



**Daffodil**  
*International*  
**University**

## **Report On**

**Audience perception on use of Facebook in rural areas**

**By**

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**ID: 171-24-608**

**Supervised By**

**Anayetur Rahman**

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**Department of Journalism and Mass Communication**

**Daffodil International University**

**Date of Submission : 17-12-2020**

## **Proposal for project approval**

Sir,

With due respect, I am Ashek Mahmud, a student of Journalism and Mass Communication bearing the ID:171-24-608 stating that I want to do my research project for the completion of my BSS degree on the topic, 'Audience Perception on Use of Facebook in Rural Areas', under your kind guidance and supervision.

Sir, in my research I want to explore and evaluate the present scenario of using 'Facebook' in rural area by the people including the youth to adults. I want to explore their world of Facebook, why they are using it, what they are getting from it.

I am also keen to observe whether they're getting benefit from it or not and what do they think about the platform in the present time.

The youth is the main subscriber of the Facebook. As a result, in my research I'll try to show their life on social media especially in Facebook.

Sir, for the reasons stated above please approve my application for conducting the research on the specific topic mentioned above.

Sincerely,

Ashek Mahmud

ID: 171-24-608

Department of Journalism and Mass Communication

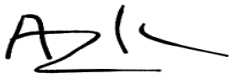
Daffodil International University

# Letter of Approval

This is to certify that **Ashek Mahamud, ID:171-24-608**, has conducted his research project titled “**Audience perception on use of Facebook in rural areas**” under my supervision and guidance.

The study has been undertaken in partial fulfillment of the requirements for the degree of Bachelor of Social Science (BSS) in Journalism and Mass Communication at Daffodil International University.

The study is expected to contribute in the field of Journalism and Mass Communication of Bangladesh.



17-12-2020

.....  
**Anayetur Rahaman**  
Lecturer  
Department of Journalism and Mass  
Communication Daffodil International  
University

## Declaration

I hereby declare that this report entitled as **Audience perception on use of Facebook in rural areas** has been carried out under the Faculty of Humanities and Social Science, Daffodil International University in fulfillment of the requirement for the degree of bachelors in Social Science. I have composed this paper based on the researchers findings from various literature to the best of my knowledge and belief original and the result Of my own investigation. This has not been submitted in party of full to any other institutions for any other degrees. I even certify that there is no plagiarized content in this dissertation paper.

Sincerely



Ashek Mahmud

Id: 171-24-608

Department of journalism and mass communication

Faculty of Humanities and Social Science

Daffodil International University.

## **Acknowledgements**

I am thankful to my supervisor Anayetur Rahman, lecturer of the department who provided us proper guideline to conduct the research paperwork related research and other necessary tests throughout the period. His comments and assistance grateful improved the manuscript.

Besides my supervisor, I am grateful to our mentor Rashedul Islam, lecture of the department for providing valuable comments and suggestion during the research work.

Special thanks to Monirul Islam and Shaheed Kabir for their special support from data collection to data analysis which helped me a lot in accomplishing the task.

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## **Abstract**

This paper examines the perception of the audience of my village Khubjipur , Gurudaspur, Natore on use of Facebook in rural areas, a survey was taken from 85 people of my rural areas Khubjipur Union for primary findings. Data and information have also been taken from different newspapers, journals, article and online portals. The result of the survey reveals that, most of the audience of Facebook are young generation, students, unemployed, male person and housewife. The survey also postulates that, most of them use Facebook for information, for acquiring knowledge and entertainment. The survey also disclose that, most of the audience think Facebook news is reliable and they read political news, sports news and entertainment news. The most important findings from this survey are Facebook create addiction which is big impact of our future generation.

# Chapter One

## 1.1 Introduction

Facebook is a networking site that connects people all over the world making the earth to a global village. FB mainly target at conjunctive people or helps them socialize and makes Its proceeds out of advertising. Facebook was founded by Mark Zuckerberg and his roommates at Harvard. He mostly founded a website that called 'Facemash' for Harvard students. Since the website enticed many users, he was motivated to programme 'Facebook' Initially, the usage of this website was limited to Harvard students. After seeing the response that this website received, it was extended to the students of other universities also. During 2009, the benefit of this website were made universal to anybody above the age of 13.

Users of this website have to generate an account using a valid email address. Every user has a different profile, which bears some personal information about the user. Users may edit their profile, add pictures, post on their wall (a wall is a private space provided by this webpage. FB is like a personal notice board where users can write, comment, add pictures, videos etc. send messages or even poke their friends (a partially fun and partially boring event to let other users know that you exist). The users are allowed to customize the personal settings for their profiles where the contents of their profiles will be viewed only by their friends or a selected customized few.

Bangladeshi people are big number of subscribers of Facebook. Facebook are slowly impact on social, psychological and mental health on using of Facebook. The young generation of Bangladesh are moistly addicted of Facebook which is very thoughtful. Social violence such as, Facebook create many more rumors which is very dangerous for our society.



## **1.2 Background of the study**

According to the (Napoleon cat), there were 33 million Facebook users in Bangladesh, which created for 19.7% of its entire population. Besides urban, rural areas people also use Facebook. They get lots of benefit and information from Facebook. The majority of them were men. They get opportunity to learn more about the cultural, values, customs and traditions of other countries. It also helps keep long distance relationship alive. Rural people easily communicate with their old friends and keep up to date on what they are doing. They can share feelings what happening in their life. Besides, they can share their achievements to get some appreciation.

