

**Web Technology and the Culture of Virtuality: A Study on Urban Youth in  
Dhaka City**



**Submitted By:**

Examination Roll No: 4067; Registration No: Ha-5426  
Masters of Social Sciences (M.S.S.) Examination -2013  
Second Semester, Session: 2012-2013

Department of Sociology  
University of Dhaka  
3<sup>rd</sup> December, 2014

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This Advanced Research Thesis is Submitted to the Department of Sociology in Partial Fulfillment of the Requirement for the Degree of the Masters of Social Sciences (M.S.S.)

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## **ABSTRACT**

This era is marked by huge transformation in information and other technology. Now-a-days we cannot think a single moment of our life without internet, mobile phone etc. Moreover, now the life of citizen's mainly urban dwellers become busier with different types of work load. For this reason they adjust their communications, everyday shopping and many other tasks with the help of various electronic and internet services. By this way our life is becoming highly dominated by this type of modern technology and this causes transformation of our intimate relationship, human communication and other interpersonal relationship. The aim of the study is to explore the impact of web technology for creating different types of communication process that has some existence in the real world despite the communication process is virtual. In Bangladesh the rate of internet users are increasing at a great number and among them young people it is more dominant. Moreover, using web technology different types of on-line shopping portals can be found that tremendously change the style of living. Now this type of on-line shopping portals provides the opportunity of choosing goods in online and home delivery system. Someone can pay the bill in on-line. Young people are the intense user of on-line shopping portals. By using internet technology young people are forming different types of social relationship and personal bonding. The main purpose of the thesis is to find out the changes in social relationship based on the theory of Castells and to find out the implications of such type of communication.

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## Abbreviations

BTRC	Bangladesh telecommunication and regulatory commission
ITU	International telecommunication union
BSCCL	Bangladesh submarine cable company limited
BTTB	Bangladesh telegraphs and telephone board
BBSs	Bulletin board systems
CMC	Computer mediated communication
WWW	World Wide Web
IT	Information and technology
NGOs	Nongovernmental organizations
VR	Virtual reality
SNS	Social network site

# Chapter-1

## Introduction

### 1.1 Background of the Study:

The journey of human history started with the glory of the invention of alphabet and this took place in Greece around 700bc. This invention made it possible to bridge the gap between the spoken tongues to language. At the same time this invention separating the spoken from the speaker. It was the qualitative transformation of human communication. Starting from this type of communication now-a-days through the development and transformation of technology the way of communication has been changed to some extent. In the past time people communicate with one another physically and it was daily communication. After some time the business of people increased and people occasionally visit one another. Starting from radio, television and many other modes of communication now it is the age of virtual communication through web technology. Some examples of this type of communication are video chatting, communication through email, social communication medium etc. Many types of relationships and contacts have been taking place in the virtual space and the forms of previous communication have been changed. Virtual communication does not mean that there is no existence of the relationship in the real world but at the same time the way of communication is virtual. Before some decades television was the dominant medium of communication but now the place of it has been replaced by communication based on improved type of technology such as internet. Now our life is not possible for a few seconds without internet. Moreover not only personal or group communication the sphere of this virtual communication grasps the domain of our everyday life such as our work life has been changed by internet. Now there is no need to have a fixed office space for operating office work as people can easily maintain the office task through on-line method. We need not to go to shopping center for the services of different on-line shopping portals, even our sexual life is also dominated by the web such as video chatting. Serious patients need not to go to the doctors physically rather they can get medical checkup through on-line chatting and can get advice from the doctor. Specialist doctors can train the less skilled doctors through video sharing. All of these functions cause a great transformation of our everyday life

communication and the form of relationship. To find out the actual change is the main purpose of this thesis paper.

For maintaining our everyday social relationship person to person or group communication is very important. In the previous time the way of human communication was person to person and very intimate. But for the increase of work load and business of human activity the previous form of communication pattern is no longer possible to maintain. In past time people communicate with each other without any reason but the situation has been changed in the present age.

For this reason people find a way out for maintaining human communication in a different way because communication is a must for human survival that is web based communication where people communicate not only with known person but also various types of need based communications are taking place. On one side this type of magical communication makes our life easier, comfortable and on the other hand it creates new tensions and various types of crisis for the present type of human communication.

## **1.2 Importance of the study:**

In Bangladesh, the government has no online policy to control social media and rarely there had been any incidents of blocking or censoring social media (Mabrey, 2012). Very recently, they drafted an on line media policy but it does not cover the social media. Beside this, most of the social media users have no knowledge about the netiquette (the rules of correct or polite behavior among people using the internet), net privacy concept and proper use of this media.

This study will analyze the role and impact of social media. It is expected that the findings of the study will be helpful for the social media users, the civil society and the policy makers for taking necessary steps to face the challenges of relationship degradation, changing cultural pattern and select norms and values of social media.

It has been observed by the experts that the media should convey the message repeatedly and when it is about social media, the procedure of conveying message will become the explosion of ideas. The social media should also play the role in developing the healthy relationship, nurturing

the existing traditional norms and values of the society and creating a healthy atmosphere for the users to sustain their emotions, mental health in a positive way.

Bangladesh as a third world country is already affected and will be highly affected due to misuse of social media. So, for the people and for saving the existence of this densely populated country, it is required to shed light on the erroneous practice of social media and to find out the strength of social media to well-built the relationship bondage for the future generation.

Every day communication is so important for maintaining our everyday social relationship. The invention of various types of technology and human behavior has been changed for the use of this technology. A new type of communication has been taken place through the use of internet and this creates virtual culture. Whether it is good or bad is not the question rather it makes our life easier and comfortable but at the same time it also creates crisis of face to face communication. In this context it is so important to know the implication of web technology for creating the culture of virtuality. Most of the parts of our life are already dominated by web technology. For all of this reason our everyday life activity are taking new shape and going through huge transformation. This is the high time to know about it and protect the actual type of communication to some extent because this type of virtual communication makes life lonelier, frustrated etc. This is creating a situation where individual is within a sea of individuals but alone and lonely.

### **1.3 Objectives of the study:**

Objectives of this thesis paper are divided into two parts. They are as follows-

Broader objectives:

- a) To find out the influence of web technology for the creation of the culture of virtuality among the students of Dhaka city specially Dhaka University and BRAC University.

Specific objectives:

- a) To find out the sites mostly used by the young people based on web technology.
- b) Measurement of the actual number of internet user among the young people.
- c) Find out the changing pattern of relationship among the young people.



- d) Find out the difference between direct or face to face communication and virtual communication.
- e) Trace out the advantages and disadvantages of direct and virtual type of communication.
- f) To find out the changing life style pattern of young people for the influence of web technology.

#### **1.4 Research questions:**

- a) What is the new web based technologies?
- b) Who is the intense user of this type of technologies?
- c) What are the impacts of web technology on youth?
- d) How web technology influence for the creation of the culture of virtuality?
- e) What are the differences of direct communication and virtual communication?

#### **1.5 Operationalization of the concepts:**

##### **1.5.1 Web technology**

Web technology is simply the mechanism that allows two or more computers to be connected and communicate over a network. Web technology is very much important in the era of huge technological development where it is the main way to communicate with the rest of the world. Now-a-days without internet or web technology we cannot think our life for a single moment. Every work of our daily life is in any way connected with the World Wide Web or the web technology.

More over web technology offers many features such as facebook, twiter, whatsapp, viver, Skype, Email, Blog, Tor and many other social communication sites through which we can communicate with the rest of the world very easily. Though the blessings of World Wide Web or web technology is unlimited and beyond imagination, but there are some dark site also. But it depends on the user's choice whether he/she use it for good purpose or for bad purpose. Over use of web technology especially among the youth becomes a major issue of concern, because for the

over involvement with the web technology they are becoming disconnected with the actual social process and this situation has some negative influence on society and intimate relationship.

### **1.5.2 Culture**

Culture is the way of life of a social group, the groups totally man made environment including all the material and non-material products of group life that are transmitted from one generation to the next.

Edward B Taylor (1871) states the definition of culture as, “that complex whole which includes knowledge, belief, art, morals, and law, custom and any other capabilities and habits acquired by man as a member of society”(p.1).

According to Kroeber and Kluckhohn (1952) “ culture consists of patterns, explicit and implicit of and for behavior acquired and transmitted by symbols constituting the distinctive achievements of human groups including their embodiments in artifacts, the essential core of culture consists of traditional ideas and especially their attached values”(p:181).

Normally culture means what we have is our culture. Culture is of two types’ material and non-material culture. Values, beliefs, customs are non-material culture. On the other hand material culture includes work style, shopping style as a part of life style. In another way how we lead our life is our culture. Culture varies from country to country and from rural to urban area. Moreover culture can be different based on holding of financial capital.

In this research the culture mainly refers to the culture created by the youth that is mainly the culture of social media users. They become more addicted with the social media and are creating a different culture than the real culture of the society. For example they think the circle of online friends as the real one and forget about the real life friendship.

### **1.5.3 Virtuality**

It is an imaginary world where there is very limited reality is present and most of the thing is virtual. The young generation in the age of social communication media is creating the culture of virtuality. This culture of virtuality diverts the young people to be a part of the real world social

process. They make the virtual world as real world for themselves. They spend most of their time in the virtual space. All of the process has negative effect on the whole social process.

#### **1.5.4 Urban**

An urban area is characterized by higher population density and vast human features in comparison to areas surrounding it. Urban areas may be cities, towns or conurbations, but the term is not commonly extended to rural statements such as villages and hamlets.

Urban areas are created and further developed by the process of urbanization. Measuring the extent of an urban area helps in analyzing population density and urban sprawl, and in determining urban and rural populations.

Urban means not rural where most of the facilities of modern life are available such as better communication technologies, health, education etc. For leading a decent life and for getting better facilities of life people from rural area migrate to urban area.

In another way urban means characteristics ascribed to cities like: concentration of populations, a special cultural environment, and a typical economy may be a lack of natural environment and so on. Urban means built up, the opposite is the rural which is unspooling countryside or the spoilt countryside either way it's rural.

In this study Dhaka city has chosen as a part of urban area where every characteristics for being an urban area is present.

#### **1.5.5 Youth**

Many countries draw a line on youth at the age at which a person is given equal treatment under the law- often referred to as the age of the majority. This age is often 18 in many countries, and once a person passes this age, they are considered to be an adult. However the operational definition and nuances of the term often vary from country to country, depending on specific socio cultural, institutional, economic and political factors. [United Nations Division for Social Policy and Development]

United Nations definition of youth is people from 15 to 24 years age.

According to the National Youth Policy all Bangladeshi citizens aging 18-35 years shall be treated as youth. Youth refers to a certain section of people who are in 18-30 years age group and mainly the student of university. This section of population is more connected with the whole world through rapid internet use, huge use of technology etc. For this reason they are the most technologically advanced population.

In this study the youth refers to the 19-26 age groups who are mainly the student of university level and this study mainly concerned about the students of Dhaka University and BRAC University.

## **Chapter- 2**

### **Overview of Internet Use in Bangladesh**

#### **2.1 History of internet service in Bangladesh:**

In Bangladesh internet connectivity started in the early 1990s, with dialup access to e-mail using the Bulletin Board Systems (BBSs) of a few local providers, but the number of users did not total more than 500. Users had to pay by the kilobyte and email was transferred from the BBS service providers to the rest of the world by international dialup using UUCP.

In June 1996 the first VSAT base data circuit in the country was commissioned and the Bangladesh Telegraph and Telephone Board (BTTB) granted licenses to two Internet Service Providers (ISPs). In subsequent years more liberal government policies led to a rapid expansion of the industry, resulting in over 180 registered ISP's by 2005. ISPs are currently regulated by the Bangladesh Telecommunication Regulatory Commission (BTRC) through the Bangladesh Telecommunications Act. (Hamidur, 2009)

#### **2.2 Connection with the whole world:**

In May 2006 Bangladesh inaugurated new submarine optic fiber connectivity as part of the 16 country consortium SEA-ME-WE 4 project. The landing station is in Cox's Bazar, the southern city near the Bay of Bengal. In July 2008 the Submarine Cable Project was transformed into the company Bangladesh Submarine Cable Company Limited (BSCCL), which is now responsible for all services related to the submarine cable.

Between June and August 2012 international Internet service in Bangladesh was slowed following a cable cut on the eastern leg of the SEA-ME-WE 4 optical fiber cable and the fact that Bangladesh does not have an alternative submarine cable or other high-speed international connections. In 2014 the new SEA-ME-WE 5 cable is expected to provide an alternative operating at 100 Gbit/s, roughly 10 times faster than the current connection.

With an estimated internet user-base of around 10 million coming into 2013, representing just fewer than 7% user penetration by population, the local internet industry has been preparing to move into the next stage of its development. Bangladesh first moves into WiMAX and mobile broadband services.

### **2.3 Key Developments for making Digital Bangladesh:**

- I. The focus starts to build on the country developing into ‘Digital Bangladesh’ by 2021 with this strategy providing a boost to infrastructure;
- II. Mobile internet services have been giving a much needed boost to internet access; fixed broadband services, however, continue to struggle;
- III. Rapid early growth in WiMAX services after operators launch;
- IV. Regulator continues to take strong stand against illegal VoIP services;
- V. The BTRC prepares to open market for more VoIP operator licenses;
- VI. The BTRC issued 34 additional IIG licenses in 2012;
- VII. Banglalion were permitted to upgrade their networks to TD-LTE in late 2013.(Evans, 2013)

### **2.4 Number of internet user in Bangladesh:**

Mamun (2012) mentioned in his writing about Bangladesh telecommunication regulatory commission (BTRC) in Bangladesh active internet users are 2.75 crore on December 31, 2011. UN telecom body International telecommunication union (ITU) suggests 55 lac with a penetration rate of 3.5%. If the figure given by BTRC is correct then Bangladesh would be among the top 20 countries in terms of internet use. He cited Munir Hasan in his writing who is an ICT expert and secretary general of open source network estimates the number of internet user of the country to be no more than 1.2 crore of which mobile users would account for around 85 lac. Mamun also mentioned about Nazrul Islam Khan, project director of support to digital Bangladesh it would not possible to estimate the actual number of internet user. Grameen Phone says that it has around 60 lac internet subscribers, Robi 40 lac, Banglalink 20 lac, Airtel 10 lac, Citycell 3 lac.

## 2.5 Internet usage and population statistics:

Year	Users	Population	% Pen.	GDP p.c.*	Usage Source
2000	100,000	134,824,000	0.1 %	N/A	<u>ITU</u>
2007	450,000	137,493,990	0.3 %	US\$ 466	<u>ITU</u>
2009	556,000	156,050,883	0.4 %	US\$ 574	<u>ITU</u>
2010	617,300	158,065,841	0.4 %	US\$ 624	<u>ITU</u>
2011	5,501,609	158,570,535	3.5 %	US\$ 700	<u>ITU</u>

Note: Per Capita GDP in US dollars

Source: International Monetary Fund (2012).

## 2.6 Development of internet service in Bangladesh:

The number of Internet subscriptions in Bangladesh is growing but it is not so first growth. In the year 2000 it was 186,000 to 617,300 in 2009. However, only 0.4% of the population used the Internet in 2009 giving Bangladesh one of the lowest usage percentages in the world. This limited Internet penetration is due to many factors such as high costs, little local content, limited or poor service quality, lack of infrastructure with the last mile often limited to dial-up, too many providers competing in a relatively small market, and low literacy rates. By 2011 however, the number of Internet users in Bangladesh had seen phenomenal growth of over 900% bringing the total number of users to 5,501,609 (3.5% of the total population) mainly due to wide availability of mobile Internet access.

Manju (2010) president of Internet Service Providers' Association of Bangladesh argued that "we have estimated that nearly 10 million people in the country are using 800,000 Internet connections on sharing basis", adding the number of Internet users in the country is increasing roughly 15-16 percent a year. "This increased Internet penetration will result in a 2.6 per cent contribution to the country's GDP by 2020, while creating 129 thousand more jobs by the same year" the research added.

The main obstacle to using the Internet in Bangladesh is its distribution. The Internet is still an urban area privilege because telephone connections are more concentrated in urban areas, particularly in and around Dhaka city.

As of April 2014, Bangladesh ranked 138th out of 190 countries on the Household Download Index by Net Index.

Sharif (2012) use the report of Bangladesh IT ministry to find out the number of internet user in Bangladesh, nearly 30 million people used the Internet in 2011, compared to 1.2 million in 2008. Of them, 27.7 million users use the Internet through their mobile phones. 3G technology will greatly benefit these users.

Through the process of development of internet technology especially 3G technologies is opening new opportunities and it is more useful for the young people because they are more used to with this type of technology. Through the process of time the condition of Bangladesh in terms of advanced technology use is developing rapidly and young generation is the main beneficiaries of the opportunity.

According to the information of Prothom Alo (19 June, 2014) in Bangladesh internet users are 3.7 billion and facebook users are more than 33 lac up to April 2014.

## **2.7 Extension of internet service for the development of other sectors:**

In Bangladesh development forum report (2010) the current scenario of digitalization process was discussed. The current Bangladesh government has taken a project named Digital Bangladesh by 2021. Bangladesh government has given the utmost priority on digitalization of the country. It has taken various initiatives regarding this issue such as use of internet in business.



### **2.7.1 Agricultural sector:**

Though Bangladesh is a developing country and overpopulated, still now 60% of its population is involved in agricultural activities. So various measures have been taken to furnish the agricultural sector with the ornaments of advanced technology and make it modern so that it can give more production and contribute more in the national production process.

In this task there are some measures they are as follows:

- i. Provide latest and technological knowledge to the farmer.
- ii. Generation of more employment.
- iii. Building capacity of farmers.
- iv. Engaging the nongovernmental organization who is the main source of finance for the farmer.
- v. Uniting farmers for the exchange of knowledge.
- vi. Establishing agricultural institution and communication center.

### **2.7.2 Education:**

Education is the backbone of a nation. Now a days the whole world of knowledge is waiting for every one who can access them mainly who have technological knowledge. For this reason the Bangladesh government is implementing the plan of digitalizing every educational institution. Moreover the government is trying to implement the distance learning system through television, radio, internet etc. To make the learning system more attractive government is taking initiatives.

### **2.7.3 Healthcare:**

Health care is a major issue in human life. Various initiatives have been taken for the digitalization of healthcare system. They are as follows-

- i. Internet connectivity and doctor's access through mobile phone at over 800 health centers.

- ii. Provide video conferencing facility in community clinics.
- iii. Formulation of data base for health policy planning.
- iv. OMR based patient level data collection.
- v. Rudimentary telemedicine implemented by NGOs.
- vi. Mobile based help line with doctors.

#### **2.7.4 Land and water resource management:**

The government is implementing the digitalization process of land tenure system and water resource management. But it will take time to be implemented.

#### **2.7.5 Social safety nets:**

In a little scale the government is implementing the digital social safety net program.

#### **2.7.6 Disaster management, environment and climate change:**

Digital disaster management plan works in four stages. They are as follows-

- i. Preparedness
- ii. Mitigation
- iii. Response
- iv. Recovery

Law enforcement, legal service, and judiciary: In this sector digitalization is also occurring.

As a developing country Bangladesh has achieved huge progress in information technology sector. Moreover the people of Bangladesh specially the young generation is more involved with the internet and consume more than the other age groups. Soon Bangladesh will achieve something more in the information technology sector if the present rate of development becomes continued.

## **Chapter-3**

### **Literature Review**

From the very beginning of human history it is known that man cannot live alone so that they form society, community and different social institutions through which they learn about the manners rules and regulations of a proper human being. In the ancient period people had to live together for protecting them from wild animals, for better collection of food, for better living and through the gradual development of human history development of private property, formation of family life, competition over economic resources took place. For earning more economic resources, higher education and for the purpose of every day necessity people become more mobile like birds and started to migrate from one place to another very rapidly. Various types of involvement with people in different place and with different institutions they have to maintain an easy and less time consuming method of maintaining communication. In the recent decades the tremendous development of information and communication technology such as email, face book and many other types of communication methods are available that can deliver information and messages without the physical presence of the receiver. This type of communication processes is very quick in nature and easily accessible. Now a day we cannot think a single moment of our life without internet. For all of these reasons we become more habituated and dependent on electronic and virtual communication. More over through the technological development various types of smart and cheap communication systems become available quickly. Through the process of time the previous forms of face to face communication that is mentioned by prominent scholar Ferdinand Tonnies in his famous term Gemeinschaft or community (1887) has been replaced by Gesellschaft. Moreover people become more dependent on the devices of technological communication for adjusting the busy individual life and the social communication. Many people don't think that the previous intimacy is not hampered by virtual communication rather it creates many opportunity to find out new friends and it helps to maintain communication with people from distant land and climes.

