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Patterns of Facebook Use: A Case Study on the Students of Rajshahi University, Bangladesh

Pradip Kumar Panday¹
Mamun Abdul Kaioum²

Abstract

The number of Internet user in Bangladesh has been significantly increased in the last ten years. one of the reasons is the increasing availability and popularity of the Social Networking Sites (SNSs) including facebook. The present article seeks to examine patters of facebook use among the students of Rajshahi University, Bangladesh. The study uses survey method using a structured interview with a sample of 160 students. The findings suggest that facebook is a popular SNS among the university students. Students stay on facebook mainly for building and continuing relationships with friends. Most of students are found to be heavy users who login more than once every day. Accessed by personal computer and mobile phone, facebook is also found to be a place of embarrassment and harassment. The article also accommodates policies suggested by the respondents to make facebook safer and congenial.

1. Introduction

In the past few years, the communication and technology sectors of Bangladesh have progressed considerably (Choudhury, 2011). Realizing the importance of communication and technology in the

development of the country, the past government (between January, 2009 and January, 2014) prepared its' election manifesto before the Parliament election in December 2008, with a view to transforming the country into "Digital Bangladesh" by 2021. In order to make their 'Vision 2021' successful, initiatives have been taken both by government and non-government organizations (NGOs) to increase the number of Internet users in the country. Internet, the most important and recent communication technology, was first introduced in Bangladesh in 1996. However, the number of Internet users has increased significantly in recent years (Cited by Azam, 2007; Choudhury, 2011). Currently, there are about thirty million Internet users in Bangladesh (Hasan, 2014). For its' speedy expansion as well as for extending the benefits to the door steps, a good number of Internet centres has been set up at the rural areas. Several new mobile phone companies and high speed internet service providers have started operation recently.

Due to the rapid expansion of the Internet, Social Networking Sites (SNSs)³ have been gaining popularity throughout the world (Itomer, 2011). The users of SNSs are mostly young people since multiple studies confirmed that between 80 percent and 90 percent of college students have profiles on a Social Networking Site (SNS) (Gross et al. 2005; Lampe et al. 2006; Stutzman 2006). The ongoing popularity of SNSs creates new dimension of benefits and harms stemming from differential use (Tufekci, 2008), creating gaps in social capital (Putnam, 2000), transforming the role of weak ties (Granovetter, 1973) and shifting the boundaries between public and private. Some other studies have found that online communication

¹ Pradip Kumar Panday, PhD is an Associate Professor in the Department of Mass Communication and Journalism, University of Rajshahi, Bangladesh. *Email:* nadir.junaid@gmail.com

² Mamun Abdul Kaioum is Lecturer in the Department of Mass Communication and Journalism, University of Rajshahi, Bangladesh.

³ SNSs have been described by Neil Selwyn as, "personal and personalisable spaces for online conversations and sharing of content based typically on the maintenance and sharing of 'profiles' where individual users can represent themselves to other users through the display of personal information, interests, photographs, social networks and soon" (Selwyn, 2008:157). Facebook, MySpace, Twitter, Orkut, Cyworld, Bebo and other social network sites are, perhaps, the best examples of SNSs.

has a positive role on individuals' participation in community life, fostering norms of trust and reciprocity (Best & Dautrich, 2003; Kavanaugh, Reese, Carroll & Rosson, 2005; Kobayashi, Ikeda, & Miyata, 2006).

Meanwhile, several activities in SNSs have also been threatened with moral panic including unsafe disclosure of information, cyber bullying, addiction, risky behavior and contracting dangerous communities (Velezuel; Park, & Kee, 2008). Nie (2001) argued that internet use is detracting individuals from face-to-face interactions, which might diminish their social capital. However, the orientation of SNSs towards self-presentation, the viewing of others' personal information and multiple means of communication and exchange has certainly proved attractive among students in high school, college and university. Since students are the heaviest user of social networking sites, many researches are conscious that SNSs are affecting the study time of students (Miguel, 2009).