Young generation are main users of Facebook. They use Facebook for many purpose. They gets lots of information from Facebook and its help them to study. Facebook is a origin of information and news, It is one of the most great sources to stay updated with the latest news & updates, you will not miss the most important updates, The Bloggers and Internet marketers can subscribe to attractive blog Fan-pages and keep themselves up with latest updates. Besides Facebook also created some problems and chaos amongst the users of it. It hampered the daily life, work and mutual relationship in real life. It is also evident that using the platform some people spreads rumors and violence, as nothing in this World is of full advantage, Facebook is no exception here. So in this study, I tried to evaluate the actual scenery of the use of Facebook in different circumstances by different ages of people in rural area and tried to understand their perception on use of Facebook.

### **Advantages of Facebook**

#### **Socializing**

There are many advantages and merits of using Facebook. Just signing into facebook, we can connect with the whole world. We can also get information about various peoples ; their religion,culture and so on. Sometimes it seems like a matrimony site. We can easily connect with people by sending a free message in facebook and can also know their interests by looking up in their walls.

## **Chatting**

Facebook supplies us with the opportunity of the Chat option so that we can communicate with friends, family and more just using any electronic device like smart phone, laptops, pc and even a mobile phone. For the mobile users there is an special option for chatting quickly by 'messenger' application introduced by Facebook. By using Facebook we can also video chat with friends and family.

## **Finding friends**

We can find our old friends and keep in touch with them by Facebook. We can do that using the friend finder option of it. It's very amazing to see our friends photos and updates what they are sharing in Facebook from a remote distance.

## **Promotion of business**

Facebook is also beneficial to the traders and new entrepreneurs. Through fb pages, groups and ads, one can advertise his business. One can promote his business or sell his products to the targeted people and increase the brand value.

## **Unlimited entertainment**

Facebook has now become one of the best thing to spend time when people are getting bored or have nothing to do. One can share his photos, status or even play different games for passing time in Facebook. It's no doubt that Facebook provides unlimited entertainment.

## **No money to pay**

In spite of being the best social networking site, Facebook is free to use. We can message, upload pictures, make video calls, watch videos without paying any money. Certainly it's the best part of Facebook.

## **Disadvantages of Facebook**

### **Addiction**

A new type of disorder has come to human life called "Facebook addiction disorder" because people started spending hours and hours on Facebook. Many people are now addicted to Facebook. This addiction is keeping them away from the real life and creating real life problems with friends and family. May be it's the biggest disadvantage of Facebook.

### **Fake profiles and phishing bots**

As it's very easy to open a fake Facebook account, there is no limit for these fake profiles. The abundance of fake profiles are creating so many cases of harassment and abuse. There are many cases where it's seen that due to the bullying, blackmailing by fake profiles, many lives have been destroyed especially, teens.

By using phishing websites, suspicious emails, messages and notification are sent and hacking people's account and getting the personal information is very common today. Scammers are trapping many people of FB using these ways now a days.

## **Privacy at risk**

People are sharing their personal life events, photos, ideas without any proper understanding to the public on Facebook. In this way, their privacy is compromised. It's a very dangerous job and putting their privacy at risk.

## **Effects on Academic activities**

It's seen that students who spend much time on Facebook has bad grades in results. Students especially teens are spending much time surfing Facebook and making a bad score in exam.

Many employees also waste their time using Facebook and this is why many companies block Facebook from their network.

## **Criticism**

Many pages and groups on Facebook abuse other religion, personalities, nation etc. Such activities

hampered the social environment. It's evident that many case of public and religious violence, false rumors are spread through Facebook. Hate speech about religions, castes, peoples, nations are very common on Facebook and it's not acceptable on a global platform like Facebook.

## **Effects of Facebook**

### **Effect of Facebook on young generation**

In recent times, Facebook has become one of the greatest social media. Like the advantages and good impacts, it has some bad impacts too. Millions of young people including teenagers

are degraded morally by Facebook. Many teens

are now addicted to Facebook and facing psychological disorders including aggressive mindset, mania, insomnia. Their health are affected negatively and they are more prone to anxiety and depression.

Besides, school going students suffer much when they spend plenty of time on Facebook and lost their valuable study time.

### **Social impact**

Facebook has changed the way people communicate. It basically allows you to talk to every person you have ever met. Besides, you can see that what people are doing when you are not in physical contact with him. Now Facebook have changed the way people communicate, because now people don't have to wait days, or a longer period at time to receive something from another person. You get a message through a text, call etc. rights away. Social media control us and we are only getting dumber. Now a days, people getting lazy and they don't move anywhere. They passing time by using Facebook and It's very harmful for our society. We are very much defended on social media.

### **Psychological impact**

Using of Facebook has some psychological impacts on the users. It's making people feeling lonely. They find happiness in virtual chats, reaction and feels lonely on absence of these activities.

It's also seen that using of Facebook is Increasing jealousy among the users. Besides it's making people less imaginative. People are using Facebook when they're free or bored. As a result it's harder to imagine the new thoughts and ideas by brain.

Facebook has some good psychological impacts too. It helps people fighting pain and stress as Facebook act as a sorts of buffer against effects of pain and stress.

### **1.3 Review of related literatures**

Facebook kind of social networking. Social networking sites like (SNS) are the modern online communication tool that allows users to create a private or public profile to interact with people in their networks (Boyd & Ellison, 2008). Facebook entity at the front edge of the social media mania, has over 500 million active users on its website every month. During 4th February 2004 when a nineteen year old inexperienced Harvard student whose name was Mark Zuckerberg invented the revolutionary site to associate Harvard University students (Grossman, 2010). Facebook allows users to build social networks with about 100 or 1000 of people around the world of which university students are one of the initial numerical using Facebook provides like, photos, posts and status updates upcoming seemingly irresistible those who want to connect with their friends. (Gold, 2011). Now a days Facebook is used by a more wider various of users, university students are still its 'Biggest Fans'. Results from a recent paper Ellison et al. In (2007) reported that 94% of The College students are active FB users who stay 60-90 minutes online every day communicating with their Friends List of 150–200 people. According to, Wiley and Sisson (2006; as cited in Pamper et al, 2009) directed huge survey on college students from universities in the developing countries articular that 91% of students use the FB. Ethiopia is developeing country and there about 1 million people are using FB and half ot them are students (Kassashow, 2012).