### **3.1 History of the beginning of virtual communication:**

The virtual reality is not so old. It may have burst into the headlines only in the past few years. It was in the late 1950s, just as the nation was shaking off stale traces of McCarthyism and was shaking to the sounds of Elvis, that an idea arose that would change the technique people intermingled with computers and make possible virtual reality. This was the history of the beginning of virtual reality. This environment is not totally real but there is a real foundation within it.

This century is marked by several pivotal events related with technology mainly with computer, internet and other applications related with the internet technology. This type of opportunities dramatically changes the relationship patterns and way of communication among individuals. Instead of direct or face to face interaction now- a- days people are mostly involved with the indirect communication that is virtual communication. New types of network among people are forming without knowing them personally through the internet based communication system. Through this communication system now people can maintain communication with many people very easily.

One of the most significant experiences of virtual reality was the flight simulator. Following World War II and through the 1990s, the military and industrial complex pumped millions of dollars into technology to simulate flying airplanes.

Scientists wanted interactivity. So did the military, industry, business, and entertainment. The demand for interactivity pushed computer visualization to the limits, towards virtual reality.

All the basic elements of VR had existed since 1980, but it took high-performance computers, with their powerful image rendering capabilities, to make it work. Actual demand was rising for visualization environments to help scientists comprehend the vast amounts of data pouring out of their computers daily. As drivers for both computation and VR, high-performance computers no longer served as mere number crunchers, but became exciting vehicles for exploration and discovery.

Today, virtual reality is poised to change the way we interact with and control computers. Like the introduction of computers more than 50 years ago, its impacts are unknown. About the only thing that does seem certain about VR is that it will grow and develop. And as the technology matures, it will become better, cheaper, and more accessible to the people. Furthermore, the networks that link computers will expand, making it possible for VR to weave its way into our daily lives. Obviously, the future of VR is limited only by our imaginations.

### **3.2 Real virtuality:**

Virtual reality (VR) is a computer edge that maximizes our natural perception capabilities. Fixed two-dimensional images are often deceiving; it may be hard to rebuild scales and distances between things. Thus, it is vital to implement the third dimension and to bring depth to objects. Virtual reality makes the virtual world as real to us.

Weiss and Kessel (1998) viewed that, virtual reality (VR) entails the use of advanced technologies, including computers and various multimedia peripherals, to produce a pretend environment that users perceive as comparable to real world objects and events. Virtual reality technology has a variety of uses. In home, school, navy, and any other places in the world, we can use a VR system for entertainment, simulation, education and for many other purposes.

Youngblut (1998) works on the virtual education system in American. It also aims to provide lifelong education for citizens and to support a flexible work force. Virtual reality technology is widely supported to fulfill this aim. This type of learning method allows students to visualize abstract concept, to visit events and places of distant time, or safety factors make unavailable. Moreover it makes a sharp distinction between the real world and virtual world.

Zimuto (2013) explainsthe impact of face book on Zimbabwean students. He also mentioned various emerging types of communication medium they are Facebook, MySpace, Cyworld, Bebo, WhatsApp, LinkedIn, ChatOn, Opera Mini, Twitter and other new forms that keep on emerging. He mentioned that all of these sites influence the way university students use the internet. He interviewed two hundred students at their university campus in Zimbabwe. The sample comprised students from Great Zimbabwe University. He also sought to establish

consumer attitudes towards the effect of one Social Network Site (SNS) among university students. This has been necessitated by a plethora of unique social interactions in this era of technological affordances. Technology has mediated communication in countless ways. The values and norms of culture have to be cherished the young generation. The research findings proved that Facebook contributes to the dilution of the Zimbabwean culture. It was also interesting to note that other students see the pedagogical potentials of Facebook at the same time.

Cyberspace, or cybernetic space, through which users move, does not imitate the real world, but rather creates a rapid, new, immediate, multi layered virtual world for the users (Nunes, 1997).

Internet is a technological innovation that is tightly linked to social change. These social changes have clear implications for the changing patterns of expression of emotions. Online communication on the Internet facilitates the expression of emotions (output) and the input of emotional messages, thus developing and reinforcing important social ties between users, forming a system of relationships similar to ties of family and friendship, all taking place without participants being physically present. It also allow various types of relationship among people who don't know each other personally and in another way in this type of communication helps to performs many of our daily activities more easily. In many times to perform all of this task through physical presence would be more difficult or sometimes impossible. Now a days starting from the admission system of different schools, college and universities becomes more available and easy for every part of the world through online application and admission system. Moreover online office work, getting medical suggestion makes modern life more easy and comfortable.

Thus, the Internet can be said to an aid in preserving personal and intimate ties in cases where face-to-face contact is impossible due to physical distance between parties. Online interaction through the Internet exists mostly as a written medium, operating within a communications framework that takes place either in real time or as delayed interaction. However, the Internet transforms the act of writing into speech. It saves both time and energy.

Although virtual communication creates many opportunity to minimize time, cost and various physical hazard for the individual but there is still a question that is can we express emotions of

love, pain, or sorrow through a communication medium based on reading and writing, but lacking any visual physical expressions.

Web technology facilitates people from all parts of the world with different modes of communication such as face-to-face communication (through video transmission), virtual telephone link, broadband communication, online press, advertising and promotion.

Most of the research on web technology and the formation of virtual culture are mainly anthropological research and mainly based on qualitative research methods such as case study of Israel it lacks the quantitative estimation of the internet users.

Reid (1994) mentioned that the way of internet communication forces users to deconstruct many of the cultural tools and understandings that form the basis of more conventional systems of interaction. Unable to rely on physical cues have developed ways of substituting for or bypassing those, resulting in novel methods of textual sign the non-verbal. These types of communication changes the physical environment to virtual one and many things that is not possible in physical environment is very easy to do in virtual environment. The nature of the body and sexuality are problematic in these virtual environments, since the physical environment is never fixed and gender is a self-selected attribute. In terms of virtual interaction, new systems of significance have been developed by users, along with methods of enforcing that cultural hegemony through power structures dependent upon manipulation of the virtual environment. These new systems of meaning and social control define those who use MUDs as constituting a distinct cultural group and they are different from others. Virtual reality or cyber space takes alternative reality that is beyond books and movies by introducing a computer as an agent of imagination enhancer. Reid(1994) mentioned William Gibson's best-selling novel *Neuromancer*, cyberspace and virtual reality have been part of late twentieth century culture, and have been infused with a variety of cultural and emotional meanings. Gibson showed in his novel a direct neural connection between humans and computers against a background of urban decay and personal alienation. The popular media have posed cyberspace as the new frontier and the new promise of the twentieth century. Virtual reality technologies and applications becomes the main target point of the business world to make it available and known to all.

Boyd and Ellison (2007) argued that among the respondent surveyed 96% reported using some form of social networking technology, and the findings indicated that education-related topics are the most common, 60% talking about education-related topics and 50% discussing their schoolwork. What is clear is that young people regard social networking sites as just another part of their social and often school-related activities. This study also finds that social network site has some good effect and at the same time it also produces some bad habits of its users. All the good and bad activities take place in a virtual environment and the acceptance of the good side or bad side mainly depends on the user choice.

Papp (2010) mentioned that online communication becomes very common place not only young people but also people from all age groups are joining in the social networking sites that changes the former patterns of relationship ties and way of communication. The users of social networking sites are not consciously creating the virtual culture but it is a byproduct of huge technological development and web based technology. Now-a-days the sites related with social network that are Facebook, Twitter, What's app becomes very popular and mostly used application. These applications are not only the sites to do fun but they helps to enhance virtual education and knowledge. Social networking and virtual worlds, while similar in many aspects, actually have significant differences in terms of how users interact and communicate. Virtual world is an interactive simulated environment that allows multiple users to participate simultaneously via an online interface. There are some characteristics of virtual communication. They are as follows-

- i. It uses a graphical user interface to depict a visual space.
- ii. It is a shared space that is allowing many users to participate simultaneously.
- iii. Interaction takes place predominately in real time and allows users to build, develop and submit customized content.
- iv. A virtual world is persistent and continues regardless of whether individual users are logged in.
- v. A virtual world allows and encourages the formation of in-world social groups like teams, guilds, clubs, cliques, housemates, neighborhoods etc.



According to a recent estimation published by Wang and Bramen (2009) 80 percent of active Internet users will have a virtual presence in the form of a personal identity account in at least one virtual world by the end of 2011. Prensky (2001) argued that the Millennials are “digital natives”, having grown up with technology. The cost and resource pressures faced by educational institutions are increasing and virtual worlds and social networking are ways to compete globally using the ever-growing Internet. With the rapidly growing number of internet user all over the world the virtual world is taking command over the real world because of its necessity.

Šmahel and Divínová (2003) show that in the year 2003 there were 2.88 million Czech Internet users aged 12-79 years. This number represents a third of the total population in this age group. Moreover it also illustrates that not only the young people are addicted to internet use but also the aged people are becoming addicted with it. Almost a million Czechs use the internet on a daily basis. The penetration of the Internet into the Czech population is very high, especially among adolescents and young. According to the research findings 72% of adolescents aged 16 to 22 years use the Internet. It is evident that a large majority of the contemporary Czech population communicates via an electronic medium, whether a mobile phone or the Internet. In this type of communication adolescents are most affected because their openness towards new experiences often results in a positive attitude to technology in general and the Internet in particular. The research findings also showed that over 90% of secondary school students use the Internet. Approximately 50% of students, however, use the Internet for less than 3 hours a week. The majority of students evidently have access to the internet only at school, and often only in information technology classes. There are evident differences between girls and boys in the use of the Internet. Boys are more attached and heavy user to internet than girls do. While 5% of the boys do not use the Internet, 12% girls do not use internet. There is also a big difference in those who use the Internet for more than five hours a week: 38% of boys use the Internet for more than 5 hours a week, but only 15% of girls. The differences in adolescent's use of the Internet are not so marked according to age. Adolescent who are between 12-14 year age group use the Internet less frequently than others, this is evidently caused by greater parental restriction.

In real life an individual is present as a physical subject, but in virtual environment it is only as a virtual representation. Thus on the Internet, we cannot influence our own selves, but our virtual representations. A virtual representation does not have an identity in the psychological sense or the real sense but this environment is not totally virtual there is a little real foundation. It is a set of digital data that is ordered in some way. This virtual representation often includes digitally recorded and stored information such as a name or nickname, history, and status within the given virtual society for example the format given by the authority for opening a facebook account or an email id. Just as in real life there is a physical record of identity in the form of an identity card, birth certificate, passport etc. In a way, the e-mail address represents our identity in the Internet environment. It becomes our virtual representation. We then project part of our real ideas and feelings – parts of our many-sided I – into our virtual representation not the real representation that is only partly conscious activity done by the user.

It is clear that the Internet is becoming a popular place for adolescents to form new relationships friendships and romances, as well as work relationships. The formation of a virtual relationship is very easy, and it gives opportunity to form relationships with an unlimited number of people from all corner of the world is a motivating force. The virtual environment as a means of getting to know others can thus help the socially handicapped adolescents in particular to overcome the shyness and worries that they have in the real world. These adolescents find their potential partners and friends on the Internet, while in the real world they have fewer friends than their peers. Adolescents also seek virtual sexual experiences that is known as cybersex although usually only at the level of a verbal description of the act itself and their feelings connected with it. For many of them, this can actually be their first sexual experience in the virtual as well as real world. For older adolescents, the Internet can be a relatively safe place to experiment with sexual identity.

Šmahel and Divínová (2003) mentioned in their study that, approximately 16% of students aged 12 to 20 years stated that they had tried virtual sex. There were no statistically significant differences between boys and girls. In contrast, there were big differences between girls and boys in the extent to which they viewed pornographic materials. Among the respondents 43% of boys admit viewing pictures with sexual content compared to only 8% of girls. It is interesting that

adolescents of all age groups view pictures with sexual content to a similar extent, only twelve-year-olds were less interested in the topic of sex than the other age groups; in the age group of 13-20 years differences were minimal.

On the Internet, adolescents often search for and establish relationships that they do not consider full-fledged. They often describe these relationships as imaginary or unreal, and state that they have a shorter duration and are more superficial than real relationships. Almost 73% of the adolescents in this research agreed with the statement that virtual relationships are superficial; nonetheless, 40% of adolescents used the Internet to meet a potential partner. If adolescents are interested in a real relationship they attempt to transfer the virtual relationship to reality, an attempt which is not always successful. Virtual relationships are filled with fantasies and expectations. In their virtual relationships, adolescents often project their own dreams and fantasies, which have very little relation to reality, on their partners (Suler 2003; Šmahel 2002; Wallace 1999). Adolescents are aware that these expectations are unrealistic, that the relationships are imaginary and superficial. The adolescent longs for the ideal partner in the virtual world, he easily projects this image onto his partner, and however, he knows that the image is only illusory not real.

Kraut (1998) found in one of the first longitudinal studies that after two or three years of heavy Internet use, users communicated less in the real world and felt more lonely and even more depressed than other people who did not use the Internet as frequently. According to Faltýnek (2002) internet communication as superficial is still prevalent in the whole world and the rate is increasingly dramatically. In a survey of over 100 people, 58% stated that for them Internet communication is in most cases less satisfactory than face-to-face communication because it is not possible to express emotion in internet communication that is possible in face-to-face communication, for 37.5% both types of communication are comparable in terms of their quality, only 2.7% stated that Internet communication is of better quality. In this study 72.5% of the adolescents consider Internet communication more superficial than face-to-face communication. Almost four fifths of adolescents say they would prefer face-to-face communication. However, despite these stated preferences, the hours spent on the Internet indicate less conviction that virtual communication is superficial. The correlation between superficiality and multiplicity was

also statistically significant: a proportion of the adolescents who engage in simultaneous multiple communications prefer virtual communication and vice versa.

Wilcox and Stephen (2013) argued that online social networks are becoming so important in society. This study mentioned that the world's largest online social network Facebook had over 1 billion active users by the end of 2012, among them over 80% from outside the United States. Not only in terms of increased number of users but also these social networks becomes so important in terms of their time users spend on websites.

Wire (2010) argued that, in United States online social network use accounts for nearly 23% of time, which is approximately double the time spent on any other online activity. This study claims that using online social network can influence self-control. People use social networks to fulfill a variety of social needs such as affiliation, self-expression, and self-presentation. Thus, social network use can have a positive effect on how people feel about themselves and their well-being as well as some negative effects that is reduction of self-control. Most of the time the users of social networking sites use it for the representation of their personality by giving status, photos, comment above all by creating their own profile. Through this they can contract with other people, connect them with their profile and share their views and opinion with their friends from all corner of the world. These types of relationships are maintained in a virtual environment and can happen among physically unknown people. Social network make it easier to maintain connection with both types of people having strong and weak ties.

Wilcox and Stephen (2013) mentioned about 5 specific studies conducted to test their prediction about the use and over use of social networking sites and its impact on users. In study one, they showed that simply browsing a social network enhances self-esteem for individuals and they mainly focused on strong ties while browsing their social network. The second study replicates this finding but shows that the effect only emerges when individuals are focused on the information they are sharing with their network such as self-presentation. In third and fourth study they found that social network use lowers self-control for individuals focused on strong ties while browsing their social network and there is an effect of social network on self-control is mediated by self-esteem. Finally, fifth study reports the results of an online field study

examining the relationship between online social network use and offline behaviors associated with poor self-control. The results suggest that who use greater social network feels different problems such as higher body mass index, increased binge eating, a lower credit score, and higher levels of credit card debt for individuals with strong ties to their social network. The study mentioned that face-book use can decrease self-control by enhancing self-esteem. Specifically, the results show that who focused on strong ties while browsing Facebook, social network use enhanced self-esteem, making them more likely to make an unhealthy food choice compared to those who did not browse Facebook. However, the differences in self-esteem or self-control were not observed for those focused on weak ties while browsing the network.

Youngman (2008) in his study mentioned that information is the first component of digital technology and that is the main turn of virtuality. In the modern technological world we are at the same time at home and on that go. In the same way we can exist in the material world and the virtual space or cyber space that can be a threat of existence or identity. Computing technologies simply allowed us to experience the environment of virtuality in a visual and more immediate way.

Virilio, Baudrillard and Pollesch's (1995) states that there is and always has been a dialectical mix of virtuality and reality in human existence. Basically they were mutually exclusive realms and another important thing is that neither the real nor the virtual can claim meaning without the other. Empirical objects always have an impression of the virtual depending on the perception of the viewer of said object, and each virtual state has some basis in materiality.

Shaviro (2003) writes that "after having virtual reality, in case of Perish of finding the world to be incomplete. He also mentioned that virtuality is both the cause of the world's incompleteness and the remedy for it. Levy would agree and even go so far as to suggest that "virtualization is one of the principal vectors in the creation of reality," and not a new vector at that. In this sense, Shaviro and Levy expand Hayles' definition of virtuality beyond the era of the information society. Like Hayles, Levy maintains that virtuality does not involve some sort of de-realization but rather an enhancement of reality in that it is not static and limited, but neither is it ultra-

reality in the sense of Baudrillard. Virtuality "fluidizes existing distinctions" and "augments the degrees of freedom involved. Virtuality does not duplicate reality and nor create another one.

Thierauf (1995) cited Jonathan Taylor in his work mentioned that "Virtual reality" commonly has three components: the first component is a computer system that lets the user to interact with a virtual space, the second component is the virtual world itself, a computer-generated 3-D visual or audiovisual environment that may be created originally or based on a simulation of the real world; and the interaction of the users with the virtual world in real time. Baudrillard (1995) argues that virtual reality is as "real" as anything we normally call reality.

Kalaga (2003) argued that in this highly developed world of technology, tele-presence, synthetic environments, etc. and in this era the most problematic concept is the virtual reality. The virtual reality praxis consists in simulation or fabrication of images through the stimulation of human perceptual apparatus. Even an inexperienced oncologist intuitively knows that there is more to virtuality than stimulation or simulation.

A thoughtful explanation of virtuality has been given by Deleuze (1968). He begins his analysis of virtuality with the concept of Idea as structure or problem which tends towards actualization/solution. From the concept of relation Deleuze develop the concept of the virtual. Giddens (2006) discuss about the impact of internet on the promotion of global culture. Europe and North America is significant for having three quarters of all internet users believe that some values such as equity between men and women, right to speak freely, democratic participation in government and pursuit of pleasure through consumption readily diffused through the world of internet.

Wheeler (1998) mentioned that internet is increasingly popular in the country. Half of all internet users of the Middle Eastern Arab countries live in this country. Wheels mentioned that Kuwaiti teenagers spend most of their time in chat rooms and visiting pornographic sites. There are key board symbols for kisses, kisses on the lips, embarrassed giggles. Wheels also mentioned that new communication technologies are enabling men and women to communicate with one another in a society where such type of communication outside marriage is strongly prohibited.

Baudrillard (1995) one of the most important theorist of post modernity claimed that electronic media have destroyed our relationship that was in past time and created a chaotic and empty world. He also mentioned that spread of electronic communication and the mass media has reversed the Marxist theorem that economic forces shape society and social relationship. Baudrillard said that in the media dominated age meaning is created by the flow of images as in TV program me. In this era we are responding more to media images rather than real persons or places.

### **3.3 Changing patterns of relationship:**

Azim (2003) explains on impact of social media on interpersonal relationship. She mentioned that social media is changing our relationship styles in several important ways.

- i. It is allowing us to connect with more people in a very short time.
- ii. Through the use of social media overestimation of the level of intimacy of online relationships are very easy.
- iii. The behaviors, attitudes, and beliefs of the people within the network can influence us in a negative way.
- iv. Social media facilitates comparing ourselves with others, which may have positive or negative effects.

The most important thing is that social media have glamour, which attracts people to explore them in this world of virtuality and to discover a new horizon of relationship without any responsibility.

Azim (2003) finds out the impact of social media on rising trend of divorce, relationship breakup and many others damage of human relationship. Recently in Bangladesh, it is observed that tension lay on relationships. The number of divorce notices submitted to the DCC (Dhaka City Corporation) was 5,324 in 2007, which increased to 7,065 in 2008. The number of cases filed was nearly 6,000 in both 2009 and 2010. On the other hand, the break up on affair , extra marital affair, have more than intimate friends at a time, lack of devotion , loyalty, honor, respect in interpersonal relationship etc are commonly observed in Bangladesh, specifically in urban area

who have the access of internet or other communication media, such as mobile phone, satellite channels and so on.

