Uses of Social Networking Sites (SNSs) by Public University Students of Bangladesh

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Abstract:

Social Networking Sites (SNSs) are comparatively new forms of communication in all over the world as like as Bangladesh but emerge as a popular means of communication among all sections of people. Especially young generations are more interested to communicate with this phenomenon. It is well evidenced that these kinds of communication has brought changes in the traditional communication patterns among all segments of people in the society. People from different segments are using Facebook for different purposes. The study has been an attempt to shade some light on the uses patterns and purposes of Facebook ((the most uses SNS of Bangladesh) by university students of Bangladesh. The results indicate that students are using Facebook mainly for social interaction and Communication purpose. It has been revealed that friendship is the most important thing which influences the youngsters to use Facebook. It is also found that a significant number of students are heavy user of Facebook which could be harmful for their academic purpose. The study suggests further research to understand the relationship between Facebook use and academic performance of university students. The study also indicates that traditional friendship pattern, communication pattern with friends are enjoying a colossal change with the delicate touch of SNSs.

Introduction

New forms of computer-mediated-communication (CMC) have gained popularity among the researchers and practitioners. People, irrespective of developing or developed country are using CMC; especially young people are more involved with this kind of communication. Very recently it is well evidenced that these kinds of communication has brought changes in every aspect of social lives, including political culture to private life or inter-personal relationships. As part of global village and in the age of internet, Bangladeshi people, mostly young educated people are highly indulging Social Networking Sites (SNSs) which are regarded as popular ways of CMC. 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 so on" (Selwyn, 2009:157). Facebook, MySpace,Twitter, Orkut, Cyworld, Bebo and other social network sites are, perhaps, the best examples of SNSs.

This research is an attempt to shade some light on the patterns of facebook, (the most uses SNS of Bangladesh) uses and purposes of uses by university students of Bangladesh.

Media and communication scholars (e.g. Livingstone 2002, Valenzuela et. al., 2008, Acquisti & Gross, 2006) have agreed in a consensus that a monumental shift is occurring in the media and communication habits of young people. A contemporary review research (Wilson, Gosling and Graham, 2012) revealed that 27 percent of the Facebook related research which is the highest portion explored the issues of social interaction. Social relationships through Facebook have gained paramount interest among the researchers. Benefits and attraction of multimedia culture, integrating audiovisual, information and telecommunications services provoke the young people to exchange news and discuss issues, both public (e.g. political and social issues) and private (family relationship (Acquisti & Gross, 2006). Bangladesh is not that much difference compares with other countries; people of Bangladesh are using social networking sites (SNSs), especially young people as a means of continuous communication.

Facebook is the most popular social networking website which becomes the global phenomenon for the past few years (Foregger, 2008). Most of the users of Facebook are students between 18-24 age limit (Valenzuela et. al., 2008:3). There are almost one hundred public and private universities in Bangladesh (UGC, 2010). Most of the Facebook users of Bangladesh are university students (Habib, 2010). But very few researches have been conducted about the using patterns of Facebook by University students. In this backdrop this research is an attempt to explore the dynamics of young people's using patterns of Facebook.

Statement of the Problem
Researcher and communication scholars have been agreed that moral panic is a common reaction to new forms of communication. In the early 90s, critics depicted the diffusion of internet as evidence of individuals' increasing alienation from society and public life. The story with social networking sites (SNS) such as Facebook, MySpace, Twitter and others are not any different. Unsafe disclosure of information, cyberbullying, addiction, risky behavior and contacting dangerous communities are but a few of the concerns rose in the media about the use of online social networks (Valenzuela et. al., 2008:3). Near three million people of Bangladesh are now participating SNSs regularly where most of the users are student and the number is increasing each day.

This online world has already proven to impact numerous aspect of human life including commerce, education and health (Jalalian, 2010). Some scholars also argued that SNSs are changing the nature of social relationship (Body &o Ellision, 2007). The rise of social computing opens a new dimension of benefits and harms stemming from differential usage (Tufekci, 2008). These sites have the potential to bridge gap in social capital (Putnam, 2000), transform the role of weak ties (Granovetter, 1993) and put the boundaries between public and private. Different studies have found that online communication has a positive role on individuals participation in community life, fostering norms of trust and reciprocity (Best and Dautrich, 2003; Kavanaugh et al, 2005,). At the same time some scholars also argued that social networking sites like Facebook have threatened with moral panic (Velezuela et al, 2008). Nie (2001) argued that internet use detracted individuals from face-to-face interactions, which might

diminish their social capital. Younger users often use social networking in the micro-management of their social lives, as an arena for social exploration and to develop networking skills (Ito et al. 2008; Livingstone 2009). 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. As students are the heaviest user of social networking sites many researches are conscious that SNSs are affecting the study time of students (Miguel, 2009). With the rapid diffusion of SNSs scholars and decision makers are also concerned about some important questions as- what are the reasons of youth use SNSs for, what are their patterns of SNSs use, what are the motives that influence students to use SNSs etc.