Facebook, an online service, is one of the most important SNSs. It is used to build relations among human being, where they can easily express their interests and activities (Roy & Rakib, 2012). It is considered as the strongest social media in the world with around 1.60 billion users just after 18 years of its' inception. It has already got its' popularity among Bangladeshi users. Recent statistics shows that around 10.08 million people of the country have been using facebook compared to only 96 thousand in 2009. Most of the Facebook users (73 percent) in Bangladesh are young, aged between 13 and 25 years (Hasan, 2014). Considering the facebook browsing Bangladesh stands 51st position globally (Kabir, 2012). Moreover, ministers, members of the parliament, civil servants and others have been using facebook regularly. Bangladesh also has witnessed the power of facebook use by young people that was able to create massive social movement in 2012 (Hasan, 2014).

In order to cope with recent development of knowledge and the importance of Internet for acquiring new knowledge, most of the universities of Bangladesh have been offering free Internet services for their students. Since students are getting opportunity to use

SNSs in almost free of charge, they have been using SNSs including facebook frequently. With the rapid diffusion of SNSs and use of facebook, the present article seeks to explore the reasons students use facebook, how much time they spend in facebook, how do facebook impact on their education, how do they help to cause strong social tie, what about security and privacy, how far they are satisfied using facebook, and their expectations from facebook.

2. Objectives of the Study

The present study seeks to investigate the patterns of facebook use among the students of Rajshahi University. The specific objectives of the study are:

- i) To find out the reasons of facebook use of the students
- ii) To investigate the time students spend for using facebook
- iii) To instigate the impact of facebook use on the student's study
- iv) To explore how they do help to cause social tie
- v) To examine the security and privacy of the students
- vi) To explore the level of student's satisfaction and expectations for using facebook.

3. Methodology

In line with the main objective of the present study, qualitative research method has been applied in order to get result. With a view to exploring the patters of facebook use among the students of Rajshahi University, survey method has been used. The reasons behind choosing Rajshahi University as the locale of present study are that it is the second largest university of the country, logically presumed that students use internet due to WIFI access to the students with free of costs. Since it happens to be the working place of the researchers, it was believed that accurate data would be easy to get.

A total of 160 students from eight faculties⁴, who used facebook, have been selected randomly as the sample of the study. Eight departments⁵ from eight faculties (one department from each faculty) have been selected using lottery method. It is worthwhile to mention that there are 47 departments under eight faculties in the university. Then 20 students from each department, 4 students from each year (4X5) have been selected purposively as the sample of the study. The selected students have then been interviewed by the researchers using a structured questionnaire comprising of 26 questions. The researchers himself conducted the interview and the interview was conducted in March 2013. Data was analysed qualitatively supplemented by quantitative data presented in tables, graphs and figures. Indeed, secondary materials were collected from internet, books, articles reports etc. The secondary data helps to enrich the literature review of the study as well as supports the findings to some extent.

4. Studies on Facebook Use: Global and Bangladesh Perspectives

A good number of studies on facebook use have been conducted globally. The studies not only focuses on the patters of Internet or facebook use, but the studies focus on different aspects on SNSs use including the role of SNSs use, pattern of interpersonal relations, motives of facebook use etc. Moorman, Jassica, Bowker, and Anne's (2011) study entitled "The University facebook experience: The role of social networking on the quality of interpersonal relationship" on 1289 students found female students more engaged in spending time in browsing facebook compared to their male counterpart. However, the study found that facebook did not play any role in interpersonal relationship; rather those who used facebook less had

been found more responsible on maintaining interpersonal relationship.

Aghazaman's (2010) study on the university students showed that undergraduate students login more times per day than graduate students. The facebook was found to be used mostly for maintaining friendship. Almost a similar study by Masuku, Caven and Moyo (2014) among Midland State University students from 2012 to 2013 in Zimbabwe revealed that students used facebook for academic purposes including dissemination of information about lectures, assignments, etc. A little bit different study by Matthew, Vandenberg, and Andie (2010) to find out the impact of social media on academic performance revealed reverse relations between the student's GPA and the time they spend in SNSs. That is, the more the time spent in SNSs, the lower the GPA. Similar types of study of Whittemore School of Business and Economics (2009) and Kabre and Brown (2011) supported the earlier research findings.

