

Use of Facebook and Its Impact on Education: A Study on the Students of Private Universities in Bangladesh

Md. Zahidul Islam¹ and Md. Ruhul Amin²

ABSTRACT

At the beginning of this millennium public usage of internet has increased very noticeably in this country, mainly in the capital city. In the last few years, usage of internet has increased in different sectors. Social networking/facebook is one of them which have increased dramatically, especially to the students of different categories. This study is designed with a view to analyzing the use of Facebook by the students of different private universities of Bangladesh and its impact on education. The study is mainly based on primary data which were collected from 500 students as sample of different private universities in Dhaka. Some statistical tools like mean, standard deviation, hypothesis etc. were used for analyzing data in this study. The students of different private universities seem to enjoy discovering the Facebook for chatting, comments passing, message sending, photo and video sharing, and blogging etc. that enable the communication with relatives, friends, teachers and around the globe. They are even using facebook for gathering information and enhancing academic knowledge but as a matter of fact, majority of them still misuse Facebook like unnecessary chatting, bad comments passing, vulgar message sending etc. The study concluded that the excessive use of Facebook can be the reason of decreasing academic result. The students should not ignore their academic activities by using facebook excessively. The study also recommend some suggestions for the students such as utilizing the Facebook in useful purpose like collecting and gaining information, sharing important ideas, knowing the world etc. and should not ignore the academic activities in the reason of Facebook usage. The authority of the state should also take necessary steps in this regard.

Keywords: Facebook, students, academic, networking, sharing, comments passing, blogging

1. INTRODUCTION

Since the dawn of the Industrial Revolution human society has undergone with some tremendous changes. The quality of life is better in many aspects as people are living longer, working more varied careers and make use of technology to make our lives a lot easier. With longer life and a more varied living environment staying-in-touch with family, friends, colleagues and all of those that touch their lives is becoming more important. Facebook is an essential medium that has made this process very

¹MD. ZAHIDUL ISLAM, Lecturer, Department of Business Administration, Manarat International University, Dhaka.

² MD. RUHUL AMIN, Professor, Department of Management, Islamic University, Kustia.

easy. The Facebook platform is providing a wide variety of assistance for staying in contact but at the same rate causing quite a stir with its social capabilities. Simply, it has emerged as society's most prominent communication tool (Acquisti & Gross 2010).

Facebook was built in 2004 by three students of Harvard University that wanted to reach out and get to know students from other dorms. Those students – Mark Zuckerberg, Chris Hughes and Dustin Moskovitz at first started it as a small project. The web site allowed a user to sign-up of an account for free. With an account one could add other users as friends, look up old friends and colleagues, send messages, join groups, and more. The idea proved so popular that it soon spread to other ivy-league schools such as Stanford, Yale and Columbia (Yadav, 2007).

Facebook's popularity has increased tremendously since its creation. Due to marketing influence and the lure of high dollar investments, Facebook finally opened its doors to the public, allowing anyone to join with it (Koch, 2007). With that one move, its membership has surged since July 2006, moving from 7.5 million users to well over 18.5 million users through January 2007, a 300 percent increase. It has not stopped since then, growing to over 36 million users as of August (Vogelstein, 2007) and 42 million nearing October. Facebook's use is even more evident as Facebook is receiving 30 billion page views monthly, whereas comScore ranks Facebook as the 6th most traffic US site (Abram, 2007). The United States isn't the only country that has fell in love with the platform as it ranks at number 1 in Canada and number 2 in both the United Kingdom and Turkey (Alexa, 2009).

2. OBJECTIVES OF THE STUDY

The main objective of the study is to evaluate the usage of Facebook and its impact on education of the students of private universities in Bangladesh.

Other specific objectives are as follows:

1. To analysis the present status of Facebook in Bangladesh.
2. To find out the causes of frequent use and abuse of Facebook by the students.
3. To outline some recommendations for protecting the students from the misuse of Facebook.

Hypothesis of the study:

H₀: Most of the students use Facebook just for non-academic purpose.

H₁: Most of the students use Facebook for academic purpose.

H₀: Students are benefited by the use of Facebook

H₁: Students are not benefited by the use of Facebook.

H_0 : Academic result is decreasing for using Facebook.

H_1 : Academic result is not decreasing for using Facebook.

