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Impact of Facebook in Social and Economic Aspects on the Students of Hamdard University Bangladesh

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Abstract: In the age of science and technology, Facebook is almost essential to a person's existence, with late childhood, adolescents, youth, and those over 40 using it. Facebook has reformed students' social and economic lives by enabling connection and growth. This study examines Facebook's social and economic impacts on Hamdard University Bangladesh students. This paper will explain how Facebook affects Hamdard University students' social and economic lives. We examined Facebook's social and economic impact using correlation analysis and chi-square test. Correlation analysis revealed the strength and direction of the relationship between the two variables. However, the chi-square test allowed us to determine whether two categorical variables were significantly associated, such as Facebook use and students' socio-economic background. This helped students understand Facebook's impact. Based on our analysis, it can be concluded that a significant proportion of students employ Facebook as a means of passing their leisure time, with a minimal number of them deriving any financial benefit from it. Consequently, Facebook can be deemed as having both positive and negative implications for students. The results of our analysis can prove to be advantageous for both academics in devising strategies for the personal development of students and for researchers in conducting further analysis.

Keywords: Internet, Facebook, technology, benefit, social impact, economic impact.

Facebook 在社会和经济方面对孟加拉国哈姆达德大学学生的影响

摘要：在科技时代，卡罗塞宝克几乎是一个人生存的必需品，童年后期、青少年、青年、40 岁以上的人都在使用它。卡罗塞宝克通过促进联系和成长，改变了学生的社会和经济生活。本研究考察了卡罗塞宝克对孟加拉国哈姆达德大学学生的社会和经济影响。本文将解释卡罗塞宝克如何影响哈姆达德大学学生的社会和经济生活。我们使用相关分析和卡方检验检查了卡罗塞宝克的社会和经济影响。相关分析揭示了两个变量之间关系的强度和方向。然而

，卡方检验使我们能够确定两个分类变量是否显著相关，例如卡罗塞宝克的使用和学生的社会经济背景。这有助于学生了解卡罗塞宝克的影响。根据我们的分析，可以得出结论，很大一部分学生使用卡罗塞宝克作为打发闲暇时间的方式，只有极少数学生从中获得任何经济利益。因此，卡罗塞宝克可以被认为对学生既有积极的影响，也有消极的影响。我们的分析结果可以证明有利于学者为学生的个人发展制定策略，也有利于研究人员进行进一步分析。

关键词：互联网、Facebook、技术、效益、社会影响、经济影响。

1. Introduction

Facebook has had a significant impact on the social and economic aspects of students' lives. From a social standpoint, Facebook has provided a platform for students to connect and communicate with each other on a scale that was previously impossible. With features such as friend requests, messaging, and group creation, Facebook has made it easier for students to maintain existing relationships and establish new ones.

However, the excessive use of Facebook may also have negative effects on students' social lives. Spending too much time on social media can result in reduced face-to-face communication and a lack of real-life interaction, which can lead to feelings of isolation and loneliness.

In terms of their economic impact, Facebook has provided a platform for students to earn money through various means, such as advertising, affiliate marketing, and sponsored posts. This has enabled students to supplement their income and gain valuable work experience. However, the over-reliance on Facebook for economic purposes can also have negative consequences. Students may become too dependent on the platform for income, and changes to Facebook's algorithms or policies could have a significant impact on their financial stability.

Overall, Facebook has had a significant impact on the social and economic aspects of students' lives, providing opportunities for connection and income generation. However, students need to use the platform responsibly and maintain a healthy balance between their online and offline lives.

This research aims to investigate the influence that Facebook has had on the progression of the economy as well as the development of society. This is frequently networked, either openly or implicitly, resulting in the development of social and information sharing. Because of this, we make use of an analytical framework that is founded on the results of a significant amount of previous research that was conducted on the social networking website Facebook. This research was carried out in the past. This research article on social networks, social learning, and development will be summarized in order for us to evaluate the potential impact that Facebook could have

on various social and economic aspects at Hamdard University in Bangladesh. The focus of the article is on various topics, including social learning and development.

The primary goal of this study is to:

1. Present reliable information on Facebook's influence on the personal, professional, and social lives of students at Hamdard University in Bangladesh.
2. Contribute to our understanding of the consequences of social media.