To examine the contribution of social media to the students' social capital⁶, Velezuela, Park, & Kee, (2008) conducted a study, which found moderate but positive relationships between intensity of facebook use and students' life satisfaction, social trust, civic participation and political engagement. In order to examine the relationship between facebook use and formation and maintenance of social capital, Ellison, Steinfield, and Lampe's study (2007) found a strong association between facebook use and social capital building. The findings also suggested that facebook use might provide greater benefits for users experiencing low self-esteem and low life satisfaction.

Another study on privacy aspect of facebook use among university students by Borneo and Barkhuus (2010) was conducted to examine the students' privacy practices on online social websites.

⁴ Eight faculties include Science, Arts, Business Studies, Social Sciences, Law, Agriculture, Engineering, and Earth & Sciences.

⁵ Eight departments include Bangla, Mass Communication & Journalism, Law, Management Studies, Botany, Microbiology & Molecular Sciences, Fisheries, and Information & Communication Engineering.

⁶ Social capital involves networks, social trust, civic engagement, political participation, membership in groups and associations, volunteering, confidence in political institutions, life satisfaction and a variety of other concepts (Velezuela, et al; 2008).

The findings of the study revealed that students were eager to disclose their private information on facebook. However, most of the students were aware of what was appropriate to share in a public domain through SNSs.

The above discussion entails that a good number of researches have already been conducted in different parts of the world however, not many notable research on the use of facebook among university students has been conducted in Bangladesh. One research we got into hand is 'Living on Facebook: Experience of Female Facebook Users in Bangladesh'. The study was conducted on the female university students of Bangladesh. The findings suggested that female facebook users were young, educated and came from diverse socio-economic background. A majority of them had the access to SNSs through their mobile phones. The study revealed that the students used facebook to get household tips, information on products to purchase, to create and expand network for job purposes and also to get advices on relationships.

Reviewing the related literature on SNSs including facebook use among university students, it is found realistic that there is a lack of study on patterns of facebook use among the youth especially in Bangladesh. Thus, the present study is expected to create new knowledge on the patterns of facebook use among the youth especially among the university students, the maximum users of SNSs in Bangladesh.

5. Facebook and Bangladesh

Social Networking sites are used for reflecting and building social networks or relations among browsers to share same interest, activities and background. It creates scope of showing one's like, dislike, interests, activities. These social networking sites have evolved and now have become extremely popular worldwide. Some of the popular networking sites are: Facebook, Twitter, Google+, Friendster, blogs, Hi5, Orkut, Hyves etc. Facebook is believed to be the most popular SNSs throughout the world.

Internet has given the opportunity to introduce SNSs including facebook. SNSs became popular between 2004 and 2006, after Facebook and MySpace were created. But the first recognizable social network site 'SixDegrees.com' was launched in 1997, which allowed users to create profiles, list friends, send message etc. The service was closed due to loss in business in 2000. From 1997 to 2001, a number of community tools began supporting various combinations of profiles and public articulated friends. AsianAvenue, BlackPlanet, and MiGente allowed users to create personal, professional and dating profiles.

From 2003 onward, many new SNSs were launched such as LinkedIn, Visible Path, and Xing (formerly openBC) focus on business people. In addition, as the social media and user-generated content phenomena grew, websites focused on media sharing began implementing SNS features and becoming SNSs themselves. Flickr (photo sharing), Last.FM (music listening habits), and YouTube (video sharing) were the examples. MySpace was begun in 2003 to compete with sites like Friendster, Xanga, and AsianAvenue.