3. SOURCES OF DATA AND METHODOLOGY

A research design is simply a framework or a plan for a study that may be used as a guideline in collecting and analyzing data. In this study, both primary and secondary data were used. The study is mainly based upon the primary data. Primary data were collected from the students using Facebook of different private universities in Bangladesh, through the semi structured questionnaire. For this study, a total number of 20 different private universities of Dhaka city in Bangladesh were selected purposively. Again, a total number of 500 students from those universities were selected for collecting data based on random sampling technique. Questions are designed in a five point Likert scale to find out the usage of Facebook and its impact on education of the students of private universities in Bangladesh. Five point Likert type scale has been used in the questionnaire as 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree. Secondary data were collected from the books, internet and different articles published in the journals, and magazines etc.

Descriptive statistics was used here to analysis the data. Some statistical tools like mean, standard deviation etc. were mostly used for the analysis of data. Moreover, hypothesis test was also conducted, if the calculated value (z) is greater than critical value (z_c), it rejects the null hypothesis and accepts the alternative hypothesis.

4. ANALYSIS OF DATA AND FINDINGS

4.1 Active Facebook Users

The active Facebook users have increased from 200 million to 1200 million from 2009 to 2013. The current scenario of active Facebook users and its growth all over the world is given below:

Table 1: Total active Facebook users

Date	Users (in millions)	Days later	Monthly growth
8-Apr-09	200	225	13.33%
15-Sep-09	300	160	9.38%
5-Feb-10	400	143	6.99%
21-Jul-10	500	166	4.52%

5-Jan-11	600	168	3.57%
30-May-11	700	145	3.45%
22-Sep-11	800	115	3.73%
24-Apr-12	900	215	1.74%
4-Oct-12	1,000	163	2.04%
31-Mar-13	1,110	178	1.67%

Source:

http://en.wikipedia.org/wiki/Facebook#User_profile

The active users of Facebook increased from just a million in 2004 to over 1,115 million in 2013 (Source: <http://en.wikipedia.org/wiki/Facebook#File>). The monthly growth rate was high (13.33%) in 2009 and the current increasing rate is 1.67%. Actually the popularity of Facebook user dramatically increases from 2008 to 2013.

4.2 The Top 20 Countries of the World Regarding Internet and Facebook Users

Table 2: The top 20 countries of internet and Facebook users

	Country (or dependent territory)	Population (End of 2012)	Internet Users (End of 2012)	Facebook Users (End of 2012)	% Internet Users	% Facebook Users	% Facebook Users of Internet Users
1	USA	313,847,465	245,203,319	166,029,240	78.13%	52.90%	67.71%
2	India	1,205,073,612	137,000,000	62,713,680	11.37%	5.20%	45.78%
3	Brazil	193,946,886	88,494,756	58,565,700	45.63%	30.20%	66.18%
4	Indonesia	248,645,008	55,000,000	51,096,860	22.12%	20.55%	92.90%
5	Mexico	114,975,406	42,000,000	38,463,860	36.53%	33.45%	91.58%
6	UK	63,047,162	52,731,209	32,950,400	83.64%	52.26%	62.49%
7	Turkey	79,749,461	36,455,000	32,131,260	45.71%	40.29%	88.14%
8	Philippines	103,775,002	33,600,000	29,890,900	32.38%	28.80%	88.96%
9	France	65,630,692	52,228,905	25,624,760	79.58%	39.04%	49.06%
10	Germany	81,305,856	67,483,860	25,332,440	83%	31.16%	37.54%
11	Italy	61,261,254	35,800,000	23,202,640	58.44%	37.87%	64.81%
12	Argentina	42,192,494	28,000,000	20,048,100	66.36%	47.52%	71.60%
13	Canada	34,300,083	28,469,069	18,090,640	83%	52.74%	63.54%
14	Thailand	67,091,089	20,100,000	17,721,480	29.96%	26.41%	88.17%
15	Spain	47,042,984	31,606,233	17,590,500	67.19%	37.39%	55.66%
16	Colombia	45,239,079	26,936,343	17,322,000	59.54%	38.29%	64.31%
17	Japan	127,368,088	101,228,736	17,196,080	79.48%	13.50%	16.99%