We have already discussed about disadvantages of Facebook. According to (Bart, 2009; Ingram, 2011; Ojalvo, 2011; Schulte, 2009) they showed, some of salient concern among educators, scholars and the public however is related to the effects of social networking sites such as FB on the time hampered to studying and other offline activities and more. according to ( larose et al. 2016) the misuse of FB create mental and health problem and it's impacts of their normal life.

## Chapter Two

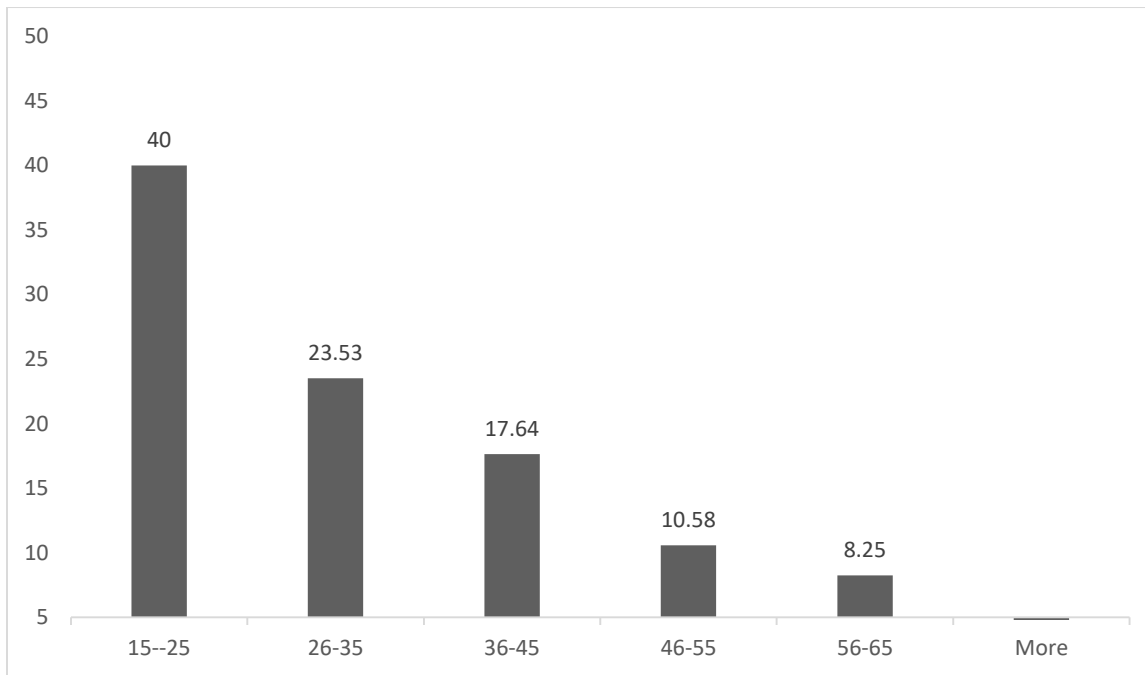
### 2.1 Methodology

**Questionnaire survey:** A survey was conducted on 85 respondents for primary data.

**Literature review:** Information and data from various journals, articles and newspaper were gathered.

## Chapter Three

### 3.1 Age Range of the respondents:

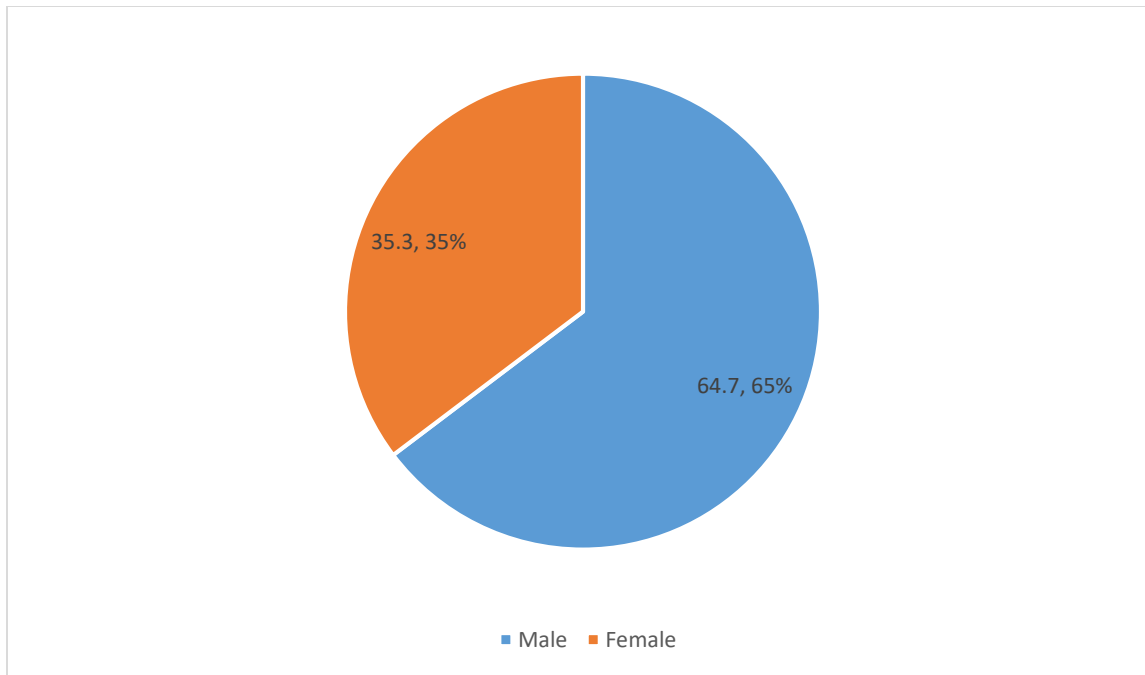