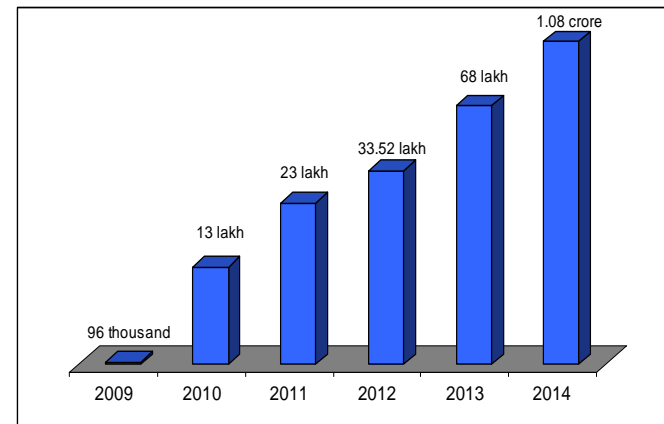
While MySpace attracted the majority of media attention in the U.S. and abroad, SNSs were proliferating and growing in popularity worldwide. Some social networking like Friendster, Orkut, Mixi, Hi5, Bebo was respectively adopted and popularized on region and country basis. The Chinese QQ instant messaging service instantly became the largest SNS worldwide when it added profiles and made friends visible, while the forum tool Cyworld cornered the Korean market by introducing homepages and buddies. Blogging services with complete SNS features also became popular. In the U.S.A, blogging tools with SNS features, such as Xanga, LiveJournal, and Vox, attracted broad audiences. Skyrock reigns in France, and Windows Live Spaces dominates numerous markets worldwide, including in Mexico, Italy, and Spain.

Unlike previous SNSs, facebook was designed to support distinct college networks only. Facebook began in early 2004 as a Harvard-only SNS. Beginning in September 2005, facebook expanded to include high school students, professionals inside corporate

networks, and, eventually, everyone. Unlike other SNSs, facebook users are unable to make their full profiles public to all users. Another feature that differentiates facebook is the ability for outside developers to build “Applications” which allow users to personalize their profiles and perform other tasks, such as compare movie preferences and chart travel histories.

Currently, there is no reliable data regarding how many people use SNSs, although marketing research indicates that SNSs are growing in popularity worldwide. The breeze of the development of SNSs has touched Bangladesh as well. The Internet was introduced in Bangladesh only in 1996 through online network. It empowers the audiences through providing information, entertainment, forming opinion with the easiest way (Rahman, 2002). More than a decade has passed and the number of Internet users is increasing progressively in Bangladesh (Cited by Azam, 2007; Choudhury, 2011). Realizing the importance of the technology, the government and non-government organizations (NGOs) have taken initiatives to increase the number of Internet users in the country.

With the advancement of Internet, facebook opens its function in Bangladesh in 2004. Currently, there are 1.08 crore facebook users in Bangladesh. The users of Facebook have been increasing tremendously as in 2009 it was only 96000. It has climbed upto 1.08 crore within only five years which is a matter of surprise (Hasan, 2014). The following graph (graph 1) describes the growth of facebook users in Bangladesh.



Graph 1: Growth of Facebook users in Bangladesh (Source: Hasan, 2014)

According to the recent statistics, the largest age group of facebook users is currently between 13 and 25 (73 percent), followed by the users in the age of 26-34 (20 percent). Among the users 79.6 percent are male and 20.4 percent are female (Hasan, 2014). Table 1 shows the fact.

Age group	Users' percentage
13-25	73%
26-34	20%
35-45	5%
46-55	1%
55+	1%

Table 1: Facebook users according to age group (Source: Hasan, 2014)

The statistics indicates that most of the facebook users are young in age.

6. Patterns of Facebook Use among University Students

The following sections describe how the students of Rajshahi University have been using facebook, where they have been using it, what channels they have been using to login to facebook, the time they have been spending on facebook and for what reasons.

