

“Intensifying Facebook uses among the Students of a Public University”: A Survey

Md. Belal Hossain

Lecturer

Department of Mass Communication and Journalism
Comilla University, Comilla, Bangladesh
belal.cu12@gmail.com

Abstract: *This study explored the nature of using Facebook among the students' of Comilla University. The overall purpose is to detect the using pattern and effects Facebook on their daily life. A survey was conducted on one hundred ninety (190) students' from the six faculties of the Comilla University. The primary data was collected by using a questionnaire during July to October, 2016. Majority of the respondents replied that they use Facebook for communication with different peoples, getting information, sending birthday greetings, job purpose and entertainment etc. Some of the respondents claimed that there is a lot of limitation of using Facebook like slow internet connection, expensive internet megabyte, less security of personal pictures, sometimes harassment by the hackers etc. This study also suggests that there is need for a national policy for the students' in the university level to properly use the Facebook in their daily life.*

Keywords: *Facebook, Communication Technology, Students, Social Networking, Public University*

1. INTRODUCTION

Recently, the world has been shaped and updated by the development of the Internet. It is the most popular communication medium in the world. A large portion of the people in the world is connected by social networks through the Internet (Oye et al., 2012). Social networking websites are the technological tool used by Internet users to as a platform to develop eventually mutual relationships for personal interests, business, games or academic purposes (William, 2009). From the global perspective, the number of social networking sites are used as a channel for transforming multiple areas of knowledge (Shohrowardhy and Hassan, 2014). The networking through internet particularly the Facebook has become popular with the pace of the global arena. Young people of the country has been using Facebook for social networking purpose more in the recent time. Here, the students represent the young generation of a country. Considering this reality, this study has been conducted to provide the descriptive information about the uses of Facebook by the students' of Comilla University.

According to 2008 edition of the Collins English Dictionary, Facebook is, “a popular social networking website”, and as a verb, meaning “to search for (a person’s profile) on the Facebook website.” Facebook (www.Facebook.com) is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profile to notify friends about themselves. Facebook gives the opportunity to chat with friends, upload photos or videos, share anything, and create page or applications.

Facebook is one of the important social media that promotes the exchange of messages between people across the world. Facebook.com originated in February, 2004 to facilitate social interaction exclusively among college students by Mark Zuckerberg. There are over 500 million users in the world with a population of 6.8 billion, which means that about 1 out of 14 people have a Facebook account. According to Mark Zuckerberg, “If Facebook were a country, it would be the 6th most populated country in the world.”

Mark Zuckerberg along with Dustin Moskovitz, Chris Hughes and Eduardo Saverin founded Facebook while they were students of Harvard University in February 2004. Initially, its membership

was limited to Harvard students. Then it expanded to other colleges, it later expanded further to include any university student. In September 2005 Facebook was expanded to high school students, and, finally, in September 2006, to anyone aged 13 and over. Now Facebook has over 700 employees and the directors' board is consisted of seven members. On 1st January 2009, according to the Facebook statistics it has over 140 million active users all over the world. The headquarter of the company is in Palo Alto, Calif. U.S.

2. LITERATURE REVIEW

Many studies have examined about the nature of the Facebook users. Most of the studies have found that more than 90% of university students use Facebook. Roknuzzaman (2006) conducted a survey of internet access in a large public university in Bangladesh. This study used a questionnaire based survey method to investigate the infrastructural facilities for the internet access and to know the patterns of internet use in all the 47 departments, 5 institutes, computer Centre, library and administrative building of the university. The study revealed that nearly half of the responsible authorities of the various sectors are not satisfied with existing facilities owing to several constraints. On the basis of prevailing situation, he suggests future directions for better internet access in the common interest of the university community.

In one study, U.S. college students reported using Facebook an average of 10 to 30 min daily (Ellison, Steinfield, & Lampe, 2007). Another study found that about half of 12–17 year olds with social networking site memberships log on daily: 22% logged on to social networking sites several times per day, 26% once a day, 17% three to five days per week, 15% one or two days per week, and only 20% every few weeks or less (Lenhart & Madden, 2007). A recent survey of college students in the U.S. showed that social networking sites are used for social interaction with offline acquaintances in order to maintain friendships rather than to make new friends (Ellison et al., 2007).

