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Contents

Editorial

Cancer- its basic concepts

Nazrul Islam Bhuiyan

Research Article:

Post Natal Care Utilization Patients Attending Gynae and Obstetrics Department Dhaka Medical College Hospital 10

Monowar Ahmad Tarafdar, Mahbuba Alam Khan, Sarder Mahmud Hossain, Sheikh Mohammad Ali

Incidence of Amblyopia in Strabismic Population 16

Md. Altaf Hossain, Nandan Kushum Das, KhairAhmed Choudhury, S A Mokdad Razu, Mushahid Thakur

Pattern of Facebook use and profile of Facebook users in Bangladesh. 21

Tanjir Rashid Soron, Monowar Ahmad Tarafdar, Sarder Mahmud I Iussain, Sheikh Mohammad Alif, Mahbuba Alam Khan

A Survey of Psychosocial Interventions For Schizophrenia in Wales 25

Mohammed Redwanul Karim, James Walters

Healthy aged person had a better hepatic function. 35

Rafia Sharneem, Shah Abdul Latif, Md Masudul Alom

Old Achilles tendon injury reconstruction with Flexor hallucis longus-a prospective study 37

Md Abdul Gani Ahsan, Kazi Md Salim, Syed Mahmud Hasan, Ishtiaque-Ul-Fattah, Syed Musharof Hussain.

Physical Training Induced Resting Bradycardia And Its Association With CANA: A Time Domain Analysis of HRV 41

Md. Mashudul Alom, Md. Ruhul Amin, Rim Juliet Rozario

Review Article

Study Of Suicide & Suicide Note 47

Atique Mahmud, Md. Altafur Rahman, Pronob Kumar Chakrabharthy, Mustak Ahmed Rubel

Serum CEA and CA 19-9 levels; Two important tumor marker for the diagnosis of colorectal carcinoma. 50

MAS Ansari, Nazrul Islam Bhuiyan, Sabbir Hossain, Amjad Hossain Khan.

Case Report

Infected Gustilo type IIIB tibia fracture treated by multi stage procedures 54

Md Abdul Gani Ahsan, Kazi Md Salim, Syed Mahmud Hasan, Qamrul Alam Saleh, Ishtiaque-Ul-Fattah, Khadeem Al-Deen

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Pattern of Facebook use and profile of Facebook users in Bangladesh.

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Abstract:

This cross sectional descriptive study was conducted to explore the pattern of Facebook use in Bangladesh during the period of May 2011 to June 2012 with a sample size of 250. A self-administered questionnaire was used for collecting data. The study revealed that highest numbers of users are between 21-30 years. It is revealed among the users 54% of the respondents are married, 46% are student. It is also found that 28.4% of respondents started using Facebook before age of 13 years violating the rule. 34% users use Facebook just after awaking from sleep and 15.2% uses Facebook during working or in classroom. 39.2% people use Facebook to communicate with others and 42.8% respondents think it is right to make Facebook friendship with unknown people.

Introduction:

With the expansion of the Internet social networking sites arise. People are using social network sites to communicate with their friends and family online and maintain these interpersonal connections in multiple ways that were not available in previous generations. Due to the growth of new social software applications today people connect and interact through computer-mediated communication of which Facebook is most popular in Bangladesh. Founded in 2004 by Harvard undergraduate student Mark Zuckerberg Facebook is one of the best known social network sites and provides an online communication medium that is increasingly becoming an integral part of everyday life and a popular way of maintaining relationship. Facebook is providing an exciting and stimulating entertainment for its members 24 hours a day.