To achieve the primary goal of this research, the major contributions of this work are:

1. Conducted a rigorous analysis to determine the influence of Facebook on the social and economic aspects of students' lives and performed correlation analysis and chi-square test, which are widely accepted statistical techniques.
2. Gained a more in-depth understanding of the relationship between Facebook use and social and economic factors that influence students' lives.
3. Presented the results of our analysis using both statistical and graphical representations to ensure that the findings are presented in a clear and concise manner. The results of our analysis will help academics and researchers gain insights into the impact of Facebook on students and can be used to develop policies and strategies that support students' personal and economic growth.

2. Literature Review

Samsul Alam et al. [1] carried out a survey on Facebook shopping both before and after the COVID-19 infection. They decided to conduct a survey and compile the results with the help of Google Forms due to the widespread nature of COVID-19. In the time period before COVID-19, which denotes a significant amount of deliberation, 56.4% of the poll's respondents made purchases through Facebook Commerce. In Despite of this, within a short period following COVID-19, 95 people made purchases through Facebook commerce, accounting for 52.5% of total sales, and a significant number of new users were added. It asserts that as a direct result of the pandemic, more people are making purchases through e-commerce than ever before, and that it is quickly

becoming Bangladeshis' go-to destination for online shopping. F-commerce is something that could be of interest to people who have a Facebook account. According to the survey, 66.5% of the participants agree that online shopping is safer during this Covid-19 pandemic than shopping for groceries in a traditional store, 27.1% of respondents remain neutral, and 6.1% disagree, possibly because online shopping in Bangladesh has trust issues, although many people believe that this problem can be improved. In this section, the researchers came to the conclusion that: 1) it is necessary to earn the trust of customers; 2) Legal requirements imposed by the government for e-commerce and shipping policy; 3) Ensure that appropriate education and training in ICT is provided; 4) Ensure that an adequate policy regarding privacy and security is in place; 5) Ensure that training on contemporary methods of online marketing is provided; 6) Close the digital divide in order to establish a connection to the internet that is both quick and safe; 7) The BTRC and the companies that operate mobile networks ought to reconsider bringing the price of internet access down to a level that is competitive with that of the local market; 8) Commercial banks should be a part of a reputable and secure online transaction network; 9) Facebook ought to roll out advertising guidelines in the various languages used on the platform; 10) Upload high-quality images of your products and refrain from editing them excessively. 11) Consider using electronic signatures, which have the potential to completely alter the game. The research not only discusses the benefits, but also the many drawbacks that could be discussed at length [1].

Md. Omar Faruq et al. [2] described the positive and negative effects that social networking sites have had on Bangladesh. Bangladesh is considered a developing nation. On the other hand, in just a few short years, this country will be completely digitalized. Bangladesh is making steady progress toward full digitalization thanks to the influence of contemporary science. The following are some of the positive effects that social networking sites (SNS) have: 1) facilitating and fostering better communication; 2) Learning through collaboration and online courses; 3) Impact on Commercial Establishments; 4) Impact on one's capacity for socialization

The following are some of the unfavorable effects that are caused by SNS: 1) influence on children and adolescents; 2) Endangering both the mental and physical health of victims; 3) Experiencing a loss in revenue because of the unauthorized use of SNS; 4) Compromising one's privacy when sharing or updating a status on personally identifying information; 5) Illicit activity on SNS; 6) Influencing human behavior by spending a significant amount of time each day; 7) The impact of using social networking sites on existing relationships. This research paper analyzes the benefits and drawbacks of social media but is unable to offer a

solution to this problem. It would be great if they could figure out a solution to the problem.

Md. Al Amin et al. [3] investigated the ways in which social media can influence the purchasing decisions of customers via the online value proposition. According to the findings of the study, an integrated digital platform could be used for more complex business activities, such as analyzing the online shopping behavior of consumers. Additionally, the purpose of this study is to investigate the effects of social media on improving consumer interest, which is necessary for establishing a prosperous online marketplace. A survey questionnaire and an in-person interview were used to collect information from one hundred and fifty participants in the study. To analyze the data, regression, correlation, and analysis of variance was used. The positive result of the research was that it demonstrated how effective social media can be in the e-commerce industry. This research was severely constrained by limited amount of both time and money, which was one of its limitations.

3. Research Methodology

This research work consists of three major steps such as survey projection, data collection, and result analysis. The flowchart of the research methodology is depicted in fig. 1.