6.1 Use of Facebook by the Students of Rajshahi University

Previous studies (Lenhart et al., 2010 & Masuku and Moyo, 2014) revealed that students of the university use facebook for several purposes including maintaining good relations with friends, collecting information about present issues, entertainment, fun and leisure, educational issues etc. Considering this, students of the present study have been asked about the causes of using facebook. It is revealed that students of Rajshahi University use facebook mainly for six reasons.

- i) For communicating with their parents, friends, relations etc,
- ii) For their entertainment,
- iii) For making fun and for passing leisure time,
- iv) For education,
- v) For making people aware of different issues
- vi) Others.

The students confess that they use facebook for creating new friends and for continuing friendship, exchanging academic information, collecting information about current issues and for removing loneliness. Maintaining friendship and for learning current issues have been found to be the two main reasons for what the students use facebook. 65 percent students confess that they use facebook for friendship, while 62 percent students use facebook in order to know the current issues. Consequently, a good number of students (43 percent) use it for removing loneness and for making fun and the similar number of students (43 percent) use this site for sharing academic information. Interestingly, it is found that around 18 percent students stay on the site aimlessly.

It is also found in the study that very few students sometimes do advocacy in facebook on a particular issue for making people aware. Some others use facebook just to get information about finding their jobs, and for outsourcing although these have not been found any prominent reasons for using facebook by Rajshahi University students. Realistically the findings point out the fact that facebook is mostly used for social interaction than academic purposes. The findings corroborate with the study of Lampe et al., (2007), Aghazamani, (2010) and Masuku, (2014).

It is also found in the study that most of the students have been using different SNSs including MySpace, Blog, Youtube, twitter; however, facebook has been found as the main and mostly used sites. According to the survey, students use facebook as they can share their views and can discuss on different issues with close friends in a group. They also find this information dissemination and discussion on issues less expensive and can communicate easily. The finding is supported by one of the respondents who use different SNSs along with facebook. He said:

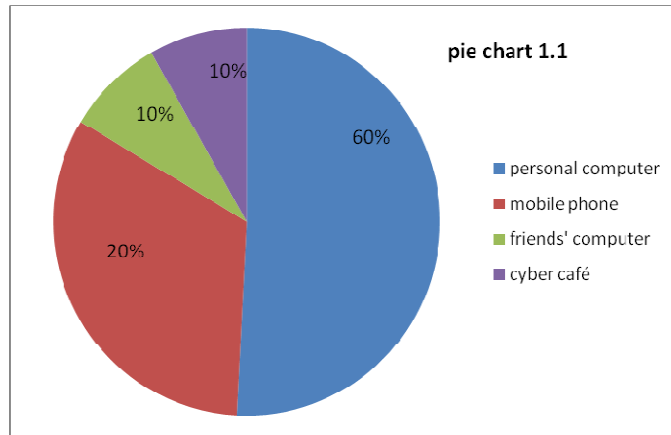
I am using different SNSs but using facebook more because I can use facebook in my mobile phone which fulfills my needs. I can also use Twitter but I find it really complex to use. I can use blogs but blogs are expensive and time consuming to use. Considering the merits of different SNSs, I am using facebook since I am getting all together in one go in facebook. (Interview data, 2013).

It becomes easy to comment based on the above statement that although there are many options of SNSs however, facebook is found to be easy going, inexpensive and popular SNSs especially among the university students of Bangladesh.

6.2 Channels used by Students to Login to Facebook

The present study tries to explore the channels students use to login to facebook. This question has been asked to know whether there exists any relationship between owning a personal computer and

accessing to this site. The following graph (graph 2) shows the channels used to login to facebook.



Graph 2: Channel Used to Login to Facebook
(Source: Interview data, 2013)

The finding shows that a good number of students (40 percent) who do not own a personal computer use mobile phone, friend’s computer and cyber café for having access to facebook. Majority of the students (60 percent) own personal computer and login to facebook on their computer. Among the students who do not own personal computer, 20 percent of them login to mobile phones. Consequently, only 10 percent users use friend’s computer while another 10 percent of them use cyber cafe to login to facebook. The study also finds no relationship between owning a personal computer and the use of more than one SNS. It is found that there are some users who have their personal computers but they do not use more than one site. Similarly, users who do not have their own computers still use more than one SNS.