Azim (2003) mentioned about a research conducted by Pew Research Center's Internet & American Life Project and Elon University's Imagining the Internet Center on "the future of online socializing" from the highly engaged, diverse set of respondents to an online; opt-in survey consisted of 895 technology stakeholders and critics. The negative effects that were presented by the respondents included time spent online hampers the important process of face-to-face relationships. Some respondents also highlighted that there were some new psychological and medical syndromes that will be "variations of depression caused by the lack of meaningful quality relationships", and a "new world society".

There was another important feature people become dependent on the technology to maintain social relationship and forget how to socialize in face-to-face context. The online personality of a person might be totally different from his /her offline character and this causing chaos when the two personalities meet. This also correct about online dating when the couple gets together in face-to-face for the first time; their written profiles do not clearly represent their real-life characters. (EzineArticles, 2010)

The researcher also observed the positive impact of social media on interpersonal relationship. Besides the opportunity to know a lot of people in a fast and easy way, social media helped teenagers to build and maintain relationships with their friends and families who have social or physical mobility restrictions. Students who go overseas to study can maintain meaningful contact with their friends and parents. To a greater extend, there is anecdotal evidence of positive outcomes from these technologies. So, relationship can reveal a new dimension through social media.

### **3.4 On line shopping:**

The report of “Daily Prothom-Alo” (3 July 2014) illustrates that; now-a-days online shopping makes the life of people easier. Buying and selling of goods staying at home. The people of Bangladesh want to go to buying and selling portal after Facebook. In on line shopping electronic goods are at first position specially cell phone, computer, laptop, modem, pen drive



etc. The rate of increase of online shopping is 15-20%. It grasps the market of 200 million. One important feature is that young generations are mostly involved in online shopping. In Bangladesh 1 million people use internet regularly and among them 2% people regularly do online shopping. Within this 40% occur in Chittagong, Sylhet, Khulna and other areas. In Dhaka city another 60% occur. In Bangladesh an organization called sell bazaar started online buy and sell activity in 2011. After that the sphere of online shopping portals spread and now there are 20-25 online shopping portals in Bangladesh.

Increasing rate of virtual communication is a demand of time because people do not have enough time to maintain face to face communication because of their daily business and on the other hand huge technological development has occurred and it is very easy to access and cheap, so the creation of virtual reality is very much inevitable. There are so many good sides of this type of virtual communication as well as dark side. Virtual communication is creating an empty world where everyone is connected through an imaginary space and there is no emotion and feelings in this relationship. Everyone has access to come and go outside of this network. There is no commitment and bindings in this relationship. Very recently different mobile phone company such as Grameen phone, Robi makes facebook use free of charge. Banglalink offers different offer of social pack such as unlimited facebook and whatsapp browsing etc. This type of offers indicates that the main part of the whole generation are becoming addicted to social media for maintaining social relationship and for becoming social. But it is clear that on the one hand this type of social media give access for everyone to maintain communication with a wide range of people but on the other hand it is drastically destructing the intimate relationship of human in the past period and Mikoluk (2013) in his writing *Advantages and Disadvantages of Social Networking* also mentioned that. Now for the impact of globalization the whole world is becoming a global village where the range of human communication becomes bounded within a room and a computer or mobile phone screen. In the future one day can come when this type of virtual communication can be a great threat for the maintenance of the human social communication

Azim (2003) expresses anxiety about the future of Bangladesh in the age of social media. She pointed out that, as a third world country Bangladesh is already affected and will be highly affected due to overuse and misuse of social media. So, for saving the people and existence of the country it is required to shed light on the erroneous practice of social media and to find out

the strength of social media to well-built the relationship bondage for the future generation. She also highlights the current statistics about mobile phone user and social media user. Social media is a rapidly growing phenomenon in Bangladesh. On 4<sup>th</sup> May 2014, with roughly 7.4 million people using the world's strongest social medium, face book. According to BTRC (Bangladesh Telecommunication Regulatory Commission; 2012) the total number of Mobile Phone subscribers has reached 116.553 million where the total population is around 150 million at the end of June 2014.

### **3.5 Summary of literature review:**

In the reviewed literature there are some research gaps and to fill up these gaps is the main purpose of the present thesis. Most of the previous research was mainly concerned with the qualitative side and there is lack of quantitative approach. Only qualitative or qualitative method is not enough to understand any problem fully for this reason in the present thesis there is a mixture of both quantitative and qualitative method for the fuller understanding of the research problem. There are many sides of the use of social communication media it can be helpful for the formation of new friendship on the other hand it can be harmful for the culture. There are many forms of change of life style pattern for the new services of internet technology such as relationship change in personal and communal level. Love relationship etc. Moreover there are online shopping services. Present study deals with all the aspects and a combined method is proposed for future study. In the previous research there was no relevant research that deals with the changing pattern among young people for the influence of internet technology and the public private comparison is also present in this research work. Azim (2003) discussed about the impact of social communication media on interpersonal relationship as a case of Bangladesh but she did not see the problem in depth and in detail in the context of young generation. Above all this work will be helpful for the policy makers to formulate better code of conduct in the social communication sites and to take necessary initiatives for the betterment of interpersonal and family relationship for making a strong social bond.

## Chapter- 4

### Theoretical Framework

#### **4.1 Web Technology and Social Transformation:**

From the very beginning of human history through the use of alphabet in Greece around 700BC a major invention took place and it was a progress of conceptual technology. Castells (2001) cites the leading classical scholars such as Havelock who argued like that. This development made it possible to bridge the gap between spoken tongues to language. At the same time it separates the spoken from the speaker and through this way conceptual discourse was possible. Havelock termed this type of communication as a new state of mind that is the alphabetic mind.

The new alphabetic order allows rational discourse at the same time separated written communication from the audiovisual system of symbols and perceptions that was so critical for the fully fledged expression of the human mind.

A theoretical transformation of similar historical dimensions that is taken place before 2700 years ago created opportunity for new type of human communication that involved with written, oral, audiovisual modalities. Within the new communication system the potential integration of text, images and sounds fundamentally change the character of communication and this type of communication decisively shapes culture. This type of communication makes us as we do not see..... Reality as it is but as our languages is (Castells, 2001).

Languages are our media, media works like metaphors create the content of our culture and culture is mediated through communication. The emergence of new electronic communication system is global in reach and will change forever our culture. Castells (2001) argued that with the emergence of internet the surprising spontaneous development is the new kinds of virtual communities. Through the powerful influence of the new communication system, that is mediated by social interests, government policies and business strategies, a new culture is emerging that is the culture of virtuality.

A new type of communication is taking place via television. The actual viewing estimate in us is 4.5 hours daily per adult. The daily reading time takes between 18 and 499 minutes of daily

reading time while magazines were browsed over for about 6-30 minutes but book reading related with schoolwork took about 18 minutes per day. Average adult American uses 6.43 hours a day in media exposure. From this it is clear that we are becoming more attached and addicted to virtual environment rather than real environment.

In urban societies media consumption is the second largest category of every day activity. All over the world the trend of virtual exposure is increasing. Empirical studies show that media are not independent variables in inducing behavior; they worked out in specific social contexts. It is television that frames the language of societal communication. We live in a media society, media are the expression of our culture and our culture works primarily through the materials provided by media. During the 1980s the transformation of the world media was occurred for the transformation of new technologies. Starting from the innovation of Walkman devices to VCRs, TV and many other modern technologies the relationship among the people specially the young people are transforming and turning in to virtual culture through the help of internet, facebook, shareit, whatsapp, Skype and many others modern and easily used system of communication. All of the modern application makes the whole world as an imaginary world where everything is possible to do that is fully impossible in the real world. Animation movie can be a good example of the imaginary world where everything is possible. But all the imagination has a real basis to some extent according to Baudrillard. That is not totally virtual in nature.

Through the use of modern technology the young people are producing their own images beyond the real basis. Development of cable television technologies in the 1990s made the change more acute. In the meantime in US the number of independent TV stations grew during the 1980s from 62 to 330. In European Union the number increased from 40 in 1980 to 150 by the mid-1990s. From 1980 to the mid-1990s the number of satellite TV stations grew from 0 to 300.

UNESCO (1992) illustrates that there were over 1 billion TV sets in the world among them 35 percent were in Europe, 32 percent in Asia, 20 percent in North America, 8 percent in Latin America, 4 percent in the Middle East and 1 percent in Africa. Ownership of TV sets was expected to grow at 5 percent per year up to the year 2000. Asian countries were leading the change. In 1980s these were the dominant media and its control was over 90 percent and went down to about 55 percent in 1999. Among different media Indian media are being increasingly globalized.

As the system and people became sophisticated thousands of new services came on line as like as advertising, tele-shopping, tele-banking etc. and young people become more dependent on these services. Some of the services were commercial porno-electronic conversations via minute that was equivalent to the phone sex so pervasive in other societies. There was not a generalized sex bazar but a democratized sexual fantasy after the introduction of many easy, less costly and sophisticated services that is mainly based on impersonation of ages, physical characteristics, and gender, and for this reason minitel became the vehicle of sexual and personal dreams rather than the substitute for pick-up bars.

According to Cerf (1999), the internet connected about 63 million computer hosts, 950 million telephone terminals, five million level 2 domains, 3.6 million web sites, and it was used by 179 million people in more than 200 countries. This is really tremendous for the increase of virtual reality. In 2001 it was 123 million but by the year 2007 it will be 878 million according to estimation. In computer mediated communication the sky is not the limit and by the year 2030 there is a possibility which included the manned Mars station with in this network. In computer mediated communication there is no boundary and no limit.

In this industrial era only 15 percent people live in the industrialized country and among them 88 percent use internet. There is a considerable regional disparity in the diffusion of the Internet use. Only 2.4 percent of the world population had access to internet. In Finland it is 28 percent, 26.3 percent in US, and 6.9 percent in OECD countries. Among the internet users 30 percent had a university degree, in Russia it is 55 percent, 67 percent in Mexico, and 90 percent in China. In Latin America 90 percent of internet users came from the upper income groups. In China only 7 percent internet user is female. The average age of internet users was 36 years in US and in UK, in China it was below 30. In Russia only 15 percent users were older than 45. In United States 20 percent of the upper income group have internet access than the lower income group. Among the users 61.6 percent people had a four year college degree; this rate in terms of elementary education was just 6.6 percent. Men accessed the internet more than women. All of the data illustrate strongly that there is a close correlation between access to internet and young people, income group and internet access, educational background and internet use and male and female internet user.

Internet has reached its fastest growth in terms of users in only 3 years that is 60 million users, where Radio did this in 30 years and TV in 15 years. Unlike television, internet consumers are also its producers, by providing their content and shaping the web. Around the world millions of computer network exists today covering the whole spectrum of human communication that starts from politics and religion to sex and research. The World Wide Web is a flexible network of networks within the internet where institutions, business, associations and individuals create their own sites and their own virtual representation.

Slouka (cited in Castells 2001) argued that the computer mediated communication make human relationship dehumanize and appears to be an easy way to escape real life. Moreover, use of the Internet increases the chances of loneliness, depression and feelings of alienation. More use of internet was associated with a decline in participant's communication with family members in the household, decline in the size of their social circle, and at the same time increase of their depression and loneliness. Now the circle of real friendship has drastically reduced and this place is taken by the circle of virtual friendship.

Another research report by Wellman (cited in Castell 2001) the point is that virtual communities is not opposed to physical communities, they are different forms of community that has specific rules and dynamics. In Castells writing, Wellman argued about another type of community that is personal communities that is an individual's social network of informal, interpersonal ties that operate both on-line as well as off-line. Most of the internet users join networks or on-line groups on the basis of shared interests, values and their multidimensional interests so are their on-line memberships. Communication through internet broadens the scope of communication over time and space.

Internet is particularly suited to the development of various weak ties that are useful in providing information and opening up opportunities at a low cost. In internet communication social characteristics are less influential in framing of even blocking communication. In this type of communication people from different social class can communicate. In this sense, internet contributes to expanding social bonds in a society that seems to be in the process of rapid individualization and civic disengagement. The dark side of internet communication is that high mortality rate of on-line friendships, as an unhappy sentence may be sanctioned by clicking away the connection forever.

However virtual communities are not unreal as they work in a different plane of reality. They have the own dynamics: the net is the Net. They transcend distance, at a very low cost, asynchronous in nature, they combine the fast dissemination of mass media with the pervasiveness of interpersonal communication, and they allow multiple memberships in partial communities. Computer mediated communication could offer a chance to reverse traditional power games in the communication process for women.

The new type of communication is used in work, home, services and entertainment. Through the use of computer mediated communication (CMC) people resent the lack of distinct separation between work and leisure, family and business, personality and function. Personal communication through email is growing exponentially. Computer sex is another major use of computer mediated communication and is expanding quickly.

To some analysts, CMC, and particularly email, represents the revenge of the written medium, the return to the typographic mind, and the recuperation of the constructed national discourse to others it is a new form of morality, that is expressed by an electronic text. People shape technology to fit it to their own needs, such as the adoption of Mantel by French people to fulfill their sexual fantasy needs. In San Francisco, the majority of the CMC users are regular are local residents, and some of them periodically celebrate face to face parties in order to nurture their electronic intimacy.

The new system of communication dominates the whole domain of life from home to work, from school to hospitals, from entertainment to travel. For the influence of electronics family care is also changed such as children are monitored from a distance through remote control, increasing use of TV as a baby sitter, providing alarm system for elderly people living alone for emergency situations. The issue at stake is not that the medium is the message, messages are messages. Symbolic environment makes virtuality our reality.

#### **4.2 The Culture of Real virtuality:**

Castells in his book *Rise of the Network Society* (2001) mentioned Barthes and Boudrillard. They argued that all forms of communication are based on the production and consumption of signs and culture are made up of various communication processes. They also claimed that there is no separation between reality and symbolic representation. The new communication system

organized by the electronic devices is not creating virtual reality but it is the construction of real virtuality.

Virtual means being so in practice though not strictly or in name and real that actually existing. In this sense reality as experienced, has always been virtual because it is always perceived through symbols that frame practice with some meaning that escapes strict semantic definition. According to the critics of electronic media the new symbolic environment does not represent reality; they implicitly refer to the primitive notion of encoded real experience that never existed. In human interaction regardless of medium, all symbols have their assigned semantic meaning. In this sense all reality is virtually perceived.

Castells (2001) give a definition of virtual reality that is a system in which reality itself that is peoples material/symbolic existence is entirely captured, fully immersed in a virtual image setting , in the world of make believe, in which appearances are not just on the screen through which experience is communicated, but they become the experience. In the new type of communication all kinds of messages work in a binary mode presence and absence at the same time and only presence in this integrated system permits communicability and socialization of the message. Electronically based communication is communication from society's perspective.

The new communication system transforms space and time and the fundamental dimensions of human life. The space of flows substitutes for the space of places. Time is erased in the new communication system, where past, present and future can be programmed to interact with each other, in the same message. This new communication system makes believe the culture of real virtuality. Under the combined effect of information technology both space and time are being transformed.

Huge development of electronic communication and information technology allows disassociation among work, shopping, entertainment, healthcare, education, public services, governance etc. Through the development of information technology virtual business networks are taking place but this does not mean the end of the office but the diversification of working sites. Teleshopping becomes a major phenomenon in this information technology age and it was pushed by the Internet's competition. These types of competition supplemented rather than replaced commercial area at the same time, create a virtual environment. In 1999 Christmas there



was billions of dollars of on-line sales. Moreover now-a-days there is growing importance of on-line transactions but this does not imply the disappearance of shopping centers and retail stores. The trend is the opposite shopping areas proliferate around the urban and suburban areas with showrooms that address customers to on-line ordering to get the actual goods, often home delivered. Moreover market accelerates its on-line version in different social media such as Facebook. In Facebook one can find out different sites of dress, cars, ornaments, cosmetics and many other fancy goods at the same time they can know about the price with its detailed information and an order for home-delivery. (Castells, 2001)

Moreover in shopping malls automated teller machine also added, this creates virtual environment. These are also used by tele banking system for spreading on-line services, customer services by telephone and on-line transactions constitute the new banking industry. In terms of health care virtual environment are also present expert systems, on-line communication and high-resolution video transmission allow patients to get services and information. Highly skilled surgeons supervised the less expert hand through on-line delivery. Regular health checkup are also conducted via computer and telephone that is based on patients computerized, updated information.

Schools and universities are now highly dominated by virtual communication rather than face-to-face communication. Now-a-days in good quality universities introduced on-line distant learning and on-site education. This means that the future higher education system will be on networks between nodes of information, student's individual locations and class room's sites.

Above all virtual communication system opens many doors of opportunity for us to save time energy for better time and space management for our busy life. But at the same time it cannot be denied that only virtual communication we can lead our life and maintain social relationship. For child socialization virtual environment can be helpful but there is an importance of real life socialization within the society and with its people.

## Chapter - 5

# Methodology

Every research work must have a method that guides the way of conducting the research work properly irrespective of its title and expected data quality. There are two broad types of methods for conducting research these are quantitative and qualitative method. Quantitative method only deals with the number and qualitative method sees beyond number. For better understanding of a research problem neither quantitative nor qualitative method cannot do the best alone. The mixture of quantitative and qualitative method often gives better, fuller and in depth understanding of the research problem. For this reason mixed method is chosen for conducting this study.

### **5.1 Rationale of Using Mixed Method:**

Methodology simply refers to the way for studying different steps that are generally adopted by a researcher in studying his/her research problems systematically along with the rationale assumptions and logic hidden behind the research topic. Methodology is understood as a science of studying how research is done scientifically and systematically. For completing a research work systematically it is very important to know not only the research techniques but also the methodology as well. In the whole research process the appropriate methodology in terms of research topic directs the way of conducting it properly. The rationale of using mixed methodology are as follows-

- i. It has been designed as complementary to quantitative and qualitative research method.
- ii. To ensure higher acceptability and validity of data.
- iii. To cover both numerical and non numerical aspects of the research and for getting a complete understanding of the problem.

An integrated approach is taken for this study. The quantitative part focused on the association between different variables, whereas the qualitative side helped in explaining the same between the variables. Deductive reasoning of quantitative approach primarily encouraged connecting the ideas in theory to create evidence, and then tests the ideas against the evidence. In conformity

with, deductive direction study on web technology and the culture of virtuality: a study on urban youth in Dhaka city was begun with abstract concepts or a theoretical proposition that outlined the legal connection among concepts and then moved toward concrete and empirical evidence. Thus, the research was started with the construction of a simulation about the virtual culture as a result of increasing use of web technology and then tested assumptions against observable empirical evidence since deductive theorizing requires beginning with a clearly thought out theoretical picture and moved from ideas or picture toward grounded empirical observation. Additionally, qualitative method was used to understand the perception of the impact of web technology among the target group. Stimulation of adopting mixed method also engendered from using replication by other researchers. Finally, mixed method is used in the belief that it may bring strengths of the two methodologies together in a single study.

## **5.2 The study areas:**

In order to conduct the research, study areas are selected purposively. The study spare among students of Dhaka University and BRAC University located in Dhaka city. The selection of the areas is made on the account of many reasons. One of which is the active interest of the researcher on the areas. Apparently, these areas have huge young people who are the active participants of the web based technology and for the influence of this behavior a new type of culture is emerging that is the culture of virtuality. Moreover the whole process has a negative impact on social communication process of the individual. So this concerned interest has led the researcher to conduct the study for following reasons:

Firstly, The areas have huge young people.

Secondly, The behavior pattern of the young people is creating a new cultural pattern.

Thirdly, The researcher found the areas more furnished with internet technology .

Fourthly, The study population are the most advanced part of the society who have education and technologically literate than others.

### **5.3 Study population:**

The sampling population of this study tends to be the students of Dhaka University and BRAC University who are mainly facilitated with education and technology. The study populations are as follows-

1. Students of Dhaka University
2. Students of BRAC University

### **5.4 Sampling procedure and sample size:**

Sampling can be highly accurate when it will be chosen consciously and considering the demand of the research topic and it should be representative within the whole universe. In addition it saves time and money. Moreover, if total population is surveyed, then it would be very difficult to conduct the research. In a short period of time without using an enormous number of interviewers, the sampling technique is very helpful. Considering all these issues, sampling procedure has been selected.

The study involves non probability sampling techniques to procure a suitable sample from the target population. Though there was a defined target population, the researcher is unable to carry out a research using probability sampling technique. Since this is a student research project and necessary time and budget are not provided with, the researcher considered snowball and purposive sampling technique in selecting respondents from the study site. The total number of respondents is 120 who were selected broadly purposively for the interview survey. Moreover, the researcher has collected eight case studies in the qualitative part.