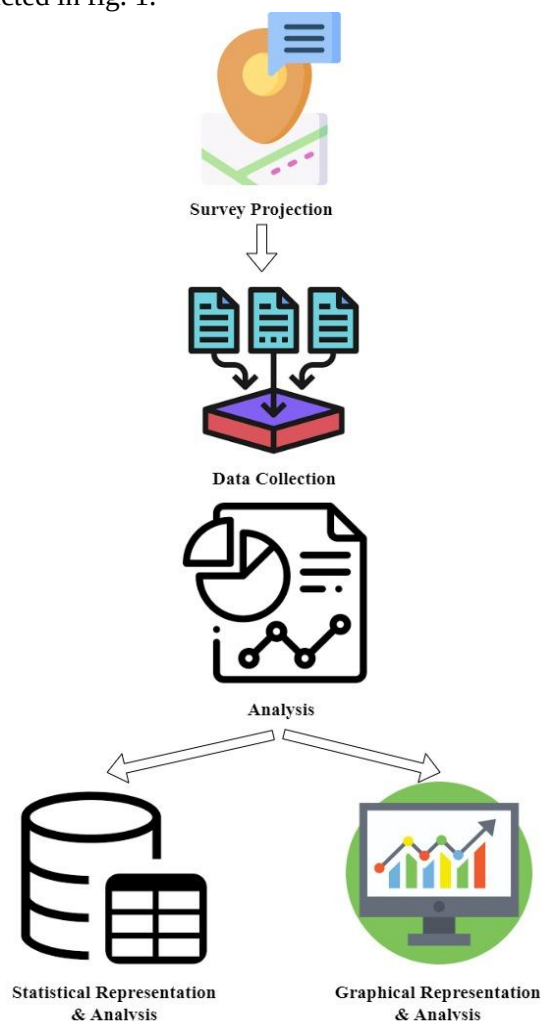


Fig. 1 Flowchart of the proposed research methodology

3.1. Survey Projection

This investigation was empirical. Thus, the study is exploratory and qualitative in character. Through questionnaire surveys, the essential data are gathered. Open-ended, closed-ended, Likert scale, and multiples choice questions were all included in this survey, along with questions about the survey population and location. This survey includes respondents from the Hamdard University students of Bangladesh.

3.2. Data Collection

Primary data were gathered using questionnaire surveys. Secondary data were gathered via literature review and academic journals. We conducted a survey of 404 people of Hamdard University Bangladesh — including students and people of all ages to better understand the extent of Facebook addiction for social and commercial purposes. To choose this status, we employed the non-probability convenience sampling method. A cross-sectional analysis was performed between January and May 2022. As long as there is a possibility of an internet connection, users can access the internet and use Facebook, which is the primary goal of this poll. This is the reason we selected these data as a sample. The information was obtained to explain the extent of "Facebook" addiction among students and other users. We had asked the pupils and others 30 questions. Students were asked to answer truthfully 15 questions on their Facebook usage, frequency of use, daily operating time, reason for logging in, and other topics. The data were analyzed using the SPSS 16 statistical tool. The frequency of users' demographic characteristics and Facebook usage patterns were determined using the chi-square test. Correlation Analysis was used to analyze the relationship between operating time and Facebook addiction level.

3.3. Analysis

To gather useful insights and analyze the social and economic impact of Facebook, we used two statistical techniques, namely, correlation analysis and chi-square test. Correlation analysis allowed us to examine the strength and direction of the relationship between two variables, such as the correlation between time spent on Facebook and academic performance. The results of this analysis provided valuable insights into the potential positive or negative impact of Facebook on students' academic performance.

On the other hand, the chi-square test allowed us to determine whether there was a significant association between two categorical variables, such as the association between the frequency of Facebook use and students' socio-economic background. This helped us identify any patterns or trends that may exist between these variables and provided a deeper understanding of how Facebook may affect students' lives in different

ways.

Together, these two statistical techniques provided a comprehensive approach to analyzing the social and economic impact of Facebook on students. By examining the correlation and association between various variables, we could gain valuable insights into the potential benefits and drawbacks of using Facebook and identify areas where further research or intervention may be needed.

We have conducted both statistical and graphical analysis and we have represented the results of our analysis.

