

**THE IMPACT OF SOCIAL MEDIA ON THE YOUNG  
GENERATION IN BANGLADESH**

**BY**

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**A thesis submitted in fulfilment of the requirement for the  
degree of Master in Islamic Thought and Civilization**

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## ABSTRACT

Social media is a source of mass communication all over the world. Social media platforms have a growing importance in our lives since they are the places where we “showcase” our living experiences. They also reflect a variety of dimensions regarding our position in the virtual and physical social life. Social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds, or real-life connections. Social networks have a significant influence on these younger generations. The fact that social networks are now an essential component of people's digital lives is becoming increasingly clear over time. People are open to adopting different lifestyles because of technological advancements. Consequently, a considerable proportion of teenagers are checking their friends' and family's status changes and tweets pertaining to their social media accounts on their laptops, tablets, and smartphones. The moral values of Muslim youth today, however, have been called into question by several negative effects of social media, including those that encourage moral decadence, such as depression, anxiety, catfishing, bullying, terrorism, and criminal activities, such as character assassination, media violence, nudity, and pornographic films and videos. Bangladeshi Students, while seeking and concentrating on the web, get pulled into utilizing online networking locales and occasionally they overlook why they are using social media. Sometimes students are not able to deliver their work in the specified time frame as their time is wasted. Another issue due to social media effect in Bangladesh currently it has been observed that many students are moving away from Islamic culture and are attracted to western culture. The problem arises when the users of social media commit cybercrimes besides using this only as a tool of communication in Bangladesh. Based on these facts, the main objective of this study is to analyse the impact of social media on the young generation in Bangladesh. The study employs a qualitative approach and makes use of secondary and primary data, secondary sources such as journal articles, books, magazines, and different websites. The researcher collected primary data through a sample questionnaire, interview from 323 samples from public University students, located at Dhaka city in Bangladesh. Finally, solutions to demoralization and de-realization can be realized by involving ideas and collaborating with the government to generate innovative rules such as media literacy and many more. As much as the reviewer's knowledge is concerned, societies are using social media in religious institutions, political meetings, in academic settings in the classroom while teachers are even teaching. In general, Bangladesh Muslim society from the root level to the government all need to work to save our culture from this media, especially unethical attitude of Facebook.

**Key Words** Facebook, Islamic culture, young generation, social media, Bangladesh.

## خلاصة البحث

تعد وسائل التواصل الاجتماعي مصدرًا للاتصال الجماهيري في جميع أنحاء العالم. وتكتسب منصات التواصل الاجتماعي أهمية متزايدة في حياتنا لأنها الأماكن التي "نعرض" فيها تجاربنا الحياتية. كما أنها تعكس مجموعة متنوعة من الأبعاد فيما يتعلق بموقفنا في الحياة الاجتماعية الافتراضية والجسدية. تعد وسائل التواصل الاجتماعي منصة عبر الإنترنت يستخدمها الناس لبناء شبكات اجتماعية أو علاقات اجتماعية مع أشخاص آخرين يشتركون في اهتمامات شخصية أو مهنية أو أنشطة أو خلفيات أو اتصالات في الحياة الواقعية. إن تأثير الشبكات الاجتماعية على الشباب كبير. أصبح من الواضح بشكل متزايد أن الشبكات الاجتماعية أصبحت جزءًا من حياة الناس في الوقت الحاضر. يستخدم العديد من المراهقين أجهزة الكمبيوتر المحمولة وأجهزة الكمبيوتر اللوحية والهواتف الذكية للتحقق من تغريدات وتحديثات الحالة من أصدقائهم وعائلاتهم بسبب التقدم في التكنولوجيا، أصبح الناس على استعداد لقبول أنماط حياة مختلفة. ومع ذلك، يبدو أن هناك العديد من الآثار السلبية لوسائل التواصل الاجتماعي مثل الآثار السلبية التي تعزز الانحطاط الأخلاقي مثل الاكتئاب والقلق والاحتيال والتنمر والإرهاب والأنشطة الإجرامية مثل اغتيال الشخصية والعنف الإعلامي والعري والأفلام الفاحشة ومقاطع الفيديو التي تحدد القيم الأخلاقية للشباب المسلم اليوم. الطلاب البنغلاديشيون، أثناء البحث والتركيز على شبكة الإنترنت، ينجذبون إلى استخدام مواقع الشبكات الاجتماعية عبر الإنترنت وأحيانًا يتجاهلون سبب استخدامهم لوسائل التواصل الاجتماعي. في بعض الأحيان لا يتمكن الطلاب من تسليم عملهم في الإطار الزمني المحدد حيث يضيع وقتهم. هناك مشكلة أخرى بسبب تأثير وسائل التواصل الاجتماعي في بنغلاديش حاليًا، فقد لوحظ أن العديد من الطلاب يبتعدون عن الثقافة الإسلامية وينجذبون إلى الثقافة الغربية. تنشأ المشكلة عندما يرتكب مستخدمو وسائل التواصل الاجتماعي جرائم إلكترونية بالإضافة إلى استخدامها فقط كأداة للتواصل في بنغلاديش. بناءً على هذه الحقائق، فإن الهدف الرئيسي من هذه الدراسة هو تحليل تأثير وسائل التواصل الاجتماعي على الجيل الشاب في بنغلاديش. تستخدم الدراسة نهجًا نوعيًا وتستفيد من البيانات الثانوية والأولية والمصادر الثانوية

مثل المقالات الصحفية والكتب والمجلات ومواقع الويب المختلفة. جمع الباحث البيانات الأولية من خلال استبيان عينة، وهو مس ٣٢٣ عينة من طلاب الجامعات الحكومية، الواقعة في مدينة دكا في بنغلاديش. أخيراً، يمكن التوصل إلى حلول للإحباط والانحطاط من خلال إشراك الأفكار والتعاون مع الحكومة لوضع قواعد مبتكرة مثل محو الأمية الإعلامية وغير ذلك الكثير. وبقدر ما يتعلق الأمر بمعرفة المراجع، فإن المجتمعات تستخدم وسائل التواصل الاجتماعي في المؤسسات الدينية والاجتماعات السياسية وفي البيئات الأكاديمية في الفصول الدراسية بينما يقوم المعلمون بالتدريس. وبشكل عام، يحتاج المجتمع المسلم في بنغلاديش من مستوى الجذر إلى الحكومة إلى العمل لإنقاذ ثقافتنا من هذه الوسائط، وخاصة الموقف غير الأخلاقي لفيسبوك.

**الكلمات الرئيسية:** فيسبوك، الثقافة الإسلامية، جيل الشباب، وسائل التواصل الاجتماعي، بنغلاديش.

## APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Islamic Thought and Civilization.

.....  
Tijani Ashimi  
Supervisor

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Islamic Thought and Civilization.

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## DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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*To my respected parents and my beloved Spouse,  
the greatest source of my inspiration*

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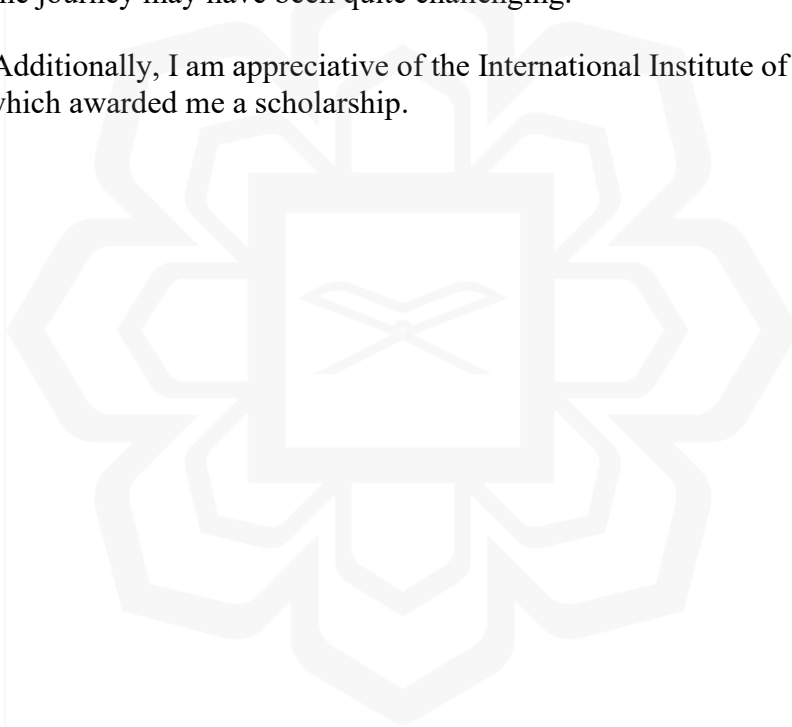
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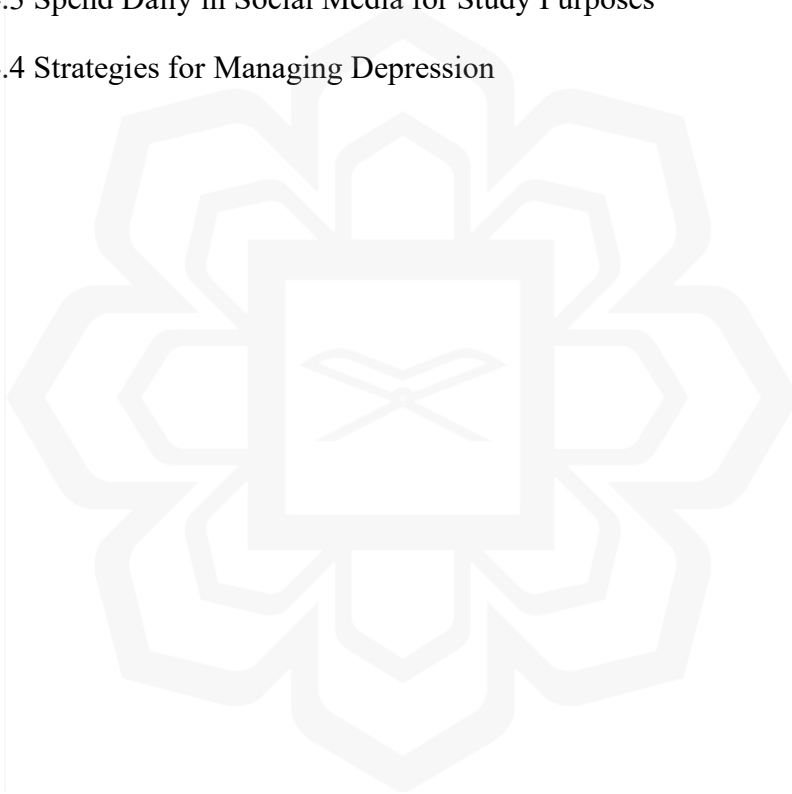
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# CHAPTER ONE

## INTRODUCTION

### 1.1 INTRODUCTION

Social media is essential for enabling novel modes of social interaction among friends, family, and individuals using modern information technology. In the Islamic perspective, Allah is acknowledged as the exclusive Creator of the universe, including humanity and all other entities. He bestowed onto humanity the designation of Khalifah, elevating them above all other creations. This status enables them to dominate the planet, with other entities being submissive to them. According to the Islamic viewpoint, the fundamental objective of human creation is to worship Allah solely and comply with His will. Social media platforms such as Facebook, Twitter, YouTube, Skype, LinkedIn, Google+, Tumblr, Instagram, WhatsApp, IMO, and Telegram have enabled efficient, instantaneous communication and live interactions at minimal cost, contrasting sharply with the slow and costly traditional communication methods (Islam, 2019). The fundamental concerns associated with social media behaviours and perceptions can significantly impact generations of Muslims, especially youth. The absence of regulation and equitable practices results in the misuse of crime prevention instruments for the dissemination of anti-Islamic rhetoric. The utilization of social media has become essential in daily life, especially due to its increasing popularity among the young generation in Bangladesh, with its applications evolving in tandem with technical progress (Atteh et al., 2020). Social media fulfils multiple roles, such as marketing, socialization, and interpersonal communication (Mason et al., 2021; Yu et al., 2021; Yost et al., 2021). A variety of technologies exist for social media outreach (Hysing et al., 2015). This condition may offer specific advantages; nevertheless, it also involves disadvantages, including weariness (Liu & Ma, 2020), anxiety (Vannucci et al., 2017), and concerns regarding victimization and cyberbullying (Batmaz et al., 2022; Oksanen et al., 2020). The extent of social media usage and the diversity of interaction incentives may elevate the risk of addiction in Bangladesh (Balcı & Baloğlu, 2018; Mansi & Levy, 2020)