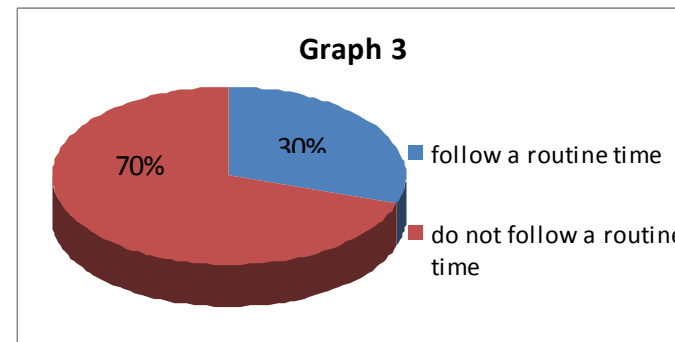
6.3 Time Spent on Facebook, Login Time and Login Place

Since the intention of the research is to explore the patterns of facebook use, the students have been asked how many times a day

they login to facebook and how long they use it. The finding suggests that majority of the respondents (78 percent) login to facebook more than once a day. 56 percent of the users login at the evening, 24 percent use in the morning while rest of them (30 percent) login to facebook during their leisure time.

The finding provides us with a range of assumptions. Firstly, if the students login more than once, it suggests their devotion towards the sites. It can be assumed that the more a student will use facebook in a day, the more he is supposed to be devoted to it. Secondly, the time of using facebook indicates some presumptions i.e. if students login in the morning and in the evening, it is supposed that they lose important time for their study. Furthermore, if they login just before sleep it is supposed that this habit results in damaging their health and if they login just after getting up from bed it is supposed that they are devoted to Facebook. Hence, this data proves that majority of the students are ‘heavy users’ of facebook (according to the scale used by University of New Hampshire) since 56 percent and 24 percent of the users login in the morning and in the evening respectively. This also suggests that the students are losing their potential time of study.

The study also enquired whether the students maintain any routine time to login to facebook. The following graph (graph-3) shows the frequency of facebook use.

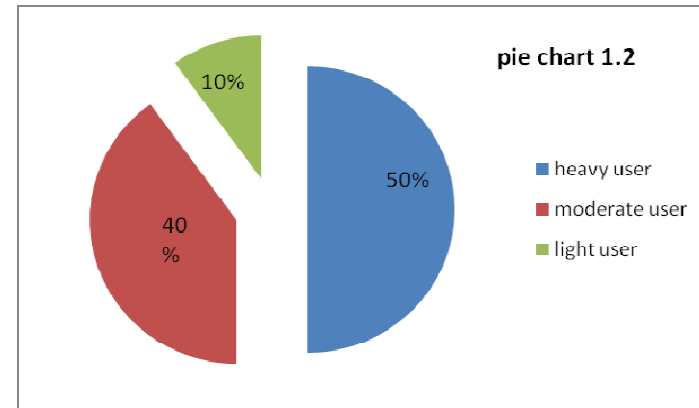


Graph 3: Frequency of Facebook Use among the Students
(Source: Interview Data, 2013)

The present data reflects that 70 percent of the users do not maintain any routine time. They login to facebook randomly i.e. any time they wish. The rest of the students use a fixed time to login. In addition, it is found that 30 percent of the students use facebook just before their sleep time at night, and 20 percent of them use it just after getting up from sleep in the morning. The hidden intention behind the inquiry is to know whether the users have self-control over the social media usage or not. It is estimated that, if users follow a routine they can have control over their study time and if it is not and they use facebook randomly this will surely affect their study. For instance, if the students login more than once, it can be assumed that they login more than once a day. In addition, if they login at early in the morning or before bedtime it is supposed that they lose sometime which they could use for their study, and also it might result in damaging their health. The study finding is enough to comment that the students are somehow interrupting their study time due to the irrational and heavy use of facebook.