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People find themselves spending anywhere from a few minutes a day to several hours a day on Facebook discovering what others have posted, taking part in conversations and posting on interesting subjects. They become so involved in sending and answering messages to their growing number of friends, making new friends and keeping everyone updated on their activities several times a day about what they are doing that they do not notice the amount of time that has gone by. As of June 2012, Facebook has over 955 million active users, more than half of them using Facebook on a mobile device 1 Facebook allows any users who declare themselves to be at least 13 years old to become registered users of the site. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. There are 7.5 million children under 13 with accounts, violating the site's terms of service¹. Bangladesh is a land

of where internet and Facebook user's numbers are increasing rapidly. But there is no significant data till date regarding the pattern of use of Facebook use in Bangladesh.

Social networking sites as described by Oxford dictionary is “the use of dedicated websites and applications to communicate with other users, or to find people with similar interests to one’s own²”. After joining an SNS, an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions, which typically include descriptors such as age, location, interests, and an “about me” section. Most sites also encourage users to upload a profile photo. Membership was initially restricted to students of Harvard College, and within the first month, more than half the undergraduate population at Harvard was registered on the service³. Eduardo Saverin (business aspects), Dustin Moskovitz (programmer), Andrew McCollum (graphic artist), and Chris Hughes soon joined Zuckerberg to help promote the website. In March 2004, Facebook expanded to Stanford, Columbia, and Yale⁴ based on the results of consumer research, the overall usage of SNSs increased by two hours per month to 5.5 hours and active participation increased by 30% from 2009 to 2010⁵. A survey of over 2,000 students, found evidence that the primary use of Facebook was for ‘social searching’ — that is, using Facebook to find out more about people who they have met offline, or who they attend class or share a dormitory with⁶. The competence in using computer-mediated communication (i.e., the motivation to, knowledge of, and efficacy in using electronic forms of communication) was found to be significantly associated with spending more time on Facebook and checking one’s wall significantly more often.⁷ Facebook profiles became an important source of information used to form impressions about others. For example, people examine other people’s Facebook profiles when trying to decide whether to start dating them⁸

Material and method

This is a cross sectional descriptive study designed to explore the current status of Facebook use in Bangladesh with a sample size of 250 using a pretested semi structured questionnaire among respondents from Student of Bangladesh University of engineering and technology (BUET), Students, teachers and employee of northern University, Students and teachers of Dhaka University, doctors of Bangabandhu Sheikh Mujib Medical University, students of Dhaka City College, student of BCSIR School, residents of Dhanmondi, Dhaka and scientist and employee of Bangladesh Council of Science and Industrial researches from January 2012 to December 2012.

Results

Table 1: Pattern of Facebook use and profile of users (n =250)

	Frequency	Percent
Age		
13-20 Years	68	27.2%
21-30 Years	81	32.4%
31-40 Years	67	26.8%
41-50 Years	23	9.2%
51 and above	11	4.4%
Sex		
Male	133	53.2%

Female	117	46.8%
Marital Status		
Unmarried	105	42.0%
Married	135	54.0%
Divrced	4	1.6%
Separated	3	1.2%
Widowed	3	1.2%
Occupation		
Unemployed	42	16.8%
Student	114	45.6%
Service holder	70	28.0%
Other	24	9.6%
Age of first use of Facebook		
10 years or less	34	13.6%
10-13 years	37	14.8%
13-20 years	44	17.6%
20 or above	135	54.0%
First Use of facebook in the Day		
Just after awaking from sleep	85	34.0%
Before going to office/college/office	56	22.4%
Drring working in office/school/college	38	15.2%
At evening or at leisure time	71	28.4%
Number of Facebook Friend of the respondent		
1-50	52	20.8%
51-100	69	27.6%
101-200	55	22.0%
201-500	51	20.4%
500 or more	23	9.2%
Considering that it is right to make friend with unknown people		
Yes	107	42.8
No	143	57.2
Acesss to Facebook by		
Mobile	106	42.4
Computer Desktop/Laptop	95	38.0
Both	49	19.6
Member of how many facebook group		
0-10	113	45.2
11-50	105	42.0
51-100	20	8.0
100+	12	4.8

Reason of using Facebook		
To communicate with friend	98	39.2
To upload own photos and to see others	59	23.6
For news	25	10.0
To play Facebook game	21	8.4
To create new relations	28	11.2
To Spend time	19	7.6

Most (81, 32.4%) of the participants were belonging to 21-30 year age group followed by age group of 13-20 (68,27.2%), 31-40 (67,26.8%) and 41-50 (23,9.2%). 50 years and Above were only 11(4.4%). Among the users 133 were male (53.2%) and 117 were female (46.8%). 105 (54%) respondents were married followed by unmarried 102 (42%), divorced 4 (1.6%), separated 3 (1.2%) and widowed 3 (1.2%). Students 114 (45.6%) were the predominant users of Facebook followed by service holder 70 (28%). 42 (16.8%) were unemployed and 24 (9.6%) were in other profession. 135 (54%) of respondents first used Facebook after 20 years followed by 13-20 year 44 (17.6%), 28.4% of the respondent first used the Facebook before the age of 13 year violating the rule of the Facebook among them 13.6% were using their Facebook account before 10 year. It is observed that 71(28.4%) of the respondents use Facebook at evening or at leisure period while 85 (34.0%) respondent first use Facebook in the day just after awaking before other tasks of the day without doing something else, among the all respondents 56 (22.4%) participant use Facebook before going to the school/college or office. It is noteworthy that 38 (15.2%) respondent use Facebook during working in office or in classroom of school, college or varsity. 69 (27.6%) respondent have 51-100 Facebook friend followed by 55 (22.0%) have 101-200 friend while 52 (20.8%) have 1 to 50 Facebook friends and 51(20.4%) have 201-500 Facebook friend. Only 23(9.2%) respondents have more than 500 Facebook friends. Majority of the respondents (143, 57.2%) consider it is not right to make friendship to unknown people in Facebook but 107 (42.8%) respondent justified that it is right to make friendship to unknown person in Facebook. Most of the respondent (106, 42.4%) use mobile phone to access Facebook while 45 (38.0%) use Facebook only from their laptop or desktop and 49 (19.6%) access to Facebook by using both mobile and computer. 113(45.2%) respondents were the member of 0-10 Facebook group while 105 (42%) of the respondents were member of 11-50 group and 20 respondents were members of 51-100 groups. Only 12(4.8%) respondent were members of more than 100 Facebook group. 98 (39.2%) of respondents stated that they use Facebook to communicate their friends while 59 (23.6%) use Facebook to upload own photo and to see the pictures of others. 11.2% respondents use Facebook to create new relation with others and 10% respondents use Facebook to get various news. Only 7.6% people use Facebook to spend time.

Discussion

Two hundred and fifty people were assessed. Only those above 13 years old were included in this study. The sample was collected from multiple sites to cover people of all ages and various backgrounds. Male were more than female among the respondents. Most of them accessed Facebook through mobile. First use of Facebook in the day maximum 34.0% respondent stated that they log in to Facebook just after awaking without doing something else the rate is lower than the report of Facebook addiction statistics which showed 48% of 18 to 34 year olds check Facebook right when they woke up. Service holders are using Facebook while they are in their work place which certainly hampering their efficiency. Students are using Facebook while they are in the class which is certainly interfering their attention to the lessons taught. It is

of great concern that young adults and kids under the age of 10 years are using Facebook which is against the Facebook rule itself. It is found in a study that Although Facebook's minimum age is 13, parents of 13- and 14-year-olds report that, on average, their child joined Facebook at age 12. 10 There is scarcity of literature and therefore it was not possible to compare the finding of the current study.

Conclusion

Facebook use is widespread and people of all ages and all sectors are involved in Facebook use. It is evident that there is extensive use of Facebook among all ages which is sometimes hampering everyday work and interfere Performance. Due to small size this study should be considered as a preliminary attempt to answer the research questions addressed. Needs replication with a large sample so the findings become established and generalize this study may initiate further research Facebook use in Bangladesh.

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