Purposive sampling was used because the researcher uses his own judgement about which respondents to be chosen, and picks those who best meet the purpose of the study. Here the researcher has got the opportunity of using researcher's own research skill and prior knowledge to choose the respondents.

### **5.5 Nature of data:**

In general, data used in social research are of three kinds they are quantitative, qualitative and triangulation. Where quantitative research is based on numerical data which deals with existing

reality. But there are some aspects beyond existing reality, which can not be measured by quantitative research method. Here in-depth study is needed and we need to go for qualitative data. In reality, most of the social data are qualitative which is viewed as both the strength and weakness of social science. To cope up with this problem, as Goode and Hatt(1983)stated that,

“Sociologists should use both the qualitative and quantitative type of data in social research to construct the real feature of the given topic of study as most of the data here are qualitative in nature”(1983:1).

### **5.6 Sources of data used:**

Data in a social research are more or less, collected from two types of sources: primary source and secondary source. For scientific validity precision and measureability, researchers are mostly intended to collect and use data from both of the sources. In this study primary data were collected from the respondents and there are some secondary data to support the primary data.

### **5.7 Study instrument:**

Appropriate selection of study tool basically determines the reliability and validity of data ensure good response from the respondent and good data quality. For conducting survey, 50 semi structured questions (some questions are structured and some for open ended) were used. Survey method is probably the best method for them who are interested in collecting original data for describing a population too large to observe directly.

Following logic can set upright for selecting survey method as study instrument.

- i. It is an excellent vehicle for measuring attitudes and orientations of huge population.
- ii. Survey method renders greater opportunity to collect data from respondents in low cost. So it is a cost effective method.
- iii. It is the best method for collecting evidence through empirical observation.
- iv. In survey method the construction of operational definition from grounded empirical observation is possible.

- v. In survey method researcher has opportunity to arrange questions on the interview schedule based on his/her own research hypotheses, respondents and theoretical framework.
- vi. Researcher can apply advance statistical procedures and computer software for data analysis.
- vii. In survey method writes and re-writes questions for more clarity, simplicity and completeness is possible.
- viii. There is a chance to decorate the questioner before making the final draft by pre testing it.
- ix. Theory verification and hypothesis test is possible in survey method.

### **5.8 Construction of interview schedule:**

In this study, construction of interview schedule assumed more time because it involves some structured rules, procedures and principles. Entire process and procedures of interview schedule formulation are presented below. Principles followed in preparing interview schedule the basic principles of questions writing in this study are illustrated by Neuman (1997) in the following ways:

- i. **Avoided Jargon, Slang and abbreviation:** All types of technical terms and complex vocabulary have been rejected.
- ii. **Avoid ambiguity, confusion and vagueness:** Make the meaning of the questions clear to the respondent.
- iii. **Avoided prestige bias and emotional language:** Neutral language had used in each questions. It also rejected words with emotional "baggage" because respondents may react to the emotionally laden words rather than to the issue.
- iv. **Evaded double-barreled Questions:** Strictly avoided all types of double barreled questions.
- v. **Avoid leading questions:** Spontaneously rejected all types of leading questions.
- vi. **Avoid false premises:** Didn't make any question with a premise with which respondents may not agree, than ask about choices regarding it.
- vii. **Avoided asking questions that are beyond respondents capabilities:** It was tried to avoid hypothetical and future intentional questions. All questions asked about current or recent attitudes and behaviors.
- viii. **Avoided double-negative:** Double language in ordinary language is grammatically incorrect and also confusing. It was strictly rejected during interview schedule construction.

- ix. Avoid asking questions about future intention: Overlapping of numerical figures was clearly avoided.
- x. Avoid overlapping or unbalanced response category.

### **5.9. Formation of interview schedule :**

Three basic formats were strictly followed during interview schedule construction. These are as follows:

- i. **Mutually Exclusive:** Attributes of all attributes in each question was strictly followed the mutually exclusive format.
- ii. **Mixed Format:** Organization of all questions in interview schedule was arranged by mixed format. It indices not only general to particular or particular to general but also mixed up both forms.
- iii. **Vertical Format:** All questions were arranged in accordance with vertical format not horizontally.

### **5.10 Pre-test:**

Before formulating the final draft, eight interview schedules were tested in the field level by taking cognitive interviewing of 8 respondents. A purpose of pre-testing, before constructing final draft, is to justify whether the respondents could be able to understand the actual meaning of the language of questions and response appropriately. Ignoring suggestive questions and experimenting simplicity and clarity of interview schedule were also the business of pretest or pilot-study.

### **5.11 Techniques of data collection:**

A primary survey was conducted by following an outline to construct checklist and questionnaire. Finally, for the requirements of the study, data were collected by interviewing the students of Dhaka University and BRAC University. All of the 120 sample respondents were individually interviewed on the basis of the questions in the interview schedule. The respondents answered in a cooperative manner whereby approximately ten minutes was spent to fill up an

interview schedule. After all, the interviews is accomplished in a friendly circumstance along with a direct and free association with the respondents. The researcher has also taken some case studies to know the aspects beyond reality.

### **5.12 Data processing and analysis:**

After collecting quantitative data on web technology and the culture of virtuality each interview schedule has been thoroughly rechecked, restructured, rectified and edited to find out whether data would be missed. Before start processing with the computer, coding was conducted in order to prepare data for analysis. SPSS (Statistical Package for Social Science) was used to assist the data processing and analysis process. Then data entry has been done in a grid format. A variable view and a data view were prepared to show the codes and labels. After entering into computer, cleaning was conducted to find out errors that might be threatened the validity of measures and caused misleading results. Data analyses were done with the help of SPSS to find out the frequencies and the percentage.

### **5.13 Time and budgeting:**

To conduct any kind of study, either sociological or of pure scientific, the researcher must experience a three dimensional compulsory requirements:

- i. Time
- ii. Money and
- iii. Manpower

Money and manpower are the factors to be considered in relation to the duration of the study, as well as the quality and volume of the insurable report.

### **5.14 Reliability and validity:**

It is rare to achieve perfect reliability in any research. In spite of the existence of some constraints it was tried to increase the reliability of measures based on two levels. Use multiple indicators of a variable in order to increase the perfect reliability; each independent variable was divided into multiple indicators, because two (or more) indicators of the same construct are better than one. Use pilot study and pretesting Reliability was ensured by using a pretest or pilot



version of a measure. Pilot study was conducted in the field before constructing final draft. Eight interview schedules were tested at the field level by taking cognitive interviewing of respondents. Validity of this present study was measured by some indicators of a variable that can predict future events. Predictive validity is made based on the research findings. Validity of the research is carefully maintained to make it much more precise and viable. The variables and the hypotheses are interlinked and evident in their interrelationships.

### **5.15 Limitations of the study:**

Any sociological study can be purely objective because it deals with human behavior, knowledge, perceptions and level of cognition in socio-cultural domain, that is subjective with explicit values and biased sentiments. Present research is more critical in this sense that main purpose of it was to find out the culture of virtuality for the influence of web technology. As it's a much more new topic, and no organized book is available, the researcher had to rely largely on the research works of some of the local, national and international researchers. So, some problems and restrictions will confront in terms of methodology. In spite of these limitations and constraints, the researcher tried her best to discover the motives of research to keep it free from personal subjectivity. However, limitations of this study are mentioned below:

- I. For finding the actual causes and effects of the topic sufficient time was crucial factor because it is such an important work.
- II. Funding is another problem. All the expenses were managed by the researcher and that impaired in some space.
- III. Most of the respondents were busy with themselves so the researcher had to motivate to take part in the interview.
- IV. There was scarcity of appropriate literature in Bangladesh context.
- V. Due to time shortage random sampling was not possible in this research work.
- VI. Cyber resources are frequently used and in some cases, it is not really possible to download them because of monetary complications.
- VII. In some cases respondents were failed to answer exactly that what they were asked. As a result it may be so that reliability may not be attained in those cases in the expected level.

In practice, every study is more or less be set with the limitations in regard to timing and staffing. Keeping all these things in mind and considering the limitations in the case of provisioning time and manpower.

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## Chapter-6

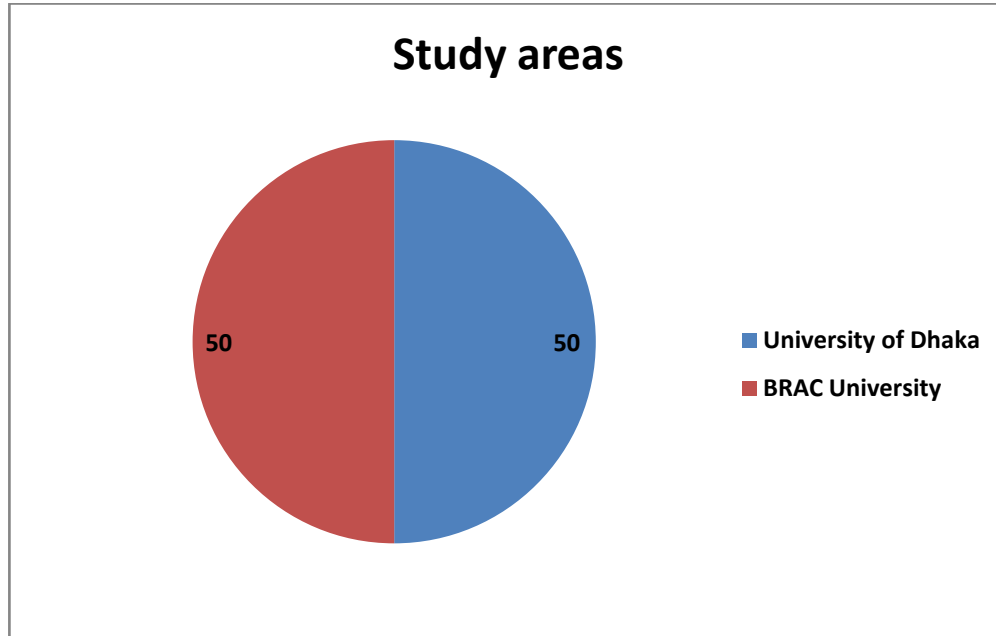
### Findings

#### 6.1 Socio demographic Characteristics of the respondent:

##### 6.1.1 Study areas:

Every research must have study area and study population. In this research the whole research universe is all students of Dhaka University and BRAC University. But it is not possible to cover each and every student in this single study. For this reason the researcher have chosen a representative part from the whole universe that is 120 students. The researcher took 60 students from Dhaka University among them 30 were males and another 30 female respondents. The same process was followed for selecting respondent from BRAC University.

**Figure: 6.1 Respondents by study areas**

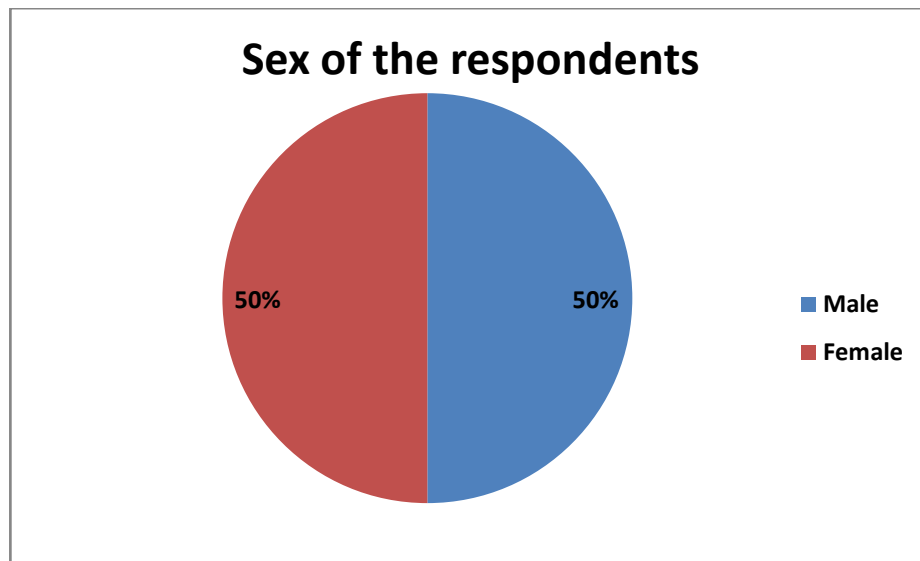


Source: Field survey 2014

### 6.1.2 Sex of the respondents:

In this research half of the respondents are male and half of them are female. For assessing the perception of both male and female respondents this type of respondents were selected by the researcher. Moreover male and female respondents assess the same thing differently because their social context is different.

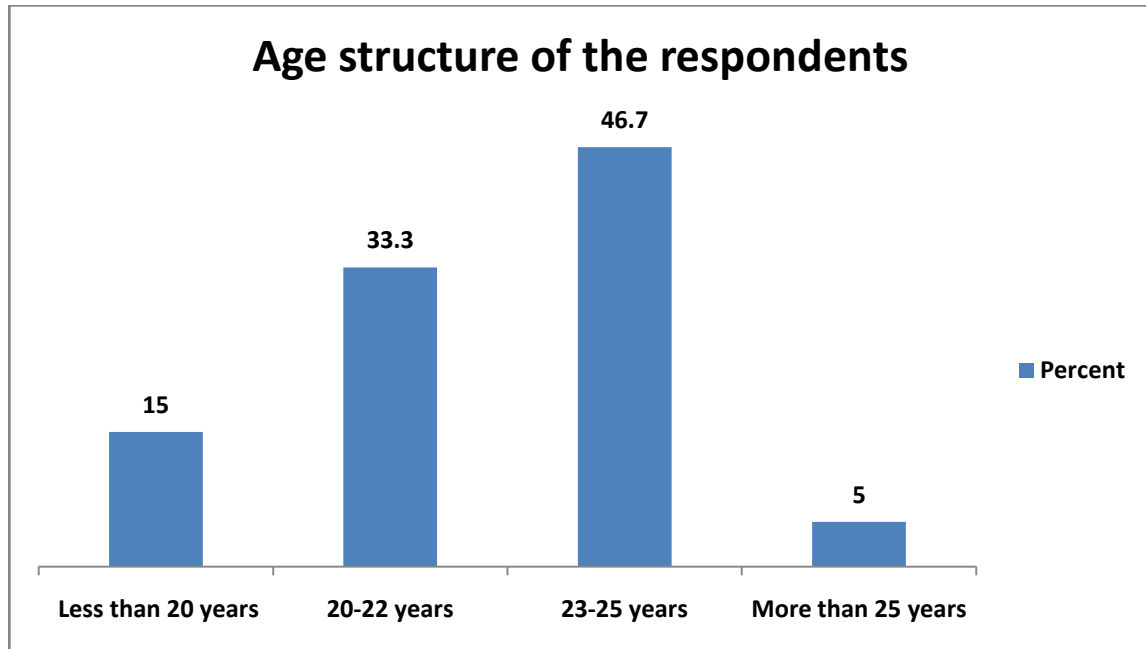
**Figure: 6.2 Sex of the respondents**



Source: Field survey 2014

### 6.1.3 Age of the Respondent:

In this study the age category of the respondents are diverse because this study selects respondents from honors 1<sup>st</sup> year to master's level. For this reason there is age variation among the respondents. Most of the respondent comes from 23-25 years age group. There are 15% respondent from below 20 years age group, 33.3% from 20-22 years age group, and 5% from more than 25 years.

**Figure: 6.3 Age structure of the respondents**

Source: Field survey 2014

**6.1.4 Marital status of the respondents:**

Marital status is an important thing for every one because for the influence of it the response category can be changed. Among the respondent interviewed claimed that they are single and this number is 89.2% and 10.8% are married.

**Table: 6.1 marital statuses of the respondents**

Marital status	Frequency	Percent
Single	107	89.2
Married	13	10.8
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Field survey 2014

### 6.1.5 Educational status of the respondents:

Educational qualification determines the characteristics of the person such as economical condition, thinking level, social status and so many things. In this study every respondent is university student. Among the respondent 10% is 1<sup>st</sup> year student, 19.2% comes from 2<sup>nd</sup> year, 8.3% from 3<sup>rd</sup> year, 20.8% from masters class. But most of the respondents belong to 4<sup>th</sup> year and the percentage is 41.7%.

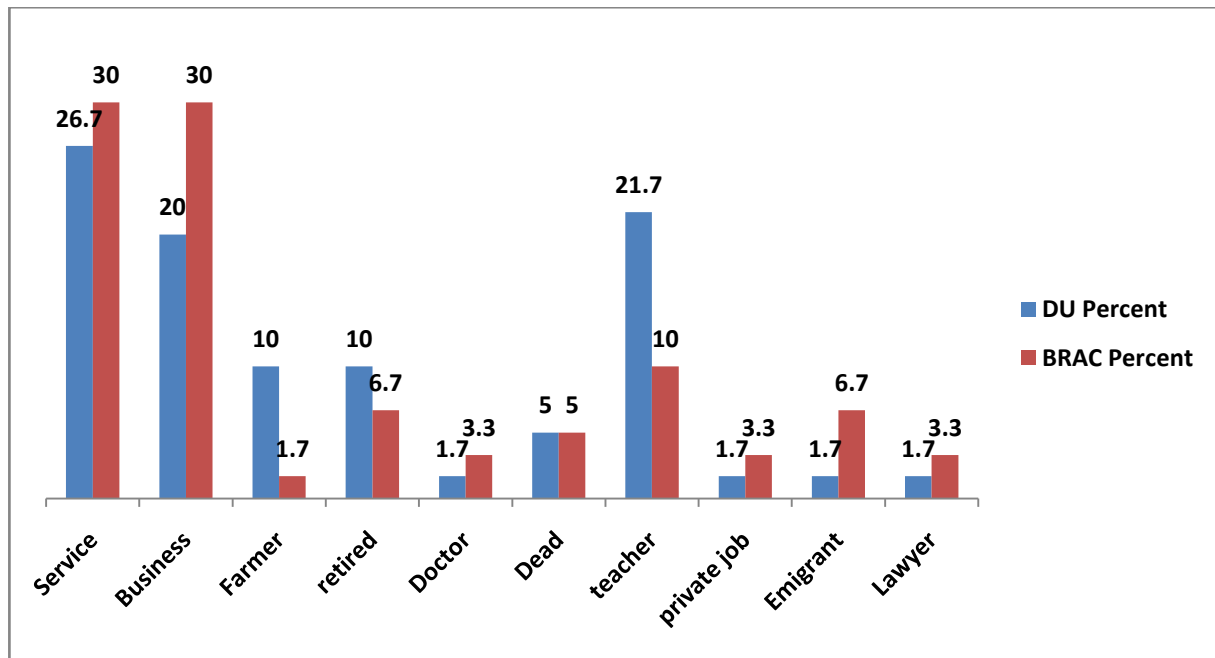
**Table: 6.2 Educational statuses of the respondents**

<b>Educational status</b>	<b>Frequency</b>	<b>Percent</b>
1st year	12	10.0
2nd year	23	19.2
third year	10	8.3
Fourth year	50	41.7
Masters	25	20.8
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Field survey 2014

### 6.1.6 Father's occupation of the respondents:

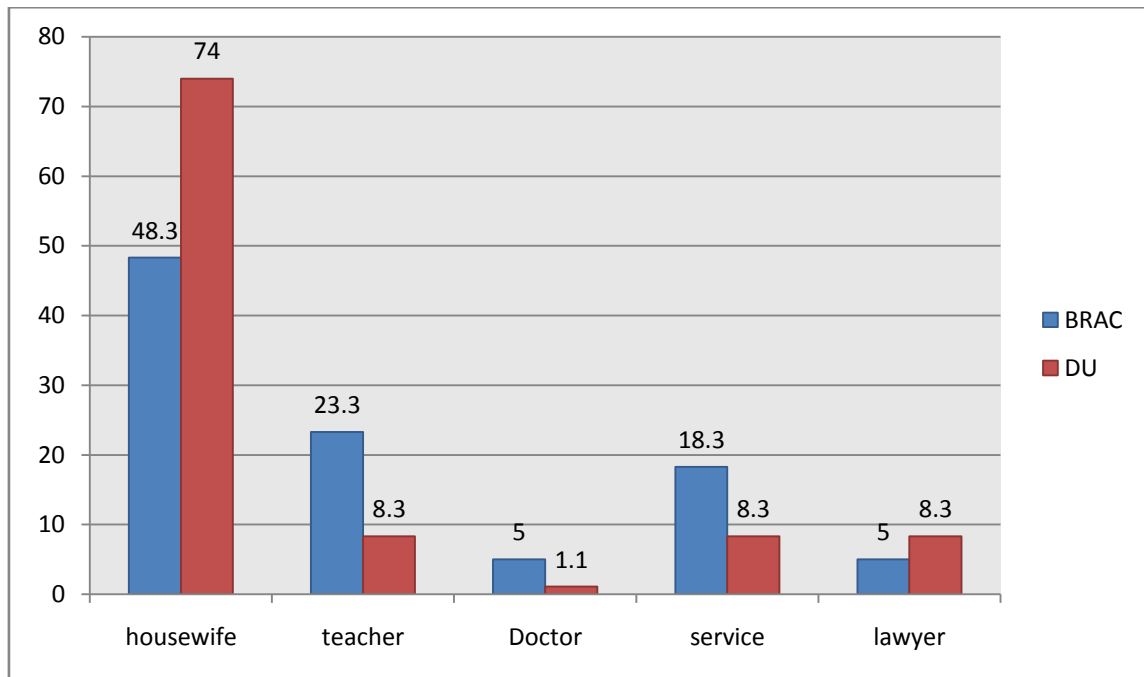
Economic background is an important factor for accessing the amenities of modern technology. Figure 6.4 illustrates that among the respondents of Dhaka University 26.7% claimed that their father's occupation is service and another 20% mentioned that their father's occupation is business. 21.7% argued that their father's occupation is teaching. In BRAC University a hand sum portion of respondents that is 30% mentioned that their father's occupation is service and business. Only 10% mentioned that their father's occupation is teaching. 6.7% respondents of BRAC University mentioned that their father is emigrant and the number for Dhaka University respondents is 1.7%.