Consequently, in regards to the place and duration of use, the study reveals that that majority of students (76 percent) log-in at campus time even when they are should be sitting in the classroom for their lecture. This data is enough to understand that students who use facebook are less attentive in classroom. Data also proves that facebook remains a major part even when they are at campus which is even linked to students' attentiveness in classroom that is finally linked to hampering their education.

Regarding the time spent by a student in facebook, students have been asked how much time they use to spend every day. The finding is presented in the following graph (graph-4).



Graph-4: Time spent (per day) on Facebook by Students
(Source: Interview Data, 2013)

'How much time a student spend on login per day' is a good data to define users' patterns of behavior and is a good criterion to measure possible linkage between students' use of Facebook and their grades. Aghazamani used this criterion to measure students' behavior in using social networking sites⁷. According to Martin⁸ (2010), researchers defined 'light user' of social networking sites as usage fewer than 31 minutes per day. 'Heavy usage' was defined as usage exceeding 61 minutes per day. According to the scale used by Martin (2010) this study found that 50 percent of the users spend more than 61 minutes per day. 40 percent of the users spend more than 31 minutes per day while the rest (10 percent) spend 1-30 minutes daily. Data proves that the students who use social networking sites are mostly under the group of heavy user. 'Moderate user' group constitutes the figure that is about the same height as 'heavy group'. But the number of students under 'light user' is notably the lowest in the present study.

⁷ ibid

⁸ Martin, (2010). Social Networking Usage and Grades among College Students. This study was conducted by Whittmore School of Business and Economics under the University of New Hampshire.

Result indicates that majority of the users spend a huge time by logging in more than once every day. They access it by personal computer and mobile phone. The findings also suggest that facebook through online sites has become part of their daily activities. A study by Choudhury (2011) revealed the same findings suggesting that facebook seems to be a part of their everyday activities.

6.4 facebook Use and its Impact on Education

From respondents' self-reported data it becomes evident that some of the students (30 percent) are not harmed by their social networking. They avoid extensive login to escape from harming by the sites. A 4th year student of Anthropology department states in this ways: "I do not spend much time here. I just spend my leisure time. I do not login while in pressure with study. As I am a student of anthropology so it develops my understanding and knowledge about people which is helpful for my research work."

Similar response is also found among other students. Another Masters' student of Bio-Chemistry department says, "I do not login at my study period. I just use the time on login, I use to spend with my friends earlier". At the same time, some students have confessed that they are able to take academic advantage from facebook as another 4th year student of Population Science Department says:

I get help from facebook for my education, rather I can solve many of my education related problems easily through sharing my friends here. I can also communicate with my teachers who are staying abroad about scholarships. So I think social networking does not harm my study anyone.

On the other hand, majority of students (70 percent) note that facebook causes harm for their study. They also confess that they become addicted in it. A 3rd year student of Physics department expresses her feeling in the following way: "If I login, I cannot manage to desire logout when spend time during preparing lesson.

Thus, I am to cut my study time that I could have spent for my study."

The above statements reveal the fact there are some students in the university those who are using facebook for their wellbeing but not using it for wasting time or for harming their education. Rather, some of the students are getting help from using facebook. It does mean that these students do have self-control over their behaviour of facebook use. However, the majority of the students are really harming their education by spending huge time on facebook use and thus proves their no control over their behaviour.

6.5 Facebook Use and Social Advancement

Development is really difficult without technological development. New technology has widen the scope for development. Even, the students, the ambassadors of modern times can get help using different social sites in Internet. The present study reveals that 70 percent of the users think that they are ahead than the people who do not use Facebook. It is because they are rich in technology as a 3rd year student of English department feels himself ahead because he is taking part in technological advancement. Another student of Finance & Banking department states: "I can communicate with the world. I can know the updated issues. As soon as a new matter comes to my friends they wall it or post it in facebook. I therefore, become updated." Thus, the facebook causes students' social advancement. On the other hand, some of the respondents report no social advancement by Facebook. They report they are unknown about the use of Facebook; and do not feel the facebook as an important matter.