## 1.2 BACKGROUND OF THE STUDY

Previous research has established that sustained interaction with social media platforms renders users susceptible to several detriments affecting their personal and professional lives (Woods & Scott, 2016). The negative facets of social media usage, including fear of missing out, are negatively correlated with quality-of-life indicators (Elhai et al., 2018). Adequate sleep is essential for health, as its deficiency can lead to depression and anxiety (Garett et al., 2018). These concerns have prompted researchers to explore the potential correlations between well-being and the adverse effects of social media usage, including technostress (Lee et al., 2014), stress and fatigue (Luqman et al., 2017), compulsive social media engagement (e.g., Tandon et al., 2020), problematic social media behaviour (Ahmed et al., 2021), social media addiction (e.g., Lundahl, 2020), as well as sleep disturbances and issues in social relationships (Salo et al., 2019). Education in this century is dynamic and extends beyond the confines of institutional boundaries. The influence of several elements affected the total human system of education and social life. Among these variables, social media exerts a significant influence that rapidly transforms individuals. Haşiloglu et al. (2020) assert that the use of social networking with diverse resources has transformed the study and learning patterns of students across all educational levels. The significance of learning is contingent upon social media, as it has become an integral aspect of everyone's life. The utilization of social networking influences student learning in several ways (Ahmad, 2020). The essential function of social media is exacerbating value issues within societal patterns. The primary factors pertain to education and the evolving attitudes of pupils (Alava, 2017). Furthermore, Ohme (2020) asserted that the regulating behaviours and values of students contribute to many diseases among kids. The social and political awareness generated both distracting and constructive values among the younger generation. Stevens et al. (2019) articulated that the interplay between the fundamental education system and societal value aspirations influences the teaching and learning process (Khan, 2019). The swift evolution of social media, particularly through mobile devices and unrestricted access to diverse informational platforms, alters students' identities. Young individuals' engagement in various economic and social platforms has transformed the architecture of the entire social environment (Ida, 2020). Internet networking services, especially social media, have undeniably facilitated unprecedented connections among individuals; yet professionals and scholars globally have been

investigating potential downsides that users may have observed. The proliferation of cell phones has greatly accelerated the development of internet networking. Traditional methods of individual collaboration are about to undergo a radical transformation due to the advent of long-distance communication technologies, and this tendency is only going to get better. The undeniable impact that social media has on consumers' propensity to buy has led to a meteoric rise in its usage as a platform for advertising both current and future goods and services (Park et al., 2021).

### **1.3 STATEMENT OF THE PROBLEM**

The world has witnessed enormous developments in information and communication technology, which have influenced and facilitated all human endeavors. However, its misuse also poses a threat to the advancements and changes that have been made. Social media has grown to be a powerful tool for many young people in Bangladesh to exercise their right to free speech, maximize opportunities for creativity, and share resources, papers, and other information pertaining to communication and information. (Osman & Shehu, 2017). However, it has also promoted pornography, public naming and shaming, bullying, the dissemination of false information, false alarms, immoral acts and sayings, time waste, distraction from religious and practical issues and actions, and inciting violence among Bangladesh's youth. Obscenity, rising media violence, particular blasphemous statements and publications against Islam and the Prophet Muhammad (SAW), and social media intrusions into private lives are also prevalent. (M. S. Al-Zaman, 2022).

Therefore, states, societies, faiths, and parents are seriously threatened by technological growth, particularly in respect to social media. This is since modern technology's obvious and covert bad impacts, as well as its effects on children's and youths' moral and spiritual education, pose a challenge to faiths, particularly Islam, in most regions of the world. These effects include gambling, pornography, and other vices. Time wastage: youngsters are becoming more and more estranged from reality and the real world, and social media is now a serious threat and the cause of divorces. Most issues can be resolved by promising that social media usage and attitudes can influence Bangladesh's youth. However, due to a lack of oversight and fair practices, these instruments are

being utilized to re-spread anti-crime and anti-Islamic morality teachings. (Salo and others, 2018).

Western culture has influenced Bangladesh due to a rapid growth in social media use. Bangladesh, where Facebook activities sparked real-life violence. Facebook is mostly used to incite hatred and violence in those situations, purposefully or unintentionally (Naher & Minar 2018). Most of Bangladeshi young Facebook users use the platform to increase societal violence. It was found that most of the time, they react without even checking the facts of the post in the first place. (Ali 2020). The increasing popularity of social media raises concerns about its effects on the social, psychological, and cultural aspects of Bangladesh's youth. Exposure to harmful materials, youth victimisation online, exposure to needless online marketing and advertising, exposure to risky online behaviours, identity theft, the rise of the digital divide, and the generational gap between parents and the younger generation of Bangladeshis are some other issues with this research (Islam et al., 2021)

Prior to the advent of social media, emotional connections in relationships were more profound, resulting in predominantly stronger bonds. Upon their engagement, social media activities transitioned to an online, social media-centric format. Thus, lives are beginning to transition into the virtual realm. As time progresses, their lives increasingly rely on online social media. The absence of face-to-face interaction has weakened ties compared to the period prior to the advent of social media (Baskaran et al., 2017). This process occurs because individuals may express their views and emotions on social media, which consequently leads to the absence of solid connections. Social media acquaintances may be termed "fake friends" due to their inability to commiserate with their feelings or acknowledge their significance.

#### **1.4 RESEARCH OBJECTIVES**

The main objective of this study is the impact of social media on the young generation in Bangladesh and three specific objectives.

1. To define social media and identify its effects on the young generation in Bangladesh.

2. To explore the psychological and social impacts of social media on the attitudes and behaviours of the young peoples in Bangladesh.
3. To analyze the overall influence of social media on the behaviors, communication, and lifestyle of the young generation in Bangladesh.

### **1.5 RESEARCH QUESTIONS**

1. How is social media defined, and what are the effects of it on the young generation in Bangladesh?
2. What are the psychological and social impacts of social media on the attitudes and behaviors of young people in Bangladesh?
3. How does social media influence the overall behavior, communication, and lifestyle of the young generation in Bangladesh?

### **1.6 SIGNIFICANCE OF THE STUDY**

This research may serve as a valuable academic resource for researchers, especially in Bangladesh, where such literature is likely scarce. This study will serve as a credible academic resource and facilitate comprehension among academics, educators, and students regarding the impact of social media on youth and academic achievement. It will enhance public understanding regarding the impact of social media on children's academic performance in Bangladesh. Furthermore, it will encourage students to use social media as a means of effective communication and as an educational resource to enhance their knowledge and skills.

The importance of this thesis arises from the empirical examination of the feasibility of social media. The study will offer insights in this context. Moreover, the study seeks to establish a framework for evaluating the enhancement of Islamic principles in Bangladesh through its culture, thereby assisting future academics in further exploration of the topic. This study facilitates the acquisition of knowledge and practical experience for researchers, parents, family members, policymakers, and political leaders, while also identifying and comprehending the obstacles and opportunities associated with Islam and social media.

## **1.7 KEY TERM DEFINITION**

### **Social Media**

According to Kumar et al. (2016), social media consists of online networks that have many mobile users and have developed into a social network that influences brands and customers. According to Davis (2012), social media is a category that comprises interactive Internet network applications that support and coordinate group or individual creation. Facebook, Wikipedia, Friendster, Twitter, Instagram, and YouTube are just a few examples of social media sites. Platforms differ in social communication based on their usage guidelines and organizational structures.

### **Islamic Culture**

The word "Islamic culture" refers to a diverse range of peoples and communities that are distributed throughout numerous nations. They are all members of the Ummah, an Arabic term that refers to the whole Muslim population on earth at any one time. A significant role is played by Islamic culture. The content of this study guide offers pupils a very strong incentive to learn more about Islam's past and to put its principles into practice (Rofi'ah, 2020). Students will understand the admirable objectives of Islamic education by studying the history of Islamic culture. All of which will undoubtedly encourage a love of learning and a sense of pride in Islam. (Maarif & Faidah, 2022).

### **Facebook**

Facebook is a well-known social networking platform currently. With more than 100 million users worldwide, Facebook is one of the most popular and rapidly expanding websites on the Internet today. When Zuckerberg founded and launched Facebook in 2004, it was initially designed with high school and college students in mind. However, it has now expanded to include all age groups and is actively gaining popularity worldwide (Blattner & Fiori, 2009). Facebook is currently the most popular social media platform due to its large following. Users have been drawn to Facebook's "like" button, commenting system, and sharing feature because these enable instantaneous

communication and conversation. In line with Facebook tagline “giving people the power to share and making the world more open and connected” creates space for autonomy and engagement in exchanging ideas and knowledge due to active roles consumed by learners (Ashton & Newman, 2006). In Facebook, users can have their own group interests, share, and exchange messages between them via the available applications easily (Putri, & Aminatun, 2021).

## **Bangladesh**

Bangladesh officially the People's Republic of Bangladesh, is a country in South Asia. It is the eighth most populous country in the world, with a population of around 169 million people in an area of 148,460 square kilometers (57,320). Bangladesh is among the most densely populated countries in the world, and shares land borders with India to the west, north, and east, and Myanmar to the southeast; to the south it has a coastline along the Bay of Bengal. Bangladesh is the second largest economy in South Asia after India. Education in Bangladesh is administered by the country's Ministry of Education. The Ministry of Primary and Mass Education implements policies for primary education and state-funded schools at a local level. Education in Bangladesh is compulsory for all citizens until the end of grade eight. Primary and secondary education is funded by the state and free of charge in public schools. (R, M. 2015).

### **1.8 ORGANIZATION OF THE STUDY**

Chapter I Introduction contains the general background of the study, statement of the problem, objectives of the study, significance of the study.

Chapter II Review of the literature is designed for the review of conceptual and theoretical framework and review of previous studies.

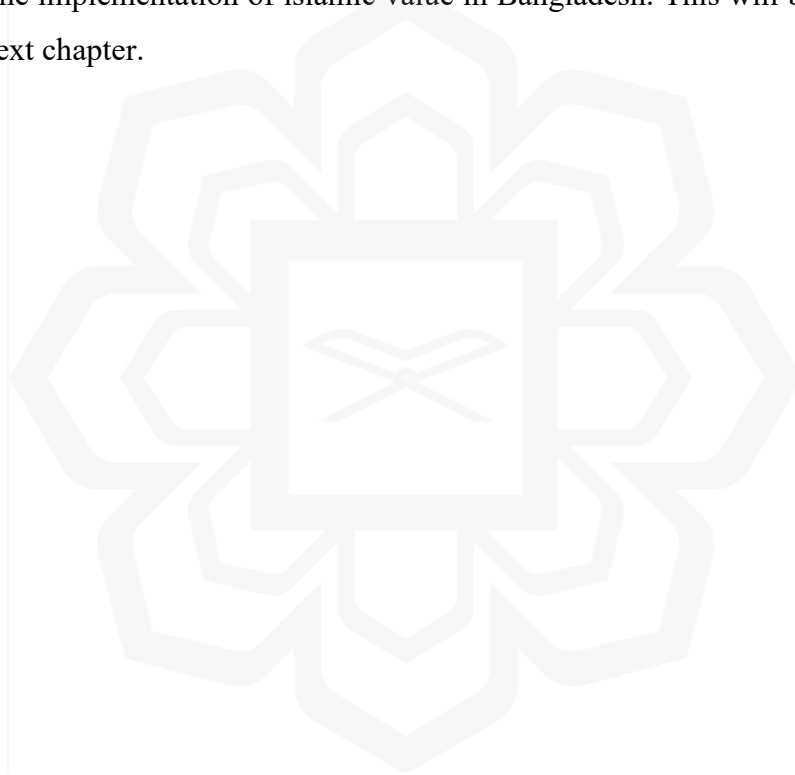
Chapter III The Research Methodology chapter includes various components of research methodology like research design, population and sample, nature, and source of data, data collection tools of data analysis, etc.