The above histogram chart depicts the percentage of the audience various ages from the percentages of 85 people. The chart shows that age range from 15-25 years are 40% of the total participants. The age range from 26-35 years are 23.53% of the total participants. On the other hand, age range from 36-45, 46-55, 56-65 are 17.64%, 10.58%, 8.25%, of the total participants. There is no responded of more option. So It's 0% of the total participants.

The above analysis that, most of the audiences from 15-25 years aged which means the young generation are the main users of Facebook.

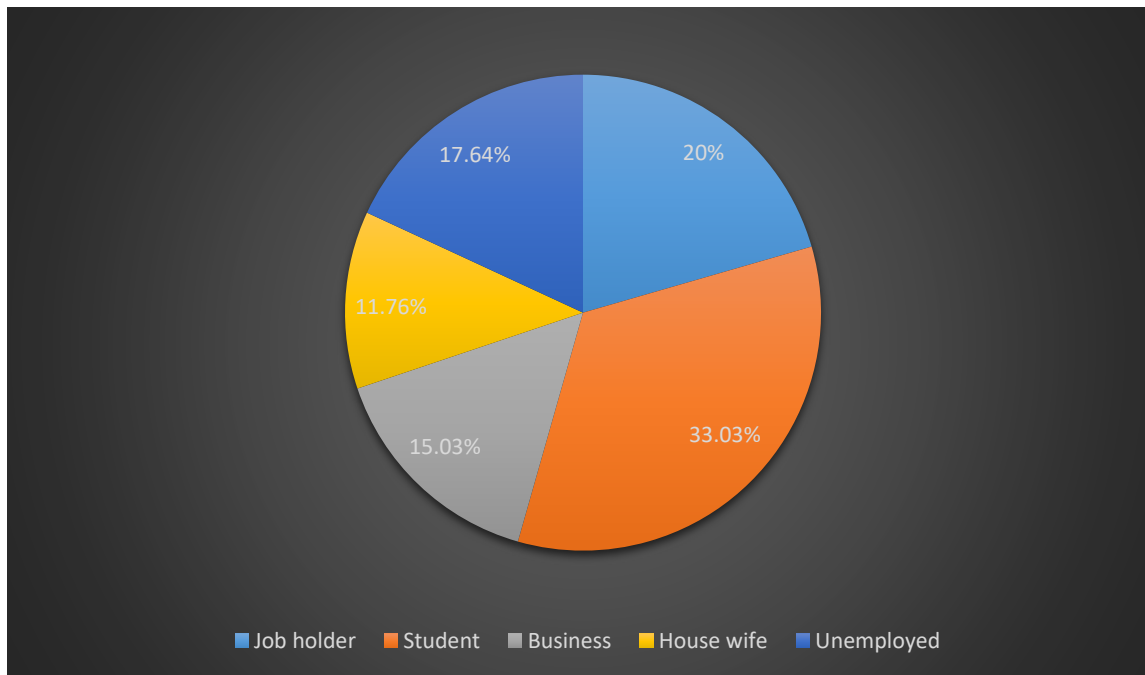


### 3.2 Gender



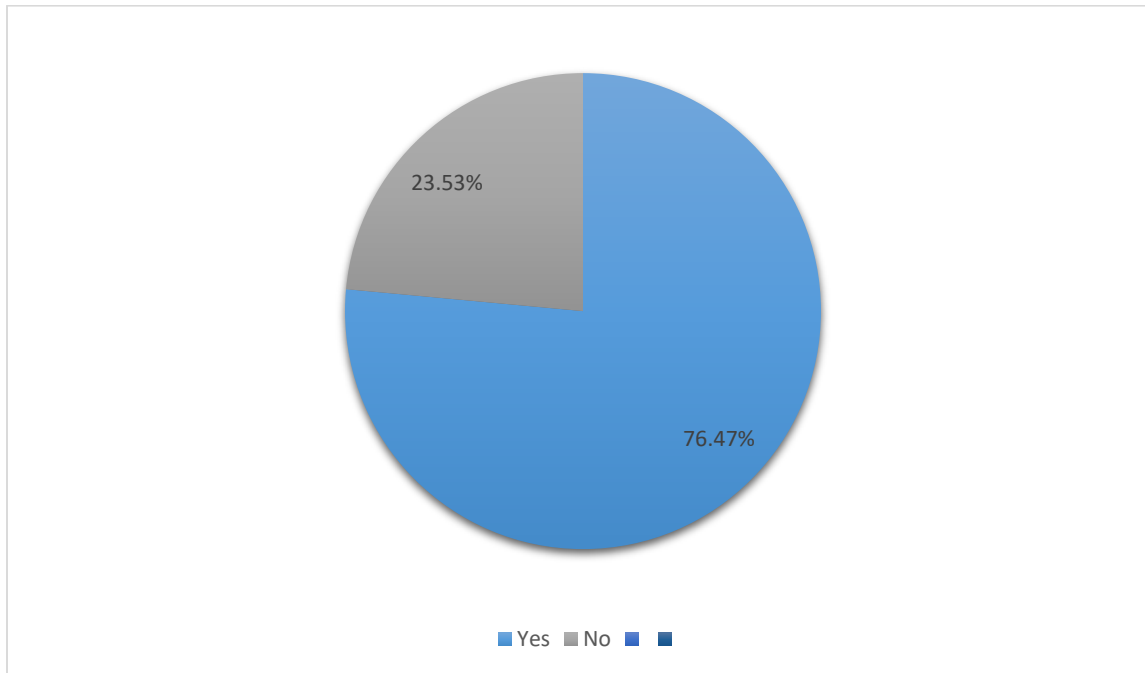
The above pie chart postulates that percentage of sexes of the total participants. The charts shows that 64.7% of the total participants are Male and 35.3% of the total participants are Female. So, the analysis reflect that, Male are more use Facebook than Female.

