



A False Sense of Connection is Being Created among the Youth Culture in Dhaka City; Through the Excess Use of Social Media: A Sociological Study

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Abstract

This writing examines negative impacts for excess use of social media among youth culture in Dhaka city. Connect with unknown people in the social networking sites creating false sense of connection between them. Social media also promotes immoral images, video clips and images between young people, anti-religious post and links build hatred between cultures of different societies, and negative use of social media deteriorates relations between nations. The goal of the study is to evaluate the influence of the increasing usage of social media on youth culture in Dhaka city. Social media now a day's many important role like online class platforms such as Face book, messenger the interest of students to study and positively impacts their academic degree points can effect in their life positively also. But this paper will only show the negative impacts of excess use of social media by youth people because for the negative usage youth people from our society can face privacy problem, cyber bullying problem, Isolation from family and society, loneliness, depression etc difficulty can be raised. For this reason they (youth) needs guidelines from their families and society.

Key Word: *Social Media, Youth Culture, False Sense of Connection, Negative impacts*

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I. Introduction

If we are talking about our today's life we can see our daily life starts with using internet or social networking sites and our daily life ends with that cycle also. As people invented different machineries and devices day by day so it is normal that which era we are staying right now we will attached with social networks and modern electronic devices. If we look around our society, we can see clearly when everyone walks down the street; everyone has a mobile phone in their hand and starts scrolling their news feed in social media even if they walking or crossing the road they don't care. Because mobile phones and social networking apps, they are entangled with wires. Researcher is talking about today's youth culture mainly. Youth people spent most of their time on this social media. Most popular social media includes- Facebook, whatsapp, viber, twitter, blogs, and messenger and among them Facebook got the most popularity among youth culture in Dhaka City. And through this excess use their false sense of connection is being formed very fast. A January 2017 survey of global Facebook users shows that the biggest Facebook user groups were people between the ages of 18 and 24 years this group accounts for 18 percent of total Facebook users worldwide. The second-largest group was men between the ages of 25 and 34 years. In the United States, it was found that 20.6 percent of Facebook users were aged between 25 and 34 years (Age distribution of active social media users worldwide 2014, by platform, 2014). But in this study researcher is going to focus only the age group of young people who are in the age of 15-24 years. Over the few decades, there have been several thousand studies about the effect of media on youth (Patti M. Valkenburg, 2017). In the 1990s, children and teens spent on average 4 hours a day with media, these estimates have now skyrocketed to an average of 6 for children and 9 hours per day for teens (Patti M. Valkenburg, 2017). This research focus on A False Sense of Connection is Being Created among the Youth Culture in Dhaka City; Through the Excess Use of Social Media. From Patti and Jessica's study it is mentioned that if in the year of 1990 youth spent average 4 hours on social media then in this 2021 we can't even imagine how they will be attached with social media and as a result of

this extra attachment to social media, false assurances or false sense of connection will be created among them.

II. Background of the problem

As we are now technologically advance and we will be more advanced day by day. This advancement is a blessing of human beings. Usage of technology or social media is a fundamental part of our daily life activities. In recent study and also from our society we can see everyone is on social networking sites like- young, aged, poor, and rich. Studies show that the age group of 12-21 access social media more than others (Bithy, 2020). And Bithy also explain in her study that, our youth generation doesn't use technology rather they use social media more and misusing this technology. In a recent study done by the Institute of Health Economics at Dhaka University, it was discovered that 88 percent students were being adversely affected by the excessive use of social media (Hasan, 2018). If youth use this social media in excessive way they will have a lot of problems in future. Their physical health, mental health will get affect and right now they think that using social media and making lot of friends they can overcome their loneliness but they are unaware about that any kind of negative access can push them to depression one day.

So, based on the background, This research focus on A False Sense of Connection is Being Created among the Youth Culture in Dhaka City; Through the Excess Use of Social Media. Most urban people are now waste their daily valuable time on this social media and they reach a tagline with waste generation in Bangladesh. Youth people in our society they are assets of ours. With young people talent they will one day build the country and discover new things, but as a result of excess social media usage and being overly busy on social media they will not allow their talents properly and discover new things. Reality and Fantasy in the both world they choose the fantasy world for this reasons they are also facing, false connection with unknown people, hopelessness and disappointment and learning aggressive attitudes and behaviors.