Chapter IV Data Presentation and Interpretation chapter describes the effect of social media on the young generation in Bangladesh in the study area.

Chapter V Summary, Summary as well as Conclusion. This chapter is designed for summary, Implication Limitation, and major findings while recommendations.

### **1.9 CHAPTER SUMMARY**

This chapter discusses the research background, problems statement, and most importantly the researcher listed down the research objectives. To authenticate the discussion, the researcher also added the significance of the research and various issues related to Islam and have been highlighted. Therefore, in conclusion, the research finds out that these problems show that any discussion on the negative impact of social media and demoralization of young generation are addressed. have been playing an important role in the implementation of islamic value in Bangladesh. This will be the discussion of the next chapter.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

The proliferation of social media in recent years has allowed consumers to access extensive information from various sources. Unprecedented technological advancements are currently facilitating social media influences in establishing significant involvement with their fans. These contacts have, in various ways, shaped young individuals' behaviours, attitudes, and choices. Consequently, this study enhances literature in various aspects. This study provides an overview of the unique characteristics of social media influencers within the Bangladeshi setting. This is significant as social influencers are regarded as credible and reliable sources of information (Sokolova & Kefi, 2020). This study highlights the incentives that adolescents possess for following social influences.

#### **2.2 DEFINITION AND EFFECT OF SOCIAL MEDIA**

The rise of social media reflects people's need for social relationships. Social interactions are now possible in the online virtual world thanks to social networking services. For instance, instant messaging makes it easier for people to communicate with one another and share information on the internet. The effects of social media have been strongly associated with the younger generation of today (Chen & Lin, 2019). Young users are frequently left feeling discouraged and perplexed by the continual exposure to online criticism, cyberbullying, unrealistic lifestyle depictions, and unfavorable comparisons. According to Wang and Tan (2023), social media can sometimes be used to deprive someone of their courage or spirit, causing chaos and discouragement. These consequences are exacerbated on social media platforms by ongoing digital contacts, when people encounter difficulties that erode their self-esteem and capacity for coping. Pressures from social media can weaken resilience, increase feelings of inadequacy, and undermine self-esteem, which can result in existential despair, hopelessness, helplessness, and a loss of purpose in life (Huang & Fan, 2022).

Social media can therefore both cause and amplify the demoralization of today's youth. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing, and collaboration. Websites and applications dedicated. Social media allows the users, without any need to physical presence, to communicate and generate content (Zhang, Guo, Hu, & Liu, 2017) to forums, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. (Islam et. Al, 2021).

In the last decade, social media utilisation has surged significantly, with billions of global users engaging with platforms such as Facebook, Instagram, TikTok, and Twitter. As of 2023, around 5 billion individuals globally engage with social media frequently, with the typical user spending 2 hours and 27 minutes each day on these platforms (Statista 2023). Facebook asserts that the average user navigates around 300 feet (ca. 91m) of content on their mobile device daily, equivalent to the height of the Statue of Liberty (Morant 2018). The significant proliferation of social media has raised serious concerns about the impact of human psychology on online behaviour and the reciprocal influence of the online environment on psychological processes. This article reviews the literature on the relationship between morality and social media.



Figure 2.1 Popular Social Media Networking Sites

### **2.3 NEGATIVE EFFECTS OF SOCIAL MEDIA ON YOUNG GENERATION**

Social media is an incredibly powerful tool for sharing information with little cost and effort. It has now achieved a global peak that has changed people's lives. Like alcohol, Internet access is regulated in some areas while it is unrestricted in others. Many

Satanists have taken advantage of the Internet's affordability and accessibility to spread illegal content online for free. Furthermore, social media sites are used with a different perspective than the same thinking. (Muneera & Fowzul Ameer, 2017). Ezung and Baksh (2023) found that social media can exert both detrimental and beneficial effects on the young generation's understanding of human behaviour. However, it may also exert a deleterious effect by fostering fanaticism and egotism., social media has significantly influenced behavioral and cultural trends. The internet is frequently targeted via social media to disseminate various forms of information that undermine Islam and alienate the Bangladeshi youth from their faith. Furthermore, online communities and groups have become accessible solely for exploitation, where both girls and boys are readily deceived. Regardless of their popularity, they will possess certain negative attributes. And if the users are not careful about those aspects, then the popular media can push life to the threats very easily and can also be destroyed by their own life (Ahmad, Ghani, & Khoso, 2021).

### **2.3.1 Reduction in real human contact**

Social media can make us feel indifferent since we perceive it as an additional step. If we are unable to communicate with our thousands of online pals, it becomes irrelevant. You should still maintain that friendship. Researchers have proven that social media users are able to bring their geographically separated families closer together. Their disconnection from their family is evident from the fact that they don't carve out time during the week to spend with them, either in person or online. Overuse of social media can have negative effects on students' mental and physical health (Kelly & Zilanawala, Sacker 2018). Many college students rely on caffeine and tea to keep themselves occupied and alert because they don't get nearly enough sleep or food. This lifestyle is detrimental to the emotional and physical well-being of pupils. Another problem with students spending too much time on social media is that it prevents them from forming real-life friendships (Ceranoglu, 2018). Limits on children's use of social media and other forms of electronic entertainment should be strictly enforced.

A prominent effect of the expansion of social media is the substantial decline in face-to-face interaction. The benefits of internet connectivity are not without disadvantages concerning the encouragement of in-person encounters. (Ma, & Li,

2024). Virtual meetings have become increasingly common because of social media platforms. Numerous folks prefer to communicate by direct messaging, commenting, or texting instead of utilizing phone calls or face-to-face meetings. As a result, individuals are reducing face-to-face interactions and augmenting their online conversations.

### **2.3.2 Young People are Getting Lazy, and Performance Decreases**

Social media can affect a person's well-being and academic performance in the interconnection of the brain's condition and the body's physical health. (Tan, R. D. A., Pañares et al 2021) When the brain is stressed and is fabricated by social media's inaccuracies, it can proceed to affect its mind negatively. Then the nervous system damages the body's health, or body strains due to straining too much (Bernstein, R. 2016). Also, students who waste too much time on virtual life have less time to spend on their studies would have lower academic performance, attend smaller quantity of lessons, submit their assignments late and subsequently they have lower self-confidence. Young people, particularly students, are chatting, chatting. As a result, communication between people is severely damaged. Our youth are getting lazy. Their body performance is going down a lot. Their ability to felicitate or lose power is decreasing. Their mental strength is decreasing. Whenever they fall into a stranger, they cannot get out of it (Kamal, 2017). And the vulnerability of the superficial sex is our innate tendency. This social media can be easily found in girlfriends, boyfriends are available. Because of this contact, people's emotions are not confined to one place. Changing is going on. This relationship damages the life of a person. There are bad groups everywhere, here too. These groups target girls, housewives target. Create a relationship for a long time, then it is immoral relationships, and the video is blackmail (Lal, M., Sebastian, A., Wang, F., & Lu, X. 2020). Chatting more often widens the distance between users and their families.

The user mentality is harmed because they experience relief from chatting rather than having a face-to-face dialogue, and the absence of family gatherings makes the kids feel lonely and makes them more aggressive. (Alwagait, Shahzad, & Alim 2015). Long-term social media use can make mental health conditions like loneliness, sadness, and anxiety worse, especially for teenagers who experience online harassment or

cyberbullying. Self-esteem can be negatively impacted by the pressure to meet unachievable beauty standards or by constantly comparing oneself to the carefully manicured social media personas of others.

### **2.3.3 Social Media Create Problems for the Workplace**

Occupational stress induces psychological issues alongside physiological and musculoskeletal illnesses (Cooper & Baglioni, 2018). Depression, insomnia, cephalalgia, and cardiovascular diseases are manifestations of chronic stress (Kivimäki & Kawachi, 2015). Ultimately, it culminates in suicide (Milner et al., 2018). In addition to health complications, occupational stress is characterized by diminished productivity, elevated employee turnover, and increased absenteeism and presenteeism (Ramlawati et al., 2021; Schmidt et al., 2019; Yazdanirad et al., 2021). Excessive addiction to social media and its misuse is detrimental not only to familial and personal relationships but may even engender issues in the workplace., certain Muslim communities have observed the prevalence of quiz festivals on social media platforms. All forms of public examinations are being scrutinized in these contexts, leading to the management of disasters, encompassing various administrative functions.

Despite using social media, false information about religion has spread, efforts have been made to create turmoil among people of different religions and at home. Social media technologies are becoming more prevalent in offices, and businesses are deliberately integrating them to support their staff members and enhance corporate operations (Braojos et al. 2019). Companies, for instance, use well-known, open, and private social media platforms like Facebook, Twitter, and LinkedIn to improve talent acquisition, knowledge exchange, customer service, and marketing (Rueda et al. 2017). Muslim conflict in the Western media generally in the "Islam" mark. It seldom surpasses their disagreement about other religions. Social media disseminates false rumors regarding Islamic leaders and misconceptions about Muslims. The non-Muslim community perceives Muslims as traitors and terrorists. The negative consequences of social media are extensive; yet, they are not solely attributable to the function of Islam as a religion, but also present certain advantages (Nasr, 2005).

### **2.3.4 Lack of Quality Time for Family**

Social media is the main obstruction of family quality time. For this reason, the distance between relations will increase day by day. As a result, the percentage of divorce rapidly increased in a few years. According to census 2022, considering the total population of the country, the divorce rate is 42%. The statistics of BBS (Bangladesh Bureau of statistics) says that Divorce rate is almost doubles in one decade and separations triples in one decade. Marriage registrars, psychologists and gender experts noted lack of family bonds and values, polygamy and extra marital affairs, virtual world and economically empowered women opting out of marriages following mental and physical torture as reasons for increasing divorces and separations. We can't even eliminate family commitment, values, respect and many can't even afford to spend quality time because of social media. (Rahman, S. 2018). This story demonstrates how family connections are negatively impacted by excessive use of social networking sites. Additionally, excessive use of social media has been linked to social isolation, as users withdraw inside their rooms and forget their surroundings and social connections. Furthermore, people who focus their online lives on social media are unaware that they are ignoring the here and now and wasting time on things that damage their relationships. Therefore, our younger generation is seriously threatened by the widespread use of social media, both in Pakistan and around the world (Anderson & Jiang, 2020).

### **2.3.5 Increasing social Addiction, Crime, and Corruption**

A kind of addiction is created among social media users. More time is spent, sleep disturbed. For these reasons, social media makes users crazy. As a result of this social networking addiction, lacking intelligence. Without a virtual life, there is no thought, no emotions, grandfather is taking shelter in the bed of a grave or a friend's grave; Waking up all night sleeping all day using social media, Writing, reading is falling apart. (Abbas, Nurunnabi, & Bano, 2019). Not only the crimes that are being inflicted on them, but they are also against crime. But it is being said that, because of this, our youth's respect for women or men have been lost. One is giving a brief comment to another. Consuming conditions are created among them. The bonds between our youth are weakening. (Shehu, Othman, & Osman, 2017). They are losing morality. As a result,

they are involved in any kind of crime, but they do not understand it. According to Vaynerchuk mostly, 75% of people agree on this region under the domination of social corruption, illegal activities/ crime, cultural clusters, and famine through the illegal/ non-proper usages of social media and education also de-propagate. Moral degradation and social calamity are due to misuse of social media. The use of these mediums is easy using terrorists to carry out their terrorist activities (Vaynerchuk, 2016).

