

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



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# Executive Summary

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

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