6.6 lack of Real Friendship, Security and Privacy

The study reveals that majority of the respondents (65 percent) believe that social networking sites do not increase the number of their 'real friend'. They cited that this site is full of fake ID, where people are disguised, one deceives another, and that is why real

sharing never happens here. On the other hand, 35 percent of the respondents argue that constant communication by the site helps them making real friend.

Consequently, data shows that most of the users (85%) agree with the fact that ‘people are somehow yielded to embracement and harassment’ by facebook. Among them 15 percent users already become yielded to harassment. Two of them have written their incident while others deny writing. As one student expresses: “I lost my loving account in February 2012. My facebook account was hacked. I used this ID since last one year. This incidence somehow caused my negative image to my friends. It harmed me a lot and still harming. I could not recover my account after trying a lot.” Another student said:

Some of the fake ID uploaded blue photos on my wall that made me embraced. Unexpected comments filled my status. Some fake ID used female’s photo to blackmail me. Some female friends made multilateral relationship with me and with my friends. So our true friendship went to hell.

All these are enough to prove that most of the users of facebook have embarrassed with some sort of harassment and lost prestige sometimes.

6.7 Satisfaction and Expectation from Facebook

Data shows that almost all of the users (88 percent) are satisfied with using Facebook. Those who have satisfaction on using facebook state some important reasons. The reasons are,

- i) It removes loneliness,
- ii) It helps linking various people,
- iii) It relieves old friends,
- iv) It keeps them updated
- v) It helps worldwide communication with less expense.

However, the rest (12 percent) are not satisfied by using Facebook due to ‘lack of security’, ‘browsing as complicated job’ and ‘use for propaganda’ etc.

The study observes various expectations from the users. They are concern about the use of ill languages, and wrong information as well as ‘security’ becomes their another main concern. As a student of Mass Communication & Journalism department says, “*I expect none to be embarrassed, harassed & hacked in Facebook. But I want fake ID to be controlled and more security in facebook*”.

The statement signifies the importance of such initiatives taken to stop fake accounts from facebook as well as to stop using slang languages and also to stop disseminating wrong and illegal information.

7. Conclusion and Recommendations

With the advancement of new communication technologies, Internet becomes the part and parcel of human life. Although the number of Internet users and facilities regarding Internet are poor in Bangladesh compared to Western world, however, the number is increasing in the country with huge speed. The number of mobile phone users has increased significantly in the recent years. The internet users have been increasing rapidly. Different SNSs along with facebook have become important media of communication among the people. Young generation especially the students have become the main users of SNSs in Bangladesh. The present study has focused on the patters of facebook use among the students of Rajshahi University.

The findings of the study reveal that there are some users who lose their study time in the way of using facebook. At the same time, there are users who can manage a preferable time to login to facebook that does not hamper their study time. Most of the users have been using facebook on their own computers and those who do not have their computer they use it outside including cyber café, friend’ computer etc. Result also reveals that majority of the users feel themselves socially advanced since they are using facebook as SNSs. Result indicates that users hold a common conception that, facebook is a place to be victim of embarrassment and harassment. It is a common expectation among the users that facebook would

provide them more security. After all hindrances users match themselves with facebook because the site provides them a unique way of communicating others easily and chiefly. The findings of present study provide better understanding about students' behavior, motivations and perception in using facebook. The study suggests that policy on the restrictions of using ill-languages and wrong information should be adopted and steps should be taken to stop opening fake accounts on facebook.

The findings of the present study hope to contribute to the field of new media and communication in regards to the impact of SNSs among the youth. Larger sample size could have provided a broader perspective into their use and experiences. Comparative study on how men and women use facebook can also offer a glimpse on possible existence of gender differences on using patterns. Future researches may concentrate on these areas.

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