The magic bullet theory went extinct as soon as it was realized that media messages do not affect all people in the same manner all the time. The evolution of the limited effects theory and selective perception paradigm made this possible because by these, it has become known that media audience were active and would discern based on their interpretation of what is good for them. Kenechukwu (2015) observes that various intervening variables were known to affect audience members' use of and reaction to media messages in rather dramatic ways. According to him, though media messages are still believed to influence individuals, their effects were no longer perceived as too powerful, indiscriminate, and predictable as was thought then. After all, people's biological differences, cultural differences, different socializing environments, different religious backgrounds or orientations and educational levels can change their perception of messages such that the intended goal of the communicator is not achieved (Umoren, I. 2022).

### **2.3.6 False News and Rumors are Common and Widespread on Social Media**

The most unfounded news is being disseminated on social networking sites, which leads to negative perceptions of the media, according to CNN's Social Report on the well-known news channel (Ordway, 2017). Experts claim that incorrect information is being disseminated via social media (Ajao, Bhowmik, & Zargari, 2018). It has been discovered that websites having a presence in Muslim communities, such as Facebook, Instagram, LinkedIn, Snapchat, and Twitter, are also worthless and rife with filth. People are abusing these websites. Many blogs are written as joyfully as they are, with little to no editing. In the age of social media, it is incredibly simple to disseminate rumors.

Nowadays, internet based social media is spreading rumors about Facebook and blogs. After rumor, it does not take time to grow stalks. Grown stalks sesame seeds. The

opportunists try to gain an advantage by using rumors. Psychologist Allport and Postman have long researched psychological reasons for spreading rumors. They said, rumors of people's need or expectations - aspirations expressed. That is, those who spread the rumors really want something to happen (Rosnow, 1980). Allah said about rumors in the Holy Quran: "O you who believe! If a troublemaker brings you any news, investigate, lest you harm people out of ignorance, and you become regretful for what you have done" (49:6). Allah SWT also says: **"And does not pursue that of which you have no knowledge. Indeed, the hearing, the sight, and the heart - about all those [one] will be questioned" (17:36)**. The Prophet (SAW) said: The propaganda of rumors among people is a terrible lie. (Sahih Muslim, Vol. 1, p. 10). The Holy Qur'an and Hadith have a clear direction about rumors, falsehoods, and propaganda, and details of its punishment are discussed in detail. Trying to insult a person by spreading falsehood against him, if he is out of his ideology, then now this is a fashion of man. In the Holy Quran, Allah said, **"But whoever earns an offense or a sin and then blames it on an innocent [person] has taken upon himself a slander and manifest sin" (4:112)**. The sign of hypocrite spreading lies or rumors. The Prophet (peace be upon him) said, "The proof of the hypocrite is three: When he speaks a lie, When the promise breaks, and when he is kept in the deposit, he is miserable" (Sahih al-Bukhari v.2 p.33).

### **2.3.7 Reducing Learning and Research Capabilities**

The excessive usage of social media can lead to numerous attention-related issues. Inability to recall numerous details, coupled with a lack of attention to verbal communication. Most pupils encounter challenges in this situation. They spent their time here and did not mind studying. Due to the use of social media for a long period of time, there is a continuous look at the mobile screen, which can lead to headaches and eye problems. For this, the vision is reduced. (Chowdhury, E. K. 2024). They cannot adapt to social events due to excessive use of the people themselves. Due to the excessive use of social media, this disease is very normal. Because then people are willing to reduce their contact with the real world. In order that the user is united with the virtual world itself, not with the real world. (Anwar, & Mujib, 2022). The deterioration in real-world social skills is attributable to a reduction in face-to-face interactions stemming from the proliferation of Internet communication. Many individuals utilize social media as their primary means of communication, impeding

their ability to cultivate robust interpersonal connections and engage in face-to-face partnerships.

### **2.3.8 Dating, Chatting, and Gambling**

The anonymity of an original ID among the counterfeit IDs on Facebook can be unsettling. The boys are falsifying the identities of various ladies by uploading their images and circulating them within the community, which cannot be considered a form of socialization (Maheux, et, al. 2024). After some time, the boys are making a love relationship with girls by concealing identity, cheating, and rape increasing social unrest. Again, in some cases the boys are being fooled by making such incidents like a hijacking. They forget that in the Hereafter, these words and deeds will be accounted for and there will be records of these. Allah SWT said: **Not a word does he (or she) utter, but there is a watcher by him ready to record it (50:18)**. This misuse of social media seems to be a strong position. For this, the media will not be responsible only, as well as our family education, social status, lack of values, and lack of moral education.

### **2.3.9 Technology Misuse**

Scientific contributions to the welfare of humanity are undeniable. The advancement of science has undoubtedly made people's lives easy and fluent. There is no conflict of science with Islam. But the science is changing, Islam is eternal and irreversible. But due to the misuse of technology, proper use, and its benefits are being hidden. Many people are becoming miserable in the misuse of technology (Busby, S. 2024). The cultural identity of social media lies about Islam and the enemy will be able to use it in various ways. This will make "Bidat" which means that it will create a wrong connotation associated with the invention of Islam and Islamic principles. This misinformation can be influenced by religion and religiously, about Islam, causing further problems on a global scale. According to Wardle and Derakhshan (2017) mistrust and misunderstanding are the effects of rumors and fake information on social media; but it is highly controversial to say that viewers are exposed to fake news. This can be supported by a survey that found out the online news websites and platforms had a fair to great extent of fake news.

### **2.3.10 Hacking**

Hacking is a well-recognized term among young people, especially adolescents. They have an intense enthusiasm for hacking. Successfully hacking a social networking account seems like a victory. This condition is getting more widespread. A social media hacker presents a threat to individuals. A hacker can breach an account to obtain personal information and generate false narratives regarding the individual's profile. Recently, a religious clash emerged in Bangladesh following the hacking of a Facebook account that propagated falsehoods on the platform. (Watts, C. 2018). Individuals mostly use social media to disseminate rumors and facilitate collective interactions for personal benefit. Such activities enable individuals to exhibit their power and might on a virtual platform. Cybercriminals are identifying targets on social media networks. They employ shortened URLs to mislead their victims into visiting harmful websites or to introduce infections onto their computers, smartphones, or tablets. They use spyware, which they can easily install on the victim's mobile phone or any other smart device through downloads and emails. The malware provides hackers with victims' data and passwords. Most social media platforms necessitate information pertaining to birthdates and email addresses. Hackers generally gather information available on Facebook or other social media platforms. A common tactic utilized by hackers is to pick the "forgot password" option and subsequently attempt to recover the password by email on the website. Most social media users in Bangladesh remain oblivious to such phishing websites. They can easily access that avenue and become victims of hackers. Upon accessing an email account, an individual effectively acquires all personal information and data belonging to the account holder (Wilcox, H., & Bhattacharya, M. 2020).

### **2.3.11 Isolation and Abnormal**

Excessive computer use can lead to feelings of isolation since it prevents students from engaging in social activities and activities that take place outside of their homes. The use of online talking encourages students to become more self-centered and isolated. These pupils cannot freely communicate with their classmates, which leads to feelings of isolation, which might eventually lead to feelings of hopelessness. Many kids who suffer from Facebook display atypical symptoms, including despair, excessive anger,

abnormal anxiety, or even normal anxiety. People with social anxiety frequently spend a lot of time on Facebook. (O'Day, E. B., & Heimberg, R. G. 2021).

## **2.4 POSITIVE EFFECT OF SOCIAL MEDIA**

The rise of social media in recent years has altered how most end users interact with the internet. The foundation of social media is the concept of how individuals know and engage with one another. It makes the world more open and interconnected by empowering people to share. Social networking significantly impacts our lives since it is very beneficial in all spheres of life, including politics, the economy, education and others.

### **2.4.1 Business Impact of Social Media**

Yan, Sengupta, and Wyer (in Suryati, 2019) define product quality as the performance that consumers desire in terms of packaging size, quality demonstrated, and outstanding design based on consumer perceptions. Sanjiwani and Suasana (2019) define product quality as the characteristics that enable a product's classification according to its pricing and specifications. Furthermore, product quality refers to the features of a product or service that are dependent on its capacity to meet consumer expectations and must be declared or contained therein (Kotler and Armstrong, 2020). Finally, product quality is a property of a product, such as its shape and packaging, that attracts buyers and can persuade them to purchase the goods. Kim & Ko (2012) defined purchase intention as the combination of consumer interest and the prospect of purchasing a product. Choedon and Lee (2020) have stated that purchase intention can be defined as customers' willingness and desire to acquire recommended products after accessing social media.

Furthermore, Jain and Yadav (2018) define buying interest as a person's intention to acquire a specific product. Social networking tools facilitate the sharing of ideas among individuals. Connecting and exchanging ideas with a man on the opposite side of the globe is beneficial for a man heading in that direction. Students can swiftly and easily share information or engage with each other through social media platforms such as Facebook and Instagram. Making friends and interacting with others is a crucial aspect of maturing.

It is worth mentioning that in Bangladesh, many businesses that are finding success nowadays are online-based, and many of them are entrepreneurial. Truth be told, the widespread use of social media among the people of Bangladesh is influencing entrepreneurs in many ways to take such initiatives. In this study, some university students were found to be involved in some ventures being run on social media. It was revealed that they have decided to run their businesses on these platforms because they do not require mandatory physical operation or much money like conventional businesses. They can easily handle an online business from home or a small warehouse. Enhance engagement and retention in services. A considerable number of individuals with mental disorders have indicated a desire to utilize social media platforms for obtaining mental health information (Lal et al., 2018), engaging with mental health professionals (Birnbaum et al., 2017b), and accessing evidence-based mental health services via social media aimed at managing mental health symptoms or enhancing overall health and wellbeing (Naslund et al., 2017).

#### **2.4.2 Social Interaction**

The prevalent utilization of social media by individuals with mental illness, coupled with its capacity to promote social interaction and connect with supportive peers, suggests that the advantageous features of social media could be harnessed to improve current mental health programs and services. A recent review by Biagiante et al. (2018) indicated that peer-to-peer support provides viable and acceptable methods to enhance digital mental health interventions for individuals with psychotic disorders, particularly by increasing engagement, compliance, and adherence to the interventions; it may also enhance perceived social support (Biagiante et al. 2018). Young individuals can readily access news, international viewpoints, and educational material via social media platforms. Young individuals can acquire knowledge beyond conventional educational institutions through forums, instructional videos, and internet learning platforms. YouTube and comparable services are often employed for skill enhancement, language learning, and education.

In a pilot study of the HORYZONS online psychosocial intervention, which uses peer-to-peer social networking features like popular social media sites, patients who were going through their first episode of psychosis had much lower levels of

depression (Alvarez-Jimenez et al. 2013). Many participants (95%) in this study used the peer-to-peer networking aspect of the program, with several individuals indicating enhancements in perceived social connectivity and empowerment during their recovery process (Alvarez-Jimenez et al. 2013). A comprehensive randomized controlled study is currently evaluating this moderated online social therapy program to sustain therapeutic outcomes from first episode psychosis services (Alvarez-Jimenez et al. 2019).