3.3.1. Statistical Representation and Analysis

E-commerce is steadily expanding as a sector of the economy in developing nations such as Bangladesh. The Bangladeshi government recently adopted policies for doing internet business and communications. Table 1 illustrates the information on the annual number of internet users, population, and Gross domestic product (GDP) in Bangladesh based on World Meters and Bangladesh Telecommunication Regulatory Commission (BTRC) data. Table 2 shows student socio-analytical features and Facebook usage behaviors. The male participants were 66.08%, and the female participants were 33.91%. Analyzing the descriptive statistics from Table 3 of the age group and time spent on "Facebook" group, we have 234 members who are in the minimum age group and 170 members who are in the maximum age group. Table 4 indicates that out of the total number of individuals, approximately 109 individuals generate income from Facebook, which accounts for 26.98% of the total. Conversely, approximately 295 individuals, comprising 73.01% of the total, do not generate income from Facebook.

Table 1 Indicators of internet growth in Bangladesh

Year	Internet Users (Million)	Population (Million)	Percentage	GDP (In USD)
2009	5.6	146	0.4	574
2010	6.2	148	0.4	624
2011	5.5	149	3.5	700
2012	8.1	151	5.0	700
2015	54.0	156	31.9	1080
2020	100.0	165	60.7	1698

Table 2 Findings about the analytical features and behavior of participants

Gender	Frequency	Percentages (%)
Male	267	66.08%
Female	137	33.91%

Table 3 Statistics of the age group and time spent in a Facebook group

Status	Frequency	Min (hour per day)	Max (hour per day)	Mean (hour per day)	SD
Age	404	8	52	30	3.14
Time Spent on Facebook	404	45	9	4.725	0.61

Table 4 Statistics of economic status by earning money on Facebook

Status	Frequency	Percentage (%)
Earn	109	26.98
Do not Earn	295	73.01

3.3.2. Graphical Representation and Analysis

We surveyed 407 people (including students and people of varying ages) to learn more about the prevalence of Facebook use for academic, social, and commercial purposes. The data were collected to shed light on how pervasive "Facebook" addiction is among today's youth. The students and others had been asked 30 questions. Students were given a survey consisting of 15 questions about their Facebook habits, including how often they use the site, how long they use it every day, and why they log in. A few examples of such questionnaires are illustrated in different graphs.

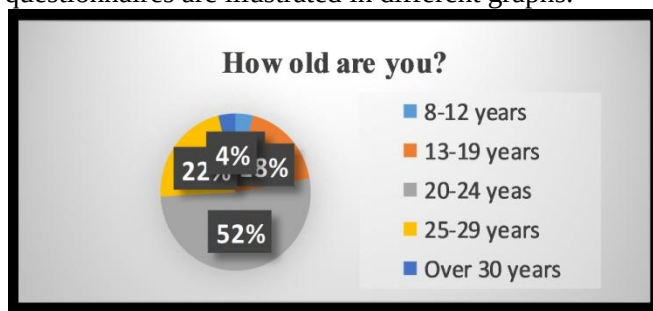


Fig. 1 Statistics for the ages of people included in the survey

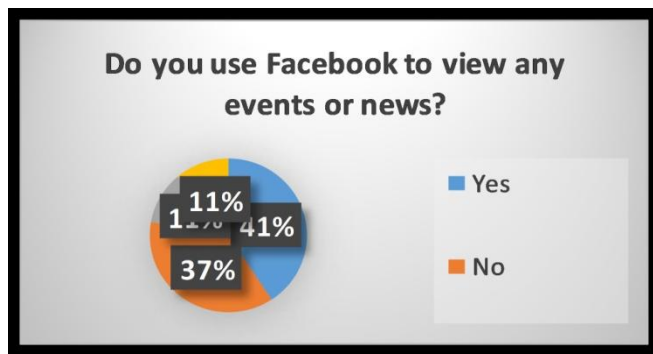


Fig. 2 Statistics for the number of people who use Facebook for news or events

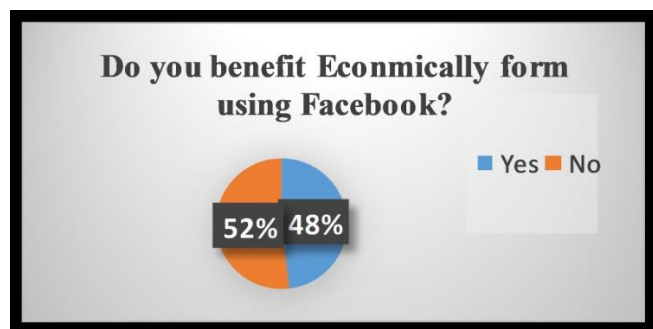


Fig. 3 Statistics for the number of people who gets benefitted economically from Facebook usage