**Figure: 6.4 Fathers occupation of the respondents**

Source: Field survey 2014

### 6.1.7 Mother's occupation of the respondents:

In this research most of the respondents claim that their mothers are not so much active in job sector. Among the respondents of Dhaka University 74% respondents mentioned that their mother is housewife and 48.3% respondents from BRAC University claimed that their mothers are home maker. Only 23.3% respondents from BRAC University mentioned that their mother's occupation is teaching and for the respondents of Dhaka University this number is 8.3%. Among the respondents of BRAC University 18.3% claimed that their mothers are service holder, 8.3% lawyer and this number is 8.3% and 5% respectively for Dhaka University respondents.

**Figure: 6.5 Mothers occupation of the respondents**

Source: Field survey 2014

## 6.2 Information on internet use

### 6.2.1 Access to the internet:

In the modern age everything is so much controlled by internet technology and access to internet assures getting many others opportunity. In this study 100% respondent claim that they have internet access in any form.

### 6.2.2 Time period of internet use in year:

Among the respondents there is no significant difference in terms of time period of internet use in year. The respondents of the study cover have 100% internet access. Among the respondents of Dhaka University 23.3% claimed that they are using internet for 4 years and the percentage of BRAC University is 25%. Most of the respondents are using internet for 1 year. Among the respondents of Dhaka University 1.7% is using internet for more than 10 years and in terms of BRAC University the figure is 5%.



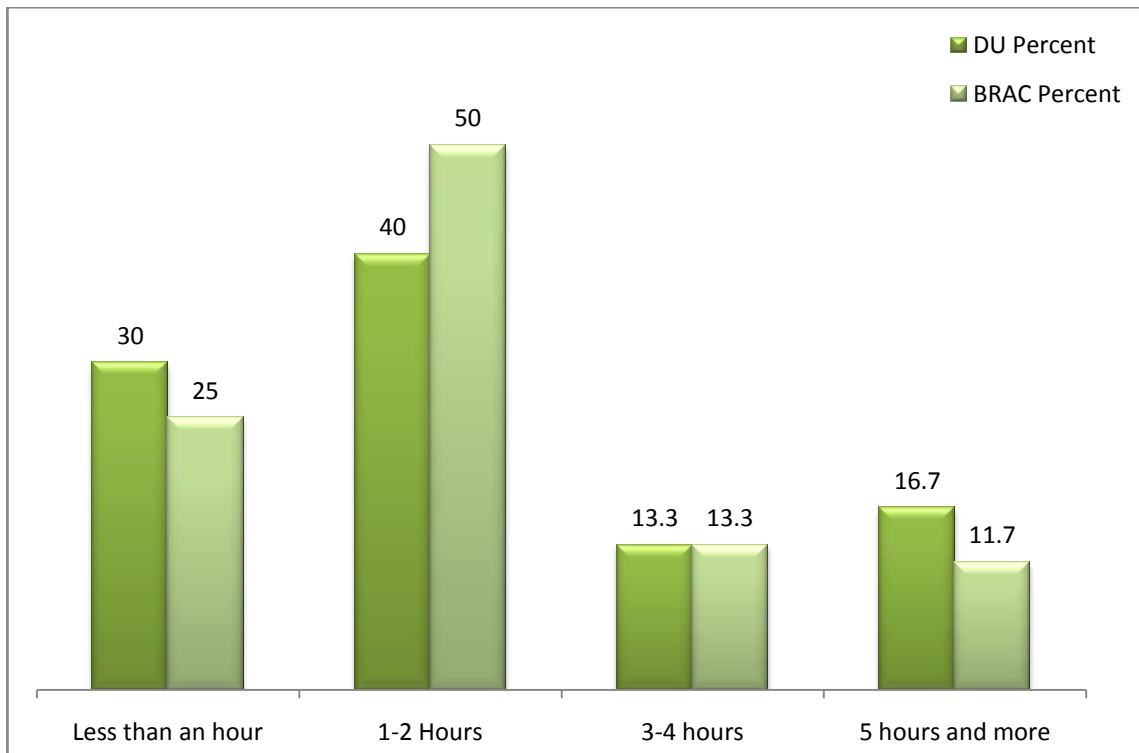
**Table: 6.3 time period of internet use in year**

<b>Time period of internet use in year</b>				
<b>Responses</b>	<b>Dhaka University</b>		<b>BRAC University</b>	
	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
1 year	6	10.0	3	5.0
2 years	6	10.0	6	10
3 years	13	21.7	10	16.7
4 years	14	23.3	15	25.0
5 years	13	21.7	10	16.7
6 years	2	3.3	4	6.7
7 years	4	6.7	6	10.0
9 years	1	1.7	3	5.0
10 years or more	1	1.7	3	5.0
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

**6.2.3 Internet use in a day on an average:**

Most of the respondents on an average regularly spend some time in internet. Among the respondents of Dhaka University 30% use internet less than an hour and 25% respondents of BRAC University use internet for less than an hour. 40% respondents of Dhaka University use internet for 1-2 hours and the number for BRAC University is 50%. Figure () shows that in the range of 3-4 hours category 13.3% were found. In the range of heavy user that is 5 hours and more the percentage was 16.7% from Dhaka University and 11.7% from BRAC University.

**Figure: 6.6 Internet use in a day on an average**

Source: Field survey 2014

**6.2.4 Medium of internet use:**

Each and every respondent of this research has internet access in any form. Most of the respondent 74.2% use internet by using personal computer, 72.5% uses mobile phone and 4.2% uses cyber café.

**Table: 6.4 Medium of internet use**

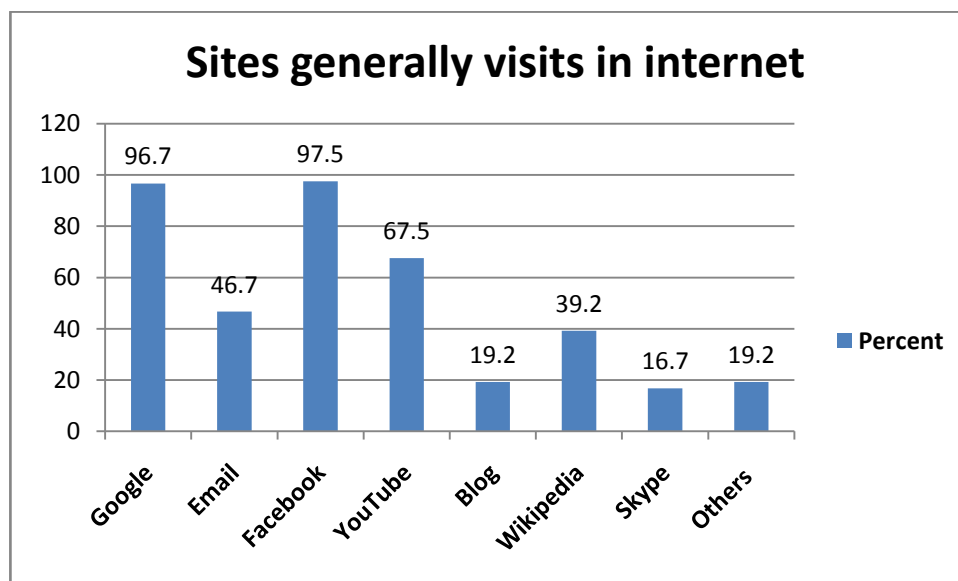
Medium of internet use	Frequency	Percent
Personal computer	89	74.2
Mobile phone	87	72.5
cyber café	5	4.2
<b>Grand Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

### 6.2.5 Sites generally visits in internet:

There are so many sites in the internet. Some sites deals with job, social communication, news, entertainment, songs etc. Most of the sites in internet are regularly visited by the respondents of this study. But most of the respondents like social communication sites. Among the respondent 97.5% mentioned that they generally use Facebook, 96.7% use Google, 67.5% use YouTube, 46.7% use email, 19.2% use blog, 39.2% visit Wikipedia, 16.7% use Skype generally.

**Figure: 6.7 Sites generally visits in internet**



Source: Field survey 2014

### 6.2.6 Favorite sites in internet:

In the age of technological development communication patterns ahs also becoming modern and smart, where to receive any information the physical presence of the receiver is not important. This type of communication is virtual in nature. Most of the respondents in this study that is 92.5% mentioned that their favorite site is facebook, 90.8% like Google, 44.2% like YouTube, 7.5% mentioned about email and blog, 28.3% likes Wikipedia, 5.8% likes Skype.

**Table: 6.5 Favorite sites in internet**

<b>Favorite sites in internet</b>	<b>Frequency</b>	<b>Percent</b>
Facebook	111	92.5
Email	9	7.5
Google	109	90.8
YouTube	53	44.2
Blog	9	7.5
Wikipedia	34	28.3
Skype	7	5.8
Others	34	28.3
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

**6.2.7 Time spends in Facebook:**

In this study most of the respondents likes facebook and spends more time in this social communication site. Among the respondent 43.3% spend less than an hour on Facebook in a day, 6.7% respondent spent 5 hours and more on Facebook daily, 40.8% spends 1-2 hours, 9.2% spends 3-4 hours daily.

**Table: 6.6 Time spends in facebook**

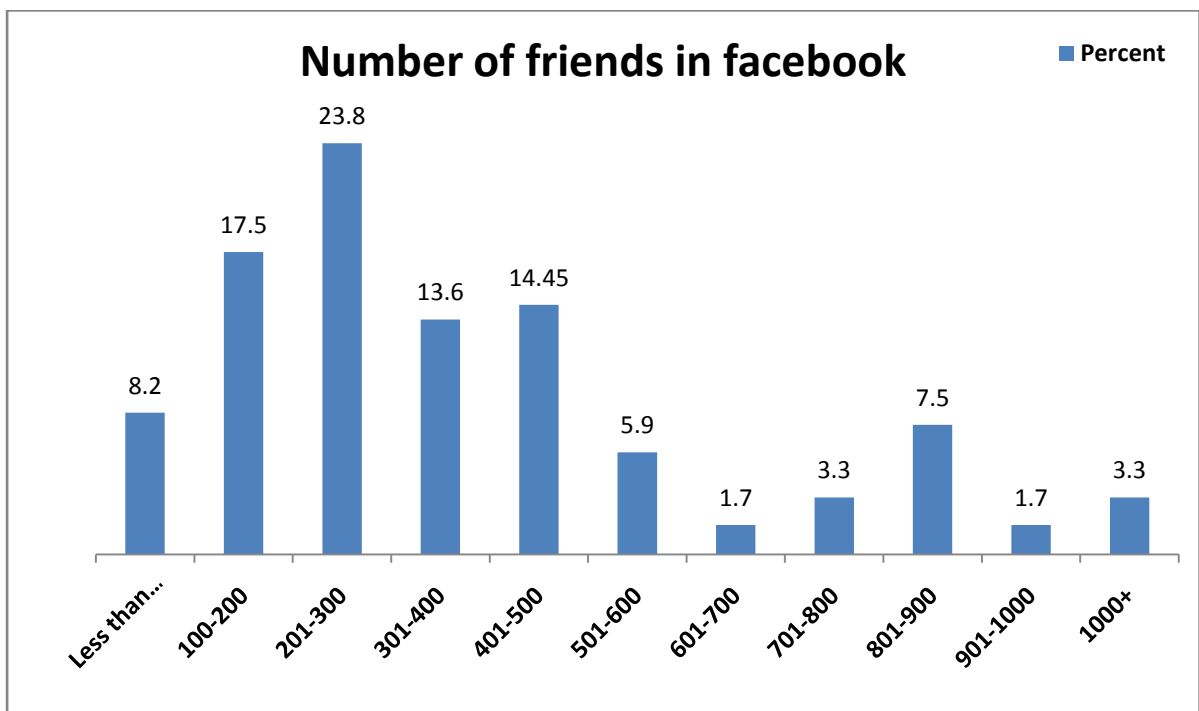
<b>Time spend in Facebook</b>	<b>Frequency</b>	<b>Percent</b>
Lessthan an hour	52	43.3
1-2 hours	49	40.8
3-4 hours	11	9.2
5 hours and more	8	6.7
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Field survey 2014

### 6.2.8 Number of friends in Facebook:

Now-a-days the young generation is becoming addicted to the modern virtual communication sites. They prefer virtual friendship rather than then real life friendship. Though most of the respondents of this study mentioned that their favorite social communication site is facebook and they maintain friendship with many people in this site. Among the facebook user 23.8% have 201-300 friends, 14.45% have 401-500 friends, 13.6% have 301-400 friends, 3.3% have more than 1000 friends, 17.5% have 100-200 friends, 8.2% have less than 100 friends in facebook.

**Figure: 6.8 Number of friends in facebook**



Source: Field survey 2014

### 6.2.9 Known communication sites:

Young generation is more attached with information technology and they use internet more than any other age group. Among the respondent in this study 76.7% mentioned that they know about facebook as a social communication site that is at the same time virtual communication site. 70% respondent knows about skype, 48.3% know about whatsapp, 36.7% respondent knows about yahoo messenger, 30% respondent knows about Viver.

**Table: 6.7 Known communication sites**

<b>Known communication sites</b>	<b>Frequency</b>	<b>Percent</b>
Skype	84	70.0
Viver	36	30.0
Yahoo messenger	44	36.7
what's app	58	48.3
Facebook	92	76.7
Others	4	3.3
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

### 6.3 Changing patterns of relationship

#### 6.3.1 Times talk to parents/brother/sister in the last 7 days:

Though Bangladesh society is still a communal society for this reason the influence of science and technology is not so acute. Among the respondent of Dhaka University 28.4% talked 11-15 times with their parents and family members on the other hand the number for BRAC University is 23.4%. In the range of 5-10 times the percentage for Dhaka University is 21.6 and for BRAC University it is 26.7. Among the respondents of Dhaka University and BRAC University 6.7% talks to their parents and family members for more than 30 times in the last 7 days.

**Figure: 6.8 Frequency of contact with family members in the last 7 days**

<b>Times talk to parents/brother/sister in the last 7 days</b>				
<b>Responses</b>	<b>Dhaka University</b>		<b>BRAC University</b>	
	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
Less than 5 times	8	13.4	7	11.6
5-10 times	13	21.6	16	26.7
11-15 times	17	28.4	14	23.4
16-20 times	8	13.4	8	13.4

21-25 times	6	10.1	9	15.0
26-30 times	4	6.7	1	3.3
More than 30 times	4	6.7	4	6.7
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

### 6.3.2 Times physically visits your parents in the last 12 months:

**Table: 6.9 Times physically visit your parents in the last 12 months**

Times physically visit your parents in the last 12 months				
Responses	DU		BRAC	
	Frequency	Percent	Frequency	Percent
1 time	2	3.3	1	1.7
2 times	6	10.0	3	5.0
3 times	8	13.3	7	11.7
4 times	11	18.3	7	11.7
5 times	9	15.0	10	16.7
6 times	9	15.0	13	21.7
7 times	6	10.0	6	10.0
8 times	4	6.7	6	10.0
9 times	1	1.7	5	8.3
10 times	3	5.0	2	3.3
more than 12 times	1	1.7	60	100.0
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>Frequency</b>	<b>Percent</b>

Source: Field survey 2014

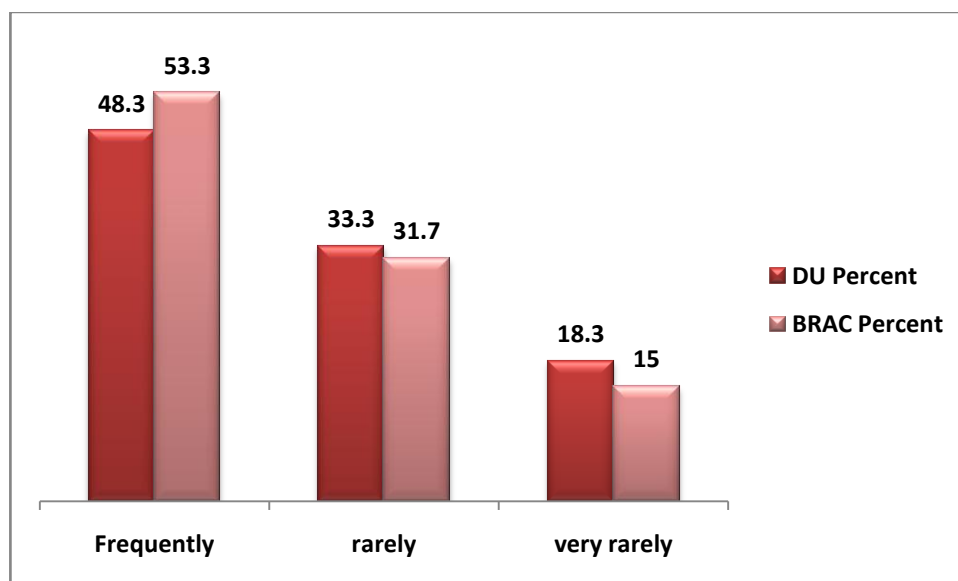
In this study the main thing is to study the influence of web technology on relationship pattern and the creation of virtual culture. Table 6.9 illustrated that in Bangladesh society the impact of

internet is not so acute on the transformation of relationship. Still young people maintain a communication with family members and physically visit them. Among the respondents of Dhaka University 18.3% visited their parents for 4 times in the last 12 months and for BRAC University the number is 11.7%. Among the respondents of BRAC University 21.7% visited their parents 6 times in the last 12 months and for Dhaka University the number is 15%. Among the respondents of Dhaka University 5% have visited their parents 10 times in the last 12 months and for BRAC University the number is 3.3%.

### 6.3.3 Frequency of attending social gathering with parents:

Many respondents from both the study sites attend social gathering with parents. Figure () shows that among the respondents of Dhaka University 48.3% frequently attend social gathering with parents and for BRAC University the number is 53.3%. In the category of rarely attendant the number for Dhaka University respondents is 33.3%, for BRAC University it is 31.7%. 18.3% respondents of Dhaka University rarely attend social gathering with parents and for BRAC University the number is 15%.