18	Bangladesh	161,083,804	33,754,190	14,352,680	19%	8.90%	41.63%
19	Malaysia	29,179,952	17,723,000	13,589,520	60.74%	46.57%	76.68%
20	Taiwan	23,234,936	17,530,000	13,240,660	75.45%	56.99%	75.53%

Source: http://en.wikipedia.org/wiki/Facebook_statistics

The above table shows that the top most Facebook users' country is United State of America and the position of Bangladesh is eighteen. About 19% people use internet in Bangladesh and out of them Facebook user is 41.63% and about 9% people of Bangladesh use Facebook. The Facebook user is increasing quickly in Bangladesh and about 13920 people are adding newly at Facebook per month (<http://www.socialbakers.com/Facebook-statistics/bangladesh>)

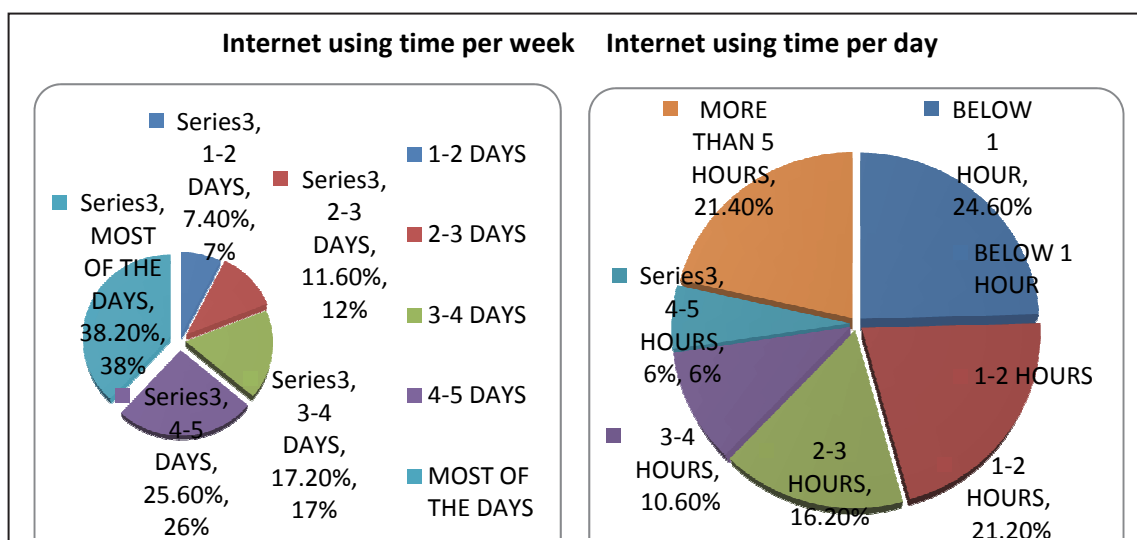
At present, the total numbers of private university are around 72 and out of them more than 50 universities have already established in Dhaka city. So, a large number of students study at private university and most of them directly or indirectly involve with internet and also different social networking sites, Facebook is one of them. Facebook shines itself above other social networking web sites and former methods of communication by providing communication in a matter of seconds, choosing who may access content, giving users can easily organized list of their contacts at their disposal, and even ways to describe how and why people are acquainted with someone (Stutzman, 2009). Through this system, messages can be sent frequently at no cost. Not only can one easily organize one's contacts, but one may also keep up-to-date with the happenings of one's comrades through mini-feeds or "story-feeds" through one's Facebook homepage. These feeds are essentially just lists of updated news items, such as relationship statuses, personal news, whose friends with who, or even if one's friend joins a group (Buchanan & Reips 2008). The information is readily available and posted after a few minutes within the feed. As stated earlier, users can set the privacy of their account – meaning full control that can see which segments of content or personal information about the user.

4.3 Profile of the Respondents

The basic profile of the respondents are: The age of the respondents was 18 to 25 (Table 3) and most of them were the students of under graduate program and some of them were post graduate more specifically BBA & MBA (50%), Pharmacy, CSE & EEE (20%), LLB (11%), and BA (10%), and others (9%) (Table 4). The study conducted on both male (53%) and female (47%) students (Table-5) and their relation with Facebook were more than 3 years 38%, 2-3 years (30%) and below 2 years (42%) (Table 6).

