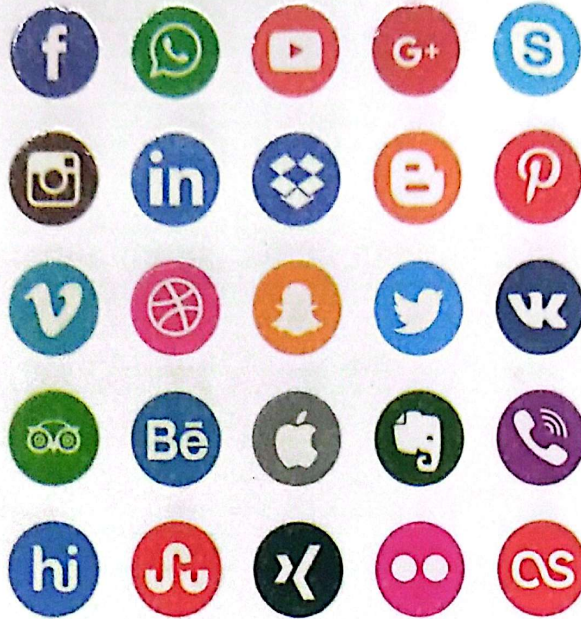


492

Impact of Social Media on Rural Youth of Northern Bangladesh: *A Study on Bogura and Rangpur District*



Nusrat Jahan
Md. Abdur Rashid, PhD



Rural Development Academy (RDA), Bogura
Bangladesh

Acknowledgements

At first we would like to express our sincere gratitude to Almighty Allah for his never-ending blessing for the successful completion of this research work.

Guidance, help and co-operation have been received from many persons during the tenure of this piece of research. The authors immensely grateful to all of them. Although it is not possible to mention everyone by name. However, it will be an act of ungratefulness if valuable guidance and encouragement received from some persons are not mentioned here.

We would like to express our sincere gratitude, heartfelt respect and immense indebtedness to our respected Director General for his guidance and valuable suggestions. We are grateful to Dr. Mohammad. Munsur Rahman, Director (Research & Evaluation) for his constructive criticism, helpful comments, edition of the draft script for improvement and continuous supervision throughout the period of this research work.

We are also grateful to Dr. Mustak Ahmed, Professor, Department of Mass Communication and Journalism, University of Rajshahi, Bangladesh for reviewing this report and putting valuable comments.

Last but not the least, we express our heartfelt gratitude to the employees of RDA who are engaged directly and indirectly to enable us to complete the research work with patience and preserverence.

Our sincere thanks are conveyed to Mr. Md. Najrul Islam and Mr. Md. Mukul Hossain, Tabulator for their untiring efforts in data collection and data processing of the study.

We must appreciate generous assistance given by all the school officials and local representatives, elites of Upazilas and Union Parishads and all the key persons for providing all the relevant information, We are highly grateful to the students who gave us their valuable time.

The Research Team

Executive Summary

Bangladesh is walking towards to meet the Vision 2041 by shaping the country as digital Bangladesh. It is said that, the young people will carry the dream of Digital Bangladesh way forward. As a part of being digitalized, social media has been widely adopted in the twenty-first century, with high enthusiasm among youth around the country. Rural youth (15-35 years) are also actively involved in this new stream. Social media offers young people several benefits and opportunities as well as some drawbacks. The study was aimed to determine the impact of social media on rural youth. A total of 200 youth were selected randomly from 4 villages of 4 different upazilas under Bogura and Rangpur districts of Bangladesh. The respondents were the students studying various rural educational institutions of the villages. The result indicates that, cent percent of the respondents have their own mobile phone and significantly all have access to internet. All of the respondents uses social media and opine facebook (98.5%) as their favorite social media form however youtube (52.5) is the second most popular among them. The findings of the study also shares that, majority of the respondents (62.50) are using social media from more than one year and the highest, 47.50% of the respondents spending one to three hours of time daily on using social media. 40% of the respondents are spending 50-100 taka monthly for using social media. Findings show that, the majority of the respondents show the agreements with the positive statements such as- social media is beneficial for youth in the field of education, necessary for youth now a days, playing essential role for betterment of society, source to get knowledge and information and have positive impact on rural youth. On the other hand, in case of negative statements like social media is becoming a hobby of rural youth to waste time, it promotes unethical pictures, video clips and image among them, it is affecting negatively on study of rural youth, deteriorating social norms and ethics among youth and social media have negative impact on rural youth, majority of the respondents disagreed. The result clearly indicates the effectiveness of social media and its impact on young generation living in the rural villages. Moreover, numbers of FGD were also conducted to collect the information of various qualitative aspects of the impact of social media on rural youth.

Keywords: Social media, Networking sites, Facebook, Youtube, Impacts, Rural Youth.