**Figure: 6.9 Frequency of attending social gathering with parents**



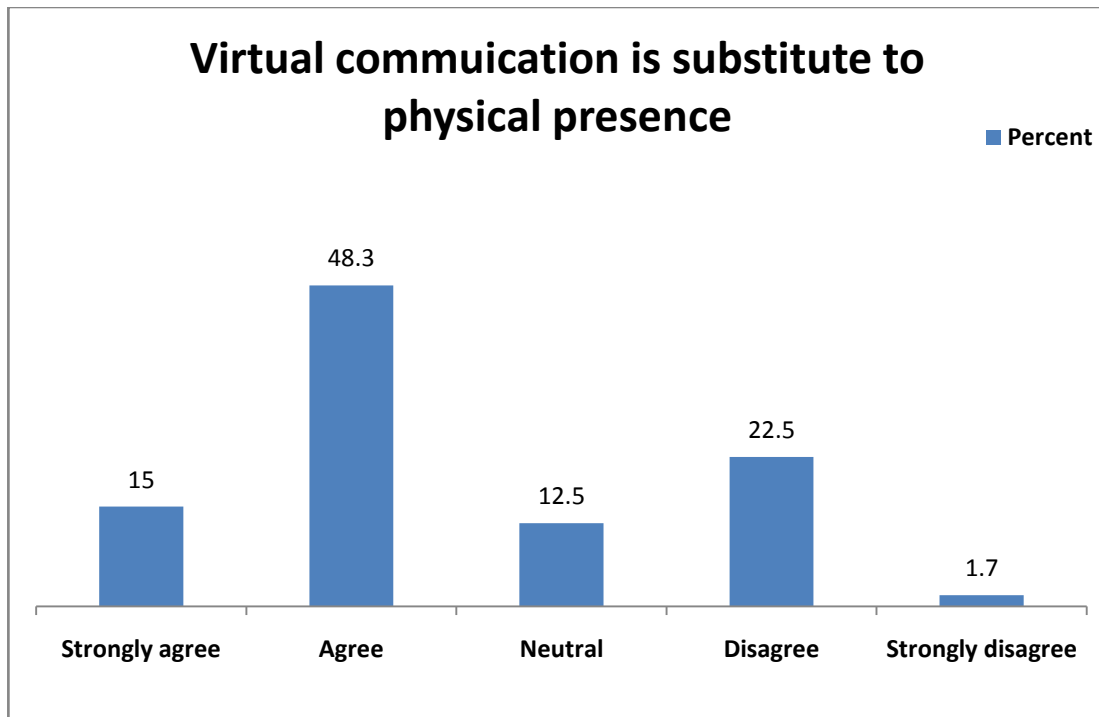
Source: Field survey 2014



### 6.3.4 Virtual communication as a substitute to physical presence:

Now-a-days on line communication reduces the pressure of physical presence for delivering any message or information to some extent. Among the respondents 15% are strongly agree with it, where 48.3% are agree that virtual communication is a substitute to physical presence. 22.5% are disagreeing with it and other 1.7% is strongly disagreeing with the concept.

**Figure: 6.10 Virtual communications is substitute to physical presence**



Source: Field survey 2014

### 6.3.5 Medium of communication with your family and friends:

Through the process of time people become busy with their daily activity. For this reason they cannot manage time to meet personally with family and friends. They find alternative way of communication that is mobile phone, social media etc. The rate of physical visit is decreasing but still present. Among the respondents 67.45% contact with their family and friends using mobile phone, where only 15.9% physically contact with them and another 16.65% use social media.

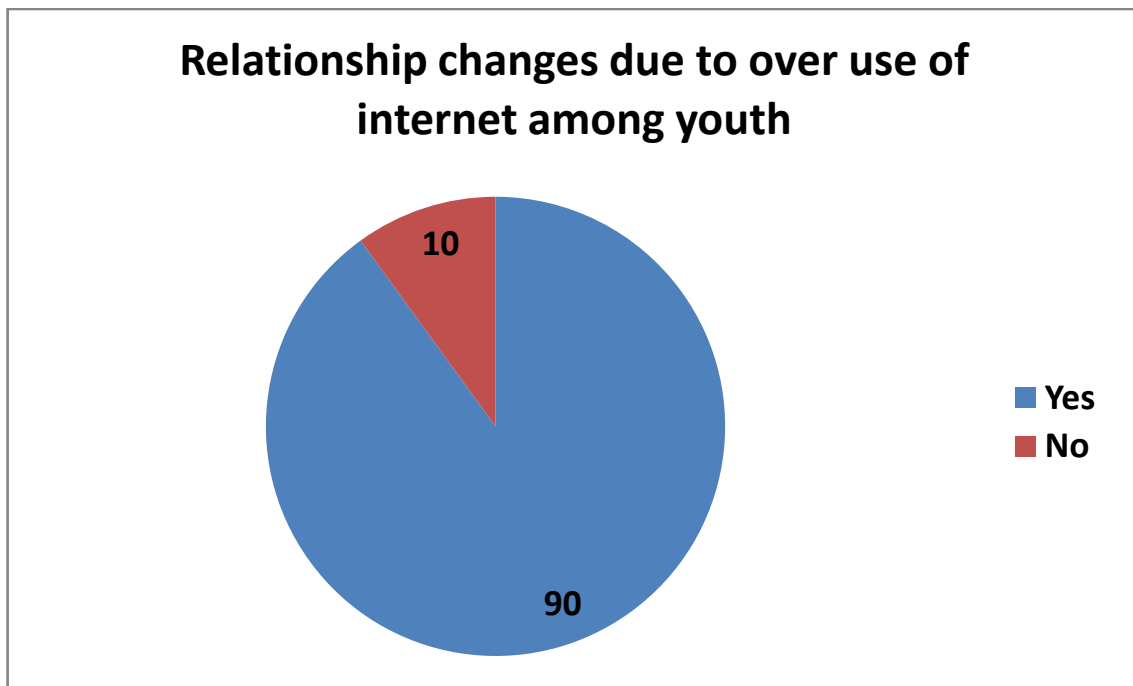
**Table: 6.11 Medium of communication with your family and friends**

Medium of communication with your family and friends	Frequency	Percent
Physically	19	15.9
Social media	20	16.65
Mobile phone	81	67.45
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Field survey 2014

**6.3.6 Relationship change due to over use of internet among youth:**

Due to the use of mobile phone and social media for the maintenance of social relationship the previous pattern of relationship is changing and this rate of change is more among young people because they are the most active user of internet technology. 90% respondents of this study think that due to over use of internet among youth the pattern of relationship with family and friends has been changed and only 10% don't think like that.

**Figure: 6.10 Relationship change due to over use of internet among youth**

Source: Field survey 2014

### 6.3.7 Changing patterns of relationship:

Young people as the most active part of internet mentioned the changing patterns of relationship. Among the respondents 58.3% think that relationship pattern is becoming virtual, 53.3% mentioned about isolation, 40.8% mentioned about lack of co-operation, 32.5% think that it is dependency on others.

**Table: 6.12 Changing patterns of relationship**

<b>Changing patterns of relationship</b>	<b>Frequency</b>	<b>Percent</b>
Isolation	64	53.3
Lack of cooperation	49	40.8
Virtual relation	70	58.3
Dependency on others	39	32.5
Not applicable	12	10
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

### 6.3.8 Reasons behind the changing relationship:

**Table: 6.13 Reasons behind the changing relationship**

<b>Reasons behind the changing relationship</b>	<b>Frequency</b>	<b>Percent</b>
Misuse of internet	82	68.3
Lack of recreational activities	55	45.8
Breakdown of family relationship	39	32.5
Dependency on others	39	32.5
Broken family	12	10.0
Not applicable	6	5.0
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

Due to over use of internet mainly the social communication sites the young people have been dramatically change the pattern of communication. 68.3% respondents think that this situation occurs due to misuse of internet. A handsome number mentioned that this is for the lack of recreational activities. 32.5% respondents think that this change in relationship mainly occurs due to breakdown of family relationship and dependency on others, 45.8% think that this is because of lack of recreational activities, 10% mentioned about broken family.

### **6.3.9 Having strong family bondage:**

In this study 98.3% respondent claim that they have strong family bondage and Only 1.7% do not have that type of bondage.

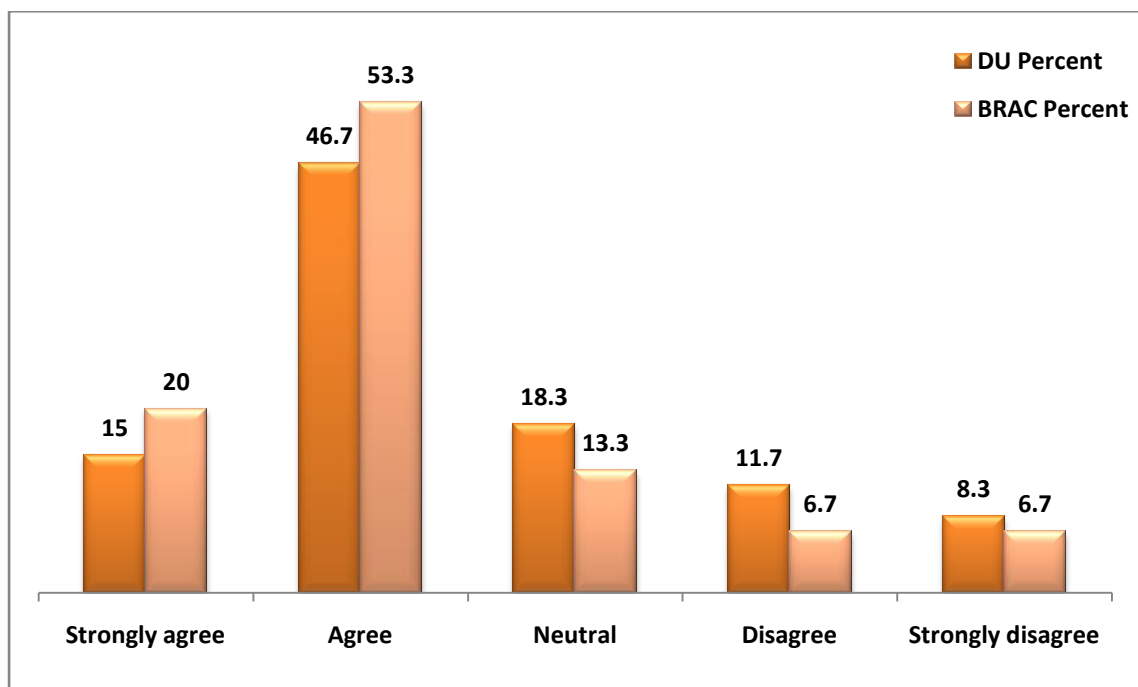
### **6.3.10 Reasons behind the lack of strong family bondage:**

Among the respondents 1.7% respondent claims that due to internal family problem they do not have strong family bondage.

### **6.3.11 Over use of web technology has negative impact on family bondage:**

Over use of web technology has negative impact on family bondage in this regard 15% respondent of Dhaka University gives their consent where 20% respondents of BRAC University are strongly agreed with it. 46.7% respondents of Dhaka University mentioned that they are agree with it and 53.3% respondent from BRAC University mentioned that they are agree with it. Among the respondents of Dhaka University 8.3% are strongly disagreeing with the fact where for BRAC University the number is 6.7%.

**Figure: 6.11 Over use of web technology has negative impact on family bondage**



Source: Field survey 2014

**6.3.12 Having love affairs:**

Having love affair is a common phenomenon in the present age. 48.3% respondents from Dhaka University and 50% from BRAC University mentioned that they have love affairs with someone.

**Table: 6.14 having love affairs**

Having love affair				
Responses	DU		BRAC	
	Frequency	Percent	Frequency	Percent
Yes	29	48.3	30	50.0
No	31	51.7	30	50.0
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

### 6.3.13 Ways of finding the girl /boyfriend:

As the answer of way of finding girl friend or boyfriend 30.8% respondents mentioned that they were personally known, 6.7% claimed that this occur by facebook or by friends. Only 5% mentioned that their affair occurs through family.

**Table: 6.15 Ways of finding the girl/ boy friend**

way of finding the girl /boy friend	Frequency	Percent
Personally known	37	30.8
From Facebook	8	6.7
Through friend	8	6.7
Through family	6	5.0
Having no affairs	61	50.8
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

### 6.3.14 Communication through video chatting:

**Table: 6.16 Communication through video chatting**

Communication through video chatting				
Responses	DU		BRAC	
	Frequency	Percent	Frequency	Percent
Yes	42	70.0	38	63.3
No	18	30.0	22	36.7
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

For the blessing of internet technology now it is very easy to communicate with family and friends from distant lands through video chatting and it is a favorite way of communication because through this one can see and talk with the desired one. Among the respondents of Dhaka

University 70% respondents mentioned that they communicate through video chatting and 63.3% respondents from BRAC University mentioned that they use video chatting for communication.

### 6.3.15 Persons with whom communication through video chatting:

Young people communicate through video chatting with different people but most of them communicate with friends. Among the respondents who communicate through video chatting 37.5% communicate with friends, 15% with boy/girlfriend, 30.8% with relatives and 10.8% with parents.

**Table: 6.17 Persons with whom you communicate through video chatting**

<b>Persons with whom you communication through video chatting</b>	<b>Frequency</b>	<b>Percent</b>
Friends	45	37.5
Girl/boy friend	18	15.0
Relatives	37	30.8
Parents	13	10.8
Don't chat	40	33.3
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Field survey 2014

### 6.3.16 Love relationship made by Facebook more prone to breakup:

For the blessing of internet mobility of human communication has increased. For this reason the formation of love relationship from internet communication and from social media is more common. Among the respondent 24.2 % strongly support that the love affairs made by facebook are more prone to breakup and 45% mentioned that they are agreeing with that. Only 2.5% mentioned that they are strongly disagreeing with that, 24.2% respondents are neutral about it.

**Table: 6.18 Love relationship made by facebook more prone to breakup**

Love relationship made by face book more prone to breakup?	Frequency	Percent
Strongly agree	29	24.2
Agree	54	45.0
Neutral	29	24.2
Disagree	5	4.2
Strongly disagree	3	2.5
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

**6.3.17 Online dating:**

With the development of technology on line communication has increased such as on line dating. Among the respondent 24.2% claimed that they do online dating and 75.8% do not do online dating.

**6.3.18 Influence of face book in changing love relationship:****Table: 6.19 Influence of facebook in changing love relationship**

Influence of Facebook in changing love relationship				
Respon ses	DU		BRAC	
	Frequency	Percent	Frequency	Percent
Yes	50	83.3	53	88.3
No	10	16.7	7	11.7
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

For the influence of facebook the pattern of love relationship is changing. Among the respondent of Dhaka University 83.3% think that due to the use of face book love relationship is changing and the 88.3% respondents from BRAC University think in this way.



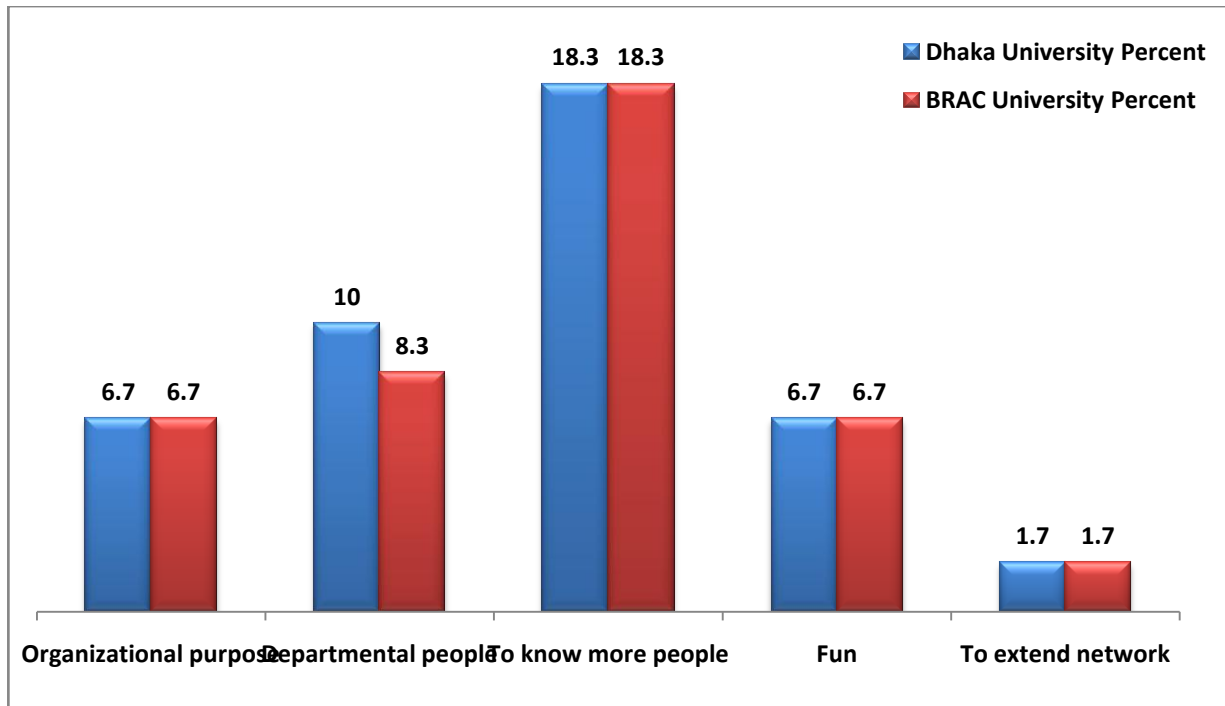
### 6.3.19 Making friendship in Facebook with unknown people:

In this global and technologically developed era the whole world is free for every one for this reason one can make online friendship with anyone. Among the respondent 42.5% mentioned that they make friendship with unknown people in facebook and 57.5% mentioned that they do not make friendship with unknown people.

### 6.3.20 Causes of making virtual relationship:

For various reasons people make virtual relationship. Among the respondents of Dhaka University and BRAC University 18.3% claimed that they make virtual relationship to know more people, 6.7% for making fun and for organizational purpose, and 1.7% to extend network. Among the respondents of Dhaka University 10% mentioned that they make virtual relationship because they are departmental people and for BRAC University the number is 8.3%.

**Figure: 6.12 Causes of making virtual relationship**



Source: Field survey 2014

### 6.3.21 Online relationship as a substitute of face to face relationship:

In this study most of the respondent think that on line relationship is not a substitute of face to face relationship. Among the respondent 16.7% claimed that online relationship is substitute to face to face relationship and 83.3% respondent does not think like that.

### 6.3.22 Reasons of online relationship as a substitute of face to face relationship:

Among the respondent of Dhaka University 16.7% claimed that due to better communication opportunity online relation is a substitute of face to face communication and 10% respondents from BRAC University think like that. 5% respondents from Dhaka University think that due to distance among relatives online communication is a substitute of face to face communication and the number for BRAC University is 1.7%.

**Table: 6.20 Reasons of online relationship as a substitute of face to face relationship**

Reasons of online relationship as a substitute of face to face relationship				
Responses	Dhaka university		BRAC university	
	Frequency	Percent	Frequency	Percent
Communication opportunity	10	16.7	6	10.0
Distance among relatives	3	5.0	1	1.7
Not applicable	47	78.3	53	88.3
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

### 6.3.23 Online relationships is deteriorating previous face to face relationship:

For the influence of on line communication the rate of face to face relationship among people is decreasing rapidly. Among the respondent of Dhaka University 80% claimed that on line communication is deteriorating the previous face to face relationship, 20% do not think like that.

Another 86.7% respondents from BRAC University think that on line relationship is deteriorating the previous face to face relationship.

**Table: 6.21 online relationships is deteriorating the previous face to face relationship**

<b>On-line relationship is deteriorating the previous intimate face to face relationship</b>				
<b>Responses</b>	<b>Dhaka university</b>		<b>BRAC University</b>	
	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
Yes	48	80.0	52	86.7
No	12	20.0	8	13.3
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

#### **6.3.24 Use of face book increases the harassment of women:**

Most of the respondents that is 90% mentioned that due to the use of facebook women's harassment is increasing and another 10% think that the harassment of women is not increasing due to the use of facebook.

#### **6.3.25 Types of harassment of women:**

**Table: 6.22 types of harassment of women**

<b>Types of harassment of women</b>	<b>Frequency</b>	<b>Percent</b>
Photo	76	63.3
Fake id	77	64.2
Video	25	20.8
Don't think as a way of harassment	12	10.0
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

\*Multiple response were accepted

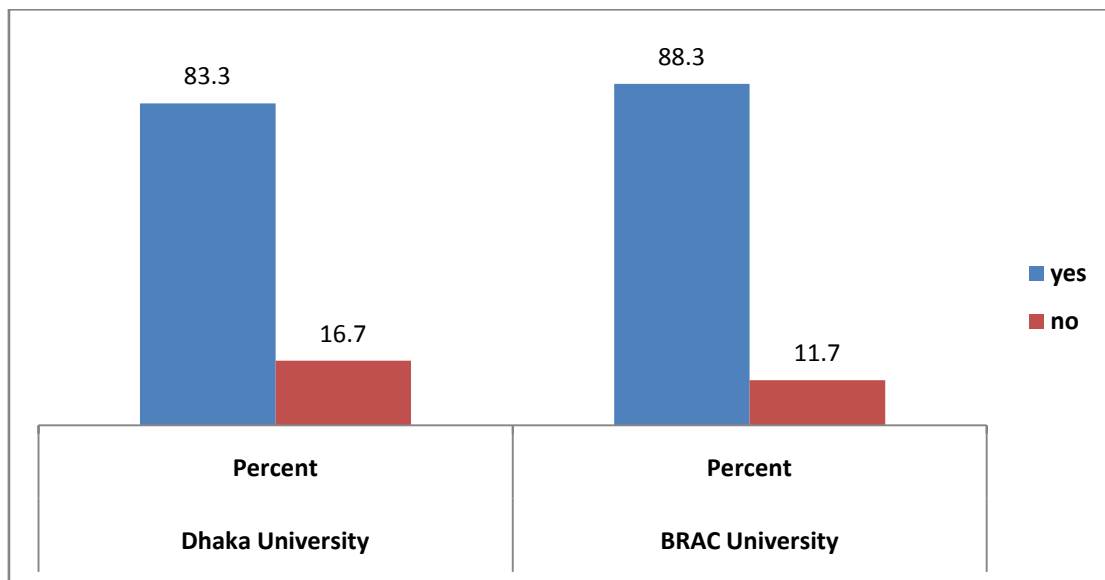
Source: Field survey 2014

Harassment of women is present in all society in many forms. In the age of internet use the form of women harassment has changed. And 63.3% respondents mentioned about photo harassment, 64.2% mentioned about fake id and another 20.8% mentioned about video harassment.