4.4 Students' involvement in Internet and Facebook

- a) Internet using time per week and day



Source: Field Survey (Table 7-8)

The above graphs show that about 40% students of private university in Bangladesh use internet regularly, 43% students access in internet 3 to 5 days per week and rest of the students (17%) access in internet 1 to 3 days per week. Out of them about 22% students use internet more than 5 hours per day, 33% students use internet 3 to 5 hours and rest of the students (45%) use internet below 1 to 3 hours.

b) Reasons of Using Internet

Table 9: Reasons for Using Internet

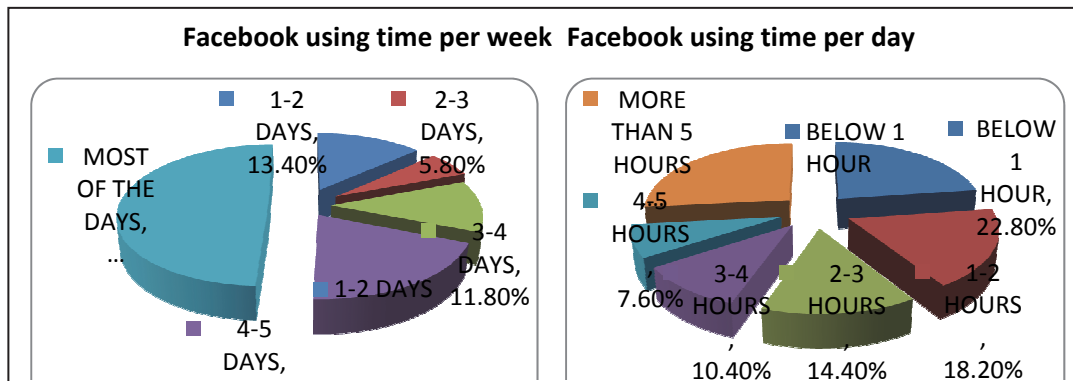
Facebook using time per day	No. of Respondents	Percentage
Academic purpose	252	50.40%
Social networking	398	79.60%
Reading newspaper	146	29.20%
Download music/ video	212	42.40%
E- mail	158	31.60%
Chatting with people	227	45.40%
Viewing adult website	39	7.80%
Others	26	5.20%
Total No. of Respondents	500	100%

Source: Field Survey

The above table shows that most of the students (80%) use internet for maintaining social network like Facebook, twitter etc. The other uses of internet of the students of private universities are academic purposes 51%, chatting with people 46%, reading

newspaper 30%, email 31%, downloading music or video 43%, viewing adult website 8% and others 6%.

c) Facebook using time per week and day



Source: Field Survey (Table 10-11)

The above graphs show that about 50% students of private university in Bangladesh use Facebook regularly, 31% students access on Facebook 3 to 5 days per week and rest of the students (19%) students access internet 1 to 3 days per week. Out of them about 27% students use internet more than 5 hours per day, 18% students use internet 3 to 5 hours and rest of the students (55%) use internet below 1 to 3 hours.

4.5 Facebook Accessibility of Students

Table 12: No of respondents according to Usage of Devices for Facebook

Facebook Using Devices	No. of Respondents	Percentage
PC	448	89.60%
Personal mobile	260	52%
University pc	74	14.80%
Pc of friends/ relatives	33	6.60%
Cyber café	28	5.60%
Total No. of Respondents	500	100%

Source: Field Survey

The above table shows that the most of the students (90%) of private universities access in Facebook by their personal computer or laptop, and average students (52%) use Facebook with their mobile phone and rest of the students (27%) access Facebook through university lab, cyber café and friend's or relative's pc.

4.6 Students' Activities in Facebook

Table 13: Number of Respondents According to Their Different Use of Facebook

Using options of Facebook	No. of Respondents	Percentage
Chatting	423	84.60%
Message sending	362	72.40%
Comments passing/Wall posting	456	91.20%
Group creation/ comments	254	50.80%
Friend request	302	60.40%
Game request	145	29%
Application request	96	19.20%
Note making/blogging	43	8.60%
Sharing photo	490	98%
Sharing link	133	26.60%
Sharing video	383	76.60%
Sharing question	121	24.20%
Others	32	6.40%
Total No. of Respondents	500	100%

Source: Field Survey

The above table shows that almost all the students (98%) of private universities use Facebook in sharing photo. Others activities in Facebook are: comment passing/wall posting 92%, friend request 60%, sharing videos 77%, chatting 85%, message sending 56%, group creation or comment 51%, sharing questions 24%, game requests 29%, sharing links 27%, application request 20%, Note making/Facebook blogging 9% and 7% students do not act anything when they are in Facebook.