The use of such sites is nearly universal. For example, a large survey of college students from several universities in the Midwest U.S. found that 91% of respondents use the site Facebook.com (Wiley & Sisson, 2006). Most of the students originally activated their Facebook account during the summer before college (53.26%), though some did so after they began college (38.04%). On average, respondents had been using Facebook for about 2 years ($M=24.32$ months, $SD=9.93$). Only students who had a Facebook account participated in this study, but almost all of the students in the classes were members of Facebook (Ellison et al., 2007; Wiley & Sisson, 2006).

Another study found that, students would often use the Facebook walls to describe and sometimes deliberate on their most recent instances of the university experience – be it lectures, seminars or, on occasion, library visits and individual encounters with teaching staff. For example, students would use Facebook to 'go over' their experiences of recently finished lectures (Selwyn, 2009).

In the earlier studies researchers used private university students, college students as a samples for different study. However, this study used a newly established public university students as a samples for update data because of the advent of new communication technologies, the pattern of interpersonal communication has been changing rapidly. The young generation has the tendency of using different social media like Facebook, YouTube, Twitter, Myspace, Friendster, LinkedIn, Live Journal, and Bebo etc. Especially the use of Facebook is increasing significantly in recent years, and has become a mode of communication among the young generation. Here, the students represent the young generation of the country. So, this study attempts to explore the nature of Facebook use among the students of a public university.

3. OBJECTIVES OF THE STUDY

The general objective of the study is to explore nature of using Facebook among the students' daily life. The specific objectives of the study are to:

- a. identify the pattern of using Facebook by the students;
- b. assess the advantages of using Facebook by the students';
- c. explain the disadvantages of using Facebook by the students'; and
- d. find out the effects of using Facebook on their daily life.

4. METHODOLOGY

This study used primary data collected from one hundred ninety (190) students and six faculties of Comilla University. Out of 190 Respondents, 114 (60 percent) male and 76 (40 percent) were female students from 19 departments which was designed as ten students from each departments with six males and four females were selected as sample. Both quantitative and qualitative data were collected and analyzed in this study. The majority of students of those faculties were aged between 18- 25 years in which just over three-quarters were females. The sample students were experienced in using social networking sites like Facebook. This data was collected following purposive sampling using questionnaires during July -October in 2016.

5. RESULT AND DISCUSSION

5.1. Using Pattern of Facebook on Students’ Daily Life

Facebook is very popular communication media in modern age provide new venues for the students’ to express themselves and to interact with others. They are getting information by reading news feed about what friends are doing or looking at others’ profiles or pictures. They also posted different information to their Facebook walls and posting pictures for others to observe in a public communication style. The study finds that the different pattern of using Facebook on students’ daily life are:

5.2. Reasons of Using Facebook

Data show that students answered an open-ended question about their reasons for using Facebook. Most of the respondents (64%) used Facebook for entertainment and communication, getting information, educational purpose and getting old friends, updated with friends and being closed with friends, sending birthday greetings etc. 14% used only for communication, 11% for getting information, 8% entertainment and communication, 7% for gossip and time passing. Here, this study established that most of the users ‘used Facebook for getting different information and staying connected with their friends and other people. The detailed data are presented in the Table-02.

Table-02. *Reasons of Using Facebook by the Respondents*

Reasons	Number of Respondents	Percentage (%)
Communication, Getting Information, Educational Purpose and Getting Old Friends, Updated with Friends and Being Closed with Friends, Sending Birthday Greetings, Job Purpose and Entertainment etc.	121	64
Communication	27	14
Getting Information	21	11
Entertainment and Communication	15	8
Gossip and Time passing	14	7

Source: *Field survey, 2016. (Multiple Responses)*

5.3. Information Sharing in the Facebook

Data shows that majority of the respondents (87%) shared their name, gender, email address, picture, high school, college and their university name, birthday, political view, religion, country, phone number and relationship status. 8% shared favorite music, books, movies and TV shows, but 5% respondents shared no information in their Facebook account. From this findings, the study confirmed that most of the students’ used Facebook for sharing their personal information at all. The detailed data are presented in the Table-03.

Table-03. *Information Sharing in the Facebook by the Respondents*

Information	Number of Respondents	Percentage (%)
Name, Gender, Email, Picture, High School, College, University, Birthday, Major Interests, Political View, Religion, Country, Phone Number and, Relationship Status	165	87
Favorite Music, Books, Movies and TV Shows	16	8
No Information	10	5

Source: *Field survey, 2016. (Multiple Responses)*

5.4. Duration of Using Facebook

The survey data show that the total time spend on Facebook was dispersed throughout the day. In response to an open-ended questions, most of the respondents (29%) claim that they spend one per day by using Facebook, 26% passed two hours, 18% spend three hours, 8% four hours, 4% five hours and 15% spend above five hours by using Facebook. Analyzing the data, this study concludes that Most of the users spend a big amount of time in using Facebook. All over the world, users spend an average of three hours per month in Facebook (com Score press release, April 15, 2009). So, the rate of spending time in Facebook is quietly higher in the Comilla University. The detailed data are presented in the Table-04:

Table-04. Duration of Using Facebook by the Respondents

Duration	Number of Respondents	Percentage (%)
One hours	55	29
Two hours	50	26
Three hours	35	18
Four hours	15	8
Five hours	7	4
Above five hours	28	15
Total	190	100

Source: Field survey, 2016

5.5. Interest Level of Using Facebook

Another open-ended question asked students what they found most interesting about Facebook. There was a great deal of variability in responses to this question. As seen in Table-05, Majority of the respondents (41%) are moderate interesting of using Facebook, 35% very interesting, 10% very high Interesting, 9% less interesting and, 5% are not interesting about using Facebook. The findings confirmed that most of the students’ are sensible interest of using Facebook on their daily life.

Table-05. Interest Level of Using Facebook by the Respondents

Level of Interest	Number of Respondents	Percentage (%)
Very High Interesting	19	10
Very Interesting	67	35
Moderate Interesting	77	41
Less Interesting	18	9
Not Interesting	9	5
Total	190	100

Source: Field survey, 2016.

5.6. Internet Using Facility

Facebook is most useful social media in the modern age but there is very little internet facility in Bangladesh. Most of University campus are not Wi-Fi connected. Broadband connections are also very limited in the university campus, residential hall etc. So, the findings reveals that most of the respondents (75%) used internet by their Mobile phone for using Facebook, 6% used Laptops, 14% used Mobile and Laptop, 5% used Mobile and Desktop. The study found that very few of the students’ used Laptop and Desktop computer for using Facebook. The detailed data are presented in the Figure-01.

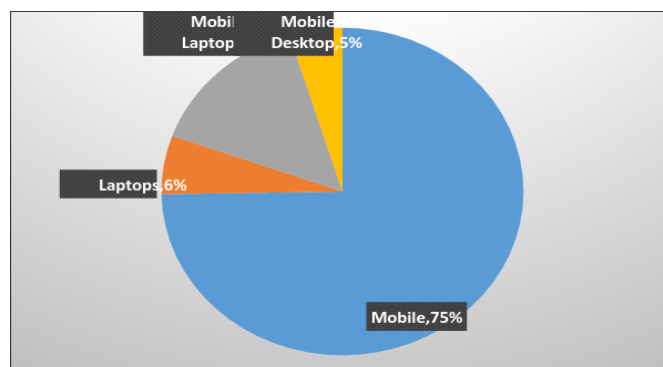


Figure-01. Internet Using Facility of the Respondents

Source: Field survey, 2016. (Multiple Responses)

5.7. Time of Being Member of Facebook

Facebook using is relatively new practice in Bangladesh. It is a form of new media for connecting with friends and others. However, the findings from the survey stated that 19% of the respondents became member of Facebook before one year. 16% respondents opened Facebook before two years, 20% respondents opened before three years, 16% respondents opened before four years, 10% before five years, 12% opened more than before five years. The detailed data are presented in the Table-06:

Table-06. Opening Time of Facebook Account by the Respondents

Duration	Number of Respondents	Percentage (%)
1 year	36	19
2 years	31	16
3 years	38	20
4 years	30	16
5 years	19	10
Above 5 years	23	12

Source: Field survey, 2016. (Multiple Responses)

5.8. Number of Account Holders in the Facebook

As Facebook is very important technological tool for using internet, So most of the users’ have more than one or two accounts. Some are fake accounts also. But the present study find that most of the respondents (81%) have one Facebook account, 17% respondents have two Facebook accounts but only 2% respondents have more than two Facebook accounts. The detailed data are presented in the Figure-02:

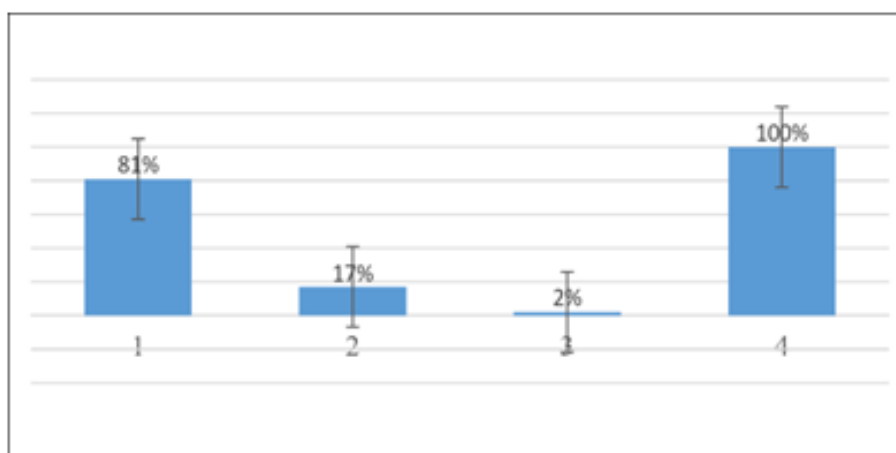


Figure-02. Number of Account Holders by the Respondents

Source: Field survey, 2016.

5.9. Time of Using Facebook

Most of the students’ used to spend the time of using Facebook in different activities. Chatting, gossiping, updating status in their Facebook wall, uploading photos etc. This study reveals that 65% respondents have no fixed time for using Facebook. A big portion (16%) of the respondents used Facebook at night, 10 % used at morning, 5% used at afternoon, and 4 % used at evening. The detailed data are presented at the Table-07:

Table-07. Time of Using Facebook by the Respondents

Time	Number of Respondents	Percentage (%)
Morning	18	10
Afternoon	10	5
Evening	7	4
Night	31	16
No fixed time	124	65
Total	190	100

Source. Field survey, 2016.

5.10. Number of Friends in the Facebook

One of the main advantages of using Facebook is the users' ability to make friends. The study finds that users have many friends in Facebook. Most of the respondents (66%) have 1-500 friends, 14% respondents have 500-1000 friends and another 11% also have 1000-1500 friends, 4% have 1500-2000 friends and only 5% have more than 2000 friends in their Facebook account. The detailed data are presented in the Figure-03:

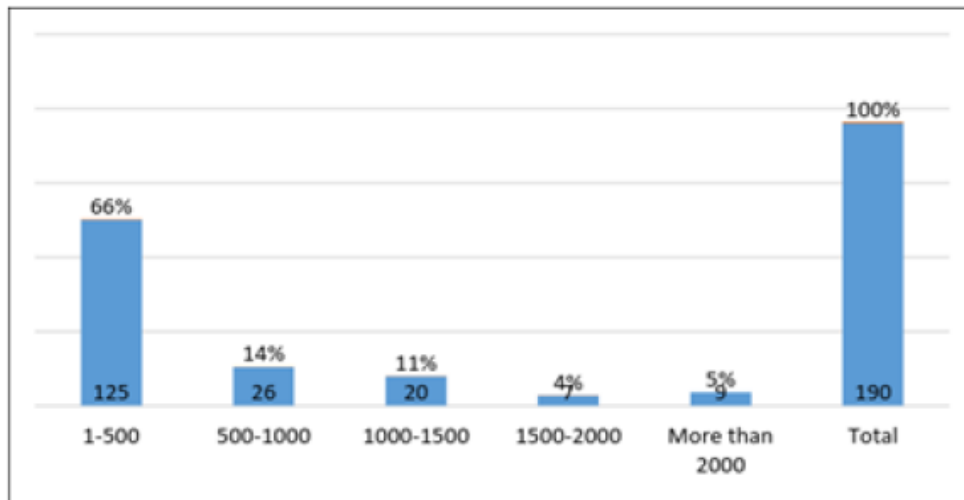


Figure-03. Number of Friends in the Facebook by the Respondents

Source: Field survey, 2016.

5.11. Changing Time of Profile Picture

Photo mania is a new trend for the Facebook users. Most of the users' changes their profile and cover picture for the several times in a day. It is one kind of phobia for the users'. But the survey data of this study concluded that 53% respondents changed their profile picture once a month, 8% changed once a week, 11% changed twice a week, 8% changed three or more times a week but 20% of the respondents don't change their profile picture in the Facebook. The detailed data are presented in the Figure-04:

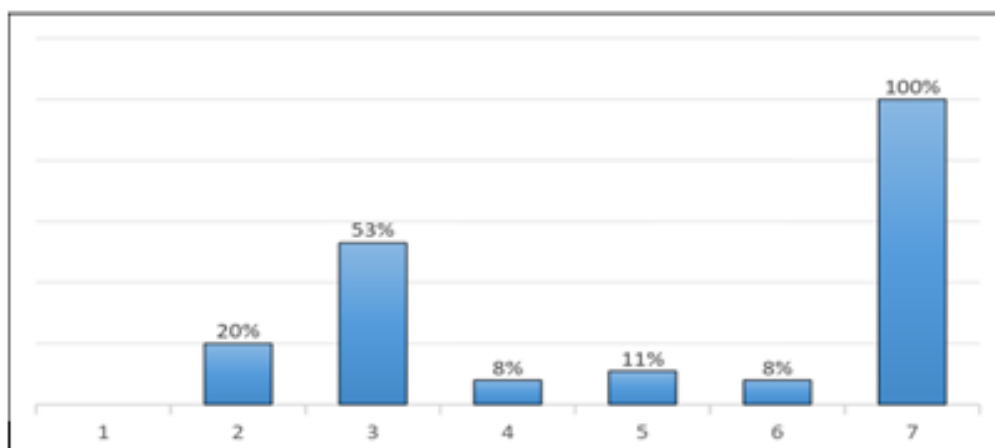


Figure-04. Changing Time of Profile Picture by the Respondents

Source: Field survey, 2016.

5.12. Visiting Time of Facebook in a Day

Most of the users are frequently visit their Facebook account in a day. Some are connecting with friends, some are getting information about the contemporary world and some are for educational purpose etc. This study finds that 25% respondents visited their Facebook account 1-2 times in a day, 20% visited 2-3 times, 11% used for 3-4 times, 8% used for 4-5 times but 36% respondents used for Facebook many times in a day. The detailed data are presented in the Figure-05:

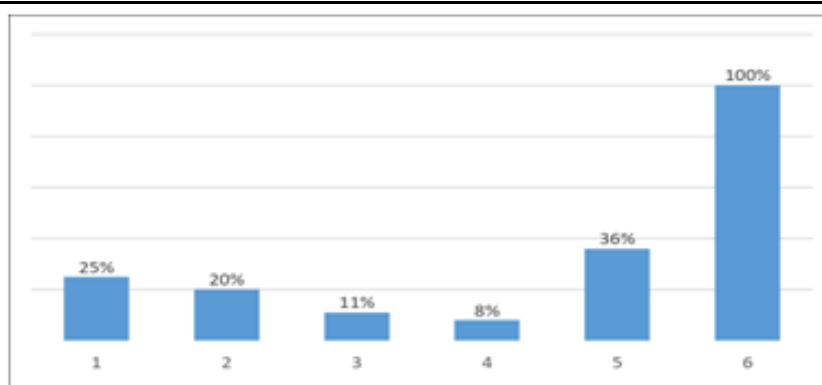


Figure-05. Visiting Time of Facebook by the Respondents

Source: Field survey, 2016.

5.13. Message of Comment in the Facebook Wall

The data of survey show that users mainly express their emotional, personal, social, professional and educational information posted on their Facebook wall. Emotional status updates have greater appeal to Facebook friends. Most of the comments to status updates and photos are positive. As seen in the Table-08, Majority of the respondents (34%) commented emotional, personal, social, professional and educational information on their Facebook wall, 26% shared personal information, 14% posted on social and political issues, 8% emotional matters, 7% educational and contemporary issues but only 4% respondents commented about professional information on their Facebook wall.

Table-08. Message of Comment in the Facebook Wall by the Respondents

Comment	Number of Respondents	Percentage (%)
Emotional	16	8
Personal	50	26
Professional	7	4
Educational	13	7
Social and Political Issues	26	14
Contemporary Affairs	14	7
Emotional, Personal, Professional, Educational and Social information	64	34

Source: Field survey, 2016. (Multiple Responses)

5.14. Advantages of Using Facebook

Social networking sites have become prominent in the society and integrated into our everyday lives. It is very suitable and effective to communicate with people around the world. Specially, Facebook initiate learning through the exchange of messages and the sharing of links, information, and resources. It has online sources where people can stay socially connected to their friends, family, peers, and acquaintances. Students also gets educational and social information, updated with contemporary world, reduces communication cost, developed social network systems, remove loneliness and also find different job related information by using Facebook. As seen by Table-10, 28% respondents used Facebook for getting educational and social information, 29% for stay connected with their friends, 11% for updated with contemporary world, 11% for developing social network and 4% only for job related information, 17% for entertainment and others.