### 3.3 Occupation



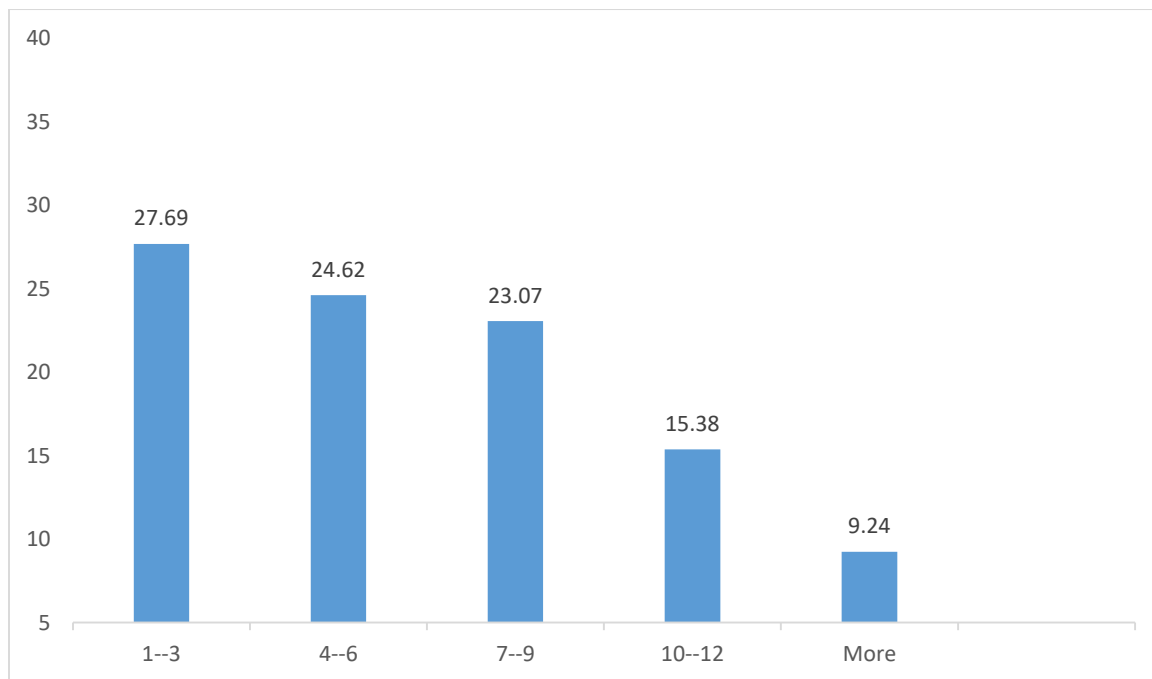
The above pie chart shows the percentage of profession. The charts shows that, 20% of the audience are job holder of the total participants. 35.3% audience are students and 15.3% audience are Businessman. At the same time, 11.76% audience are housewife, 17.64% audience are unemployed. The analysis shows that, students are the main users of Facebook.

### 3.4 Do you use Facebook?



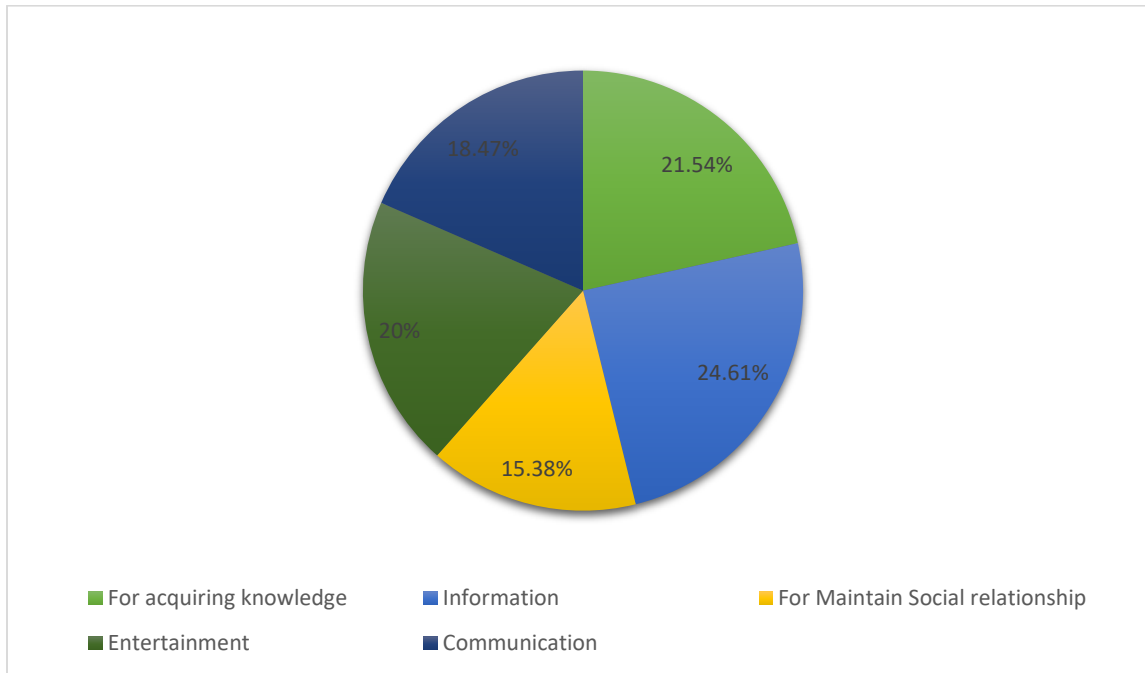
The above pie chart shows the percentage of audience on the basis of using Facebook. The chart show that, 76.47% of the audience are using Facebook of the total participants and 23.53% audience are not using Facebook of the total participants. The analysis show that, Rural areas people also using Facebook percentage increasing day by day.

### 3.5 If yes, how many hours you spent on Facebook in a day?



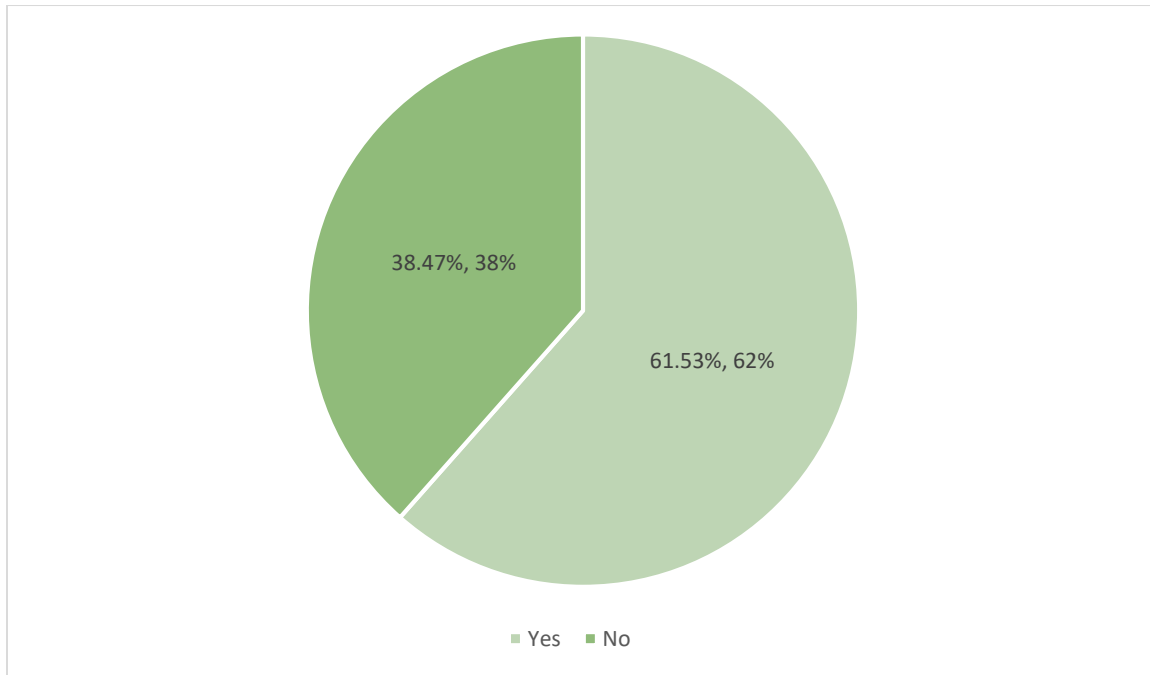
The above histogram chart shows the percentage of audience on the basis of how many hours spent on Facebook in a day. The chart shows that, 27.69% of the audience spent on Facebook 1 to 3 hours in a day. At the same time 24.62% of the audience spent on Facebook 4 to 6 hours, 23.38% of the audience spent on Facebook 7 to 9 hours, 15.38% of the audience spent on Facebook 10 to 12 hours and 9.24% of the audience spent on Facebook More hours in a day. So, the analysis shows that most of the audience spent on Facebook 1 to 3 hours in a day.