### 6.3.26 Depth of human relationship is decreasing due to virtual communication:

Depth of human relationship is decreasing in the present time due to relationship with little knowing people or unknown people. Among the respondents of Dhaka University 83.3% mentioned that due to the use of virtual communication the depth of human relationship is decreasing, and 88.3% respondents of BRAC University think like that.

**Figure: 6.13**Depth of human relationship is decreasing due to virtual communication



Source: Field survey 2014

### 6.3.27 Causes of decreasing the depth of human relationship:

In this study the respondents mentioned about specific causes for decreasing the depth of human relationship. Among the respondent 40.8% claimed that the depth of human relationship is decreasing for lack of trust, 20.8% mentioned about many unknown people for decreasing the

depth of relationship, 19.2% think that it is because relation with little knowing people and 5% think that it is because of more secondary group.

**Table: 6.23 Causes of decreasing the depth of human relationship**

<b>Cause of decreasing the depth of human relationship</b>	<b>Frequency</b>	<b>Percent</b>
Lack of trust	49	40.8
Many unknown people	25	20.8
Relation with little knowing people	23	19.2
More secondary group	6	5.0
Not applicable	17	14.2
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

### **6.3.28 Involvement of young people with unknown people due to virtual communication:**

Due to the use of internet technology young people are becoming involved with many unknown people. Among the respondent 45% are strongly agreed that due to the use of facebook young people are becoming involved with unknown people, 0.8% do not think like that, 47.5% are agreed with it, 6.7% are neutral about it.

**Table: 6.24 Involvement of young people with unknown people due to virtual communication**

<b>Involvement of young people with unknown people due to virtual communication</b>	<b>Frequency</b>	<b>Percent</b>
Strongly agree	54	45.0
Agree	57	47.5
Neutral	8	6.7
Disagree	1	.8
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

## 6.4 On line Shopping

### 6.4.1 Familiarity with online shopping:

On line shopping is the most advanced opportunity of internet technology and it makes life easier and comfortable. In this service system the user can see the products features, configurations, photos, prices and can make an order for home delivery in the online. Moreover they can pay for the goods after home delivery. If the user does not like the product then they can send it back only by paying the transportation cost for the bearer. For the above mentioned facilities the users of online shopping services is increasing day by day. Among the respondents of Dhaka University 88.3% mentioned that they are familiar with online shopping, and only 11.7% do not know about online shopping. 96.7% respondents from BRAC University claimed that they know about on line shopping.

**Table: 6.25 Familiarity with on line shopping service**

having idea of online shopping service				
Responses	Dhaka University		BRAC University	
	Frequency	Percent	Frequency	Percent
Yes	53	88.3	58	96.7
No	7	11.7	2	3.3
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

### 6.4.2 Experience of online shopping:

Young generations are the active user of online shopping service their favorite online shopping products are cosmetics, dresses, watch, ornaments, electronics goods such as mobile phone etc. Among the respondents of Dhaka University and BRAC University 31.7% claimed that they have experience of online shopping and 68.3% do not have experience of online shopping.

**Table: 6.26 Experience of on line shopping**

<b>Having experience of online shopping</b>				
<b>Responses</b>	<b>Dhaka university</b>		<b>BRAC University</b>	
	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
Yes	19	31.7	19	31.7
No	41	68.3	41	68.3
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>60</b>	<b>100.0</b>

Source: Field survey 2014

**6.4.3 Reason behind not using online shopping:**

The respondents who have idea about on line shopping mentioned about the reasons of not using it. Among the respondent 8.3% claimed that online shopping is more costly and 60% claimed that they are not interested to do online shopping.

**Table: 6.27 Reasons behind not using on line shopping**

<b>Reason behind not using online shopping</b>	<b>Frequency</b>	<b>Percent</b>
More costly	10	8.3
Not interested	72	60.0
Non Users	38	31.7
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

**6.4.4 Shopping portal basically used:**

In Bangladesh in the recent times online shopping portals is doing very well and are contributing to the national growth. There are many shopping portals in Bangladesh and it deals with vegetables to the ornaments to the customer's house. The respondent who use on line shopping 5.8% use through olx.com, 15.8% use by Bickroy.com, 8.3% use Ekhanei.com, 1.7% use sell bazaar.

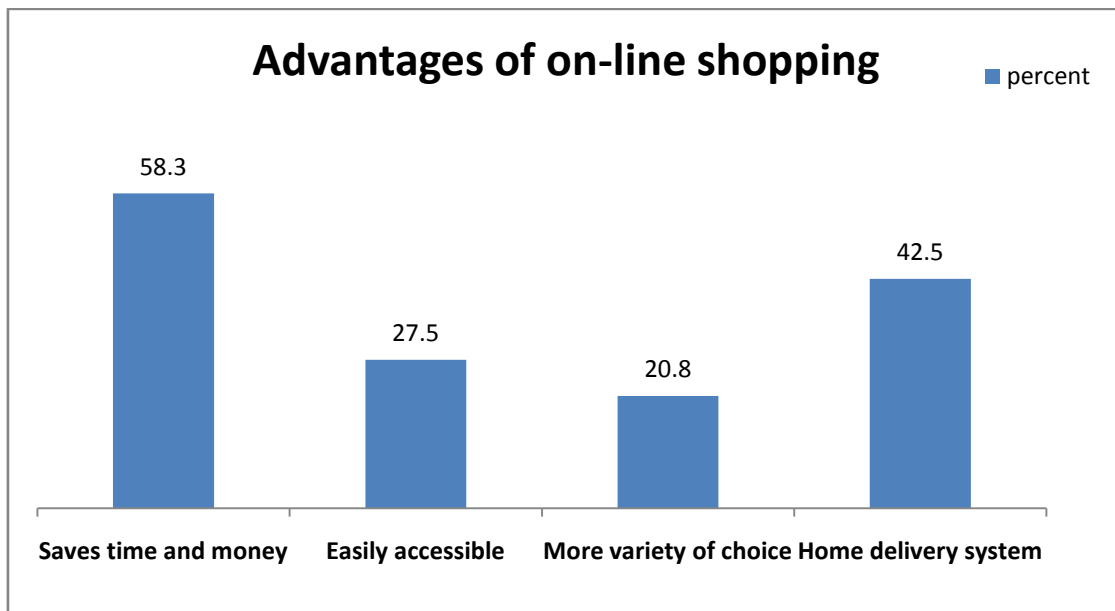
**Table: 6.25 Shopping portal basically used**

Shopping portal basically used	Frequency	Percent
OLX.COM	7	5.8
Bickroy.com	19	15.8
Ekhanei.com	10	8.3
Sell bazaar	2	1.7
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

**6.4.5 Advantages of online shopping:**

There are many advantages of on line shopping. Among the respondent 58.3% claimed that online shopping saves time and energy, 42.5% like the home delivery system, 27.5% mentioned that it is easily accessible, 20.8% mentioned about more variety of choice.

**Figure: 6.14 Advantages of on line shopping**

Source: Field survey 2014



#### 6.4.6 Disadvantage of online shopping:

As well as advantages there are some disadvantages of on line shopping services. 57.5% respondents mentioned that online shopping is disadvantageous because of chance of cheating, 61.7% mentioned about sometimes product are not good, 2.5% mentioned that it is more expensive, 20.8% mentioned that it is short variety of choice.

**Table: 6.29 Disadvantages of on line shopping**

<b>Disadvantage of online shopping</b>	<b>Frequency</b>	<b>Percent</b>
Chances of cheating	69	57.5
Sometimes products were not good	74	61.7
Short variety of choice	25	20.8
More expensive	3	2.5
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

#### 6.4.7 Online shopping is changing the life style pattern:

For the influence of internet technology the life style pattern is changing rapidly. Now we cannot think a single moment without internet. Among the respondents 75.8% claimed that due to online shopping life style pattern is changing and 24.2% mentioned that it is not changing.

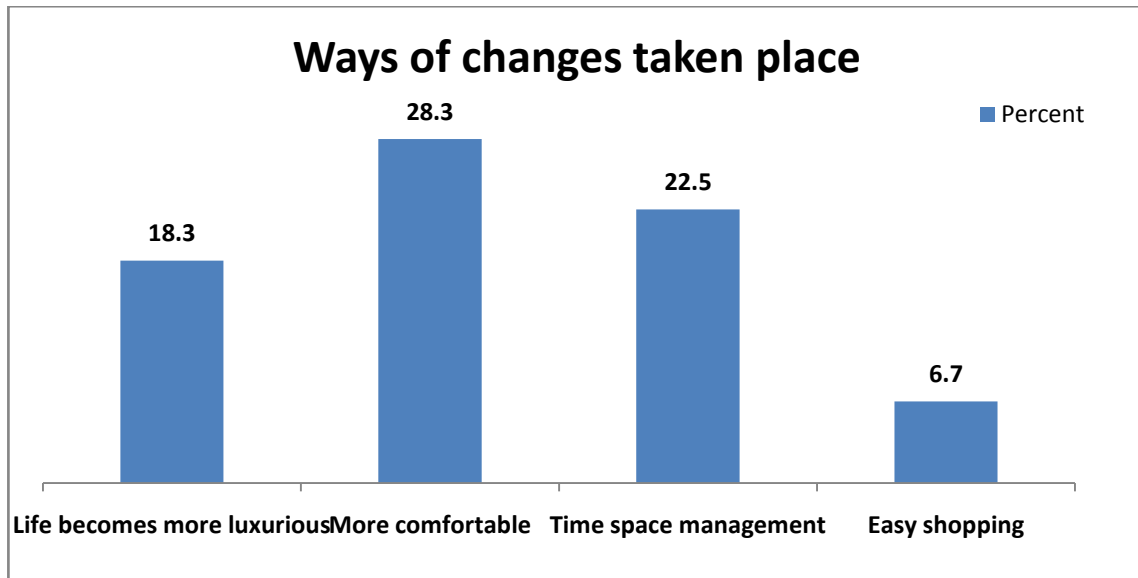
**Table: 6.30 Online shopping is changing the life style pattern**

<b>Online shopping is changing the life style pattern</b>	<b>Frequency</b>	<b>Percent</b>
Yes	91	75.8
No	29	24.2
<b>Total</b>	<b>N=120</b>	<b>100.0</b>

Source: Field survey 2014

#### 6.4.8 Ways of changes taking place:

Figure: 6.15 Ways of changes taking place



Source: Field survey 2014

In different ways life style pattern is changing for the use and influence of on line communication and for different features of internet. Among the respondent 28.3% claimed that for the use of online shopping life becomes more comfortable, 22.5% mentioned that it helps to manage time and space, 6.7% mentioned that it is easy to do shopping, 18.3% respondents mentioned that life becomes more luxurious.

## **Chapter-7 Discussion**

### **7.1 The whole world as a global village:**

There is an enriched history of human being of survival and the achievement of desired invention to overcome the obstacle they faced from the nomadic period to the civilized modern world of science and technology. In the nomadic period men lived in the cave and there was no food and life security and life was miserable. Through the process of time they invent agriculture and the way of cultivation, started to live in community. Now-a-days people are more advanced and technologically developed. Now no one has to wait to deliver the emergency message to the relatives stayed in the remotest part of the world, no one need to lost his/her childhood friend for communication gap or lack of communication media. Sometimes the relationship with the relatives who lived in different parts of the world can be maintained through video chatting, mobile phone, email, and in so many ways. Moreover now-a-days experts in medical science can train the less expert hand through video sharing. Educational system has been changed for developed technology. Now deliberation of on line class lecture is so common phenomena in the universities. The technological power has changed the style of life and helps to solve the everyday difficulties very easily. In past time to do something physical presence was mandatory but now-a-days it is so much optional. This situation is changing rapidly because more and more people are joining every day in the virtual environment that is based on internet.

### **7.2 Internet use and young generation:**

Now the whole world is open for every one for the blessing of internet technology. In one hand it makes communication, information diffusion and many other things easier but it creates a great threat for the human kind because this type of fast communication makes people attached with many unknown people and decreases the intimacy among people especially among the young generation. This is because at the same time they have to maintain relationship with various groups and for this reason they cannot spend enough time for a single group to be intimate. That's why in the modern age the blessings of science and technology are unlimited but there is a tension about the maintenance of social life for the human being. Now-a-days socialization is not needed from the society to be social rather the mobile phone company offers different package of

unlimited facebook / whatsapp as social pack. So the entire system of socialization is becoming affected by the process and people who are mostly involved with the internet becoming addicted with the social communication media and internet that is producing problematic personality who mostly are unable to communicate in a social worlds and are giving the secondary group more importance than the primary group such as family relationship. One of the respondents mentioned that *“sometimes for the use of social communication medium young people are becoming unable to communicate in a social space but at the same time it has potential to make someone social”*. So this is a matter of concern on one side for the modern people and on the other hand it is a blessing. The prominent scholar Manuel Castells of the modern time who mainly think about the emerging issues, critically discuss the emerging culture of real virtuality. Now-a-days young generation as part of the most technologically advanced people is becoming more addicted to the virtual environment rather than the real one.

Nearly hundred percent people among the youth have internet access as shown by the study. But there is a little variation in internet use in terms of male and female users. Male use more than female and they are more active than the females.

Economic background is very important to access the modern amenities of science and technology. Most of the respondents from both the study sites mentioned that the main occupation of their fathers is service and business. There are some other occupations such as teacher, doctor, private job, emigrant and lawyer. In terms of mothers occupation most of the respondents mentioned that their mother is home maker and the number for Dhaka University respondents is 74% and for BRAC University it is 48.3%. But some mentioned about some other jobs that are teacher, doctor, service and lawyer.

Most of the young people of this study are using internet for 4 years and the number for Dhaka University is 23% and for BRAC University it is 25%. As an instance of increasing use of internet 1.7% respondents from Dhaka University and another 5% respondents from BRAC University are using internet for 10 years and this types of using is increasing day by day mostly among young people.

In terms of daily activity there is a tremendous change because young people are now passing time for more than 5 hours in internet besides other activities and the number for Dhaka

University is 16.7% and in BRAC University it is 11.7%. In the time when internet was not available the scenario was different in this way the daily life style pattern is changing as mentioned by Castells (2001). Moreover, he also explains his writing about the changing work environment for the use of internet technology. Now there is no need of fixed office space and this is also true for the students who can get virtual class lecture from reputed universities. Most of the students in this study more or less use internet in daily basis.

There are many sites in the internet and young people visits many sites to know many things and for curiosity. Most of the respondents claim that their favorite site is facebook as Zamuto (2013) explains about the impact of facebook on Zimbabwean students in terms of good effects of facebook and its impact for cultural dilution as mentioned by the respondents of the research. There are good sides and bad sides of facebook use but it totally depends on the users choice whether he/she use it for good or for negative purpose.

### **7.3 Relationship change:**

In the modern times the pattern of relationship is changing very rapidly for various reasons. Among the reasons increasing demand of life, increasing business to fulfill the extra demand of life, communication gap with the close relatives, breakdown of family relationship, separation of parents, lack of proper socialization process etc are very important. Now young people are communicating less with their parents and family but becoming busy with their virtual world of friends.

Moreover for the blessings of technological development internet technology is very available for everyone. Young people now-a-days becoming addicted with the virtual environment through the help of internet technology. As Castells (2001) explains the characteristics of the virtual communication.

Boyd and Ellison (2007) argued that 90% respondents of their study reported using some form of social networking technology. In terms of use of social networking sites 6.7% respondents of this study use facebook for more than 5 hours. Most of the time they have more friends in social networking sites than in real life. Among the respondents 3.3% have more than 1000 friends in facebook and mostly they communicate with friends through mobile phone or social communication sites. This type of change in way of communication can cause large scale change

in social life and other social relationships. One of the respondents mentioned that in Bangladesh society the rate of relationship change is not so acute because the base of Bangladesh society is still communal but the rate of change is more in western society.

Though Bangladesh society is still based on communal system, the roots of everyone is in village that's why the whole social system has not changed dramatically. At the same time the rate of divorce, breakup of family relationship and other damage of human relationship is a threat for the social bond that is mentioned by Azim (2003). Young people communicate with their family members through mobile phone but at the same time they increasingly spending more time in social communication sites in search of new friends and a new virtual world where there is no rules or code of conduct and the user is free to do anything. They find peace in the virtual relationship. As Castells (2001) mentioned that the online communication medium makes people lonely within a sea of so many people. In the age of virtual communication people are becoming more frustrated because the relationship type is so temporary and there is no trust and commitment to continue the relationship forever. Moreover, there is no code of conduct. All of the characteristics of on line communication on the one hand attracting people to include them in the network and on the other hand make them more fragile in terms of actual social relationship. One of the respondents of case study mentioned that "for the over use of internet basically facebook young people are becoming separate from the actual taste of real life friendship". Besides the use of social communication sites most of the respondents frequently attend social gathering with parents this number are 48.3% and 53.3% for Dhaka University and BRAC University respectively. 48.3% respondents think that virtual communication is substitute to physical presence because of communication opportunity over time and space. Among the respondents 90% think that the relationship pattern has changed due to over use of internet among youth. The distance within relationship is also increasing because of direct communication gap.

Due to the use of internet technology the relationship pattern has been changed and 53.3% respondents mark isolation as a pattern of changing relationship. Moreover there are other causes that are lack of cooperation, virtual relation, dependency on others etc. In the modern world everyone is busy with themselves no one has time to cooperate with others. In most of the cases young people misuse the internet and for lack of recreational activities they become more

dependent on virtual relationship. In the whole survey only 1.7% respondents claim that they do not have strong family bondage due to internal family problem.

As Azim (2003) mentioned that overuse of internet technology has negative effect on family bondage, most of the respondents 46.7% and 53.3% from Dhaka University and BRAC University respectively think that over use of internet technology has negative effect on family bondage, where 8.3% and 6.7% from Dhaka University and BRAC University are strongly disagree with the concept.

Love relationship made by facebook is more prone to breakup is an important issue in the age of internet communication because for the blessing of internet technology the formation of love relationship and the matter of breakup is so frequently occurring. Now love making and breakup of love relationship is very frequent because there is no depth, trust within relationship. The study reveals that 45% respondents are agreeing with the concept that love relationship made by facebook is more prone to breakup. This is an important evidence of the breakdown of relationship pattern. The fact is, 83.3% and 88.3% respondents from Dhaka University and BRAC University respectively think that there is influence of facebook in changing love relationship. One of the respondents of case study mentioned that the face of love relationship was present in society in the previous eras but in the age of science and internet technology the nature of love has changed.

In the age of on line communication and communication through social media young people are becoming attached with unknown people due to various reasons such as departmental purpose, for making fun, to know more people, to extend network etc. Though they are communicating through on line but still most of them think that on line communication is not a substitute of face to face relationship. This illustrates that face to face or direct communication is still important but the feature is not so common in terms of the change in western society. There the change is so acute. But still some respondents think that on line communication is substitute to face to face communication due to better communication opportunity and distance among relatives.

Although on line relationship has some opportunity of communication but it is deteriorate g the previous intimate relationship among people. Among the respondents 80% from Dhaka

University and 86.7% from BRAC University think that on line relationship is deteriorating the previous face to face relationship. Moreover, due to the use of facebook the harassment of women is also increasing that is photo, fake id and video harassment. Above all the depth of human relationship is decreasing due to virtual communication. Among the respondents 88.3% from BRAC University and 83.3% from Dhaka University think that the depth of human relationship is decreasing due to the use of virtual communication.