Problem Statement:

In this statement going to shape that how A False Sense of Connection is being created among the Youth Culture in Dhaka City; Through the Excess Use of Social Media. Social media influencing on youth in different aspects of social life, political awareness, religious practices,

educational learning, trends adopting, sports activities and so on. Researcher found through secondary data that there had been already many research on impact of youth and social media. Within psychiatry and pediatric medicine, there are countless studies of the effects of media use on aggressive behavior, attention deficit hyperactivity disorder (ADHD) and obesity (Patti M. Valkenburg, 2017). Doctor Larry Rosen, Physiology Professor at California State University, stated how “Social networking effects on social development in adolescents”. Social media gives a false sense of connection as it is making a wider gap between the meaningful relationships one actually fosters in the real world from simply acquaintances. Also, it is making it more difficult for adolescents to develop their unique selves and causes them to lose interest in their surroundings. Social media is implementing a culture where one should accommodate into in order for others to accept them while it gives a false sense of connection with others (Marquez, 2015). There are many researches on this social networking sites effect but there is no research based on youth culture of Dhaka city specifically. So this study will give knowledge to everyone that how youth culture spent their most valuable time on social media in a negative way and involved them with unknown people easily and make them friends which are nothing but a false sense of connection.

III. Literature review

Shabir (2014) stated that Social media is now the cheapest and worldwide popular side for all age of people but youth rate is very much high as user. The craze of social media creates impact on the society especially on the youth culture. Berson (2005) stated that high use of internet linked high risks, and there was no risk of simple use of internet. In early childhood, they did not know about risks, and that they would like a guide. In teenage, that they had not developed talents to form life’s decisions. Youth age is an asset for them. In this time youth culture and talent can be use in various ways which will help them to reach their goal also. In this period if they waste by using social media and follow all the trends without any thinking than they cannot shine in life in the next age of their life, they will spoil their time, asset and energy by the age of youth.

In the past decades, an astonishing number of studies have evaluated the impact of media usage and youth culture. In this research findings researcher have significantly strengthened his understanding of why young people are so widely drawn to the media. Researcher has also demonstrated how the media can influence children and teenagers in both positive and negative ways. But this article will disclose the findings which create negative effects of youths. This

Study discusses the dark sides of media, such as the effects of social media usage on youth's life, especially in the age of 15-24 years. This general literature review is occasionally illustrated by my research findings. My research covers studies among 15-24 years, old teenagers. The United Nations, for statistical purposes, defines 'youth' as those persons between the ages of 15 and 24 years, without prejudice to other definitions by the Member States. This definition was made during preparations for the International Youth Year (1985) and endorsed by the General Assembly (see A/36/215 and resolution 36/28, 1981). Researcher use the term "youth" to refer to adolescents, late adolescents (15–24 years) especially. Of the last several decades, several thousand studies have been performed on media influences on teenagers. And yet, somewhat paradoxically, we still have much to learn. In part, my knowledge gaps are due to dramatic changes in young people's media use. In the 1990s, children and teens spent on average four hours a day with media; these estimates have skyrocketed to an average of six (for children) and nine hours a day (for teens).

IV. Research Methodology and Findings

Quantitative methodology is chosen for the analysis. For this research Google Form is used to collect data, in survey number of questions to the youth people. The question of the survey researcher was set in such a manner so that researcher can obtain the information specifically for the purpose of this study. Therefore, researcher was collecting primary data for this study. Researcher was doing a survey of the respondents who are at their young age (15-24 years) and their social media usage affected their life specifically their growing age of Dhaka city. Researcher composed an arrangement of the survey through Google question form to collect data and information. In the sense of youth culture and the use of the social media this survey, social processes within a well-defined field at a given time through one or more institutions utilizing a questionnaire and the data thus collected are statistically related.

Findings: From 100 respondents there were 54% male and 46% were females. It is vital information's as we are able to assess the views and opinions of the people that contributed to the research and analyze their views. The age of the respondents that participated in the research was according to this graph above. The information shows that 13.6% of the people were from the age group of 15-18 years, 34% were from the age group of 19-21 years and 52.4% had age that was 22-24 years. The information shows that people from different age groups were able to

share their views and idea that was allowing us to get diverse information from the various people participants in the research.

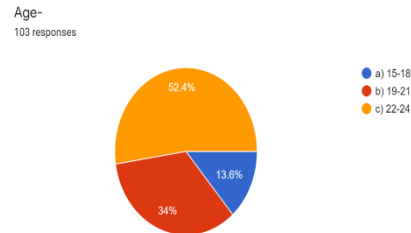
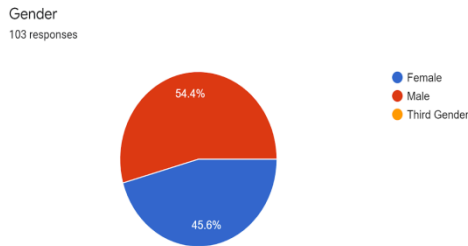


Figure: Gender of the respondents

Figure: Age of the respondents

Source : Field Work, 2020

Question- Do you think that Social networking sites are influencing the teenagers in a negative way like-