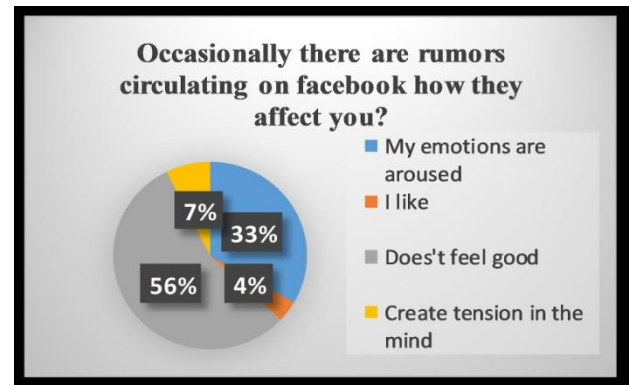


Fig. 4 Statistics for the types of rumors that spread through Facebook

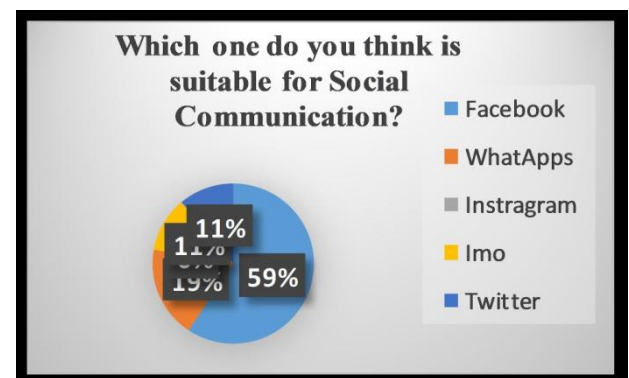


Fig. 5 Statistics for social media platforms that are considered appropriate by people

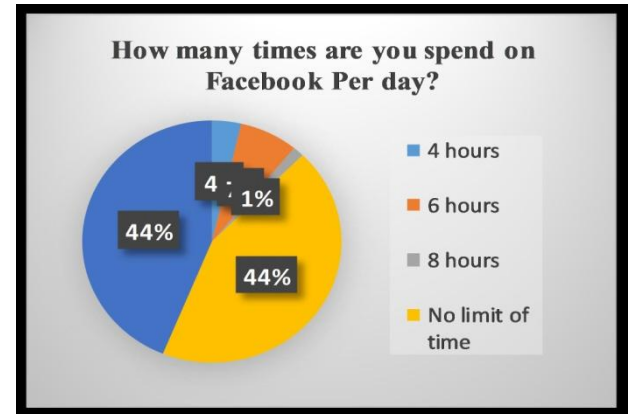


Fig. 6 Statistics for time spent on Facebook per day

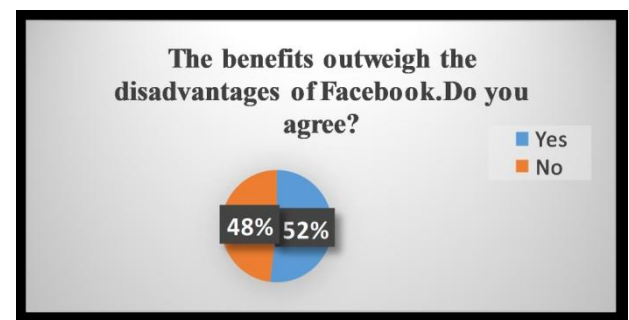


Fig. 7 Statistics on public opinion regarding both perspectives of Facebook

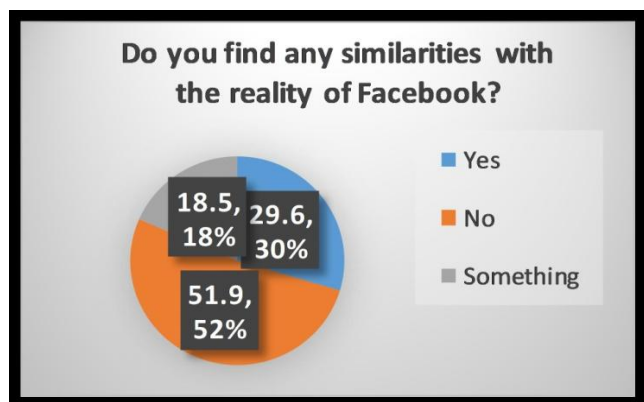


Fig. 8 Statistics on public opinion finding similarities of reality with Facebook