#### **7.4 Online shopping:**

Another important feature of internet technology is on line shopping that has huge influence for the changing life style pattern. In the modern economy online shopping has important contribution and this sector is spreading in domain rapidly. It has made the modern life more comfortable and luxurious. There are many features of online shopping such as home delivery system, opportunity of choosing the desired product in online, saves time and energy, flexible bill payment system etc. Most of the people in modern society are more or less familiar with online shopping service. On the one hand it contributes to the national economy and provides job opportunity for many unemployed people. Castells (2001) explains various forms of real virtuality that is e-education, online business, on line checkup for serious patients, online office work that decreases the work load of modern life to some extent. In the modern age everything is becoming digital and internet based.

There are some advantages and disadvantages of online shopping. Sometimes products are not good, chance of cheating, high price and many other factors are present. Besides the disadvantages there are some advantages also such as easy to access, home delivery system, more variety of choice etc.

Above all the amenities of modern life is in any way interlinked with the world wide web and if we want to lead a smooth life then there is no way without the virtual communication. But the positive effect or negative effect is mainly depends on the users motive.



## Chapter-8

### Conclusion

#### 8.1 Summary of findings:

The role of information and technology is undoubtedly very important for the maintenance of modern life. The previous form of life has been changed for the influence of modern science and technology. One of the most important inventions of modern technology is the internet technology which has tied the whole world and made it the global village where everyone is like neighbor and can share their sorrows and happiness with others. Now people are very busy and cannot meet with family and friends physically most of the time. In this case the role of internet technology is very important and undeniable one. Moreover, through the blessings of social communication media it is very easy to find out childhood friends and friends from all over the world. Though Bangladesh society is still a traditional society and individualism is not so strongly emerged in this society for this reason fragmentation of family and friendship relationship is not so acute but still there are some changes in intimate relationship such as relationship with family and friends. Young people communicate with their family members about at the same time they also maintain a virtual circle of friendship and this is now becoming a part of fashion for the young generation. For maintaining so many circles at a time they cannot be so intimate with anyone. Moreover some young people are becoming more involved with the virtual world and they do not even know about the real world. Those people who never experience the taste of real life friendship and entered in to the virtual world for them there is no change but the people who have experience of both real and virtual life can understand the difference. But still the situation of Bangladesh society is not so bad. Communal life is still present here and people communicate in a social environment when it is possible. In some cases the virtual environment helps to be more connected and more social with the real world environment. Young people maintain many groups in the virtual world at a time for this reason the intimate relationship is not present in many cases. Increasingly they are spending more time in online communication. In Bangladesh society the online shopping service is still not so popular among the disadvantaged youth who comes from poor economic background. But everyone agreed that

it makes modern life more flexible and easy. There are variation in terms of male female, in terms of time spend in virtual communication medium. Above all it is undeniable that in every society there is technological influence and Bangladesh society is no exception. But the situation of Bangladesh is still good in terms of human social communication.

## **8.2 Conclusion:**

Society is not static it is dynamic, change is absolute stability is related this important argument given by Karl Marx. Through the process of time for various inventions, technological development, changing lifestyle pattern, change of mentality society is always changing. Moreover, sometimes demand is the mother of invention. To keep pace with the modern time always we have to be so speedy otherwise survival with time is not possible. For this reason the people of the modern world invent the speediest way of communication that is mainly based on internet technology. For the blessings of internet technology the modern life becomes more smooth, comfortable and luxurious. Everything has a positive side and negative side and it mainly depends on the user whether he/she should take the positive side or negative side. Works in such an environment where it is not necessary to know everyone is an important characteristic of internet communication. On the one hand it creates communication opportunity on the other hand is posing a threat in the maintenance of the previous social relationship among people. Though young people are the main user of the technology, the whole system of interpersonal relationship, family relationship is changing in the present. As Bangladesh society is still a traditional society, the change is not so acute like the western society.

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## Appendix

### Appendix 1: Interview Schedule

Interview Schedule

On

‘Web technology and the culture of virtuality: a study of urban youth in Dhaka city’  
(For partial fulfillment of the M.S.S. degree in the Department of Sociology, University of Dhaka)

#### *Informed Consent*

I am currently conducting an interview-survey on ‘*Web technology and the culture of virtuality: a study of urban youth in Dhaka city*’, for the partial fulfillment of M.S.S. (Masters) degree in the Department of Sociology, University of Dhaka. For the present survey, I need to collect data related to use of web technology by the young people and as a result the creation of virtual culture. Data collected from you would entirely be used only for the above mentioned academic purpose. Personal identity of the respondents would be kept strictly confidential. If you don’t like to participate in this survey, you can do it. But I request you to participate in this survey for the consideration of my academic purpose. It will take 20-25 minutes to answer the questions here in interview schedule. You have full right to stop answering at any stage of this interview session; even you can leave any particular question if you wish.

*Can I start the interview? (If the respondent agrees, please start interview)*

Id no:

Signature of the respondent:

Date of interview:...../09/2014.

*Study area: Dhaka University/BRAC University*

No	Questions	Coding Categories	SKIP
<b><i>A. Socio economic background</i></b>			
1	Age (in complete year)		
2	Sex	Male.....1	

		Female.....2	
3	Marital Status	Married=1 Single=2 Others (Specify)=3	
4	Educational status	1 <sup>st</sup> year=1 2 <sup>nd</sup> year=2 3 <sup>rd</sup> year=3 4 <sup>th</sup> year=4 Masters=5	
5	Parents occupation	Father= Mother=	
<b><i>B. Information on internet use</i></b>			
6	Do you have internet access?	Yes=1 No=2	
7	How many years are you using internet?	.....	
8	How many hours do you use internet in a day on an average?	Less than an hour=1 1-2 hours=2 3-4 hours=3	
9	Through which medium do you use internet?(multiple answer possible)	Personal computer=1 Mobile phone=2 Cyber café=3 Others(specify)=4	
10	What are the sites do you generally visit?(multiple answer possible)	Google=1 Email= 2 Facebook=3 You tube=4 Blog=5 Wikipedia=6 Skype=7 Tor=8	

		Odex.com=9 Others (specify)=10	
11	What are your favorite sites? (multiple answer possible)	Google=1 Email= 2 Facebook=3 You tube=4 Blog=5 Wikipedia=6 Skype=7 Tor=8 Odex.com=9 Others (specify)=10	
12	How much time do you use face book in a day?	Less than an hour=1 1-2 hours=2 3-4 hours=3	
13	How many friends do you have in facebook?	.....	
14	What are the virtual communication sites do you know about?	Skype=1 Viber=2 Yahoo messenger=3 WhatsApp=4 Facebook messenger=5 Tor=6 Others(Specify)=7	
<b><i>C. Relationship change</i></b>			
15	How many times you talked to your parents/brother/sisters in the last seven days?		
16	How many times did you physically visit your family members in the last 12 months?		



17	How frequent do you attend a social gathering with your parents?	Frequently=1 Rarely=2 Very rarely=3	
18	Do you think that in maintaining social relationship social media and mobile communication are substitute of physical presence?	Strongly agree=1 Agree=2 Neutral=3 Disagree=4 Strongly disagree=5	
19	Through which medium do you mostly communicate with your family and friends?	Physically=1 Social media and mobile phone=2 Others(Specify)=3	
20	Do you think that due to over use of internet among the youth the relationship pattern with family and friends has been changed?	Yes=1 No =2 (skip to Q. 23)	
21	What are the changes you observed?(multiple answer possible)	Isolation=1 Lack of cooperation=2 Virtual relation=3	
22	Why these changes are taking place? (multiple answer possible)	Misuse of internet=1 Lack of recreational activities=2 Breakdown of family relationship=3	
23	Do you have strong family bond?	Yes=1 (skip to Q 25) No=2	
24	Why you don't have strong family bond?		

25	Do you think that over use of web technology has negative impact on family bondage?	Strongly agree=1 Agree=2 Neutral=3 Disagree=4 Strongly disagree=5	
26	Do you have love relationship?	Yes=1 No=2 (skip to Q 28)	
27	How did you find the person?	Personally known=1 From Face book=2 Through friends=3 Others(Specify)=4	
28	Do you communicate through video chatting?	Yes=1 No=2 (skip to Q 30)	
29	With whom do you communicate?	Friends=1 With bf/gf=2 With relatives=3 With parents=4 Others= (Specify)	
30	Do you think that love relationships made by the use of face book are more prone to breakup?	Strongly agree=1 Agree=2 Neutral=3 Disagree=4 Strongly disagree=5	
31	Do you date online?	Yes=1 No=2	
32	Is there any influence of face book in changing love relationship?	Yes=1 No=2	

33	Do you make friendship in face book with the people who are physically unknown to you?	Yes=1 No=2 (skip to Q 35)	
34	Why do you make such virtual friendship?		
35	Do you think that on line relationship is a substitute of face to face relationship?	Yes=1 No=2 (skip to Q 37)	
36	Why this is a substitute?		
37	Do you think that on line relationship is deteriorating the previous intimate face to face relationship?	Yes=1 No=2	
38	Do you think that due to the use of face book harassment of women is increasing?	Yes=1 No=2	
39	How women become the victim of harassment due to the use of face book?	Photo harassment=1 Harassment through fake id=2 Others=3(specify)	
40	Do you think that due to the use of virtual communication medium the depth of human relationship is decreasing?	Yes=1 No=2 (skip to Q 42)	
41	How the depth of relationship is decreasing?	Lack of trust=1 Many unknown people=2 Relation with little knowing people=3 More secondary	

		group=4 Others=5(specify)	
42	Do you think that due to virtual communication medium youth are becoming more involved with a group of people who are not physically known to them?	Strongly agree=1 Agree=2 Neutral=3 Disagree=4 Strongly disagree=5	
<b>D. On line shopping</b>			
43	Do you have any idea about on line shopping services?	Yes=1 No=2	
44	Do you have any experience of on line shopping?	Yes =1 (skip to Q46) No=2	
45	Why you are not using this option?	More costly=1 Not interested=2 Others(specify)=3	
46	Through which on line shopping portal do you use?	OLX.COM=1 Bickroy.com=2 Ekhanei.com=3 Others(specify)=4	
47	What are the advantages of on line shopping?	Saves time and money=1 Easily accessible=2 More variety of	

		choice=3 Home delivery system=4 Others(specify)=5	
48	What are the disadvantages of on line shopping?	Chance of cheating=1 Sometimes products are not good=2 Short variety of choice=3 Others(specify)=4	
49	Do you think that through the use of on line shopping life style patterns are changing?	Yes =1 No=2 (skip Q. 50)	
50	How these changes are taking place?		

.....

Signature of interviewer

Thank You for participating in this survey.

## **Appendix 2: Case Studies**

### **1. Case of Hamida:**

Hamida (anonym) is a 19 years old young lady and studying in 1<sup>st</sup> year. Her father is a government employee and mother housewife. She started using internet from 2012. She use internet more than 5 hours in a day. She mentioned that she use internet via mobile phone, personal computer and cyber café. Though she visits different sites in the internet but her favorite sites are Google, Email, Facebook and Youtube. Normally she uses facebook 3-4 hours in a day on an average. She maintains good family connection and in the last 12 months she physically visits her parents for 7 times. She thinks that due to over use of web technology among the youth all types of relationships are changing such as love affair, family relationships and relationships with friends. She uses video chatting to chat with relatives and friends. She mentioned that due to the use of facebook women harassment is increasing through fake id, photo and video. The depth of previous intimate relationship (when the amenities of modern technology was not so available) is decreasing because in this virtual culture there is no trust, formation of relationship with little knowing or unknown people etc. She has experience of on line shopping and mentioned that it saves time and energy; it has much variety of choice, home delivery system, easily accessible etc. Moreover she also mentioned about some negative sides of on line shopping such as sometimes product are not good, chance of cheating. Above all the amenities of modern technology makes our busy life more relaxed.

## **2. Case of Ema:**

Ema (anonym) is a young lady of 20 years old. She is using internet for the last 5 years. She is using internet 3-4 hours in a day. Her father is a business man and mother is homemaker. She is using internet via mobile phone and personal computer. Though she generally visits Google, Facebook, Youtube, Wikipedia but her favorite site is Facebook. She has 300 friends in facebook and use facebook for 1-2 hours in a day. She mentioned that she knows about skype, Viber, yahoo messenger, Whatsapp, Facebook messenger etc. She has strong family bondage and mostly communicates with family and friends via mobile phone of social media. She mentioned that over use of web technology among the youth, people become self centered and less capable to communicate in a social space. Due to misuse of internet, breakdown of family relationship, business of life this changes are taking place. She also opines that love relationship made by facebook is more prone to breakup. She thinks that on line relationship is never a substitute of face to face relationship and it is deteriorating the previous intimate relationship. She knows about on line shopping and has experience of it. She mentioned that it saves time, money. There are chances of cheating; sometimes products are not good quality as the image shows. She also mentioned that the modern technology makes our life more flexible and luxurious though there are some dark sides but it basically depends on the user's perception.

### **3. Case study of Saidul:**

Saidul (anonym) a 24 years young man started to use internet from 2006 in a limited scale. He used to visit different web sites from then such as web sites of different private universities. But from 2008 he started using internet regularly. He claimed that at the first time the internet communication through different social communication media was a matter of necessity because to stay connected with previous friend it was important and there were limited people on the internet, but now this scenario is different now it is a matter of cultural practice. Now people are becoming less social but their on line activity is increasing, in many times this on line communication helps people to become more social. In the virtual culture everything is a matter of show off such as if someone is engaged with someone then he/she has to announce it in the virtual environment. In virtual environment young people have to maintain so many groups and for this reason they cannot maintain good relationship with anyone. But in case of accident the virtual environment helps to find out the solution soon rather than any other communication medium. In case of live relationship virtual environment creates some new opportunity but it was present in the past time in a different form. In the virtual environment the tendency of making love relationship and the number of breakup is tremendous. He also mentioned that in the social environment people have to maintain some code of conduct but in virtual environment there is no mentioned code of conduct for this reason sometimes people becomes unsocial. Sometimes the overuse of web technology has negative impact on family relationship but he think that if family members becomes connected in the virtual environment then it can be good for family bondage. In the recent time on line shopping is increasing and it saves time money but sometimes the buyer does not get the actual product. The people who entered the virtual environment without having any experience of the real one in this case change is huge but the people who have the experience of both real and virtual environment in their context change is limited.



#### **4. Case study of Soriful:**

A 26 years old young man named Soriful (anonym) mentioned that he is using internet for 5 years. Most of the time he visits different sites named google, bd jobs, Facebook. He mentioned that in the age of internet the face to face relationship is changing and the virtual relationship is increasing. Now-a-day's young people spend more time in on line and less in social life. He also mentioned that in family level the impact is not so acute because in our society the transformation of family due to the use of social media is not so high. He also mentioned that due to online communication young people can communicate with wide range of people in a very short time for this reason love relationship from on line communication is increasing but at the same time the breakdown of this type of relationship is also high. The depth of human relationship is decreasing because in virtual environment young people make friendship with little knowing or sometimes unknown people. Due to on line communication women harassment is increasing. Moreover on line shopping system saves time and energy but it has some negative sides also such as sometimes we cannot trust them and products are not good quality. Above all on line communication makes life easier by providing easy communication way and getting information very quickly that was to some extent difficult in the previous time.

## **5. Case study of Humaira:**

Humaira (anonym) a 20 years young lady is studying in 2<sup>nd</sup> year. In case of information and technology she mentioned that in this technologically developed era nothing is possible without internet and the range is from interpersonal relationship to the greater communal life, but the form of communal life and the form of relationship pattern is changing rapidly for the changing communication system and the increased business and mobility of people. She started using internet from 2009 and mentioned this in the age of internet to communicate with friends of distant lands and climes is easier than any other time and this is giving a new dimension of friendship. In one way this type of relationship is not so deep but last forever. Moreover new type of relationship is arising for the internet communication opportunity. She mentioned that facebook, whatsapp is her favorite sites. She also mentioned that in the new era of technology any type of communication becomes quicker. In terms of family life she mentioned that in some aspects family relationship is changing such as we are now sharing our life events with our virtual friends rather than our family members, spend more time in virtual environment rather than real environment. She has practical experience of on line shopping. It saves time, energy, has home delivery system and many other important features that makes modern life more comfortable and luxurious. But there are some dark sides of online shopping. But she claimed that the good effect or bad effect of technology mainly depends on the user and we cannot keep our self-outside of the technological flow.

## **6. Case study of Esita:**

Esita(anonym) young lady of 25 years old. She started using internet from 2005 and becomes used to in using social communication sites. She uses facebook more than five hours on an average and uses internet via personal computer, mobile phone and cyber café. She mainly visits google, email, youtube, facebook, Wikipedia, whatsapp and so on but her favorite sites are facebook and whatsapp. She mentioned that the internet communication helps to regenerate the old relationships in a new way. Moreover it helps to maintain friendship with friends from all over the world this is a great opportunity for building worldwide network. Sometimes family relationship becomes hampered to some extent due to over use of internet among the youth. Moreover in this era love making and number of breakup of relationship is very continuous in virtual environment. But in some cases this virtual relationship helps to strengthen relationship that is not possible to maintain through physical presence. Sometimes young people are becoming more dependent on social communication media due to break down of family relationship, loneliness etc. She mentioned that on line friendship sometimes good and sometimes bad. She claimed that the previous face to face relationship has been replaced by virtual communication and it is a demand of time but still the face to face relationship is important to maintain a social life. She added the notion of on line shopping as the catalyst for the changing life style pattern in the modern world. Above all the all amenities furnishes the modern life and makes life easier and comfortable.

## **7. Case study of Habib:**

A 23 years old young man named habib (anonym) is studying in 3<sup>rd</sup> year. In context of virtual culture at first he mentioned that life is impossible without friends and the web technology makes it easier to find out more friends in a very short time. He claimed that most of the time he communicates with friends in on line because sometimes physical meeting with friends is not possible due to time constant. He mentioned that he likes to communicate with friends online and more than 10 hours he spends in on line communication. Moreover now-a-days on line communication is the best way but sometimes over use of web technology by youth can cause some problems such as breakdown of family relationship due to communication gap and at the same time is also true in terms of formation and breakup of love relationship. In the age of modern communication is mostly observed that making friendship and love relationship in on line is more than the previous situation because so many people are available in on line world and one can easily know the basic information about any one, but sometimes bad occurrence can occur. He likes to do shopping by visiting market and he also mentioned that in the future on line shopping will be famous. He mentioned that shopping on line is so easy and saves time. Sometimes products shown in the catalogue is not same in the real time. Above all the web technology gives us luxury and speed of living.

## **8. Case study of Salman:**

Salma, (anonym) 26 years young man and a master's level student. He mentioned that internet communication technology is a blessing for the modern world and provides various opportunities for the modern people. He started using internet from 2008 and from then started using facebook. At first he used facebook and his friend circle was not so wide because there were not so people in the internet. Through the process of time many people were started using facebook and the friend list of mine becomes longer. He is using internet for more than 10 hours in a day on an average. His favorite communication sites are facebook, blog, skype etc. He thinks that internet communication opens new window of building friendship and creates a new imaginary world but the positive effect or negative effect of on line communication mainly depends on the person's mentality and choice. In the western world the negative effect of on line communication or social media is huge for the emergence of individualism but Bangladesh society is still communal in nature and for this reason the effect is not so acute for the breakdown of family and interpersonal relationship. It is also true that the culture of virtuality maintained by the young people is becoming a trend. Now it is the age of showing off and social communication media makes it easier. In the formation of love relationship social media has important role but this type of relationship is more prone to breakup also. The virtual communication system has changed our life style pattern. Now this has become the bed tea for the young people. They are drawing their own imaginary world in the internet. Moreover the life style pattern has changed for the use of web technology.

**Appendix 3: Pictography (The culture of real virtuality and the medium through which this is taking place)**

সঙ্গে থাকবে, যে কোন অপারেটেবে

পয়সা/সেকেন্ড  
দিন-রাত ২৪ ঘণ্টা

WhatsApp

Facebook

banglalink  
নতুন কিছু করো

সোশ্যাল নেটওয়ার্কিং-এর ওয়ান স্টপ সলিউশন  
**বাংলালিংক সোশ্যাল প্যাক**  
তোমার প্রয়োজনমত দৈনিক, সাপ্তাহিক এবং  
মাসিক ইন্টারনেট প্যাক

অ্যাক্টিভেট করতে ডায়ালঃ  
**\*5000\*3\*4#**

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একটি অ্যাপে এক পয়ে ক্লিকের মাধ্যমেই ফেসবুকিং করা শুরু করুন।  
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28 ঘণ্টা

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রবি





## সময়ের কণ্ঠস্বর

48 mins · 🌐

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