



SOCIAL AND DIGITAL MEDIA IN  
**BANGLADESH**

An analysis of users' behaviour in Dhaka, Mymensingh  
and Brahmanbaria District

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Funded by



Kingdom of the Netherlands

**The Embassy of the Kingdom of the Netherlands, Bangladesh**

Published by



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## DEFINITION OF KEY TERMINOLOGIES

Terms	Meaning
Digital Media	In this study, digital media platforms include personal and organizational online portals, and formal and informal news websites.
Social Media	Denoting sites like Facebook, Instagram, Twitter, LinkedIn, Snapchat, TikTok, Imo, WhatsApp etc. which enable their users to interact with one another through posting texts, photographs, video and other formats of content creation and dissemination.
Misinformation	A false information that is spread, regardless of whether there is intent to mislead.
Disinformation	Deliberately misleading or biased information; manipulated narrative or facts; propaganda.
Fake news	A story which is false and fabricated with no verifiable facts, sources or quotes. It exists within a larger ecosystem of mis- and disinformation.
Rumor	A piece of information or a story that people talk about, which may not be true. Rumor mainly spread or through informal sources and media.

# LIST OF CONTENT

Content	Page No
Summary of Findings	07
Key Indicators	17
<b>Chapter One: The Study Context</b>	18
1.1. Preface	19
1.2. Project Target People	22
1.3. Objectives of the Study	22
1.4. Research queries	23
<b>Chapter Two: Literature Review</b>	24
2.1. Bangladesh Mediascape	25
2.2. Rise of Digital and social media	25
2.3. Media Regulatory and Policy Framework	26
2.4. Rationale of the Project and the Situation Analysis	29
<b>Chapter Three: Study methods and Materials</b>	33
3.1. Sources of Secondary Data	34
3.2. Sources of Primary Data	34
3.2.1. Questionnaire Survey	34
3.2.1.a. Sample Distribution	35
3.2.1.b. Sampling Matrix	36
3.2.1.c. Selection of the Individual Respondents	37
3.2.1.d. Socio-demographic profile of respondents	37
3.2.2. Focus Group Discussion (FGD)	40
3.2.3. Key Informant Interviews (KII)	40
3.3. Survey Administration (Data gathering and analysis)	43
<b>Chapter Four: Study Findings</b>	48
4.1. Objective One: Understanding of social media exposure	49
4.2. Objective Two: Figure out reasons of using social media	52
4.3. Objective Three: Assess knowledge and attitude levels of users	58
4.4. Objective Four: Know the practice levels of the users	72
<b>Chapter Five: Comparative Key Findings, Conclusion and Recommendation</b>	75
5.1. Key Findings- at a Glance	76
5.2. Conclusion	78
5.3. Recommendation	79
<b>Annexure</b>	84

## FOREWORD

I am delighted to know that a book titled 'Social and Digital Media in Bangladesh: An analysis of users' behavior in Dhaka, Mymensingh and Brahmanbaria District' is being published under the project 'Combating Mis- and Disinformation Sparked by Digital and Social Media Platforms in Bangladesh' funded by the Embassy of the Kingdom of Netherlands, Bangladesh.

South Asia Center for Media in Development (SACMID) has been entrusted with the responsibilities to implement the project in three districts of Bangladesh-Dhaka, Mymensingh and Brahmanbaria.

The book is a compilation of study-based information covering queer variety of knowledge, attribute and behavior of the cross-sector populations around social and digital media use. The book has contained some interesting findings of which a few include, only 51% social media users can open their own account in Brahmanbaria while this is 40% in Dhaka and 39% in Mymensingh. In Brahmanbaria, 13% users are yet to operate their own social media independently due to lack of complete confidence and operational skills while in Dhaka 7% and 11% in Mymensingh need other's assistance to operate their own social media accounts. Understanding of misinformation is 20% among the users of Brahmanbaria which is 31% in Dhaka and 28% in Mymensingh. About understanding of disinformation, equal percent of respondents (39%) in both Brahmanbaria and Dhaka have this ability while this is 43% in Mymensingh. In Brahmanbaria, 35% respondents can identify Mis- And Disinformation while this percentage is 37% in Dhaka and 32% in Mymensingh. The survey shows an attitude of deliberate social media posting among 44% respondents in Brahmanbaria against 43% in Dhaka and 57% in Mymensingh. The findings also reveal that 36% social media users in Brahmanbaria do some sorts of information verification before posting or sharing the information received from the social and digital media platforms while this percentage is 46% in Dhaka and 42% in Mymensingh. The book, based on the empirical information, portrays that the community people have no idea of fact-check applying modern technological tools and techniques. However, some journalists of Dhaka's mainstream news media have undergone some sorts of training and workshops on fact-checking with the use of contemporary tools and techniques.

We know freedom of expression and civic spaces have been expanded globally for the social and digital media because of their speedy reach to the wider audiences with information and entertainment. Simultaneously, it is a matter of concern that these platforms are user-generated that disseminate contents without editing and necessary gatekeeping. Thus, wanton posting and sharing of contents incite violence. Rumor and hate speech spread, communal violence takes place, and the peaceful life becomes chaotic. However, proper use of these media can bring expected level of benefits to the individual, familial and community life. Such examples are also available among our known ones. To facilitate effective use of social and digital media, we need proper media literacy. I am confident that such case-basis study will promote awareness on this very issue and contribute to 'combating mis- and disinformation sparked by digital and social media platforms in Bangladesh.

I would like to thank Dr. Sheikh Mohammad Shafiul Islam, a senior media academic and researcher of Bangladesh who has mentored the SACMID team to implement the study as a component of the project. My thanks also should go for the SACMID team, especially Mr. Syed Kamrul Hasan for undertaking efforts to publish the study findings in a book format. I believe, this book will be an addition to the field of social and digital media research in Bangladesh which will be useful to the media students, practitioners, researchers, policy makers, development activities, civil society, government and other relevant stakeholders thinking about this emerging field of research.

I expect an effective dissemination of the book to instigate thoughts in the areas of social and digital media literacy which will facilitate to combat rumor and hate speech and expedite the free flow of quality information to form an information just society.

## **Thijs Woudstra**

Deputy Head of Mission,  
the Embassy of the Kingdom of Netherlands,  
Bangladesh





## A BRIEF ON THE BOOK

This book is an outcome of a study titled 'Social and digital media behavior of the cross – sector people to understand and combat mis- and disinformation in three districts (Dhaka, Mymensingh and Brahmanbaria) of Bangladesh: A situation analysis has been carried out by South Asia Centre for Media in Development (SACMID) under the funding support of the Embassy of the Kingdom of the Netherlands, Dhaka, Bangladesh. The study findings facilitate to implement a project 'Combating Mis- and disinformation sparked by the digital and social media platforms in Bangladesh' in the aforesaid districts based on empirical data and information around the subject. Dhaka is the capital city of Bangladesh and Mymensingh is a division with a higher illiteracy rate according to the population census 2022 while Brahmanbaria frequently comes to the frontline for sparking violence against the religious minority based on mis- and disinformation spread through the digital and social media platforms.

The project mainly targets the youth i.e. the college and university students and others of this age since they are mostly engaged in digital and social media. The youths form the major portion of our population and represent the future citizenry which is in a risky position as they create and share sensitive contents through the digital and social media platforms without proper understanding of their consequences. The women, Gender Diverse People (GDP) and other marginalized communities become the worst victims of irresponsible digital and social media behavior of the wanton users. Apart from these, the project also targets the local journalists and the local government representatives as the direct beneficiaries having close contact with communities and direct role to influence their decision-making process. This will help to make them more rational and active to safeguard freedom and justice in their own communities. So, their engagement and capacity need to be developed. Additionally, the project targets some universities, schools and college; Stakeholders like teachers, better-informed parents, imams and religious leaders, government officials, development workers and human rights defenders whose supports are needed for the smooth implementation of the project activities to attain its stated objectives.

The overall objective of the situation analysis is to understand the existing knowledge, attitude and practice of the people in terms of using digital and social media platforms. With this objective, a mixed-method approach of social research i.e. questionnaire survey on 400 cross-sector populations, 06 Focus Group Discussions (FGD) and 25 Key Informant Interviews (KII) in the aforesaid districts, has been conducted to gather primary data and information. The scope of the situation analysis includes to gather and analyze data and information in the areas of social media behavior of the populations, using social and digital media platforms, respondent's knowledge, abilities and attitude on mis- and disinformation and hate speech, practicing and fact-check etc. The study further advanced to figure out the practice levels-what the users do with social media i.e. what they create, post, respond to others' post and share, and understand whether they do fact-check, etc.

## SUMMARY OF FINDINGS

The summarized findings derived from the situation analysis in the aforesaid three districts are presented below against its four specific objectives:

### Objective 1: Social and digital media exposure of the cross-sector populations

- **Use of smart phones:** The questionnaire survey reveals the respondents belonging to the age groups of 15-24 and 25-34 years, are the highest users of the smart phones having a percentage of 97%.
- **Social and digital media exposure habits of the people:** Most of the respondents (70%) use the social media every day, while 36% use news portals, 41% visit the news portals of mainstream news media and 14% visit GO/NGO websites every day.
- **Mostly used social media:** The Facebook, YouTube and WhatsApp are mostly used social media by 92%, 80% and 27% respondents respectively.
- **Obstacles and discrimination:** It is found that 13% respondents face obstacles while using social media. The region-based findings show that the respondents from Dhaka face more (16%) obstacles like network troubles than Mymensingh (15%) and Brahmanbaria (5%) district. In many families, women are not allowed to use Facebook independently. A girl FGD participant in Brahmanbaria district utters, "My elder brother still controls everything of the social media that I use. I have no freedom to use it."

### Objective 2: Reasons for using social and digital media platforms

- According to the survey, 60% respondents use social and digital media for getting information on sports, culture and entertainment while 52.5% on education, and 49% on politics and election.
- The FGD and KII findings show queer variety of reasons for using social and digital media platforms in terms of the respondent's age, gender and region. A KII respondent (Purohit) in Dhaka says, "Use of social media depends on user's personality and taste. I use for listening to Kirtana <sup>1</sup>, but some others use for social activities." One of the FGD respondents from a college in Brahmanbaria district says, "When I get bored or furious on anyone's behavior, I use my social media and try to demean the person by posting obnoxious comment without thinking much of its consequence."
- Preferred format of receiving information: The survey shows, 82% respondents desire to have information in audio-visual formats i.e. short film, drama, documentary, promo, etc.
- Mostly trusted social and digital media: Survey shows, the Facebook as the most trusted social media to 78.5% respondents while YouTube and online news portal are trusted to 71 percent and 37 percent respondents respectively.

<sup>1</sup> Kirtana, form of musical worship or group devotion practiced by the Vaisnava sects (followers of the god Vishnu) of Bengal.  
Source: <https://www.britannica.com/topic/idolatry>, retrieved on 22.01.2024

### Objective 3: Knowledge and attitude of the users towards social and digital media.

- **Knowledge of opening social media account:** According to the survey, 58% respondents can open their own social media accounts themselves. The youth belonging to 15-24 years of age are the most advanced (74%) group having such ability.
- **Knowledge of changing passwords:** According to the survey, 38% respondents are not aware of their social and digital media's password privacy.
- **Understanding of misinformation:** Only 26% respondents know what the misinformation is, while region-based data shows the least 20% respondents are aware in Brahmanbaria comparing to 31% in Dhaka and 28% in Mymensingh.
- **Understanding of disinformation:** Only 40% respondents understand disinformation, while region-based data shows 39% having such understanding in both Dhaka and Brahmanbaria comparing to 43% in Mymensingh.
- **Subjects of misinformation:** Most (60%) of the subjects of misinformation spread around entertainment, sports and cultural issues while about 53% around educational issues and 49.2% on politics and electoral affairs.
- **Actors of spreading mis- and disinformation:** The FGD and KII findings show that the youth and the unaware people are mostly responsible for spreading misinformation while the political rival groups and the vested interest quarters are mostly the masterminds of spreading disinformation and hate speeches. One of female KII, a journalist in Dhaka, says, "Sometimes, mainstream media/journalists spread misinformation due to high competition of covering an issue, affair or event in a speedy manner within a short time".
- **Perceived casualties of mis- and disinformation and hate speech:** Most of respondents (71%) state that violence and clashes take place due to mis- and disinformation, and hate speech while 66% opine for 'misunderstanding' as an outcome of such menace. According to 38% responses, communal relationships are hampered while the same percent people think of 'hurting the religious sentiments' and 26 percent responses go for 'degrading/humiliating' others.
- **Reasons for spreading mis- and disinformation and hate speech:** The FGD and KII findings reveal that lack of media literacy, use of smartphones even by the illiterate and less educated people, lack of parental care and monitoring, purposive spreading of fake information and emotional posting and sharing, religious fundamentalists and vested interest groups' ill motives are mainly responsible for spreading mis- and disinformation. A youth FGD participant in Dhaka says, "Mis- and disinformation is spread for making fun, especially with the classmates and the persons who are on top of the talks". One of the respondents in Brahmanbaria district states, some people make funny videos for the purpose of entertainment and thus humiliate a celebrity or a known person. A religious leader, KII in Brahmanbaria utters, "Dearth of cultural practice instigates religious radicalism which frequently fuel into spreading religious rumors." One of the transgender representatives, a KII in Brahmanbaria says, "We

experience rumor and hate speech more in Brahmanbaria than other regions since many people are religiously blind here". However, one of the female UP members, a KII in Dhaka says, "Many users try to become viral by posting mis- and disinformation".

- **Subjects of hate speeches:** According to the survey, 91% notice hate speeches around politics while 46% notice religious matters and 19% on women issues while 2% around transgender issues.
- **Mostly used social media for spreading mis-and disinformation:** Most of the respondents consider the Facebook (94%) and then the YouTube (90%) responsible for spreading mis- and disinformation (while 46%)?
- **Individual attitude towards posting/sharing:** The survey reveals that 33% respondents agree and 15% fully agree that they can 'post and share anything on their social media' as per their wishes. Such attitude of the people, according to the FGD and KII findings, facilitate spreading mis- and disinformation and rumor.
- **Users' attitude towards verifying information:** According to the survey, 45% respondents agree and 36% fully agree that information needs to be verified before sharing on the social media. The attitude of both the male and female respondents is almost similar. Region-based data shows, 48% respondents from Brahmanbaria fully agree about verifying all information against 51% responds from Dhaka.
- **Ability to operate social media:** The survey shows, 91% respondents can operate social media of their own while the gender-based data reveals more male (12%) having such ability comparing to their female counterparts (6%).
- **Ability to identify mis- and disinformation:** Only 5 percent respondents are 'fully able' and 30 percent are 'able' to identify misinformation. The region-based findings reveal that only 2% respondents in Brahmanbaria are 'fully able' and 33% are 'able' to identify mis- and disinformation while these percentages are 4% and 33% for Dhaka and 6% and 26% are for Mymensingh respectively.
- According to the KII findings, people generally have no good idea on fact-check using apps and software, however, sometimes some of them use Wikipedia and Google for information verification and image check. In Brahmanbaria, one of the KIIs, a Govt. officer states "tendency of fact checking, or verification of information is less among the less educated people, but some educated and job-holders are highly aware of this issue here in Brahmanbaria". In contrast, one of the KIIs in Dhaka, a male NGO worker states, "Even the educated people have no skills of information verification using apps and softwares".

#### Objective 4: Practice of the respondents

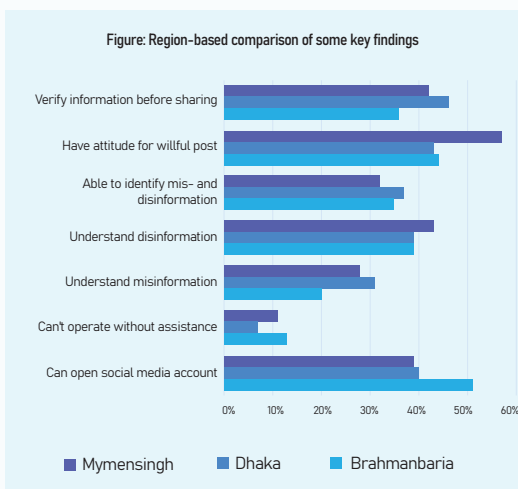
- **Activity after getting information from social media:** The survey shows, 43% respondents do nothing after getting information from social media while 39% check and verify the information for accuracy. However, 6% directly believe the information as it comes to them while 7 percent send/forward to others. Region-based data shows, 36% respondents in Brahmanbaria check/verify information received from the social and digital media for accuracy while this rate is 46% in Dhaka and 42% in Mymensingh.

- **Ways to verify :** Among the verifiers (n=170), 82% (n=140) check the information with the friends and trusted sources while 8% do the same through notifying and cross-checking with concerned person or authority and using online resources. However, 17% can't talk about the ways of verification.
- **Measures to combat mis- and disinformation and hate speech:** The survey shows, 47% respondents consider calling the police 999 to combat mis- and disinformation/hate speech. After that, 'check and give correct information' is mentioned by 44% while 20% respondents do not know what to do for combating the same. Notifying dignitaries and informing UP chairman and member is also mentioned by 19 and 16 percent respondents consecutively. Only four percent respondents specify countering together, self-combating and undertaking legal measurement.
- The KII findings reveal of some initiatives that are generally taken by the people, especially by the opinion leaders, religious leaders, CSO and influential people to make people aware of mis- and disinformation. However, their initiatives are mostly limited to informal motivation or persuasion for not to spread mis- and disinformation. There are no technical workshops on the fact-check tools and techniques. Even, there is no mentionable technical sessions on the fact-check by the relevant government departments despite arranging some sorts of field level awareness activities.

## COMPARISON OF KEY FINDINGS

The questionnaire survey reveals, despite using social media to a large extent, only 51% users can open their own social media account in Brahmanbaria district while this is 40% in Dhaka and 39% in Mymensingh. In Brahmanbaria 13% users are yet to operate their own social media independently due to lack of complete confidence and operational skills while in Dhaka 7% and 11% users in Mymensingh need other's assistance to operate their own social media accounts. Understanding of misinformation is 20% among the users of Brahmanbaria which is 31% in Dhaka and 28% in Mymensingh. About understanding of disinformation, equal percent of respondents (39%) in both Brahmanbaria and Dhaka district have this ability while this is 43% in Mymensingh. In Brahmanbaria, 35% respondents are 'able' to identify mis- and disinformation while this percentage is 37% in Dhaka and 32% in Mymensingh. The survey shows an attitude of deliberate social media posting among 44% respondents in Brahmanbaria against 43% in Dhaka and 57% in Mymensingh. The findings also reveal that 36% social media users in Brahmanbaria do some sorts of information verification before posting or sharing the information received from the social and digital media platforms while this percentage is 46% in Dhaka and 42% in Mymensingh.

The FGD and KII respondents mostly point fingers at Facebook and YouTube for spreading rumors by the vested interest groups, religious fundamentalists, youths and the less educated people having lack of social and digital media literacy. The situation analysis also shows, the community people have no idea of fact-check applying modern technological tools and techniques. However, some journalists of Dhaka's mainstream news media have undergone some sorts of training and workshops on fact-checking applying contemporary tools and techniques.



The aforesaid comparative findings depict no significant variations among the region-based findings. The reasons of such a similar situation in these three different regions can be derived from the KII findings which include that the social media-generated menace is a very new phenomenon in Bangladesh. There exists gaps between the speedy expansion of these new media and the knowledge and skills of the people on standard and ethical operational practices. Another pragmatic reason is that the CSOs are still not engaged in this issue visibly to create awareness among the people in a harmonious way. The efforts are still sporadic. The quality of general literacy is yet to reach to that level of self-adoption of new techniques to fact-checking by the social media users. Moreover, trainers/experts are not available to disseminate knowledge and skills on the technicalities of the social and digital media operation.

## CONCLUSION

Bangladesh is facing some pragmatic challenges triggered by the mushroom-growth of social and digital media. Being more open in nature, the social and digital media platforms are easily chosen for spreading mis- and disinformation and hate speech that sometimes spark violence and lead to casualties in the forms of communal conflict and disharmony, vandalism, attack and even killings. In this reality, fact-checking of the information on sensitive issues has become indispensable besides improving awareness among the people regarding combating mis- and disinformation and hate speeches. The youth groups and civil society are perceived as significant role players in dealing with such menace. However, in reality, these matters are still new in Bangladesh to talk about and learn the ever-updating techniques and tactics for dealing these social media hazards. The situation analysis reveal neither the youth, journalists nor the civil society members have adequate knowledge, skills and abilities to check the fact and deal these newly emerged issues properly. The situation analysis, in its attempt, addresses some with significant aspects of the social and digital media behavior of the audiences in three districts of Bangladesh. A big section of population is still unaware of proper use of their own social and digital media platforms and many of them believe that they can post whatever they like on their social media while a good number of people don't check and verify information received from social media before sharing. The study also reveals that some vested interest groups, religious fanatics and political rivals purposively spread disinformation and hate speech which spark violence. In Bangladesh, media are somewhat free except a few draconian and oppressive laws like the Digital Security Act (DSA)/2018 (now repealed and replaced with the Cyber Security Act (CSA) 2023, Official Secrecy Act (OSA) 1923, the Penal Code 1860 etc. However, the mass audiences are not aware of these laws, for which, some get victimized. A greater campaign for media literacy is needed nationally which can make people enable and sensitized to use their social and digital media platforms effectively.

# RECOMMENDATIONS

Following course of activities are suggested based on the aforesaid findings:

- Training and workshops can be arranged for the youth to make them 'social media leaders' who can subsequently contribute positively to manage social media-generated menace through fact-checking. They can help combating mis- and disinformation by organizing their fellows.
- A comprehensive campaign is needed to form to make people aware of the operational ethics and behaviors of the social and digital media. Targeted stakeholders like the youth, CSO, local government representatives, local journalists need to go for skills training.
- Short audio-visual contents with awareness messages can be prepared and displayed in the giant screens in public gatherings.
- Some school and college based activities like essay/debate competition, seminar, rally, street/stage drama, discussion etc. can be arranged to create awareness among the community.
- Social and digital media literacy campaign should reach to the grassroot levels like the slum areas. Parents need to develop their capacity too to oversee the social media activities of their children. The school and college teachers also need to work closely with the parents of this students. The schools and colleges should proactively arrange motivational sessions for both the students and their parents.
- Socially and culturally influential people like the community opinion leaders, Civil Society Organization (CSO) Union Parishad (UP) members and chairmen, mayors, councilors, imams, purohits, cultural activists and the youth leaders can be engaged in the campaign against mis- and disinformation.
- Campaign programs can be jointly organized with district cultural forums/clubs and local NGOs/ government departments, institutions and like-minded citizen networks.
- An advocacy with Facebook/Meta & other social media authorities can be initiated to encourage them for testimonial/certificate from school/college/UP for opening a social media account so that the user's identity is confirmed for minimizing fake IDs and ensuring accountability.
- Disseminating audio-visual messages on fact-check and other awareness messages on combating rumor through social media platforms and LED/digital board installed in front of the Union Parishad (UP) or Upazila headquarter or in the district headquarters.
- To manage the menace of social media-generated issues like mis- and disinformation and hate speech, training workshops and ToT on 'fact-checking' can be arranged for the district and sub-district (upazila) level journalists, CSO and youth leaders so that the media can effectively contribute to limiting the of rumor disseminate.
- A youth network should be formed and nurtured up to dissemination maturity <sup>2</sup> through transferring social and digital media literacy skills especially in the areas of social and digital media operation under training supports and fellowship so that they can contribute to the socio-economic and cultural development of the country by producing and disseminating useful contents.

<sup>2</sup> Until the network is self-reliant to work and arrange activities of its own capacity



- A three-district (project locations) network incorporating the journalists, CSOs, community representatives and the government officials should be formed and capacitated to deal with the social media menace like mis- and disinformation and the hate speech through leadership and communication training.
- Further interventions should directly target and work with some of the respondents (as much as possible to identify and include) participating in the survey of the situation analysis whose knowledge, attitude and practice level can be compared to that of the baseline to understand the changes at the end of the project.

## KEY INDICATORS

The following key indicators have been considered for comparison with the final evaluation of the project after its tenure:

SL	Indicators	Baseline percentage drawn from the situation analysis
1	58% respondents can open their own social media accounts.	Women: <b>22%</b>
		Men: <b>36%</b>
2	9% can't use social media of their own rather operate with assistance from others.	Women: <b>6%</b>
		Men: <b>3%</b>
3	38 % are not aware of their social/digital media password's privacy.	Women: <b>15%</b>
		Men: <b>23%</b>
4	24% respondents have no clear idea about the consequence of letting people know their passwords.	Women: <b>15%</b>
		Men: <b>9%</b>
5	26% respondents understand misinformation.	Women: <b>10%</b>
		Men: <b>16%</b>
6	40% respondents understand disinformation.	Women: <b>13%</b>
		Men: <b>27%</b>
7	35% are 'able' to identify misinformation.	Women: <b>14%</b>
		Men: <b>21%</b>
8	58% respondents think, they can post and share anything of their wishes on their own social media platforms.	Women: <b>21%</b>
		Men: <b>34%</b>
9	42% respondents check/verify information received from social media before sharing.	Women: <b>22%</b>
		Men: <b>36%</b>
10	7% respondents verify information by notifying and cross-checking with concerned person or authority and using online resources.	Women: <b>16%</b>
		Men: <b>26%</b>
11	55% respondents think of undertaking legal action when they find mis- and disinformation/rumor on social media affecting social stability.	Women: <b>21%</b>
		Men: <b>34%</b>

**CHAPTER**

**THE STUDY  
CONTEXT**

# 1.1. PREFACE

Media and communication technologies have brought about a significant transformation in the traditional ways of human interactions. This change is evidently visible in the media ownership pattern, messaging, audience profile, control and management. This phenomenal tendency has led to access to information and entertainment by enhancing the capacity of the mass people as the active 'source' rather than being the passive 'receiver' of messages. The newer communication technologies have paved the way for the mass people to produce and disseminate content largely. However, this trend has created both the opportunities and challenges equally as to what content to create and how to disseminate through the popular digital and social media platforms.

The invention of the printing press in the fifteenth century and the subsequent innovations and expansion of the print media—newspapers, magazines, and the broadcast—the radio and television (TV) and the latest addition, the computer and internet-based online communication systems expanded the horizons of human communication significantly. In addition, the transformation of the communication and media systems is continuously redefining the media literacy. Therefore, media literacy is a much talked-about issue across the globe today. Its scope and depth are becoming complex due to innovations in the information, communication and media technologies. A few decades ago, the media world was mainly categorized into two larger segments – the content generators and the audience: the media owners and the consumers.

**Table:** Phases of media and communication evolution

Primitive	Renaissance (1st industrial revolution)	2nd industrial revolution	Info Society
<ul style="list-style-type: none"><li>· Oral, gesture &amp; posture</li><li>· Pictorial, logographic launching of alphabetic concept of reading and writing</li></ul>	<ul style="list-style-type: none"><li>· Start of mass media with the invention of the printing press in the 15th century</li><li>· Further expansion of reading and writing</li></ul>	<ul style="list-style-type: none"><li>· Broadcast media (since 1950s)</li><li>· Wire &amp; wireless, film</li><li>· Audio-visual forms</li></ul>	<ul style="list-style-type: none"><li>· Digital media and Internet (since 1980s)</li><li>· Social media platforms (since 2000s)</li></ul>

**[Source: Author's compilation from diverse literature]**

The new communication technologies are diminishing this division by allowing more spaces and freedom to the audiences/the consumers to become the media owners and the content generators, both. What we are experiencing now is a global paradigm shift in the mediascape since the mass people are now the owners of the media. This new status of the mass people as the media owners has created debates and discourse globally since it has both the merits and the demerits. It is the time when difficulties are becoming visible in distinguishing between the media producers and

the consumers, rather it has become a blended concept “prosumer” who produce and consume simultaneously. The blessing of the technological advancement has at the same time created enormous opportunities for generating and disseminating a huge mass of information in the quickest possible of time and has also created a number of newer challenges and social menaces due to uninformed and unwise use of these technological amenities.

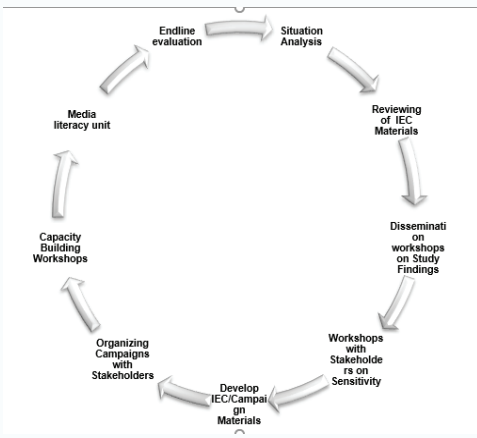
The vision of Digital Bangladesh is based on democracy, human rights, accountability, transparency, freedom of expression and establishing justice among the people through effective use of information and technology. It also includes the uses of information and technology among all the citizens of the country by reducing the digital divide. The Census of Bangladesh 2022 reveal that 55.89% people aged above 5 use mobile phone and 30.68% people use internet in Bangladesh (“Bangladesh Census 2022”). According to the Bangladesh Bureau of Statistics (BBS) data 2022- about 97% of households in rural areas and 98.7% of households in urban areas have one or more mobile phone. On the other hand, about 29.7% of households in rural areas and 63.4% household in urban areas have internet access (Survey on ICT Use, 2022, BBS, p.11). Most of these internet users are active in digital and social media platforms, but many of them don’t know how to use these platforms effectively. For getting an overview, SACMID published a country-wide survey in 2019 titled- “Media Literacy among students of secondary schools and madrasahs of Bangladesh: An exploratory research”. The survey reveals that only 27% students try to verify the truthfulness of news in digital and social media platforms, 53% do so sometimes. The remaining students never feel the importance of doing so. Only 13.8% students know the application of the ICT laws (Asaduzzaman, et al. 2019, p.32). Another national survey carried out by Management and Resources Development Initiative (MRDI) reveals a poor state of news literacy in Bangladesh. About 76% of people in Bangladesh have a low news literacy rate, and only 24% of people have high news literacy (Chowdhury, 2020). These findings suggest that people of Bangladesh are in the risk of rumors using newly emerged social media. Especially teenagers and youth are in vulnerable position.

This knowledge gap regarding the use of digital and social media uses is creating diverse problems throughout the country. Arguably, knowledge gaps can create mistrust and disbeliefs among the integrated rural population who have been living together for thousand of years with their own unique religious beliefs and some common and shared cultural values. But, the recent influx of irrational contents on the social media platforms has become phenomenal, which challenged the social harmony, cohesion and traditional peaceful values of the society. These have shocked the soul of the society, and by losing balance the people of the community caused blind violence. Some of the contents instigated deadly conflicts and caused death and damage to communal harmony in recent times. A number of violent clashes in Bangladesh following rumors and fake news spread through Facebook have resulted in deaths. Some of the most severe concerns in these relevant regions are fake news, disinformation, and misinformation, which have occasionally caused various socio-political and inter-religion conflicts (Muzykant et al, 2022). As a result, multiple detrimen-

tal episodes have occurred in this country like false child abduction rumor (2019), Borhanuddin (Bhola) religious zealots clashed with police over a hate message case (2019), attack on Hindu communities in Cumilla, Chattogram, Chandpur, Kurigram and Moulvibazar case (2021), vandalizing individuals' property in Bhola and Pirganj Upazila (2021), mob attack on Hindu community in Narail case (2022). This is a big challenge, because there is still a big gap between the spread of smart phones and its appropriate use through a systematic media literacy initiative. That is why we believe that a systematic campaigning is much needed to promote social and digital media literacy among the general people of the country giving a special focus on youth internet users and the marginalized population of the rural and gender-diverse community.



In this context, SACMID, a non-profit national media development organization developed a comprehensive proposal to work and contribute to addressing these new issues around the social and digital media expansion in Bangladesh. The Embassy of the Kingdom of the Netherlands in Dhaka, Bangladesh granted SACMID's proposal and entrusted with the responsibilities of implementing a project entitled 'Combating mis- and disinformation sparked by digital and social media platforms in Bangladesh'. The project were implemented in three districts: Dhaka, Mymensingh and Brahmanbaria. Dhaka is the capital city of Bangladesh, Mymensingh is the division with higher illiteracy rate according to the latest population census (2022) while Brahmanbaria frequently comes to the frontline for sparking violence against the religious minority on the basis of mis- and disinformation spread through the digital and social media platforms.



The key project activities include to carry out a comprehensive situation analysis in the project locations around the project to understand the social media behaviour (knowledge, attitude and practice) of the people, reviewing IEC materials, disseminating the findings of the situation analysis, arranging workshops with stakeholders on sensitivity, developing IEC/campaign materials, organizing campaigns with stakeholders, capacity building workshops, setting up of a media literacy unit and conducting an endline evaluation of the project activities throughout the project duration (2023-2024).

## 1.2. PROJECT TARGET PEOPLE

The project mainly targets youth communities i.e. the college and university students and other youth since they are mostly engaged in digital and social media activities. Various surveys show that this group, which forms the major portion of our society and represents the future citizenry, is in a risky position since they create and share sensitive contents through the digital and social media platforms without understanding the consequences. The women, Gender Diverse People (GDP) and other marginalized communities become the worst victims of irresponsible digital and social media behavior of the wanton users. Apart from these, the project also targets the local journalists and the local government representatives as direct beneficiaries since they have close contact with people and have a direct role to influence in their decision-making process. This helps to make them more rational and active to safeguard freedom and justice in their own society. So, their engagement and capacity needs to be developed. Additionally, the project also targets some stakeholders like the universities, school and college teachers, better-informed parents, imams/religious leaders, government officials, development workers, human rights defenders whose supports avail for the smooth conduction of the project activities and attaining the stated objectives.

With a view to smooth conduction of the project activities based on empirical data and information, the project team feels the need of a situation analysis. Keeping this in mind, a study titled 'Social and digital media behavior of the cross-sector people to understand and combat mis- and disinformation in three districts (Dhaka, Mymensingh and Brahmanbaria) of Bangladesh: A situation analysis' has been designed and carried out in the participatory manner.

## 1.3. OBJECTIVES OF THE SITUATION ANALYSIS

The overall objective of the situation analysis is to understand existing knowledge, attitude and practice of the people in terms of using digital and social media platforms to figure out their overall social and digital media literacy. The specific objectives of the assessment include to:

- i. Understand the social media exposure/using habits of the population.
- ii. Figure out the reasons of using social and digital media platforms.
- iii. Assess the knowledge (especially on mis- and disinformation, hate speech, verification of information/fact-check etc.) and attitude level of the users in terms of proper use of the social media platforms
- iv. Know the practice levels—what the users do with social media i.e. what they post and share, and understand whether they verify information/do fact-check, etc.

## 1.4. RESEARCH QUESTIONS

The study is based two key research questions:

- a. What is the tendency of social and digital media users?
- b. How is their knowledge, attitude and practice in social and digital media operation?

The two key questions are segmented below:

What social and digital media platforms are mostly used by the people of various strata?

What is their exposure/using habits? What social media platforms do they use most and what is the duration of their use?

Why do people use social media? Do they get benefits from the use? What demerits/barriers do they find also? Do social media affect their personal, familial and social life?

Do the social media users possess adequate knowledge and understanding of creating and maintaining their own accounts? Can they identify mis- and disinformation and hate speech spread through the social and digital media platforms? Do they notice rumors? How do they deal with the menace? Do they have any training or learning on media literacy particularly on fact-checking?

What do they think of creating, posting and sharing contents through Facebook? More specifically, do they think they should share posts of their friends and relatives without verification? What menaces can be created if information is not verified while sharing any post? Do they know about the legal boundaries regarding this? Do they know the sensitivities related to content creation and dissemination? To what extent do they know about the relevant media laws?

In practice level, what are their usual behaviors with social media? Do they post what they think?

Do they share any post on sensitive issues like politics, religious matters, gender, transgender, minority groups and other sensitive issues without verifying? Do they consult with senior or better understood groups while sharing any post? What are their needs for effective use of social media? How can mis- and disinformation be combated? Who can be engaged and how?



**CHAPTER**

**LITERATURE  
REVIEW**

## 2.1. BANGLADESH MEDIASCAPE

Bangladesh media was mostly dominated by the newspapers even two decades ago. Privatization policy of the governments has led to expand the broadcast media especially the satellite television channels in the country since 1999 after allowing ETV to go on air in private management. