Facebook emerged as the most widely used platform, followed by WhatsApp, Instagram, and Messenger, with Telegram and Imo also holding notable shares. However, platforms such as Viber and Skype showed minimal usage, suggesting that the majority of respondents gravitate toward mainstream platforms for communication. This finding underscores the centrality of a few dominant platforms in daily social media interactions.

A significant number of respondents agreed that social media plays a vital role in their daily life (77.6% combined "Agree" and "Strongly Agree"). Additionally, a substantial proportion indicated that social media is crucial for staying connected with friends and family (77.6% combined "Agree" and "Strongly Agree"), reflecting the integral role of social media in maintaining relationships.

Respondents also noted that social media is a tool for expressing thoughts and opinions freely, with 48.9% indicating agreement with the statement. However, a portion of respondents (14.3%) felt neutral or disagreed with the idea, suggesting that social media’s role in self-expression may vary among individuals.

The study found a strong perception of social media's negative impact on mental health, with 83.8% of respondents agreeing or strongly agreeing that excessive social media use affected their mental well-being. Similarly, 61.2% of respondents indicated feeling anxious when not having access to social media, demonstrating how embedded these platforms are in individuals' daily routines. These findings support existing literature that highlights social media’s potential to induce anxiety and contribute to mental health concerns.

Further, social media was perceived as disruptive to sleep patterns by 79.7% of respondents, pointing to the widespread concern regarding the negative physiological effects of excessive screen time, particularly on sleep hygiene.

When examining the impact of social media on academic or work responsibilities, the study showed a moderate distraction effect, with 43% of respondents agreeing or strongly agreeing that social media interfered with their work or academic duties. However, the majority of respondents (41.8%) disagreed, suggesting that social media does not universally disrupt productivity. This indicates a dichotomy, with some individuals being more susceptible to social media distractions than others.

Additionally, a smaller portion (42.9%) of respondents used social media for academic or professional purposes, revealing that while social media is seen as beneficial for staying informed and learning new skills by some (38.7% agreed), others do not consider it a useful platform for professional or academic development.

Social media’s role in spreading awareness during crises was notably supported by 81.7% of respondents, who agreed or strongly agreed that social media is an effective tool for disseminating information during emergencies. This finding is consistent with prior research highlighting the critical role of social media in crisis communication, especially given its real-time nature and broad reach.

A significant finding was the overwhelming belief (94%) among respondents that fake news and misinformation are common on social media. This perception of widespread misinformation on social platforms is a growing concern, as it points to the challenges social media poses in ensuring the credibility of information. Respondents' recognition of misinformation's prevalence reflects a heightened awareness of the risks associated with consuming unverified information online.

When asked whether social media provides opportunities for learning new skills, responses were mixed. Although 38.7% of respondents agreed that social media helps in learning new skills, a larger proportion (46.5%) disagreed, suggesting that social media is not universally seen as an effective educational tool. This finding aligns with research suggesting that while social media platforms offer vast amounts of information, the quality and structure of learning opportunities may not always meet users’ expectations or educational needs.

**5.2 Comparison of Hypotheses and Major Findings**

Based on the data from this research, we will compare the stated hypotheses with the major findings derived from the analysis to determine whether the results support or contradict the hypotheses. Below is the evaluation of each hypothesis against the findings:

**H1: Increased social media usage positively impacts communication efficiency among Bangladeshi youth.**

**Findings**:  
The findings indicate that social media plays a significant role in the daily lives of respondents, with 77.6% of participants agreeing that social media helps them stay connected with friends and family. Furthermore, 48.9% of respondents agreed that social media allows them to freely express their thoughts and opinions. This demonstrates that social media is positively influencing communication, enhancing its efficiency and immediacy among users.  
The data supports **H1**—increased social media usage does positively impact communication efficiency among Bangladeshi youth, as it plays a central role in maintaining relationships and enabling self-expression.

**H2: Excessive social media use negatively affects academic performance.**

**Findings**:  
The study found that 43% of respondents agreed or strongly agreed that social media distracts from academic or work responsibilities. This is further supported by the fact that social media contributes to disruptions in sleep patterns (79.7% of respondents agreed), which may indirectly affect academic performance.  
The findings partially support **H2**—excessive social media use can indeed have a negative effect on academic performance, mainly due to distractions and disruptions in sleep patterns. However, the data also shows that some respondents did not find social media to be distracting, suggesting that its impact on academic performance may vary among individuals.

**H3: Social media platforms significantly contribute to the growth of small online businesses in Bangladesh.**

**Findings**:  
While the study provided data on social media usage, it did not directly focus on the growth of small businesses. However, the widespread use of social media (particularly Facebook, WhatsApp, Instagram, and others) among the respondents, as well as its acknowledged effectiveness in spreading awareness (81.7% agreed that social media helps in crisis communication), suggests that these platforms are likely leveraged for marketing, communication, and brand building. The high engagement with these platforms could contribute to the visibility and growth of small online businesses.  
The study did not directly address **H3**, but based on the high usage rates and effectiveness of social media platforms for communication, it is reasonable to infer that social media plays a significant role in the growth of small online businesses in Bangladesh.

**H4: Prolonged social media usage has a negative effect on mental health.**

**Findings**:  
The research clearly indicates that prolonged social media usage is associated with negative mental health effects. A significant portion of respondents (83.8%) agreed or strongly agreed that excessive social media use negatively affects their mental well-being. Furthermore, 61.2% of respondents reported feeling anxious when they do not have access to social media, and 79.7% agreed that it disrupts their sleep patterns.  
The findings strongly support **H4**—prolonged social media usage does have a negative effect on mental health, as evidenced by increased anxiety and sleep disruptions.

**H5: Social media increases political awareness and participation among users.**

**Findings**:  
While the research provided valuable insights into social media’s impact on communication and mental health, it did not directly address political awareness and participation. Given the widespread use of social media in Bangladesh and its role in crisis communication, it is plausible that these platforms also contribute to political awareness and engagement. However, the study did not explore this aspect in detail.  
The data does not directly support or contradict **H5**, as political awareness and participation were not specifically assessed. Future research focusing on political engagement through social media would be required to address this hypothesis more thoroughly.

**5.2.1 Summary of Hypotheses vs Findings**

| **Hypothesis** | **Supported by Findings?** |
| --- | --- |
| **H1**: Increased social media usage positively impacts communication efficiency among Bangladeshi youth. | Yes, supported by findings |
| **H2**: Excessive social media use negatively affects academic performance. | Partially, supported by findings |
| **H3**: Social media platforms significantly contribute to the growth of small online businesses in Bangladesh. | Indirectly, supported by usage data |
| **H4**: Prolonged social media usage has a negative effect on mental health. | Yes, strongly supported by findings |
| **H5**: Social media increases political awareness and participation among users. | Not directly assessed, inconclusive |

**Final Thoughts:**

The study provides robust evidence supporting the positive impact of social media on communication efficiency and the negative effects on mental health, particularly in terms of anxiety and disrupted sleep. While there is indirect evidence of social media's role in small business growth, further research is needed to explore its impact on academic performance and political engagement in more detail.

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**5.2 Recommendations**

1. Promote Balanced Usage: Encourage users to adopt healthier habits, such as setting time limits for social media use, to reduce its negative impact on mental health, sleep patterns, and anxiety levels.

2. Enhance Media Literacy: Educate users on how to critically evaluate online information to combat the prevalence of fake news and misinformation. Workshops, online courses, or awareness campaigns can help individuals identify reliable sources.

3. Mental Health Awareness: Platforms and organizations should work together to raise awareness about the mental health effects of excessive social media use. Offering support resources, such as counseling or mental health hotlines, could be beneficial.

4. Promote Positive Content: Social media platforms can implement measures to amplify positive, educational, and skill-building content, thereby increasing their value in academic and professional contexts.

5. Encourage Digital Well-Being Tools: Introduce or enhance features like “screen time reminders” or “focus modes” to help users manage their usage and reduce distractions in academic and work environments.

6. Regulate Misinformation: Social media platforms should prioritize stricter policies and advanced algorithms to identify and curb the spread of fake news and misinformation, ensuring a more trustworthy environment.

7. Leverage for Crisis Communication: Highlight the effectiveness of social media in spreading awareness during crises and emergencies. Collaborations with authorities and organizations can enhance its utility as a reliable communication tool.

8. Facilitate Community Engagement: Use social media's potential to foster stronger connections among families and friends while emphasizing meaningful interactions rather than excessive consumption.

9. Research and Monitor Impact: Continuous research should be conducted to assess the evolving impact of social media on various aspects of life, allowing for updated strategies and interventions.

**5.3 conclusion**

The impact of social media highlights its dual role as both a powerful tool for connectivity, information sharing, and learning, and as a source of challenges such as mental health concerns, misinformation, and disruptions to daily life. Social media plays a significant role in the lives of individuals, facilitating access to news, maintaining relationships, and providing opportunities for self-expression and professional growth. However, its excessive use is associated with negative consequences, including anxiety, disrupted sleep patterns, and distractions from academic and professional responsibilities. The prevalence of fake news and the potential for misinformation further underline the need for critical evaluation of online content. Despite these challenges, social media remains an effective platform for raising awareness and fostering communication during crises. To fully harness the benefits of social media while addressing its drawbacks, a balanced and mindful approach to its use is essential. This includes promoting digital literacy, encouraging healthier usage habits, and implementing measures to mitigate its adverse effects. By doing so, social media can continue to be a valuable tool for personal, social, and professional growth while minimizing its negative impact. The findings from this research illustrate the complex and multifaceted impact of social media on individuals. On one hand, social media is recognized as a crucial tool for communication, self-expression, and staying connected, with positive contributions to daily life and crisis communication. On the other hand, concerns about its negative effects on mental health, sleep, productivity, and the prevalence of misinformation underscore the need for a more nuanced understanding of social media's role in society. While social media platforms offer significant benefits, they also present challenges that require careful consideration, particularly concerning their impact on mental well-being and the dissemination of information. Future research should explore strategies to mitigate the negative effects while harnessing the positive potential of social media platforms.

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**Appendices**

1. **I use social media platforms (e.g., Facebook, Instagram, Twitter) every day.**
2. Facebook
3. Instagram
4. Twitter
5. **Social media is my primary source of news and information.**
6. Strongly agree
7. Agree
8. Neutral
9. Disagree
10. Strongly disagree
11. **Social media is mainly used for entertainment in my daily life.**
12. Strongly agree
13. Agree
14. Neutral
15. Disagree
16. Strongly disagree
17. **I spend more than 3 hours per day on social media.**
18. Strongly agree
19. Agree
20. Neutral
21. Disagree
22. Strongly disagree
23. **Social media has become a central part of my life.**
24. Strongly agree
25. Agree
26. Neutral
27. Disagree
28. Strongly disagree
29. **I follow news updates on social media rather than traditional news sources (TV, newspapers, etc.).**
30. Strongly agree
31. Agree
32. Neutral
33. Disagree
34. Strongly disagree
35. **The use of social media is increasing rapidly in my community.**
36. Strongly agree
37. Agree
38. Neutral
39. Disagree
40. Strongly disagree
41. **I am more likely to share personal updates or opinions on social media than in person.**
42. Strongly agree
43. Agree
44. Neutral
45. Disagree
46. Strongly disagree
47. **Social media has improved communication with my friends and family.**
48. Strongly agree
49. Agree
50. Neutral
51. Disagree
52. Strongly disagree
53. **Social media helps me stay connected to events happening in Bangladesh.**
54. Strongly agree
55. Agree
56. Neutral
57. Disagree
58. Strongly disagree
59. **Social media makes it easier to form and maintain new friendships.**
60. Strongly agree
61. Agree
62. Neutral
63. Disagree
64. Strongly disagree
65. **Social media has reduced face-to-face communication in my community.**
66. Strongly agree
67. Agree
68. Neutral
69. Disagree
70. Strongly disagree
71. **Social media has a positive impact on networking for my career.**
72. Strongly agree
73. Agree
74. Neutral
75. Disagree
76. Strongly disagree
77. **I feel more connected to people from different cultures due to social media.**
78. Strongly agree
79. Agree
80. Neutral
81. Disagree
82. Strongly disagree
83. **I use social media to express my political opinions**
84. Strongly agree
85. Agree
86. Neutral
87. Disagree
88. Strongly disagree
89. **Social media makes me feel more anxious or stressed.**
90. Strongly agree
91. Agree
92. Neutral
93. Disagree
94. Strongly disagree
95. **Spending time on social media improves my mood.**
96. Strongly agree
97. Agree
98. Neutral
99. Disagree
100. Strongly disagree
101. **I have experienced negative emotions like jealousy or low self-esteem due to comparing myself to others on social media.**
102. Strongly agree
103. Agree
104. Neutral
105. Disagree
106. Strongly disagree
107. **Social media contributes to feelings of loneliness in my life.**
108. Strongly agree
109. Agree
110. Neutral
111. Disagree
112. Strongly disagree
113. **I find social media to be a source of inspiration and motivation.**
114. Strongly agree
115. Agree
116. Neutral
117. Disagree
118. Strongly disagree
119. **Social media helps in learning new things and broadening my knowledge.**
120. Strongly agree
121. Agree
122. Neutral
123. Disagree
124. Strongly disagree
125. **Social media is a powerful tool for spreading awareness about social issues in Bangladesh.**
126. Strongly agree
127. Agree
128. Neutral
129. Disagree
130. Strongly disagree
131. **Social media has influenced the cultural values of Bangladesh, especially among youth.**
132. Strongly agree
133. Agree
134. Neutral
135. Disagree
136. Strongly disagree
137. **Social media has led to an increase in cyberbullying and online harassment in Bangladesh.**
138. Strongly agree
139. Agree
140. Neutral
141. Disagree
142. Strongly disagree
143. **Social media platforms have been helpful in promoting local businesses in Bangladesh.**
144. Strongly agree
145. Agree
146. Neutral
147. Disagree
148. Strongly disagree
149. **Social media has a negative effect on traditional media in Bangladesh.**
150. Strongly agree
151. Agree
152. Neutral
153. Disagree
154. Strongly disagree
155. **Social media plays a significant role in shaping political opinions in Bangladesh.**
156. Strongly agree
157. Agree
158. Neutral
159. Disagree
160. Strongly disagree
161. **I believe social media is used as a tool for political manipulation in Bangladesh.**
162. Strongly agree
163. Agree
164. Neutral
165. Disagree
166. Strongly disagree
167. **Political campaigns on social media are more effective than those in traditional media.**
168. Strongly agree
169. Agree
170. Neutral
171. Disagree
172. Strongly disagree
173. **Social media has improved political engagement and participation among Bangladeshi youth.**
174. Strongly agree
175. Agree
176. Neutral
177. Disagree
178. Strongly disagree