4.7 Misuse of Facebook by the Students

Table 14: Number of Respondents according to their misuse of Facebook

Misusing options of Facebook	No. of Respondents	Percentage
Unnecessary chat	222	44.40%
Sending vulgar message	51	10.20%
Bad comments passing/wall posting	89	17.80%
Offensive group creating/comments	35	7%
Unknown friend request	93	18.60%
Unnecessary game request	45	9%
Improper application request	12	2.40%
Unseemly note making/blogging	11	2.20%
Sharing vulgar photo	68	13.60%
Sharing vulgar link	108	21.60%
Sharing vulgar question	18	3.60%
Use Fake Facebook ID	105	21.%

None of the above	157	31.40%
Total no. of respondents	500	100%

Source: Field Survey

The above table shows that about 45% students of private universities pass their time with unnecessary chat and the students misuse their time at Facebook by using different options of Facebook like unknown friend request 19%, sharing vulgar links 21%, bad comments passing/wall posting 18%, sending vulgar messages 11%, sharing vulgar photos 13%, unnecessary game requests 9%, offensive group creating or comments 7%, sharing vulgar questions 4%, improper application requests 3%, unseemly note making 3% and 32% students do not involve in any misuse activities at Facebook.

From the analysis of the above table 13 and 14, it is observed that average 49% students are involved in internet and Facebook for academic and non academic or other necessary purpose and out of them average 16% students are involve in non academic purpose. Individually 40% students are involve in good or necessary chatting and other necessary Facebook activities of students are message sending 62%, comment passing/wall posting 73%, group creation or comment 43%, friend request 41%, application request 16%, Note making/Facebook blogging 6%, sharing photo 84% sharing links 5%, sharing videos 73%, sharing questions 3% etc.

4.8 Test of Hypotheses

Hypothesis 1: Most of the students use Facebook just for non-academic purpose.

From this statement here some values have been attained which are, weighted average is 3.096, standard deviation 0.059039 and the calculated z value is 1.626052 where critical z value is 1.96 and N= 500. (Source: Table: 13). Here, calculated Z value is smaller than critical z value. So, null hypothesis is accepted and alternative hypothesis is rejected. It indicates that most of the students use Facebook just for non-academic purpose as useless. They use Facebook only for time passing and wasting and that does not create any benefit for their education.

Hypothesis 2: Students are benefited by using Facebook.

From this statement here some values have been attained which are, weighted average is 2.584, standard deviation 0.059447 and the calculated z value is -6.99789, where critical z value is -1.96 and N= 500. (Source: Table: 13). Here, calculated Z value is greater than critical z value. So, null hypothesis is rejected and alternative hypothesis is accepted. It indicates that students are not benefited by using Facebook.

Hypothesis 3: Academic result is decreasing for using Facebook.

From this statement here some values have been attained which are weighted average is 3.106, standard deviation 0.059376 and the calculated z value is 1.785228 where critical z value is 1.96 and N= 500. (Source: Table: 13). Here, calculated Z value is smaller than critical z value. So, null hypothesis is accepted and alternative hypothesis is rejected. That's mean academic result is decreasing for using Facebook and students do not get any benefit from the Facebook for their education. Students wastes their valuable time behind Facebook. So, somehow they are not concentrating on their study and instead of that they are passing their time on Facebook. Consequently academic results of students are decreasing for excessive use of Facebook.

5. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Major Findings

About 40% students of private university in Bangladesh use internet regularly and most of them (80%) access social networking sites like Facebook while they are at internet.

Almost 50% students use Facebook regularly and they access into Facebook by their personal computer/laptop (90%) and mobile (52%), out of them 27% students use Facebook more than 5 hours every day.

The activities of students found at Facebook are: share photo (98%), comment passing 92%, friend request 60%, sharing videos 77%, chatting 85%, message sending 56%, group creation or comment 51%, sharing questions 24%, game requests 29%, sharing links 27%, application request 20%, Note making/Facebook blogging 9% and 7% students do not act anything when they are in Facebook.