Preliminary studies have shown that utilizing digital settings with interactive peer-to-peer functionalities in social media can improve social functioning and well-being in adolescents at elevated risk of psychosis (Alvarez-Jimenez et al. 2018). Recently, numerous mobile applications have emerged to facilitate symptom monitoring and relapse prevention in psychotic diseases. The development of PRIME (Personalized Real-Time Intervention for Motivational Enhancement) has entailed collaboration with young individuals diagnosed with schizophrenia to ensure the app's design resembles that of mainstream social media platforms rather than existing clinical tools (Schlosser et al. 2016). This distinctive methodology in app design seeks to enhance user engagement and effectively bolster motivation and functionality through goal setting, hence improving the quality of life for individuals with schizophrenia (Schlosser et al. 2018).

### **2.4.3 Improving Mental Health**

The intervention presents significant potential, as insufficient support is a major obstacle to exercise among people with severe mental illness (Firth et al. 2016), and social media can now be utilized to address this issue. In PeerFIT, a private Facebook group is intricately incorporated into the program, providing a secure platform for participants to engage with lifestyle coaches, access intervention materials, and support one another in achieving their lifestyle objectives (Aschbrenner et al. 2016a; Naslund et al. 2016a). This program has shown initial efficacy in significantly lowering cardiovascular risk factors associated with early mortality in this patient population (Aschbrenner, Naslund, Shevenell, Kinney, et al., 2016). Additionally, the Facebook component seems to have enhanced program engagement, enabling participants unable to attend in-person sessions due to health issues or competing obligations to stay

connected (Naslund et al., 2018). This lifestyle intervention is presently under assessment in a randomized controlled trial involving young individuals with severe mental illnesses in actual community mental health environments (Aschbrenner et al. 2018a).

#### **2.4.4 Trust Building**

Trust, defined as the conviction in an individual's trustworthiness, competency, and benevolence, is essential in social trade, influencing individuals' participation in social contacts and their anticipations of future advantages (McKnight and Chervany 2020; Zhang et al. 2022). Social exchange theory highlights the crucial importance of trust in social media participation, relational advantages, and interpersonal connections (Norman et al. 2020). Research indicates that trust enhances the beneficial impacts of social media on relationship intimacy and contentment (Bazarova et al. 2015; Abril et al. 2022). Trust also acts as a moderating factor in social media use, reducing the negative effects it may have on relationship quality (Wang et al. 2019) and increasing the sense of fairness and reciprocity in social interactions (Bender et al. 2019). Moreover, trust enhances the development of social capital in online networks, which correlates favorably with their size and diversity (Hampton et al. 2011). Social exchange theory offers a theoretical framework for comprehending the significance of trust in the correlation between social media participation and interpersonal interactions. Trust can alleviate the detrimental impacts of excessive social media usage on relationship quality, improve the perceived equity and reciprocity of social interactions, and foster social capital.

The impact of relationship benefits on social connections may be affected by the degree of trust between partners. A study by Jang et al. (2019) demonstrated that trust affected the connection between social support and subjective well-being in South Korean college students. The correlation between social support and subjective well-being was more pronounced among people with elevated trust in their social ties.

## **2.5 DEFINITION OF VARIABLE**

### **2.5.1 Social Influence**

The notion of social influence is comparable to that of subjective norm, which refers to the extent to which influential people have on an individual's conduct (Venkatesh et al., 2012). In this study, social impact refers to the extent to which entrepreneurs' reference groups support and influence political Ideology. The literature on individual behavior toward political ideology in Bangladeshi people teaches that social influence has a significant impact on an individual's decision to support Islamic political party and the findings of the qualitative study in the Bangladeshi context show that participants are influenced by their circle of friends and family.

### **2.5.2 Islamic Knowledge**

The Islamization of knowledge is a broad phenomenon that re-establishes knowledge on its original foundations considering revealed knowledge. It is a reform-oriented movement characterised by a conscious shift in Muslim thought, attitude, and behaviour, as well as a commitment to resurrecting Islamic civilization. The goal of knowledge is to extract the essence of nature and the universe, and then prostrate and surrender completely to Allah, the Most Merciful and Beneficent. It also conveys a sense of kindness, cleanliness, and piety. The current state of attempts to Islamize knowledge in Bangladesh is unsatisfactory because no comprehensive programme has been launched, either at the commercial or government level, to Islamize courses and syllabi at various levels of education. It should be attempted to identify the roadblocks to the advancement of Islamic knowledge in Bangladesh, with the goal of finding remedies.

The "Islamization of knowledge" movement has awakened the Muslim Ummah from their comfortable slumber. Had the term "Islamization" not been used, it would not have drawn the attention of many concerned Muslim and non-Muslim scholars and activists. Muslims desire to rediscover their own way of life after being held subservient for a long period under the dominant Western civilization. Talking about the theme of Islamization of science is an exciting thing to discuss or study, and Muhammad Naquib Al-Attas first coined this Islamization. He is a prominent Islamic thinker who first initiated the idea of Islamization of science, specifically contemporary/modern/present-

day science, in addition to two other concepts, namely:1. The most critical problem facing Muslims today is the problem of science.2. Modern science is not value-free (neutral) because it is influenced by religious, cultural, and philosophical views, reflecting Western humans' consciousness and experience (Azmi, & Nadia, M. 2022).

### **2.5.3 Depression**

The nature of social media is to reinforce. By producing dopamine, a "feel-good chemical" connected to enjoyable pursuits like sex, eating, and social connection, using it activates the brain's reward center. The platforms are linked to bodily problems like sadness and anxiety and are made to be addictive. However, it is important to note that problematic social media use is not currently listed in the Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition (American Psychiatric Association, 2013), and the appropriateness of an official clinical diagnosis has been discussed in the literature (Brand et al., 2020, Carbonell and Panova, 2017). Thus, we refer to problematic social media use as opposed to addiction or disordered use of social media. (Meshi, D., & Elli Thorpe, M. E. 2021).

### **2.5.4 Digitalization**

Digitalization-enhanced social media controls new types of interactions. Its communal nature permits ongoing popularity growth. Because web platforms make it possible for users to share material, their fundamental goal is to improve user cooperation, self-representation, and social engagement. The news industry must adapt its media production to the growing influence of independent publishers on social media platforms as well as to users who have turned into their own publishers, or prosumers, because of digitalization and the expansion of social media. Several sorts of promised inclusion in technology formats are used to define the multi-media creation process. This article also emphasizes how the "intimacy" of new media cultures has changed, providing additional evidence of the shifting boundaries between the public and private spheres of communication. (Praprotnik, T. 2016).

## **2.6 THEORY OF THE STUDY**

Many theories could be ideal for supporting my dissertation. Still, the theory of uses and gratification and the theory of media effect are the most appropriate and relevant to my research. This is because when a user uses media, their primary goal is to gain more and more satisfaction and gratification. After using media, it is possible to observe its effects on users. Accordingly, users of social networks log on to their preferred forms of social media based on their interests and gratification after following these theoretical frameworks. Social networking sites have a variety of effects on their users, both positive and negative, because individuals log on to them in the hopes of gaining greater satisfaction and enjoyment. Because users are logical and come to the right place for their satisfaction, they can satisfy their desires on their own and have access to a variety of well-known social media platforms, such as Facebook, Twitter, MySpace, YouTube, Skype, and others. The use of social media and its effects on young people were the main topics of my dissertation. Therefore, with the support of the theories, uses, and pleasure theory, I accomplished my goals. With the help of media influence research and theory, I was also able to propose a theoretical framework for my study. (Chang, Wang, & Kuo, 2020).

## **2.7 CONCEPTUAL FRAMEWORK**

Individuals use social media to communicate and stay in touch with friends and to meet new people. Students use social media for educational purposes. Using such platforms helps them improve their technological skills. It contributes to developing communication skills and allows users from all around the world to learn about different cultures. Most of the time negatively affected our young generation by the social media.

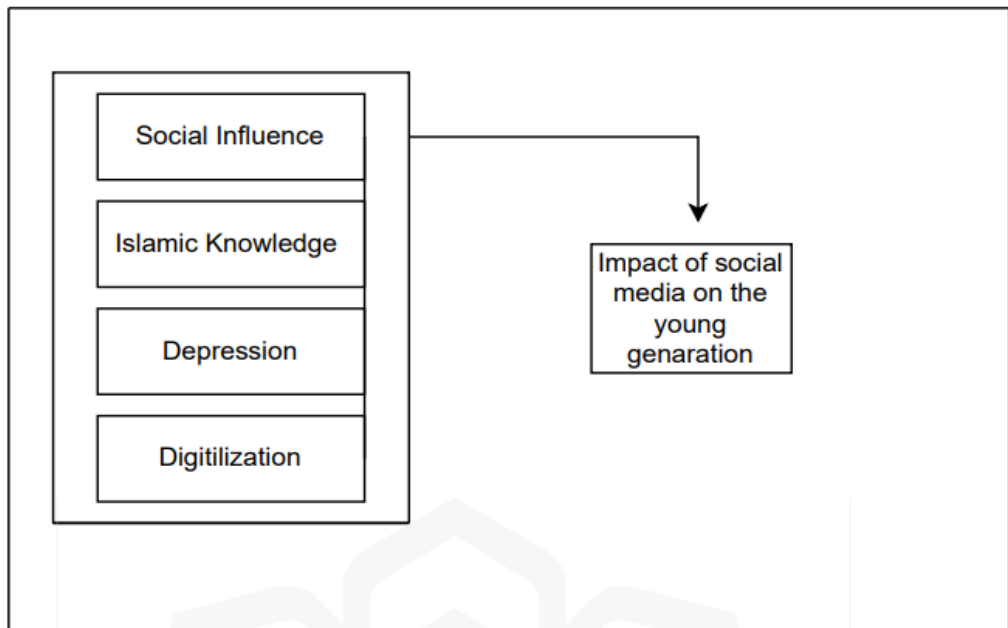


Figure 2.2 Conceptual Framework of the Study

In the framework above, the four independent variables are Social Influence, Islamic Knowledge, depression, and digitalization. The dependent variable is the impact of social media on the young generation in Bangladeshi young generation.

## 2.8 CHAPTER SUMMARY

By admitting the literature, experts in the fields of Islamic values and Islamic culture and social media in numerous dimensions. As a result, the gaps identified confirm the scope of this research. As a result, the next chapter discusses how the research will be conducted by determining the research scope and recognizing the key predictors. As a result, the framework and research design of this study are covered in the next chapter.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter of the research project sets out the methodological foundations of this study by searching the theoretical foundations of several philosophies that can be fruitful to a new area of research such as the effect of social media effect on the young generation in Bangladesh. The chapter further expands on the research approach design and strategy, documenting the process of research underpinning the research methodology adopted by this study. Prior chapters discussed the background of the study, statement of the problem, objectives, and literature review to support the given research topics. This chapter intends to discuss how accurately this research is going to achieve the stated objectives. To answer the research questions and to point out the solution to the suggested problem, the researcher collects information using several techniques and methods. This chapter discusses in describing the methodologies used by researchers to complete this research.

#### **3.2 RESEARCH DESIGN**

Research design is the procedures for compilation, interpretation, and analysis. The research design determines that the quantitative and qualitative which is mixed approach the research design will be aligned to complete this project. (Jamieson & Pownall, 2022) Quantitative research requires the use of tools such as rating scales, questionnaires, and surveys to obtain the required data. The research design describes the uses of the researcher during the collection of information. Research design is a crucial aspect of every academic study. After establishing the research problem, the most important step is to design the research design. In general, there are two sorts of research designs: exploratory research designs and conclusive research designs. The research design assists researchers in taking actions on research concerns such as when, what, where, by what means, and how much. In this case, exploratory research designs are typically qualitative, whereas definitive research designs are typically quantitative. A qualitative research design will be employed to delve into the subjective experiences

and perspectives of young generation in Bangladesh. Phenomenological methodology will allow for an in-depth exploration of the lived experiences related to social media use. This research is based on both primary and secondary sources of information. Primary data sources include respondents' responses to a questionnaire and face-to-face interview with the University student in Bangladesh.