Long working hours, tremendous working press needs the people busy and transport related problems (immense traffic on the roads, price hick of transport) make face-to-face interaction tough with friends and relatives on a daily basis. Using Facebook people communicate with their relatives and friends every day. Many people think that it increased interaction among the friends, colleges and relatives. In Bangladesh SNSs, more specifically Facebook is a place where younger people who can immediately publicize their achievements. It also can be used as a promotional tool for business purpose.

Many cases it was observed that a lot of work left in the hand of employees but instead of finishing it they are wasting time in Facebook which ultimately hampers the organizational output. To stop this kind of activities many multinational and corporate houses, social networking sites like Facebook and Windows Live spaces are inaccessible. Some universities like North South and American International University of Bangladesh have taken initiatives to block social networking sites in their computer lab. Security and privacy issues have gained one of the major concerns about SNSs. In Bangladesh SNSs hampers the family relationship or affairs inappropriate pictures on Facebook, by making irritating women, family members are giving more time on the internet instead of sitting together to have some quality family time and sometimes it opens new avenues to involve the socially unacceptable relationships. In this regard it was well known to all concerned people that the issue of cyber crime has come forward and the discussion of introducing need of necessary policy options has to make to control the community (Khan, 2010; Haq, 2012, Reza, 2012). It has been also argued that SNSs addiction like Facebook affected family bondage in western societies as well as developing societies (Frogger, 2008). Bangladesh is a developing country where almost fifty percent of its population is young (Bangladesh Statistical Bureau, 2010). To achieve the millennium goal it has been argued from many government and non-government actors that Bangladesh should capitalize its young strength. As Bangladesh is a mediated society where family bondage is very important for the existing social values and SNSs are not very older things in this culture so it is indispensable to see the using patterns of SNSs (in this research Facebook has been considered to examine as it is the most uses social networking site in Bangladesh) by youth as youth generation is the top users of this site.

Objectives

The main objective of the study is to find out the nature and purposes of SNSs uses by university students of Bangladesh.

With the main objective the proposed study has some specific objectives like,

1. To find out the nature of SNSs uses by public university students of Bangladesh.
2. To dig out the time spending patterns of university students of Bangladesh in Facebook.
3. To understand the user's motives for SNSs use (social interaction, passing-time, entertainment, companionship, communication).

Literature review

Numerous studies outline the significant relationship between SNSs and its impact on students' communication and interpersonal relation patterns. Some believe that motivations that determine how young people use online social networks are psychological and it is strongly related to the human needs of communication, socialization, being an active part of a group, or maintaining long-distance friendships (Baltaretu & Balaban, 2010). Moreover, the relationship between online media and offline social activities and interpersonal interaction are enjoying significant discussion at present (DiMaggio, Hargittai, Neuman & Robinson, 2001). The findings of a study conducted in Malaysian context show that Facebook usage among Swedish university students seems to be an important part of their everyday life but can present some challenges in their social relationships (Sofiah etal, 2011). Smaller social circles, less communication at home, and loneliness are some greater internet use results, which have been identified in some studies. (Kraut et al., 1998). Spending more time on the internet and particularly in SNSs can create an addiction to the internet. Internet addiction is a rampant problem affecting individuals throughout the world and is recognized as a relic stage of internet adoption within a society (Zhang & Amos, 2008). Aghazamani (2010) has conducted a study on the university students' facebook usage patterns and found that most of the students use facebook for communicating with friends. The study indicates that traditional friendship pattern, communication pattern with friends are enjoying a colossal change with the delicate touch of SNSs. Stollak et al (2010) administrated a study to find out the relationship of social media usage and its impact on academic performance. The result shows interesting findings that, there is a yawning relationship between the students GPA and the time they spend in SNSs. They found that students', who spend more time in social media, are enjoying less GPA. But there are some limitations have been identified in the aforementioned study as they conducted the study with only 430 samples. So it is very tough to generalize the relationships between SNSs and grade point upon the limited number of sample. Another problem is that the research was run by on-line interview where they failed to understand the non-verbal behavior of the respondents.