	Frequency	Percent	Valid Percent	Cumulative Percent
a) It creates a false sense of connection.	11	11.0	11.0	11.0
a) It creates a false sense of connection.;b) Wastage of time.	7	7.0	7.0	18.0
a) It creates a false sense of connection.;b) Wastage of time.;c) Reducing creativity and productivity	1	1.0	1.0	19.0
a) It creates a false sense of connection.;b) Wastage of time.;c) Reducing creativity and productivity;d) All the above	6	6.0	6.0	25.0
a) It creates a false sense of connection.;c) Reducing creativity and productivity	1	1.0	1.0	26.0
b) Wastage of time.	28	28.0	28.0	54.0
b) Wastage of time.;c) Reducing creativity and productivity	2	2.0	2.0	56.0
b) Wastage of time.;d) All the above	2	2.0	2.0	58.0
c) Reducing creativity and productivity	3	3.0	3.0	61.0
c) Reducing creativity and productivity;d) All the above	1	1.0	1.0	62.0

d) All the above	38	38.0	38.0	100.0
Total	100	100.0	100.0	

For this study when researcher asked a structured question to the respondent that Do they think that Social networking sites are influencing the teenagers in a negative way like:

- a) It creates a false sense of connection. b) Wastage of time.
- c) Reducing creativity and productivity d) All the above

It was multiple choice answers for the respondent and almost 98% were agreed with that social media created false sense of connection. Only 2% think that it's only wastage of time and reducing creativity and productivity among youth people.

V. Discussion

From this study researcher found through primary data collection most of the respondent agrees with that social media create false sense of connection. How is it a false sense of connection? The numbers of virtual friends are more than the real ones. Suppose someone has 200 friends on social networking sites. They are all their virtual friends. Probably they don't even know them in real life. And on social media, what are people doing? They are showing the right sides of them. They are not showing the real ones. On social media, people are hiding their natural character and trying to be good and that's how people forget their real persons within themselves.

- ✓ Now a day's teenagers go for a relationship among girls and boys without trusting each other. They can't trust. They are chatting with so many persons together. And this is simply nothing but all false sense of connection. Now a day it increasing amount of early love relationship. This is only happening because of these social networking apps. If you stop talking about most popular sites Facebook, there is still Twitter, Whatsapp, Viber, IMO, and whatnot.
- ✓ The numbers of social networking apps are increasing day by day, by which the early love relationships are also growing. Now there are so many dating websites. How dating websites connect two people and make love between them, it's not possible. Love is

something that ALLAH gifts. And social networking apps can't give something which ALLAH can only grant.

- ✓ Cheat and lie increased for these social networking apps and because of this false sense of connection, the cheating and lie between people, mostly between teenagers, grow by so many numbers. We can see so many fake accounts too.
- ✓ According to Google, 67 percent of teenagers are friends with strangers; they don't even know people, but they are friends. According to the annual statistical report of Face book, 75 percent of teenagers at least try once to open a fake Face book profile. From this, we can understand researcher point of argument is so justified.

VI. Conclusion

The study concerns a survey on the use of social media networks in the area of youth. The social media sources used in the research tool are Face Book, Skype, Face book, Twitter and MySpace. The questionnaire consists of 21 closed questions with the opening of few questions. The survey approached 103 young people by this researcher. Both participants are voluntarily reacting to this questionnaire. The average return on the questionnaire was very high.

The majority of respondents were students, although smaller proportions were people from various classes of employees. This shows that the use of social media is commonly used by all segmented young people of Dhaka city society. The final results of the survey indicate that almost 54 per cent of users are male and 45 per cent female who preferred to use social media.

The use of social media has been in development since the early years of the 21st century in Bangladesh. Social media is used by the population of various age classes, but the youth population is at the forefront of social media sites around the world and in Dhaka in particular. The old understanding of the socio-political growth of society in Dhaka through traditional elites and clan groups has dramatically changed into modern phenomena of social networking and online contact through social media. In the age of social media format, the social norms of society have weakened and weakened the power of individual and collective group efforts and development. The majority of the sampled population agrees with this claim that the constructive use of social media types will offer socio-political understanding; improve different skills such as increasing language skills, improving online communication skills, creating wider visionary

power and connectivity. It is also useful for ads, job searching websites, publication of research articles and other techniques, etc. But also they all agreed that they all are living in a wired generation. If they try to avoid these effects of social media they don't even able to do so. This is how they live in a wired generation.

VII. Future Research

After every research there has few future researches scope raise and also from this current study some future scope come up. As researcher conducts this study in the time of COVID-19 situation so for this reason sample size was limited due to pandemic situation. Increasing sample size may vary the results and give us more proper result from respondent. More in depth study through interview and focus group discussion was needed in this study.

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