The study revealed that about 45% students pass their time with unnecessary chatting and the majority students misuse their time at Facebook by using different options of Facebook like unknown friend request 19%, sharing vulgar links 21%, bad comments passing 18%, sending vulgar messages 11%, sharing vulgar photos 13% etc. and 32% students do not involve in any misuse activity at Facebook.

The study also conducted the hypothesis test where two variables are accepted i.e. most of the students use Facebook just for non academic purpose and academic result is decreasing for using Facebook and one variable is rejected (null hypothesis) that means students are not benefited by the use Facebook.

5.2 Conclusions

Facebook is a gift of modern era. Facebook allows users to continuously stay in touch with friends, relatives and other acquaintances wherever they are in the world, as long as there is access to the Internet. Some argue that Facebook is beneficial to one's social life because they can continuously stay in contact with their friends and relatives, while others say that it can cause increased antisocial tendencies because people are not directly communicating with each other. These all actually depend on the mentality of the user. Users can use Facebook for good purpose at the same time they can also use it for achieving unethical matter. Here it is noticeable that the excessive use of Facebook or wasting time on Facebook can be the reason of decreasing academic result. So they should not use Facebook by ignoring the academic activities of their universities.

As the number of Facebook users is increasing rapidly and people are very much busy with their daily life. They do not have enough time to communicate with their relatives. The busy civilians are performing social communication with a little effort. This is why it has become very much popular to the segmented people. Arguments may rise from the different stakeholders group of the society regarding Facebook usage. But this study explores the users of Facebook to find new friends. So, to walk with modern world students cannot think to confine them into a wall. They must know the surrounding world and Facebook is the perfect medium for it. Proper utilization of time and positively use of Facebook options can bring the betterment for today's students.

5.3 Recommendations

Facebook is the most popular social networking site in Bangladesh especially for the students of private universities. The study has already proved that. Facebook has many options for the user and user can use those options in both positive and negative ways. This study gives the following recommendations:

- a) The students must maintain the time limit for using Facebook especially not to spend time while they have an academic burden and they should use Facebook in useful purpose like collecting and gaining information, sharing important ideas or information, knowing the world, and they must avoid the abusing options on Facebook.
- b) An internet networking rules should be established in this regard by the concerned authority of the state so that users can not get any unethical opportunity.
- c) At last, it is to be noticed that Facebook is a gift of modern era so student should use it for their own betterment.

REFERENCES

- Abram, C. (2007). Retrieved March 2, 2013 from Have a taste from Facebook's *The Facebook Blog* Web Site: <http://blog.facebook.com/blog.php?post=>
- Acquisti, A., & Gross R. (2010). "Imagined Communities: Awareness, Information Sharing and Privacy on The Facebook." Proceedings of the 6th Workshop on Privacy Enhancing echnologies ambridge, UK.
- Alexa. (2009). Retrieved March 2, 2013 from http://www.alexa.com/data/details/traffic_details/facebook.com
- Buchanan, T., C. Paine, A., Joinson, & Reips, U.-D. (2008). Development of measures of online privacy concern and protection for use on the Internet. *Journal of the American Society for Information Science and Technology*
- Dobnik, V, & Foley, R. (2007). Texting, Facebook Used to Alert Students WebSite:<http://ap.google.com/article/ALeqM5gEKXzotgRlXkfcBl29WSNfiPYgw>
- Koch, W. (2007). Facebook under Pressure to Protect Kids. Retrieved September 26, 2007, from *USA Today* Website: http://www.usatoday.com/tech/news/techpolicy/2007-09_26facebook_N.htm
- Pelofsky, J. (2007). Facebook becomes bulletin board for Virginia Tech. Retrieved 2007, from Reuters Web Site: <http://www.reuters.com/article/internetNews/idUSN1742895920070417>
- Stutzman, F. (2009) "Student Life on the Facebook," Retrieved March 2, 2013 from http://ibiblio.org/fred/facebook/stutzman_fbook.pdf.
- Vogelstein, F. (2007). How Mark Zuckerberg Turned Facebook into the Web's Hottest Platform. Retrieved from *Wired Magazine* Official Web Site: http://www.wired.com/techbiz/startups/news/2007/09/ff_facebook
- Yadav, Y. (2007). Facebook – The Complete Biography. Retrieved from Mashable Social Networking News Web Site: <http://mashable.com/2007/08/25/facebook-profile>