### **3.3 RESEARCH APPROACH**

A detailed discussion of research philosophy has mostly helped the researcher to choose an appropriate research approach for the current study. After a broad investigation on the features and advantages, the researcher has chosen an inductive approach for the data collection to address the main research question of the study through an open-ended questionnaire. This research is exploratory as well as explanatory in nature as it develops and examines the relationship among the selected independent, intervening, and dependent variables. The researcher has developed a conceptual framework and the relationships among the study's constructs. In view of these facts, the current study adopts an inductive approach on the grounds that the conceptual framework and theoretical framework are derived from the surveyed literature in the domain (Saunders *et al.*, 2009; Creswell and Plano Clark, 2011).

In addition, there are certain other grounds behind the selection of a deductive approach for the present investigation. Firstly, this investigation examines the relationship between the variables. Secondly, the ontological position recommends that objectivism necessitates a social fact. Thirdly, supposition is a part of human nature, and they make this according to their surroundings and determinism. Finally, there can be methodological concerns pertaining to the measurement and recognition of the basic themes.


### **3.4 POPULATION OF THE STUDY**

The term "population" refers to all individuals or items that are being studied, whereas "sampling" refers to the process of selecting a subset of the population for research. It is a method of selecting a sample of units from a data set to assess the people's attributes, opinions, and attitudes. Hair JF (2003). A structured questionnaire is used in a sampling

survey to analyze people's opinions and attitudes. Data collected through a semi structured questionnaire can be used to calculate a specific population or subgroup. This would be considered as the population of this study is Bangladeshi university students in Dhaka city. There are a total of 95 thousand students, we reached 600 students and got feedback 323 students.

### **3.5 SAMPLING**

Sampling is the process of selecting individuals from a larger group to draw accurate conclusions about how the larger group behaves or thinks (Sekaran & Bougie, 2019). Researchers should pick a typical sample of the target population after choosing and characterizing the group they wish to investigate (Sim, Saunders, Waterfield, & Kingstone, 2018). In statistics, quality assurance, and survey methodology, sampling is the selection of a subset (a statistical sample) of individuals from within a statistical population to estimate characteristics of the whole population (Sekaran & Bougie, 2019; Sim et al., 2018). The samples are supposed to reflect the population in question, according to statisticians. When surveying the whole population, sampling has two advantages: cheaper costs and quicker data gathering (Sykes, 2018). According to Erba (2018), to conceive the sampling plan is to make a set of decisions leading to selecting the sample. The sample of this study will be defined as people of both genders, of Bangladeshi young generation. The quality of the data collected versus the intended applications, the research method and deliberate sampling strategy employed, and the quality of study are all factors in establishing an acceptable sample size in qualitative research. The study uses ROASOFT for sample size calculation, and minimum sample size can be obtained by taking account for confidence level of 95% and margin of error 5 %, the sample size =100. (Figure 3.1).



What margin of error can you accept?  %  
5% is a common choice

What confidence level do you need?  %  
Typical choices are 90%, 95%, or 99%

What is the population size?   
If you don't know, use 20000

What is the response distribution?  %  
Leave this as 50%

---

Your recommended sample size is **323**

Figure 3.1 Sample Size Calculator

### 3.6 QUESTIONNAIRE DEVELOPMENT

The questionnaire is the most common instrument to collect primary data. It consists of a set of questions. The questionnaire was intended to collect data from respondents, a questionnaire face-to-face contact, email, telephone and use of the internet. As far as data collection tools were concerned, the conduct of the research involved the use of a survey questionnaire. The Interviewer used to ask questions face to face with the respondent or subject, interviews will be carried out by telephone; questionnaires will be left with subjects to complete themselves; questionnaires were mailed to subjects; or questionnaires was accessed by subjects through the Internet. Questionnaires were accessed by respondents through their computer, tablet and smartphone. Each of these media has opportunities and problems, but the general principles of questionnaire construction and writing apply to all of them. A questionnaire is a formalized set of questions for obtaining relevant information from the respective respondents of a study (Malhotra, 2007). The main objective of this research to be the impact social media on the young generation in Bangladeshi. Thus, a set of the questionnaires were developed, based on the constructions of the proposed theoretical framework and detailed review

of the literature. They designed the questionnaire by reference to the samples of questionnaires that were attached to some journals that we collected.

The researcher was sending the questionnaire to our respondent in digital form and printed form. These two ways are always convenient and easy ways to collect data. We separate our questionnaire into three sections. Section A asks demographic questions (age, gender, academic year, race etc) about the respondents. In section B, our questions are designed in which are related to our independent variables (Social influence, Islamic knowledge, depression and digitalization).

### **3.7 QUESTIONNAIRE DESIGN**

The interview questionnaire used in this research study consisted of five specific sections. Each section contained questions about the constructions of the study, and the last section sought demographic information of the respondents participating in the research. The designed questionnaire was English and Bengali, which facilitated the respondents with the flexibility to answer the questionnaire in their preferred language. A copy of the final draft questionnaire is attached to Appendix A. Section I consisting of questions regarding respondents who current online practices. There were four items in this section, with the first two initial questions representing filter questions, which screened the potential respondents to meet the requirements of the sample. Section II sought information on participants' awareness and their perception of social media. Section III sought information regarding the influence of promotional efforts and perceived information quality. Consequently, questions that measured the dependent variables of the study, social media usage and intention to use social media were formatted in Section IV. The final section of the questionnaire, Section V sought personal information of the respondents, which comprised gender, age, ethnicity, and religion, level of education, monthly income and occupation of the respondents.

### **3.8 ETHICAL CONSIDERATION**

Ethical considerations are concerned with good and bad behaviors, as the respondents were chosen for the study equally without discrimination to obtain explicit and accurate information that reflects the morals of people in terms of the value of the responses

obtained by the researcher. Ethical consideration reflects the principles, values and morals of the researcher and considers what must be done when conducting the research. According to the findings of a study conducted by Nicholls and colleagues (2016), ethics is of utmost importance since it assists researchers in accomplishing their objectives, such as enhancing our comprehension of the world. They encourage concepts such as fairness and mutual regard, which are fundamental to the successful operation of a team working together. This is significant since the empirical study is an open-ended investigation into the ways in which various research groups collaborate with one another. For the researcher to obtain results that may be utilized, it is necessary for them to conduct a survey of the relevant population.

### **3.9 CONCLUSION**

In conclusion, the research methodology was discussed generally in chapter 3. This chapter describes how the research is conducted in terms of research design, sampling design, data collection methods, scale and operational definition, data processing, and data analysis. The researcher used a qualitative approach. This chapter begins with an introduction, then describes the research design employed in this study. Population and sample study are also mentioned before discussing the research methodology used to conduct this research. In addition, we can know the reliability and significance of the variables. All the results will be further discussed in the following chapter.

## **CHAPTER FOUR**

### **DATA COLLECTION AND ANALYSIS**

#### **4.1 INTRODUCTION**

Qualitative research yields mainly unstructured text-based data. Data analysis in qualitative research is defined as the process of systematically searching and arranging the interview transcripts, observation notes, or other non-textual materials that the researcher accumulates to increase the understanding of the phenomenon. The process of analysing qualitative data predominantly involves coding or categorising the data. Basically, it involves making sense of huge amounts of data by reducing the volume of raw information, followed by identifying significant patterns, and finally drawing meaning from data and subsequently building a logical chain of evidence. This chapter presents the data analyses and interpretations based on the primary data collected to address the objectives of this research.

#### **4.2 DATA ANALYSIS AND INTERPRETATION**

A descriptive case study is a type of research methodology that uses secondary data sources. This method entails a thorough examination of the collected documents through document review as part of the data analysis and interpretation process. Finding and clarifying the key themes, patterns, and meanings that are closely related to the study question is the aim of this analysis. To examine the gathered data and identify significant themes, this study used Gioia's thematic analysis approach (Rk 2018). The Gioia approach is a data-informed, inductive strategy for qualitative research. It presents a method for doing reliable and rigorous qualitative data analysis, one that leaves room for imaginative play and steady iterative development of conceptual ideas. The approach prioritizes the use of rigorous qualitative methods in inductive studies (Gioia, D., Corley, K. G., & Hamilton, A. L. 2012, 20). Gioia's thematic analysis framework provides a structured and systematic method for identifying patterns, concepts, and ideas within the data. Firstly, I will thoroughly review and familiarize myself with the content of the collected documents. This initial step allowed me to gain a comprehensive understanding of the information and concepts presented

in the data. Next, I engaged in the coding phase by assigning descriptive codes to relevant sections or excerpts of the data. This coding process involved identifying patterns, concepts, or ideas within the data and assigning appropriate labels to capture them. The coding was driven by the research questions and focused on capturing information directly related to the effect of social media on the young generation in Bangladesh. Throughout the analysis process, constantly review the themes in relation to the original data to validate and refine them further, if necessary. This iterative process ensured the themes were grounded in the data and accurately reflected the information provided in the collected documents.

### **4.3 DATA CHECKING**

A verification process will be applied to the questionnaires. Every survey is carefully examined to make sure there are no language or grammatical errors that can cause respondents to misunderstand. This is important because if such errors are substantial and biased, the results obtained from the questionnaire could be jeopardised. Additionally, for the respondents to successfully understand the questions given, the wording and terminology used must be clear and simple. As a result, the respondents are unable to provide accurate data and viewpoints for the study. After the questionnaires are compiled, the next round of verification begins. Every survey that has been gathered needs to be examined to make sure that the responses provided by the respondents are accurate. Choosing multiple alternatives when only one is needed and answering in the wrong column are examples of common mistakes. To avoid data distortion, these flaws must be identified.

### **4.4 DEMOGRAPHIC INFORMATION**

The questionnaires distribution was through E-mail delivery, phone conversation. A total of 400 samples were returned and only 323 were usable for further analysis. The target respondents are preferably holding university students at Dhaka city. This section illustrated the respondents who had participated in this study. Frequency analysis was employed to analyse demographic information. To provide a thorough descriptive profile of this organization, this section details the demographic characteristics of these companies including, age, gender, institution, education and so on.

#### 4.4.1 Gender

The gender classification of the respondents in this study is illustrated in Table 4.1 below. In terms of gender, most respondents who participated in this study are males representing 73.4%. The female participants seemed to be slightly lower, about 26.6%. This is due to the reason that nearly 18% of the female respondents, approached did not meet the required criteria of participating in this study, particularly those who are very busy.

Table 4.1 Respondents of Gender

| <b>Gender</b> | <b>Frequency</b> | <b>Percentage</b> |
|---------------|------------------|-------------------|
| Male          | 237              | 73.4%             |
| Female        | 86               | 26.6%             |
| Total         | 323              | 100%              |

#### 4.4.2 Age

Table 4.2 below depicts the age group of the respondents who participated in this study. Many of the respondents were between 21 to 25 years old (46.3%). Respondents between 15 to 20 years old represent 34.4%, and subsequently those who are between 26 to 30 years old represent 18.8%. Collectively, these three age groups represented 98.9% of the total respondents of this study.

Table 4.2 Respondent's Age Category

| <b>Age Category</b> | <b>Frequency</b> | <b>Percentage</b> |
|---------------------|------------------|-------------------|
| 15-20               | 110              | 34.4%             |
| 21-25               | 148              | 46.3%             |
| 26-30               | 60               | 18.8%             |
| 31-35               | 02               | 0.8%              |

|       |     |      |
|-------|-----|------|
| 36-40 | 01  | 0.3% |
| Total | 323 | 100% |

#### 4.4.3 Religion

As Islam is the main religion of the people of Bangladesh, almost 87.3% of the total respondents who participated are Muslims, whilst non-Muslims, which comprised of Buddhists, Hindus and Christians, represented 12.7% of the respondents as shown in Table 4.3 below.

