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Assignment

Submitted By

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Title:

Impacts of Social Media and Networking Sites Among the Youth and Young Generation on Behavior Changes of Bangladesh.

Here's a detailed review of the paper titled "Impacts of Social Media and Networking Sites Among the Youth and Young Generation on Behavior Changes of Bangladesh"

Methodology :

- 1.**This study follows a quantitative, descriptive survey-based research design aimed at understanding student perspectives.
- 2.**The target population comprises students from 10 universities and 5 colleges located in Dhaka, Bangladesh.
- 3.**A total of 153 respondents participated in the study, including 90 male and 63 female students.
- 4.**Data was collected through a structured questionnaire that included multiple choice, true/false, and Likert scale questions to ensure a comprehensive understanding of the subject matter.
- 5.**The collected data was analyzed using descriptive statistical methods, with the results presented through both graphical and tabular formats for clarity and better interpretation.

Dependent Variables:

Behavior changes (emotional well-being, health, habits)

Academic performance (productivity, grades)

Communication and socialization style

Independent Variables:

Social media usage time

Platform preference (Facebook, Instagram, YouTube, etc.)

Device used for access (smartphones, laptops, PCs)

Theoretical Framework (Implicit):

While no specific theory is explicitly cited, the study aligns with:

Media Effects Theory (influence of media exposure on behavior)

Social Learning Theory (behavior shaped through digital interaction)

Psychological Impact Frameworks (self-esteem, anxiety, productivity)

Results:

Facebook is the most popular platform; 36% have used social media for over 5 years.

45% of students spend 2–3 hours daily on social media; 13 people spend over 10 hours.

Majority access social media via smartphones.

Academic Impact:

60.8% believe social media benefits education.

34.6% think it improves grades; 36.4% report no effect.

However, 57% say it reduces their productivity, and multitasking is linked to lower performance.

Behavioral & Social Changes:

80% of participants engage with social media while doing homework.

Many students feel social media helps them stay connected but also causes distractions.

Cyberbullying, personal fraud, and oversharing of personal information are common risks.

Health Impacts:

7% of respondents report health issues (headache, dizziness, sleep disturbance) due to excessive use.

Social isolation and reduced face-to-face interaction were noted.

Psychological Effects:

Signs of addiction and emotional dependence on social media.

Social media affects self-esteem and overall psychological well-being.

Limitations:

Limited to students in a few cities (urban bias)

Small sample size (N = 153)

Limited time frame for data collection

Possible response bias and inaccuracies due to self-reporting