Donath and boyd (2004) were among the first to hypothesize that online social networks may not increase the number of "strong ties" (i.e., long-term, sustained

interactions) a person may have, but may increase the "weak ties" (i.e., infrequent, casual interactions) a person could form because the technology is suited to maintain these ties cheaply and easily. Ellison, Steinfield, and Lampe (2007) was empirically tested this proposition by using survey data from a small sample of undergraduate students in the U.S. Applying Putnam's (2000) framework of "bridging" and "bonding" social capital, Ellison and her colleagues found that use of Facebook had a strong association to maintaining or solidifying existing offline relationships, as opposed to meeting new people.

Jahan and Ahmed (2012) have been conducted a study in Bangladesh context. They try to understand the student perception about the academic use of SNSs. The results indicate a positive attitude towards academic use of SNSs by the students. Although there are some differences in terms of students' opinions on academic applications of SNSs, these differences are largely due to the fact that the use of these sites in academic contexts is not well-defined.

Habib (2012) conducted a research to identified the uses types of Facebook by university students of Bangladesh and found that they are using it most for chatting and gossiping with friends. This finding indicates the shifting of interpersonal relationships format among students but he failed to identify the nature of the changes as the study depends only quantitative data.

Though a good number of studies have been conducted about SNSs and students but very few studies have been focused on the using patterns of SNSs by students especially in Bangladesh context. The present study is an attempt to explore this knowledge gap. Another concern is that, most of the studies have been conducted in the western society perspective though it is very essential to unearth the situation of developing countries like Bangladesh.

Rationale of the Research
A number of factors have prompted to conduct the present research:

First, literature review revealed that most of the researches published in the peer-reviewed journals which covers the issues of SNSs are western oriented and very few researches have considered the cultural issues, like social norms, values , trust etc

Second, it is very hard to find out the few researches which consider the phenomena of third world country like Bangladesh where a huge number of young people are exchanging their views through SNSs.

Third, even very few researchers have recognized the issues of using motives of SNSs especially in the context of Bangladesh where SNSs using patterns are guided by cultural norms and values.

Fourth, to tackling the changes of SNSs, more specifically cyber crime stakeholder should take necessary initiatives, but there is a lack of evidence which can guide the policy makers to make the evidence based policy. It is expected that findings of the research will guide the policy stakeholders to take context specific policy.

Fifth, last but not list, this research will covers the untouched issues of social sciences in the context of Bangladesh. This pioneer work can help the researchers for further exploration.

Research Method and Sampling

In this research only one social networking site, Facebook has been considered because most of the students use this site for communication (The Daily Star, May 30, 2010). Survey method based on questionnaire interview has been applied to find out the answer of the research questions. This study is basically a qualitative research which has been supplemented by quantitative data. A set of self administrative questionnaire has been distributed to the selected respondents during the class time using "drop and collect" method. The respondents has been given sufficient time to complete the questionnaires and it has been collected by the researcher. Questionnaire used to collect the relevant information related to the issues of the study. According to Berger (2000), survey design is widely used because of its inexpensive cost, ability to obtain current information, and ability to obtain a great deal of information at one time.

One Public University has been selected for this study. A total 235 respondents have been selected from 47 departments of Rajshahi University. 05 students from each department (one from each year) of Rajshahi University have been selected by random sampling method. Equal participation of male and female students ensured while conducting survey. Both undergraduate and post-graduate students have been considered as respondent. Responses were voluntary and those who didn't use any SNSs could not participate in the survey.

The populations are 31 public universities in Bangladesh. The sampling technique was persuasive sampling method. As Rajshahi University is the second largest universities of Bangladesh, so it can represent the overall Facebook using scenario of the public university of Bangladesh. Another reason for persuasive sampling is that, the researcher is also working in Rajshahi University, so it is easier for him to collect data as there was no fund available for the study.

The instrument used in this study is a survey questionnaire which has been design to achieve the research objectives. A set of questionnaire has been developed to investigate students' motives for SNSs use, their communication patterns by SNSs, etc. The questionnaires has been divided into three sections: Part A contained few questions design to capture the demography background such as age, gender, religion, current level of education, year of study in the university. Part B carried out few questions to understand the patterns of time spends by student in Facebook and their preference of using facebook usually. Part C has been contained some questions design to understand

the users' motives for SNSs use (social interaction, passing-time, entertainment, companionship, communication).

The pretest of questionnaire has been carried out to determine the clarity of instruction, readability, face validity and reliability of the research instrument. Ten percent of the total respondent has been involved in this section. The respondents were not included in the actual study. The data has been analyzed by using computer software of *Statistical Package for Social Science* (SPSS). Descriptive statistics, Correlation and Regression test were used to analyze the data with regard to the objectives of the study. Descriptive statistics such as frequency, percentage, mean, median, range, and standard deviation were used to determine demographic characteristics of the respondents, motives for SNSs use, SNSs addiction,, types of uses etc.