### 3.6 Why do you use Facebook?



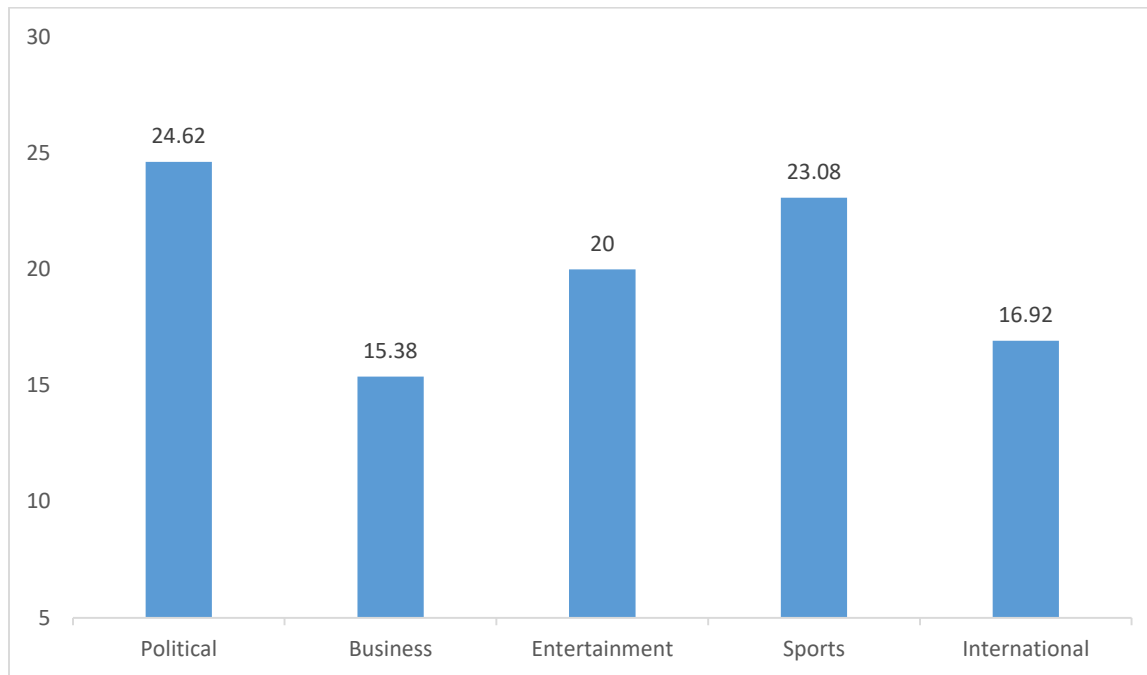
The above pie chart shows the percentages of audience on the basis of reason using Facebook. The chart shows that, 21.54% audience using Facebook for acquiring knowledge, 24.61% audience using Facebook for information, 15.38% audience using Facebook for maintaining social relationship, 20% audience using Facebook for entertainment and 18.47% audience using Facebook for communication. The analysis shows that, most of the audience using Facebook for information.

### 3.7 Do you think Facebook news is reliable?



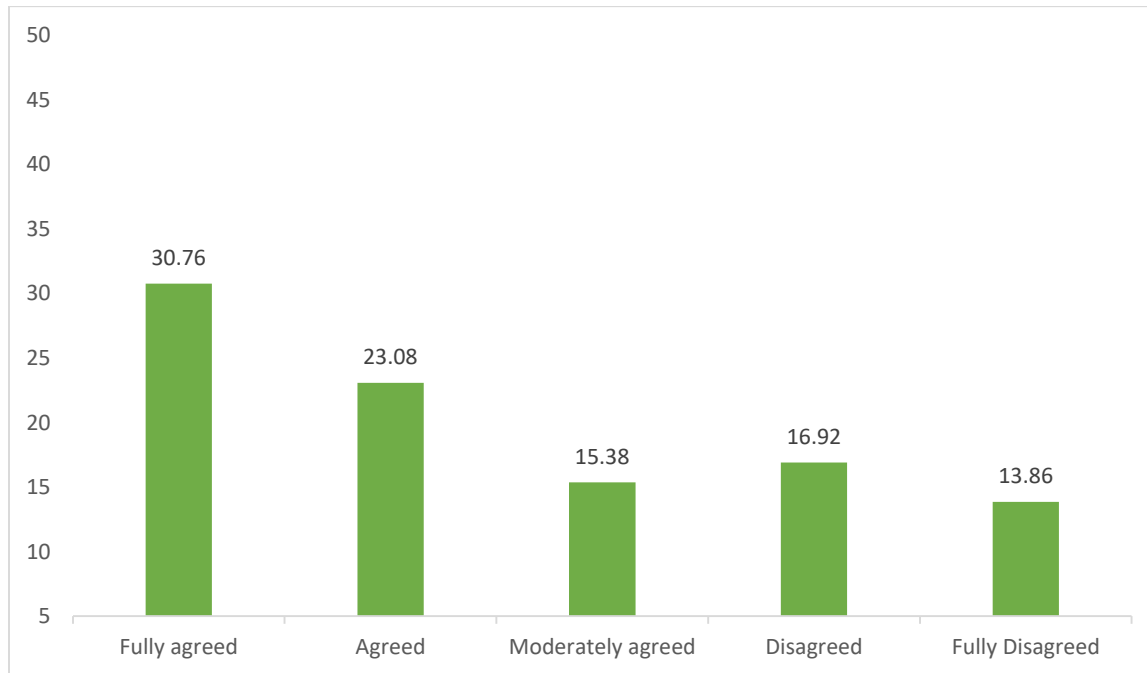
The above pie chart shows the percentages of audience on the basis of Facebook news is reliable. The chart shows that, 61.53% audience believes Facebook news is reliable and 38.47% audience believes Facebook news didn't reliable. So, the analysis shows that, most of the audience think Facebook news is reliable.

### 3.8 What kind of news do you read in Facebook?



The above histogram chart shows the percentages of audience on the basis of reading news in Facebook. The chart shows that, 24.62% audience reading political news, 15.38% audience reading business news, 20% audience reading entertainment news, 23.08% audience reading sports news and 16.92% audience reading international news. The analysis shows that, most of the audience reading political news in Facebook.