Table 4.3 Respondents Religion

| Religion  | Frequency | Percentage |
|-----------|-----------|------------|
| Islam     | 276       | 87.3%      |
| Hindu     | 32        | 10.1%      |
| Christian | 03        | 1.9%       |
| Buddhist  | 06        | 0.9%       |
| Total     | 323       | 100%       |

#### 4.4.4 Respondents Education Level

Table 4.4 below illustrates the education level of the respondents. The education level of most respondents is 48.6%, other respondents' education level is primary 4.4%, secondary 13.7% diploma 10% master's 20.9% and Doctorate 2.5%.

Table 4.4 Respondents Education Level

| Education Level | Frequency | Percentage |
|-----------------|-----------|------------|
| Primary         | 14        | 4.4%       |
| Secondary       | 44        | 13.7%      |
| Diploma         | 32        | 10%        |
| Bachelor        | 156       | 48.6%      |
| Masters         | 67        | 20.9%      |
| Doctorate       | 08        | 2.5%       |
| Total           | 323       | 100        |

#### 4.4.5 Institution

The stratification of respondents from various University at Dhaka in Bangladesh, as per institution is illustrated in Table 4.5. The survey encompasses almost all the university at Dhaka city in Bangladesh. Nearly 24.1% of the total respondents come from private universities, which are Dhaka Jagannath, Jahangirnagar, national and other universities 10.5%,11.1% and 9.6%.

Table 4.5 Respondents Institution

| Name             | Frequency | Percentage |
|------------------|-----------|------------|
| Dhaka University | 34        | 10.5%      |
| Jahangir Nagar   | 31        | 11.1%      |
| Jagannath        | 36        | 9.6%       |
| National         | 70        | 21.7%      |
| Private          | 78        | 24.1%      |
| Others           | 74        | 22.9%      |
| Total            | 323       | 100%       |

## 4.5 THEMATIC ANALYSIS

### 4.5.1 Problem Faced due to Excessive Social Media Usage

Young People mention that daily routines and work are negatively impacted. According to the following figures, 45% of the young generation's opinion hampered the daily routine work 22.5% and 20.9% of respondents faced relationship problems and expenses money due to excessive social media usage, 12.2% of respondents there no problem using social media uses.

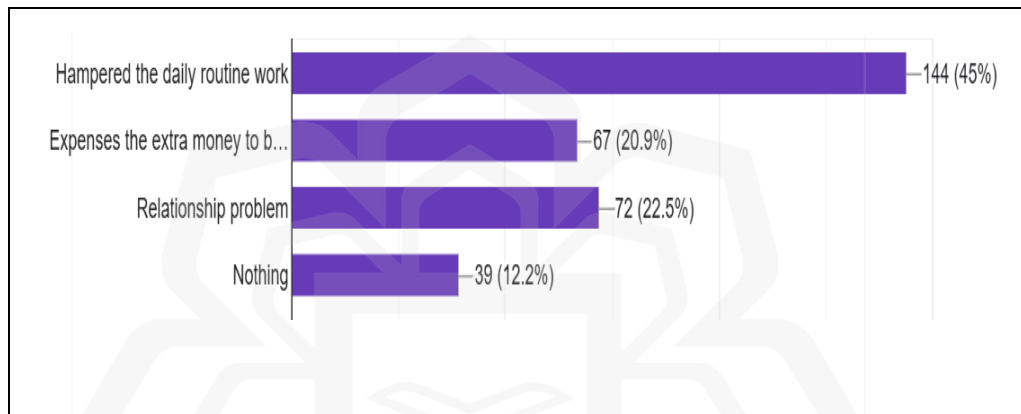


Figure 4.1 Problem Faced due to Excessive Social Media Usage

### 4.5.2 Types of Post Shared on Social Media

A considerable proportion of participants disseminate Islamic content (51.3%) and non-Islamic (50.6%). Certain respondents disseminate both Islamic and non-Islamic content.



Figure 4.2 Types of Post Shared on Social Media

### 4.5.3 Spend Daily on Social Media for Study Purposes

It is clear from the data shown in the figure below that most students are only spending a small amount of time on social media in connection with their academic endeavors. In other words, it has been found that most students use social media for academic purposes for a mere thirty minutes at most. Only 8% of students spend more than two hours on social media, while 56.3% of students spend less than thirty minutes each day and 18.6% spend more than thirty minutes for academic purposes. This is a major worry for our younger generation.

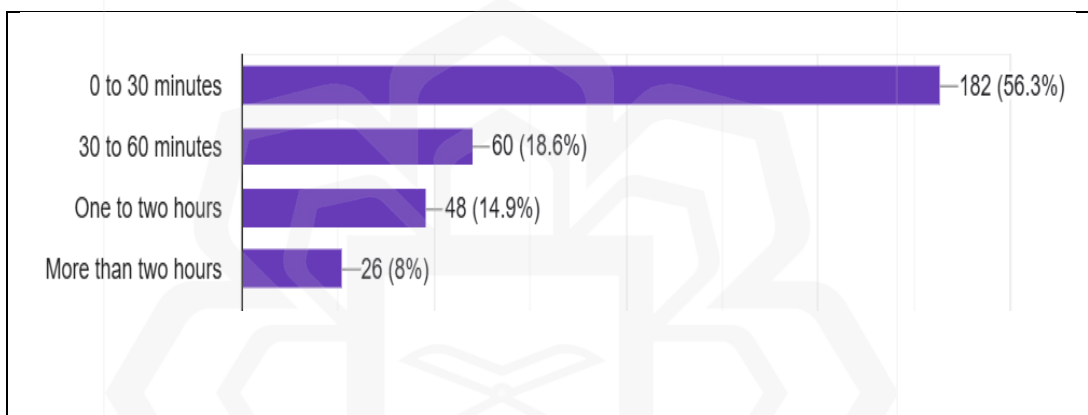


Figure 4.3 Spend Daily in Social Media for Study Purposes

### 4.5.4 Strategies for Managing Depression

Taking Care of Oneself A lot of people who took the survey use social media more now that they're feeling stressed. 67.7% responded when there depressed using social media.

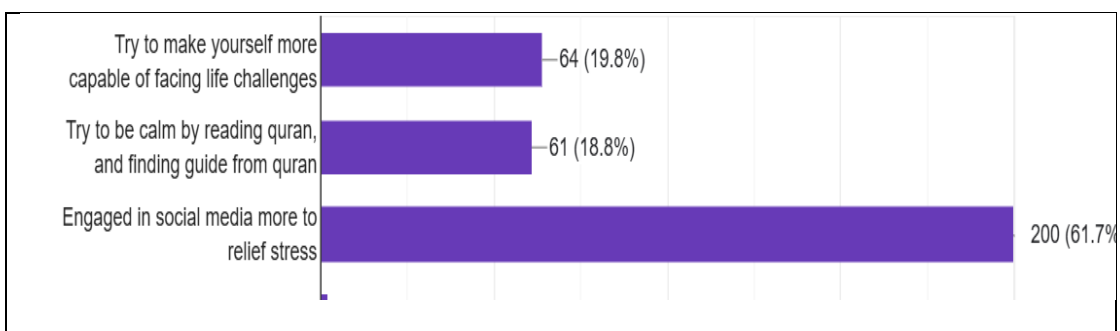


Figure 4.4 Strategies for Managing Depression

#### **4.6 FINDINGS OF ANALYSIS**

Research suggests that teenagers' use of social media has both positive and negative effects. While technology offers educational and networking benefits, it also creates distractions, peer pressure, and mental health issues. It is essential to adopt a balanced approach when using social media to maximize benefits and minimize hazards. Most people who took the survey said that their closest friends or relatives were the ones who initially showed them social media. Peer pressure may be a powerful motivator for many people, and they spend a lot of time on social media daily. Time loss, interruptions, and problems with social comparison are just a few of the many negative aspects that have been pointed out.

Many individuals believe that social media can facilitate the dissemination of understanding regarding Islam. Certain individuals consistently engage with Islamic academics online and partake in religious discourse. Social media provides students with enhanced access to study tools, but it also can distract them from their academic objectives.

Numerous individuals believe that social media promotes comparisons of happiness levels among users, which is not inherently accurate. Individuals manage stress by increasing reading, participating in religious activities, or reducing social media usage. Respondents exhibit varying interpretations of dopamine and its association with social media addiction.

## CHAPTER FIVE

### CONCLUSION AND IMPLICATION

#### 5.1 INTRODUCTION

This chapter presents the discussions and implications based on the findings of the data analysis conducted. In this chapter, the discussions of the findings are made as per the objectives of the study undertaken. Subsequently, the relevant implications of the findings are highlighted. The final section therefore concludes with contributions and summary.

#### 5.2 DISCUSSION BASED ON THE OBJECTIVES OF THE STUDY

The purpose of this research is to investigate the effect of social media on the young generation in Bangladesh. The primary objective is then further divided into three specific objectives, which provide further conclusive insights into the essence of effect of social media in Bangladesh. This research measured in the framework based on two dimensions: effect on social media and young generation. Therefore, the interpretations of the findings are described below.

##### 5.2.1 Research Objective 1

***RO1: To define social media and its effects on the young generation in Bangladesh***

There has been a meteoric rise in the usage of various forms of technology to facilitate human connection. This is especially true when it comes to younger generations. Many primary school children already have cell phones in their pockets. Social media is expanding the concept of social media and has become a phenomenon of unprecedented dimensions with the accessible availability of the internet and mobile phone technologies. Email, texting, website creation, journals, picture albums, and the uploading and downloading of music or videos are all made possible by social networking services, which facilitate communication within ever-widening circles of acquaintances. Those with similar interests, attitudes, views, familial ties, and needs tend to have larger personal and organizational social networks. Subcultures of young

people in residential areas and on college campuses have existed for a long time and serve as prime instances of social networks. To express themselves directly, members of these sites can create profiles, blogs, and forums.

### **5.2.2 Research Objectives 2**

***RO2: To explore the psychological and social impacts of social media on the attitudes and behaviours of the young generation in Bangladesh***

Social media and phubbing behaviour are connected, and people engage in phubbing behaviour when using social media (Hall et al., 2019). People who engage in this behaviour have a detrimental impact on themselves and psychologically damage others around them (Bulut & Nazir, 2019). It's possible that those who engage in phubbing are not completely conscious of their actions and circumstances. Additionally, when using their phones, they avoid making eye contact with others and would rather focus on their phones than the people around them (Bulut & Nazir, 2019; McDaniel & Wesselmann, 2021). Feelings of discontent and exclusion could arise from this. Because of this, people in their immediate vicinity may label it as chilly, impolite, and disrespectful. A multitude of research (Beyens et al., 2020; Büchi, 2024; Büchi & Hargittai, 2022; Orben et al., 2022, 2024; Vaid et al., 2024; Valkenburg et al., 2021) illustrates the substantial yet often overlooked moderating influence of psychological trauma. This research demonstrates that the impact of social media utilization on mental health concerns is contingent not only upon usage-related variables (frequency, length, platform, type of use, etc.) but also on the individual user (personality, mental health status, motivations for use, etc.) and the contextual elements of usage. Examine a situation in which psychosocial adversity manifests as a traumatic event to illustrate an example. Transforming a typically null effect (in the absence of the traumatic event) into a detrimental impact (i.e., the traumatic event leads to an experience of social media use that exacerbates mental health issues) can increase social media usage while simultaneously altering the intensity of its impact on mental health problems.