Result and Discussion

The study included almost equal number of male (49.36%) and female (49.78%) respondents. The highest respondents age (39.14%) was in the range of 18-20 years old (refer to table-1). 80% respondents were from Bachelor class where 20% from Masters. Equal participation has been ensured from each year of the Bachelor (honours) class and Masters as well. The highest portion of respondent was from Arts faculty (21.27%) where Law faculty stands in the lowest (2.12%). The reason for the difference of respondents participated from different faculty is that, the study included five (5) respondents from each department (detail in research methodology section) and different faculty of Rajshahi University formulated with different number of departments. Such as, Arts faculty has been formulated with 10 departments (5x10 respondents) where agricultural faculty has been formulated with 4 departments (5x4 respondents). As a result representation from different faculty is different but representations from every department are equal (refer to table-1 and research methodology section). Most of the respondents are Muslim (85.95%) as almost 90% people of Bangladesh are Muslim so it is usual to see such percentage. Other than Muslim some respondents from other religions like Hinduism, Buddhist and Christian are also included in the study.

Table-1: Demographic characteristics of respondents

Demographic characteristics		Number	Total	Percentage	Total
Gender	Male	116	235	49.36	100
	Female	117		49.78	
Religion	Islam	202	235	85.95	100
	Hinduism	30		12.76	
	Buddhist	2		0.85	
	Christian	1		0.42	
Age	18-20	92	235	39.14	100
	21-23	89		37.87	
	24-26	43		18.29	
	27-above	11		4.68	
Level of	Bachelor (Honors)	188	235	80	100

education	Master	47		20	
Year of study	First	47	235	20	100
	Second	47		20	
	Third	47		20	
	Fourth	47		20	
	Fifth	47		20	
Faculty	Social Science	45	235	19.14	100
	Arts	50		21.27	
	Science	40		17.02	
	Law	5		2.12	
	Engineering	25		10.63	
	Agriculture	20		8.51	
	Life and Earth Science	30		12.76	
	Business Studies	20		8.51	

(Source: field data, 2013)

Time spending patterns in Facebook

One of the objectives of the study is to find out the time spending patterns of public university students in Facebook. The result shows that in a typical day 23.82% students spends more than one hour in Facebook where in the weekend 27.65% students spend the same time. During the day students using Facebook more than four hour, more than three hour and more than two hour is 13.19%, 19.14% and 20% respectively where as in the weekend these percentage are 24.25%, 25.53% and 31.91% respectively. Three is a minimum percentage of respondents who are not use Facebook regularly in the typical day or weekend (detail in table-2). The results indicates that a significant portion of respondents use Facebook more than two, three or four hours both in a typical day and weekend but the percentage is more in weekend than a typical day of the week. The reason for the difference happened as in a typical day of week students are busy with their academic activities. So they can't manage enough time to indulge in Facebook but in the weekend they have no pressure of class or library works so that they can give more time in Facebook. Following example is a case which will support such type of explanation.

Ismail Hossain: A Heavy user of Facebook

Ismail Hossain (22) is a fourth year student of Department of Animal Husbandry and Veterinary Science of Rajshahi University. According to Ismail, "Facebook is my most bosom friend since last three years as I can communicate with all of my friends through this phenomenon. I am eagerly waiting for the weekend to communicate and share my views with my friends in Facebook as in the weekdays I have to be very busy with my class, assignments and practical works. So it is tough for me to give enough time in Facebook in the weekdays. To fill up the communication gaps with my Facebook friends I bring into play with Facebook more than four hours in weekends. I really believe that it's

(Facebook) a blessing for our generation. I can't even think a day without it (interview with Ismail Hossain, 2013).