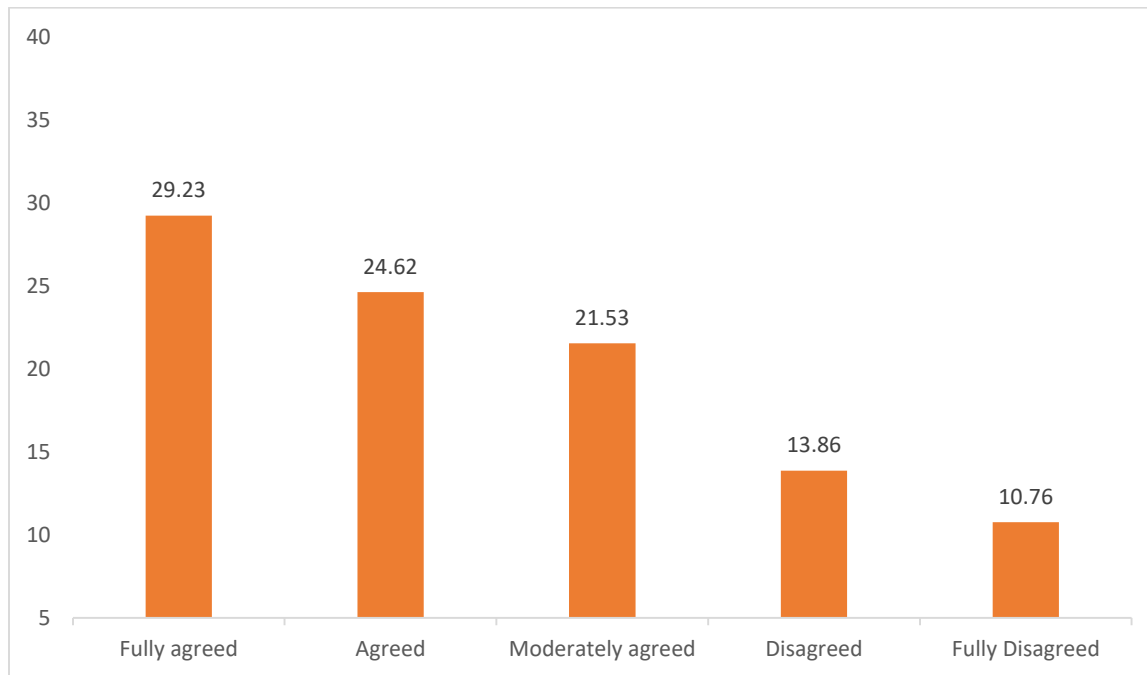
### 3.9 Facebook create addiction



The above histogram chart shows the percentage of responses of the audience about Facebook create addiction. The chart shows that, 30.76% of the audience fully agreed, 23.08% of the audience agreed, 15.38% of the audience moderately agreed, 16.92% of the audience disagreed and 13.86% of the audience fully disagreed. The analysis shows that, most of the audience think Facebook create addiction.



### 3.10 Facebook maintaining social communication



The above histogram chart shows the percentage of responses of the audience about Facebook maintaining social communication. The chart shows that, 29.23% of the audience fully agreed, 24.62% of the audience agreed, 21.53% of the audience moderately agreed, 13.86% of the audience disagreed and 10.76% of the audience fully disagreed. The analysis shows that, most of the audience think Facebook maintaining social communication.

## Chapter Four

### 4.1 Findings of the study

Facebook is the most popular social platform in Bangladesh. My findings reveals that, 76.47% of the audience use Facebook and most of them 64.7% audience are male Facebook users and most of them from 15-25 year's aged which means Young generation are the main users of Facebook. My findings also reveals that, 61.53% of the audience think Facebook news is reliable and most of the audience use Facebook for information. The most important findings of my survey, 69.22 % of the audience think Facebook create addiction which is very thoughtful for our young generation. It's also bad for our mental health and effect on their study.

### 4.2 Limitation of the study

In considering the interpretation of this study, limitations of this study should be taken to account.

The data of the study are collected from a single village ; further research is needed on a wide scale among the rural peoples. So, the results of the study will be applicable only to the responded of the study. Besides, in conducting the study I'd faced some difficulties because of the lackings of prior research studies on the topic and in contributing the questionnaires.

### 4.3 Conclusion

Facebook also provides good and bad Part. Its depended on you how you use Facebook. People use Facebook for communicate their relatives, chatting their friends and video call also. Students are gets lots of benefit of Using Facebook, they gets lots of information for their study and they easily connect his friend by using Facebook. On the other hands, Facebook created some problem. It hampered the daily life and work. Some people spreads rumors by using Facebook which is create lots of problem in the Society. Some people are addicted of Facebook which is really create mentally and physiological problem. So, those people use it properly they gets lots of advantages. In conclusion this

study is all about “ audience perception on use of Facebook in rural areas “ for academic purpose.

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Nov 20, 2020 — Speaking to The *Daily Star*, *Facebook*

#### 4.5 Annex

I am Ashek Mahmud. As a part of my academic learning, I need to conduct a study on the above subject. So I would like to you request to you fill-up the file into below.

1.What is your name:

2.Age range: a.15-25 b.26-35 c.36-45 d.46-55 e.56-65 f. More.

3.Gender: a. Male b. Female

4.Occupation : a. Job holder b. Student c. Business  
d. House wife e. Unemployed.

5. Do you use Facebook?

a. Yes b. No

6. If yes, how many hours you spent on Facebook in a day ?

a.1-3 b.4-6 c.7-9 d. 10-12 e. More.

7. Why do you use Facebook? ( more than 1 answer acceptable)

a. For acquiring knowledge b. Information  
c. For maintaining social relationship d. Entertainment  
e. Communication

8. Do you think Facebook news is reliable?

a. Yes d. No

9. What kind of news do you read in Facebook? ( more than 1 answer acceptable)

a. Political b. Business  
c. Entertainment d. Sports

e. International

10. Facebook create addiction : a. Fully agreed                  b. Agreed  
  c. Moderately agreed      d. Disagreed  
  e. Fully disagreed

11. Facebook maintain social communication:

- a. Fully agreed                  b. Agreed  
c. Moderately agreed      d. Disagreed  
e. Fully disagreed.