Mental disease constitutes significant and pervasive health concern in contemporary society. Annually, it affects tens of millions of individuals. The percentage of patients with depression who obtain appropriate therapy is quite low. This position paper examines many recent projects exploring the possibilities of utilizing

social media posts as an innovative advertising medium. Understanding and engaging with groups may involve a distinct perspective towards those with mental illness. Valenzuela et al. (2018) assert that social media data can enhance traditional survey methodologies by providing more accurate behaviour evaluations over time while considerably increasing the population sample size. This research avenue may facilitate the development of instruments for identifying the onset of depressive illnesses. Healthcare organizations can assist individuals with mental illness in becoming more self-sufficient and cognizant of their mental health, either individually or on behalf of others.

### **5.2.3 Research Objectives 3**

***RO3: To analyze the impact of social media on the young generation in Bangladesh***

Social media has emerged as a potent tool in the Western world owing to technological advancements and economic growth. They utilize social media in diverse manners influenced by their culture and customs. Affluent nations constantly prioritize linking individuals to advance their economic goals. The era of globalization has granted us the advantage of interconnectedness and the capacity to disseminate information worldwide. Direct, in-person interactions with parents and relatives are exceedingly rare among individuals of the Facebook generation. Numerous studies have been conducted on various facets of social media. This is a summary of perspectives indicating that technology provides several advantages but can also pose risks if misused by inappropriate individuals. The younger generation utilizes technology as a means of experimentation to achieve objectives that they and their peers find intriguing or entertaining, often without adult oversight. Social networking is a beneficial instrument provided by technology. Nonetheless, contemporary teens often misuse it. Young people predominantly use social media via mobile phones and the Internet. These platforms have significantly changed their lifestyles. They possess convenient access to these outlets and garner substantial publicity (Ferdous, A., & Huda, 2023). Social media platforms serve as a substantial source of entertainment, especially for the younger demographic. Conversely, too commercialized or culturally inappropriate content may lead to the erosion of traditional values. Concerns have emerged regarding the proliferation of misinformation and fabricated news on social media platforms.

Young individuals may experience confusion and disagreement due to exposure to misinformation regarding politics, health, or social issues. (Orben, A., Meier, & Blakemore, 2024) social media has a wide-ranging and complex impact on Bangladesh's youth. Positively, it can result in improvements in education, individual expression, and the economy. But technology also presents challenges related to academic focus, mental health, societal values, and the spread of misleading information. Making the most of social media's advantages while minimizing its disadvantages requires striking a balance between online and offline activities. We need programs that teach young people in Bangladesh how to use social media responsibly, tools to assist them in dealing with mental health difficulties, and messages about how to be healthy online if we want them to benefit from it while avoiding its drawbacks. (Wang, Q., Azam, et, al. 2024).

### **5.3 LIMITATION OF THE STUDY**

Academic pursuits are restricted by time and financial constraints. Therefore, the research must be undertaken with a more heterogeneous student demographic. Numerous comparable studies have been undertaken, especially in institutions of higher learning. The empirical research concerning the impact of social media on behavioral change is limited. An additional expected concern is that the adolescent may furnish erroneous information due to a breach of their privacy. The researcher will explain to them that the study is purely for academic purposes and not motivated by any other interests whatsoever. There are a few methodological limitations to this study about sample techniques, data collection, and instrumentation. Regarding sampling, data was collected from only few major institutions of Bangladesh (Dhaka, Jagannath, & Jahangir Nagar University) which limits generalizable information concluded from the study. Regarding data collection, one limitation is that human error is likely to occur during data input and calculation. Although all measures were taken to decrease the likelihood of human error, such as cross-checks and having the same researcher collect all the data, small errors may have occurred. Finally, Limitations were also present within the instrumentation of this study. Respondents were instructed to give their best guess and answer all questions with honesty; however, responses are prone to distortion by social desirability concerns.

## 5.4 RECOMMENDATION

In addition to aiding the young generation in many ways, social media constantly puts them at various risks. Immediate steps should be taken to ensure people's safety and a satisfactory domain for social media use. In this regard, the following are some recommendations: Even if it can be problematic, making friends on social media will continue and most likely increase in quantity. The culture of initiating these kinds of partnerships might not change. (i) Nonetheless, people's awareness needs to be raised so they exercise caution before forming any online friendships. They must make responsible and adult decisions. (ii) Social media-based cyberstalking and cybercrimes are progressively on the rise in Bangladesh. It's turning into one of the biggest hazards to human safety in the modern era. Young individuals in Bangladesh are more frequently the victims of these crimes. If left unchecked, it will eventually grow into a more serious problem. Strict laws and regulations must be established, and their enforcement must be guaranteed, to guarantee the cessation of this activity. (iii) While social media helps a lot of kids with their academics, a lot of them also use it for pointless activities. They spend so much time wasting on these websites that they progressively fall behind, which has a negative impact on their academic performance. Supervisors, educators, and parents need to keep a close eye on their kids' social media usage patterns. (iv) In Bangladesh, the younger generation frequently reads the news on various social media platforms. Nevertheless, individuals are constantly exposed to many false and inaccurate news stories because of poor journalism techniques. Such information frequently sparks gossip and unfavorable sentiments among them. It will lead to additional crimes if it is not halted right away. As a result, legislation governing industry should be passed quickly, and journalists should be encouraged to follow ethical standards. Above all, it is imperative to safeguard Bangladesh's Islamic culture by enacting stringent legislation and including Islamic historical customs in school curriculum. Ensuring adequate facilities for outdoor games and inspiring the teenagers to participate in physical activities.

## 5.5 CONCLUSION

To summarize, the study's findings suggest that social media is becoming pervasive in the lives of the younger generation and may have an impact on how social competence develops. Given that social media use is a relatively new medium that was not as accessible in the past, it is too soon to determine the precise long-term consequences that social media use will have on individuals. Social media can have detrimental effects on children's development, raise the rate of crime, and disseminate unreported information, among other things. Furthermore, frequent users of social networking sites risk social isolation. Naturally, social networking firms will be able to enact policies and pay greater attention to the security and safety of the information that belongs to their users in the future. It is imperative that parents instill moral values in their children from an early age. Future research needs to investigate any additional features of new social networking websites and their effects on usage demands or usage behavior, as this study only looked at the consequences of social media marketing activities. Finally, future studies can investigate how various traits (such as personality or technological aptitude) influence social media marketing endeavors or members' involvement in the community.

In Bangladesh, social media use stretches back to the early years of the twenty-first century. While people of all ages use social media, young people make up the greatest demographic on these platforms worldwide, particularly in Bangladesh. The way that conventional elites and clan groups used to see Bangladesh's sociopolitical evolution has radically changed considering the new social networking and online conferencing phenomena made available by social media. In the era of social media, the social norms of society have crumbled, changing the focus from individual to collective group efforts and advancement. This position is supported by most of the research's sampled population. Much of the sampled population agrees with the notion that social media use for positive purposes can boost sociopolitical awareness, improve various talents such as language proficiency and online communication, and promote more connectivity and visionary power. Additionally, it is excellent for publishing research articles, job search portals, advertising, and other initiatives. The present study's findings shed light on the public debate over the effects of social media use. The possible harm that social media use may bring to teenagers' socioemotional health worries a lot of people. Our research revealed notable individual differences in teens'

susceptibility to the negative effects of social media on relationship closeness, offering preliminary proof that social media use may be harmful for some young people and beneficial for others. Future research is needed to examine the circumstances in which using social media either improves or detracts from the closeness of friendships, as well as the particular people impacted and when these effects occur.



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## APPENDIX: RESEARCH QUESTIONNAIRE

Dear Sir / Madam,

Assalamualaikum Wrt. Wbrt.

I introduce myself, Rabeya Bushra, master's by research student from International Islamic University Malaysia (IIUM). As part of my master's research study, I am bound to collect data to substantiate the research with evidence. I will be grateful if you can respond to the attached questionnaire. This research is **THE IMPACT OF SOCIAL MEDIA ON THE YOUNG GENERATION IN BANGLADESH.**

### Points to Note:

- Please tick in appropriate column in following pages.
- If you are NOT sure about the question, you may ask the researcher to clarify and explain.
- If you are NOT aware of the question, kindly leave it blank.
- If you do NOT wish to answer the question, kindly indicate the reason in remark portion in the last page of this questionnaire.
- If you do NOT wish to disclose your name, you are allowed to leave blank in 'Name' column
- This survey is purely for academic purposes and thus confidentiality will be maintained by the researcher.
- To verify the authenticity of this survey you may contact my supervisor Dr.

**Tijani Ahmad Ashimi**

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**Rabeya Bushra**

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## Section A: Demographic Information

Gender:

Male  Female

Age:

15-20  21-26  27-30

Religion:

Islam  Hindu  Buddhist  Christian

Highest Educational Level:

Primary  Secondary  Diploma  Bachelor  Masters  Doctorate/PhD

Institution Name:

Dhaka University  Jagannath University  Jahangirnagar  National University   
Private University

## Section B: Effects on Social Media in Social Influence

| Constructs / Variables  | Adapted Item   | Answer  |
|-------------------------|--|---|
| <b>Social Influence</b> | Q1. Who has helped you first to use / open an account in social media? | (i) friends (ii) Family members (iii) relatives |
|                         | Q2. How many hours do you spend daily on social media?                 | (i) Less than one hour<br>(ii) almost two hours |

|  |   |  |
|--|---|--|
|  |   | (iii)3-4 hours<br>(iv)Sometimes unlimited  |
|  | Q3. If you reduce your time using social media, do you think your friends assume you are unsmart?   | Yes/no   |
|  | Q4. What kind of problem do you face in your daily life due to using social media?  | (i)waste your valuable time<br>(ii)hampered the daily routine work<br>(iii)Expenses of extra money to buy MB |
|  | Q5. Do you always feel an urge that something you can miss from social media is why you should stay active on online social platforms as much as you can? | Yes/no   |

| Constructs / Variables         | Adapted Item  | Answer   |
|--------------------------------|---|--|
| <b>Islamic Knowledge (KIB)</b> | Q1. Do you share any unnecessary things in your daily life just because you want to?        | Yes/no   |
|                                | Q2: How many Islamic scholars do you follow on social media?                                | (i)1-5 (ii) 5-10 (iii) 10-15 (iv) more than 15 |
|                                | Q3. What kind of posts do you share with your friends on social networking sites?           | (i) Islamic<br>(ii) Non-Islamic                |
|                                | Q4. Do you think that young Muslim people should acquire accurate Islamic knowledge so that | Yes, / not                                     |

|  |  |  |
|--|--|--|
|  | they can influence others positively in social networking sites? |  |
|--|--|--|

| <b>Constructs / Variables</b> | <b>Adapted Item</b>  | <b>Answer</b>  |
|-------------------------------|--|--|
| <b>Digitalization</b>         | Q1. Do you feel social networking sites have influenced your grades or performance?  | Positive<br>negative   |
|                               | Q2. What part do you think social media will have in schooling in the future?  | Yes/<br>Not  |
|                               | Q3. How much time do you spend daily on social media for your study purpose?   | (i) 0 to 30 minutes<br>(ii) 30 to 60 minutes<br>(iii) 30 to 60 minutes<br>(iv) More than two hours |
|                               | Q4. For digitalization, do you think young people are engaged now more than before and then affected by using social media negatively? | Yes/<br>not  |

| <b>Constructs / Variables</b> | <b>Adapted Item</b>                                 | <b>Answer</b>   |
|-------------------------------|---|---|
| <b>Depression</b>             | Q1. When you are depressed, usually what do you do? | (i) Try to make yourself more capable of facing life's challenges<br><br>(ii) try to be calm by reading the Quran |

|  |   |  |
|--|---|--|
|  |   | (iii) engaged in social media more to relieve stress |
|  | Q2. What do you usually do when you are depressed?  | Yes/no   |
|  | Q3. Do you know what dopamine is?   | Yes/ no  |
|  | Q4. While you are using social media, have you ever thought that people are happier than you? | Yes/no   |