Table-10. Advantages of Using Facebook by the Respondents

Advantages	Number of Respondents	Percentage (%)
Getting Educational and Social Information	54	28
Stay Connected with Friends	55	29
Updated with Contemporary World	20	11
Develop Social Networking Systems	20	11
Getting Job Related Information	7	4
Entertainment and others	33	17

Source: Field survey, 2016. (Multiple Responses)

5.15. Disadvantages of Using Facebook

On the other hand, there are many disadvantages of using Facebook also. For example, Facebook would take far more time with a slow internet connection, expensive internet megabyte, less security of personal pictures, sometimes harassment by the hackers etc. As seen in the Table-11, 22% respondents claimed that Facebook is very much responsible for their study hampered, 21% respondents said Facebook disclose their personal privacy in to general peoples, 18% for wastage of time, 16% discloses of political views, 13% respondents think that expensive internet megabyte, 6% faces huge friend requesting problems and 5% faces many other problems etc.

Table-11. Disadvantages of Using Facebook by the Respondents

Disadvantages	Number of Respondents	Percentage(%)
Discloses Personal Privacy	40	21
Expensive Internet Megabyte	25	13
Huge Friend Request Accepting	11	6
Wastage of Time	34	18
Hampered Study	41	22
Discloses Political Views	30	16
Others	9	5

Source: Field survey, 2016. (Multiple Responses)

5.16. Effects of Using Facebook

This study reveals that student's affiliation with Facebook in just a small proportion with academic usage. They are mostly driven by followed by social needs. Moreover, Facebook is used for different purposes such as fraud, transferring misinformation, unusual presentation and copy of the statements of people in order to create misunderstandings among the users. These patterns negatively affect the students' and divert their concentration from academic purpose to others. The survey data indicate that 44% respondents have moderate effects by using Facebook, while 17% respondents mentioned very much effects, 19% slight effects, 13% much effects and 7% very slight effects by using Facebook on their daily life. The detailed data are presented in the figure-06.

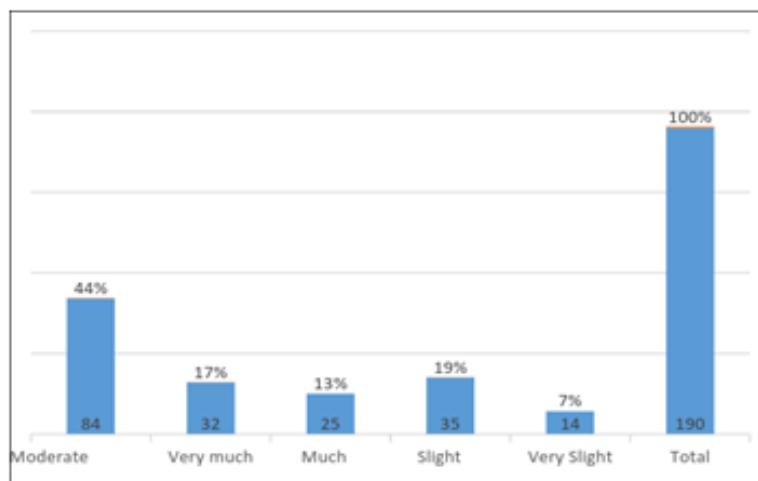


Figure-06. Effects of Using Facebook by the Respondents

Source: Field survey, 2016

6. CONCLUSION

Finally, it can be said that the findings of the study can help to understand the nature of using Facebook among students' of the Comilla University. Based on data, the study concludes that though Bangladesh is not that much advanced in technology, the users of Facebook are very much active. They don't just log on to Facebook but use many options of the site. Most of the students' don't use Facebook only for entertainment but many of the users use it for constructive purposes like sharing information, feelings, or educational matters with others. This study revealed that there a lot of limitation of using Facebook like slow internet connection, expensive internet megabyte, less security of personal pictures, sometimes harassment by the hackers etc. So, the policy makers like the Ministry

of Education and concerned authorities should assist the development of a digital education system that takes advantage of the potentially beneficial uses of Facebook for the students.

As Facebook is a popular medium of communication in the world as well as in Bangladesh, this study can be seen as a simple research about Facebook. This study hasn't attempted to critically analyze the using pattern of Facebook. Based on the users' data, it has just tried to explore the nature of using Facebook among the students. However, this study has some limitations also: This study has been conducted within a short time frame with only 190 samples. Further research can be done on a wider scale with a large sample so that every aspect of using Facebook gets in-depth attention. This study has been conducted with only the Facebook users. Further research can be conducted on the general internet users to find the rate of using Facebook. A comparative study can be conducted to find the difference of using pattern of other social networking sites.

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