Fig. 9 Statistics on the number of people earned by Facebook

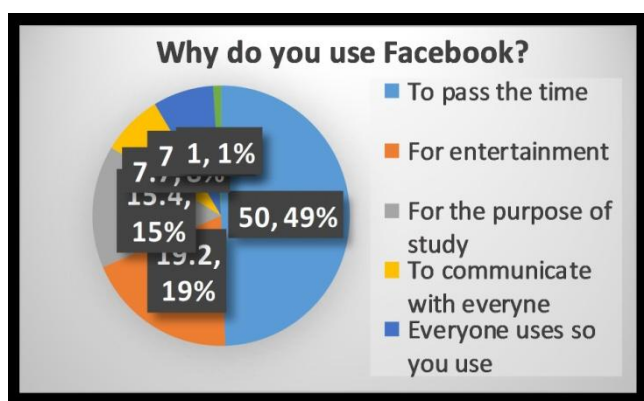


Fig. 10 Statistics on the reasons why people use Facebook

It is for the sole purpose of assisting our students' social and economic development that these numbers have been generalized in this way. To collect relevant information, we perform statistical calculations, including correlation analysis and the chi-square test. We included accurate data about the gender distribution of Facebook's active users. There is also included the share of Facebook users who can make money in some way.

Based on responses gathered through student questionnaires, it was discovered that individuals between the ages of 20 and 24 use Facebook more frequently than any other age group, with a majority of 52%. Fig. 1 demonstrates that the age groups with the least number of Facebook users are those between 8 to

13 years old and those over 30 years old. In addition, 41% of respondents reported viewing news or events on Facebook, while the remainder showed little interest in such content (Fig. 2). The number of individuals who earn money from Facebook is roughly equivalent to those who do not, as seen in Fig. 3. Fig. 4 indicates that the majority of Facebook users are influenced by rumors, whereas others are not. As depicted in Fig. 5, 59% of individuals believe Facebook to be the most useful social media platform, with few preferring other communication channels. A significant number of individuals (Fig. 6) does not appear to be concerned about the amount of time they spent on Facebook. Fig. 7 illustrates that while some people have experienced both advantages and disadvantages from using Facebook, most individuals do not find any similarities between their real-life experiences and their Facebook activity. Finally, as shown in Fig. 9, the majority of Facebook users do not earn any money from using the platform, with around half using it simply to pass the time, as shown in Fig. 10.

4. Conclusion

Facebook is the most popular social networking site among young people today because of all benefits it offers, including the ability to stay in touch with friends and family worldwide, as well as to enjoy and participate in various forms of entertainment and relaxation. Nevertheless, users, especially the younger generation, can run into serious issues due to their overuse of social networking sites such as Facebook [4-11]. In today's world, it's easy to get hooked on your computer, smartphone, laptop, and, finally, social networking sites. The students of Hamdard University in Bangladesh participated in this poll. Insightful correlations between addiction severity and sex were discovered in the survey. Additionally, we discovered that male users are more addicted to Facebook than female users. Addiction to Facebook can lead to social isolation, depression, and other mental health issues because it keeps people from leaving their homes. In addition, we discovered that the difference between casual Facebook use and addiction is significant. Facebook users' seating preferences vary by time of day and category.

Our study had certain limitations. First, the data were self-reported, and secondly, we only observed individuals from Hamdard University Bangladesh (students). Therefore, any conclusions drawn from this data should be approached with caution in terms of social and economic implications for our university students. Since it is challenging to include all university students in the country, the survey results may not reflect the opinions and motives of the wider population of Bangladesh. Nonetheless, it is worth noting that the respondents were educated and rational individuals who provided logical responses to all questions.

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