

# Rural Climate Change and the Role of Digital Media

Understanding the Impact of Digital Platforms on Rural Climate Awareness

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The beginning of the digital media era has not only changed the lives of city people but also, in many ways, the lives of those living in rural parts of Bangladesh. It can be seen that nowadays most households in the villages have a mobile device. And this modernization has helped the people of this country in both affirmative and negative ways. However, if we can adapt ourselves to the positive sides of it, then we don't even need to sweat about the downsides.

Climate change is one of the most relevant topics that the whole world needs to care about. It affects every corner of the world, but the most pitiful sufferers of this are the people living in villages. Urban infrastructure tends to be better and is made in such a way that it can protect itself from floods, droughts, and heavy rainfall, but it can be totally opposite for the villages, as even modern roads aren't quite visible, let alone a big skyscraper. However, modernization is becoming visible in villages too, and the most noticeable thing behind it is digital media.

Digital platforms such as YouTube, Facebook, and other community websites allow people to share their experiences directly. Through posts, short videos, and other content, rural residents show how climate change is affecting their lives. These things are helping researchers, climate activists, and politicians understand what the country people are suffering from. Even though many climate workers are unable to visit climate-affected villages in person, they are now using Facebook and Instagram to collect donations through Bkash, Nagad, and other online banking platforms. In that way, digital media is acting as a bridge between the locals and the globe, giving visibility to those who are most affected.

However, the role of digital media is not without challenges. Rural areas often suffer from poor internet access, limited electricity, and lack of digital literacy. Many people do not have smartphones or do not know how to use them effectively. As a result, only a small amount of rural voices reach online media. Moreover, social media algorithms tend to move with the flow; a trend comes into the limelight for a while, and then it gets forgotten very soon.

Misinformation is another growing concern. Social media can spread false or exaggerated claims about climate issues, diverting attention from genuine problems. Without proper fact-checking, digital spaces can easily become sources of confusion instead of awareness. This creates a digital divide — not only in access but also in representation and trust. And as the people of villages are not very educated, they sometimes don't understand what is happening or what might happen, and they get stressed or get into trouble for no valid reasons.

Despite these limitations, digital media still holds powerful potential. Governments and NGOs can play a vital role by improving internet access, training rural youth to use digital tools, and promoting local-language platforms. Community-based organizations can also teach villagers how to document and share their climate experiences responsibly. When supported properly, digital platforms can help rural communities raise awareness, influence policy decisions, and connect with global networks working toward climate solutions.

In the end, digital media is not just another normal thing; it's about how we use it. It's totally up to us. With the help of social media, many communities are raising awareness across the world. In contrast, a group of bad people are using it as a tool to promote false information and rumours. We have to use digital media effectively; in that way, we will be able to use it in an effective and beneficial way.