Table-2: Time spending patterns in Facebook

Time Spending Patterns	Types	Number	Total	Percentage	Total
Time spend in Facebook during the day	Less than one hour	43	235	18.29	100
	More than one hour	56		23.82	
	More than two hour	47		20	
	More than three hour	45		19.14	
	More than four hour	31		13.19	
	Not regularly	13		5.53	
Time spend in Facebook during the weekend	Less than one hour	18	235	7.65	100
	More than one hour	65		27.65	
	More than two hour	75		31.91	
	More than three hour	60		25.53	
	More than four hour	10		4.25	
	Not at all	7		2.97	
Time preference for connecting with Facebook	8-12 AM	50	235	21.27	100
	12-04 PM	43		18.29	
	4-8 PM	50		21.27	
	8-12 PM	81		34.46	
	12-4 AM	11		4.68	
Times connect to Facebook during the day	one time	51	235	21.70	100
	two times	87		37.02	
	three times	60		25.53	
	Four times	23		9.78	
	More than four times	14		5.95	

(Source: field data, 2013)

When it has been asked to respondents that what is there prefer time to use Facebook? 34.46% respondents' answered that they like to use Facebook in 8-12 PM which is the highest portion. 8-12 AM and 4-8 PM are preferred by equal percent (21.27%) of respondents. Only 4.68% respondents preferred the late night (12-4 AM) for using Facebook where 18.29% prefer to use in midday (12-4 PM). The reason for using Facebook more in early night is that, the students are very busy with academic purpose, library works and practical experiments from morning to evening so that they have less time to indulge Faceebook in day time. The reason for this type of time preference has been explained by Imran Sarker (19), a second year student of Department of Applied Chemistry, Rajshahi University.

Imran Sarker: A late night-reader

I am using Facebook in early night and like to study in late night. As in the day time I am very busy with class and library works I could not able to join in Facebook. On the other hand in the late night I get very minimum number of my friends in Facebook as it is the common sleeping time of human being. I like to communicate and share my views and chat with maximum of my friends. So I have no option to study rather than late night. I have two thousands eleven Facebook friends and I get minimum one hundreds in my prefer time for chat. Not only me but also most of my departmental friends like to use Facebook from 4 PM to 12 AM. (Interview with Imran Sarkar, 2013).

The result also shows that maximum students who are using Facebook in day time are from Social Science and Arts faculty as they have limited pressure of class and practical works. Another point is students who have no computer or laptop of their own want to use facebook in daytime. For an example, we can take a look on the comments of Mossharoff Hosain (23), a fourth year student of Department of Islamic History and Culture, RU.

Mossharoff Hosain: an active Facebook user in day

I like to use Facebook to share my ideas and views with my friends but unfortunately I have no desktop computer or laptop. Luckily I have the opportunity to use computer in my department as my department has a well equipped computer lab consisted with 40 desktop computers which is open for students from in 8AM -2 PM. As I have maximum three classes in a day and most of the day all of the classes are not happened due to teachers absence, political unrest etc. I get a lot of opportunity to use Facebook in my department computer lab in the scheduled period. Though I am also willing to use Facebook in others time of the day but I have no option now (Interview with Mossharoff Hosain, 2013).

When it has been asked to respondents that how many times they connect with Facebook in a day, a significant portion of respondent answered that they connect with Facebook only one time in a day. The reason for that has been described by Ataur Rahman(25), a Masters student of Department of Anthropology Rajshahi University. "As I have no computer or laptop of my own for this reason I have to depend on cyber cafe to browse Facebook. As a result I am using Facebook in Nakshi Cyber Cafe of Kazla (A bazar situded nearby Reajshahi University) in everyday from 5 PM to 6 PM. May be it will increase when I will able to by a computer with internet connection". The highest portion of respondent uttered that they are connecting Facebook two (37.02%) times in a day where 25.53%, 9.78% and 5.95% respondents answered that they are connecting Facebook three times, four times and five times respectively. The reason for connecting with Facebook in several times of a day has been explained by a third year student of Department of Sociology, Srea Ghosal (21).

Srea Ghosal: A multiple user of Facebook in a day

When I open my laptop in day or night, at first I like to join in Facebook. When I was a student of first year I had no laptop or computer. Then I connected with Facebook usually one time from cyber cafe. Because that time I had no option as I got very little time to join internet after my class and library works. I have to back in hall in the early evening as the common rule of Rajshahi University is that, ladies hall gates are shut down after sunset. So there was no option for me to use Facebook after evening. But now every Hall of Rajshahi University including my hall (Monnujan hall) and some selected place of campus as well has wi.fi connections where I can use Internet free of cost. So it is very easy for me to join internet several times now. I think every user like to connect with Facebook several times but the problem is the ownership of computer and internet connection. Academic pressure is also a determining factor for the aforementioned issue. I believe those, who have much pressure of classes, practical sessions and assignments are unable to use Facebook like me though they have the ownership of a computer with internet and willingness as well (Interview with Srea Ghosal, 2013).

Like Srea Ghosal most of the respondents think that ownership of a computer with internet access and less pressure of academic activities is the two determining factors of connecting several times with Facebook.

Purpose for Facebook use
One of the research objectives is to find out the motives that influence students to use Facebook. The researcher identified 5 main purposes for Facebook use including (1) social interaction, (2) passing time, (3) entertainment, (4) companionship, and (5) communication. Every respondent articulated that more or less every purpose influenced them to use Facebook. When it has been asked them to select their preference among the five purposes, 37.02% respondents who are the highest, selected 'social interaction' as their priority where 23.82% response that their priority is to 'communicate' their ideas and views with their Facebook friends. 18.29% and 14.89% respondents select their highest priority as 'companionship' and 'passing time' respectively. Only 5.95% students said that they use Facebook for entertainment purpose (detail in table-3).

Table-3: Preference for using Facebook usually

Purposes	Number	Percentage
social interaction	87	37.02
passing-time	35	14.89
entertainment	14	5.95
companionship	43	18.29
communication	56	23.82
Total	235	100

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Social Interaction Purpose

Though 37.02% respondents select their priority purpose for using Facebook is 'Social interaction' but all of the respondents (100%) believe that one of the reason of their Facebook use is social interaction. In social interaction purpose, the highest portion of respondents (79.57%) use Facebook to share their recent activities with their friends where 74.89% thinks that they use Facebook to stay in touch with their friends. For an instance we can take a look about the comments of Sazia Afroz (24), a fourth year student of Department of Mass Communication and Journalism, RU

Sazia Afroz: A friend hunter in Facebook

I believe friendship is the rainbow between two hearts. I have a lot of friends from my childhood level to university. Unfortunately I was unable to communicate all of them. I also forgot many of them due to communication gap. But for the blessing of Facebook I have communications with most of my friends now. As my friends are living in different parts of the world it is almost impossible to communicate face-to-face with all of my friends but through Facebook I can share my opinions and activities with all of my Facebook friends within a second. I am also searching my other friends who are not my Facebook friend list yet. I believe in this way I will able to find all of my missing friends one day and could share my joys and sorrows with all of my friends (Interview with Sazia Afroz, 2013).

Table-4: Social interaction purpose

Types of social interaction	Number	Percentage
To stay in touch with friends	176	74.89
To maintain existing Friendships	98	41.70
To share my recent activities with friends	187	79.57
To share social and political concerns with friends	145	61.70

(Source: field data, 2013)

Apart from aforementioned two types 61.70% respondents thinks that they are using Facebook to share social and political concerns with their friends where 41.70% respondents thinks that they are using Facebook to maintain existing friendships. Following is an example of Social and political activities of Facebook users.

Elora Haqe: Social and Political Activist of Facebok

Elora Haqe (26), a master's student of Department of Finance and Banking, University of Rajshahi, is a political and social activist in Facebook. She discusses and shares her concerns relating to contemporary politics and society with his friends in Facebook. Elora believes that it is very tough to publish mass people opinion in the traditional electronic and print media as most of the media published columns and ideas from their selected columnists and intellectuals. But Facebook is the open forum for all where everybody can share their thinking. In her own language she said, "When any political or social crisis happened in Bangladesh we, among our friends discuss the issues and share our views through Facebook. It is very important to build public opinion in the contemporary society. Just think about the 'Gonojagoron Monchho' (an anti-war criminal platform in Shahbagh, Dhaka). The activist of ' Gonojagoron Monchho' got huge support and participation from all over the Bangladesh and all over the world as well. This platform has been also happened through a message of a Blogger and then it has been circulated in all over the Bangladesh and world as well through Facebook (interview with Elora Haqe, 2013).

Maintaing existing friendship is also seems important reason for using facebook. Srisant Mojumder (20), a second year student of Department of Public Administration, Rajshahi University describe his views in this way regarding this type of use, " My main activities in Facebook is maintaining relationship with friends. Without regular keep in touch there could be a communication gap happened with my friend. Facebook gives us the opportunity to communicate with my friends regularly and nursing the relationship. I am grateful to Facebook. (Interview with Srisant Mojumder, 2013).

Time passing purpose

Among the respondents 79.57% believes that they are using Facebook to pass their time when feel bored whereas 71.06% thinks they just connect Facebook as routine matter. It indicates that most of the time users have no specific intention to use Facebook. Sourav Sikder(23), a fourth year student of Department of History, Rajshahi University express his opinion in this regard.

Sourav Sikder: A lonely heart

I am a heavy user of Facebook. But it doesn't mean that I am addicted in Facebook. Actually I am not very interested in academic works. On the other hand I am not related with any cultural or political organizations. So I have lot of time to spend. When I didn't use Facebook I felt too boring. Sometimes I also felt depression. But when I introduce myself in Facebook, I found that it's a nice virtual platform to pass my time. Actually Facebook help me to remove my boringness. Now it's my

common habit that when I open my computer first of all I log in Facebook (interview with Sourav Sikder, 2013).

Table-5: Time passing purpose

Types of time passing	Number	Percentage
To pass the time when feeling bored	187	79.57
To routinely do it every time I go online	167	71.06
To update my profile time to time	143	60.85
Only to read the status of other friends	32	13.61

(Source: field data, 2013)

A significant number of respondents (60.85%) think that they are using Facebook specially to update their profile while a very limited number of respondents (13.61%) said that they are not interested to share anything in the Faceboook. This portion of respondent likes to read the status of other friends. The reason for not posting anything is, they thought it's very tough to keep privacy in the Facebook. As there are a lot of fake IDs in the Facebook who could be also their friends, they felt unsafe to disclose their personal thoughts in the Facebook. Rather than update their profiles or giving status they like to read the status of other friends. Let's hear the story of Abu Zafar (19), a first year student of Department of Applied Physics and Electronics Engineering, Rajshahi University.

Abu Zafar: A Passive Facebook User

I was very active and indulged with Facebook almost 4-5 hours in a day in my HSC life. After a few days later of my commencing in Rajshai University my Faceboook ID hacked by someone. The hackers add many nude and vulgar videos and photographs from my account. These types of posting harass me a lot to my Facebook friends. On that time I was very ill and unable to join in Facebook. After that I change my password and not interested to give any status, upload photos and videos in my wall. Now you can say that I am a passive user. I just login Facebook and read others status and post. I am enjoying this. The negative aspect of Facebook influenced me to be a passive user (interview with Abu Zafar, 2013).

Entertainment Purpose
In comparison with other purpose the present study reveals that very few respondents are interested to use Facebook for entertainment purpose. A significant number of users (89.78%) like to post different photographs and pictures in their account for

entertainment purpose where 18.29% user thinks that they like to upload unbelievable and interesting pictures for entertaining purpose. Jinia Chowdhury (21) a third year student of Department of Fine Arts, Rajshahi University explain her view in this way-

Jinia Chowdhury: An amateur photographer

I hope once I will be a professional photographer. Now Facebook is my gallery where I can share photographs taken by me with my 4098 friends. I am not interested to do any other activities in Facebook. Everyday I capture a lot of photographs and enjoying to share with my friends. They commented on my photos which also inspired me to run after my goal. May be if there will no option for uploading pictures and photos in the Facebook I will not be a user of Facebook. At present there are more than eleven thousands pictures and photographs in my personal profile (interview with Jinia Chowdhury, 2013).

Table-6: Entertainment purpose

Types of entertainment	Number	Percentage
To share music	27	11.48
To share video	63	26.80
To share jokes	45	19.14
To share cartoons	52	22.12
To share unbelievable and interesting pictures	43	18.29
To share photographs	211	89.78
To play games and quizzes	10	4.25

(Source: field data, 2013)

Rather than sharing photographs 26.80% respondents are enjoying to share videos whereas 22.12% are enjoying sharing cartoons. 19.14% respondents like to share interesting jokes with there friends while very few respondents like to share music (11.48%) or to play games and quizzes (4.25%). The result indicates that public university students of Bangladesh are very interested to post pictures, photographs, jokes or cartoons in Facebook for their entertainment purpose other than sharing music or play games and quizzes.

Companionship Purpose

Following table shows the percentage of respondents who use Facebook for companionship purpose. Among the respondents 81.70% use Facebook to share their thoughts with their friends which is the highest type of use for companionship purpose while 71.06% respondents use Facebook to feel less lonely. A strong correlation has been found between the aforementioned two types of using behavior in the speech of Tamcan Cakam (24), an indigenous forth year student of Department of English, Rajshahi University.

Tamcan Cakma: A forlorn Guy

I feel very lonely from my early childhood as I am the only son of my parent and both of them are service holder. There was a restriction on my outside mobility from my parent. Unfortunately after my college entrance I was unable to develop some real friendship. Then I thought may be loneliness is my fate. But after joining in Facebook I never feel too much lonesome as I have more than six thousands friend in Facebook. I always share my thoughts and beliefs with my friends. Through which I removed my loneliness (Interview with Tamcan Cakma, 2013).

We can assume from the result that, a significant number of Facebook users like to share their thoughts, beliefs, well and woes with their Facebook friends to remove loneliness.

Table-7: Companionship purpose

Types of companionship	Number	Percentage
To find long-lost friends	68	28.93
To share thoughts with friends	192	81.70
To feel less lonely	167	71.06
To find people with similar interests	122	51.91
To make new friends	154	65.53

(Source: field data, 2013)

Apart from this 65.53% Facebook users use it to make new friends where 28.93% use to find their long-last friends. The result designates that most of the Facebook users are interested to increase the number of friends rather than to find long last friends. Soakot Hossain(22), a third year student of Department of Zoology, Rajshahi University express the reason in his own language,

Soakot Hossain: A Friend Finder in Facebook

  As we the generation of ICT, we have normally communications with our childhood and school- college friends. So this is not important to search my long-lost friends. In course of time our thoughts and beliefs is going to be change and we are searching those friends who thinks as like as me. This is not important for me whether he is known to me or not. I found most of my bosom friends through Facebook. So I think it's a nice interactive media to find new friends for whom you are waiting from long time (Interview with Soakot Hossain, 2013)

Communication Purpose

According to the table-8 most of the respondents use Facebook for various types of communication purpose. 100% respondents told that they are using Facebook to share information with friends and to chat with friends. 88.93% respondents think they are using Facebook mainly to get social and political information while 84.25% said; they use it to send messages to their friends. On the other hand 74.89% respondent's think they use Facebook to post's comment on friend's wall under communication purpose. Very few respondents (23.82%) told that they are interested to get gossip about others whereas 56.17% respondents believe they use Facebook to build network with others.

Table-8: Communication purpose

Types of communication	Number	Percentage
To post comments on friend's wall	176	74.89
To send messages to friends	198	84.25
To share information with friends	235	100
To chat with friends	235	100
To build network with others	132	56.17
To get gossip about others	56	23.82
To get social and political information	209	88.93

(Source: field data, 2013)

Interesting assumption could be possible through the aforementioned data. The result clearly indicates that most of the user use Facebook for friendship purpose. Another important use of Facebook is to use it for getting latest social and political information. In fact this interactive media is now the quickest source of information for anyone under a friendship network. Tahmina Siddiqi (25), a Masters student of Material Science and Engineering, Rajshai University likes to update herself about latest social and political issues through Facebook.

Tahmina Siddiqi: A User for Political and Social Information

I like to update myself with latest social and political issues. But I have doubt on the accuracy and objectivity of news delivered by the traditional print and electronic media. Most of the media owners are politically biased. Though some media owners are not related with politics but for their business purpose they also keep warm relation with politicians. In this regard it is very much tough for common people to get the actual information. Interactive media like, Facebook open new horizon in front of us to searching another source for information. Here I get different types of views from many brave and independent political and social analysts. Through which I can assume about the actual incident. Not only

this but also you can also share your understanding and concerns with them at once which is not possible in traditional media. I believe with the blessing of Facebook it is possible by the young generations to unite and build many platforms like, Gonojagoron Monccho in Sahbag (An anti-war criminal platform in Shahbag, Dhaka organized by Mainly Bloggers and Facebook users) against corruption, negative political culture, sexual harassment against women etc. (interview with Tahmina Siddique, 2013).

Conclusion

In conclusion it could be said that, though it has been revealed by in the study that Students are using Facebook for all of aforementioned purposes but social interaction and Communication is the highest purpose for using Facebook. In short it could also be said that friendship is the most important things which influence the youngsters to use Facebook. It is also found that a significant number of students are heavy user of Facebook which could be harmful for their academic purpose. Further research will be needed to understand the relationship between Facebook use and academic performance. The study also indicates that traditional friendship pattern, communication pattern with friends are enjoying a colossal change with the delicate touch of SNSs.

The researcher believes that there are some limitations to this study. Like any research, the investigation has many limitations that should be considered before generalizing the results to other contexts and recommending for future research. First, the survey only sought opinions of students from just one university. However, every university is different. Therefore, norms and preferences of Facebook users and time usage on this SNS might vary from one university to another or from one part of the country to another. The next limitation of this study is that, it is unable to reveal the academic purpose of Facebook uses by university students. The reason is that in the pre-test it has been found that almost no respondent told that they are using Facebook for academic purpose. However it is assumed by the researcher that further in-depth and qualitative research will be required to find out the academic uses of Facebook. Another limitation of this study involves the lack of facilities and human resources to fully examine the topic of Facebook use types and purposes of use. Due to these constraints, only 235 students were surveyed. It is tough to generalize the scenario with this few sample whereas there are almost 26 thousands student in Rajshahi University. In addition, the study focused on participants who are studying in a university situated in the northern region of Bangladesh. Culture, stage of economic development, and political–economic traditions is more or less different with other parts of the country.

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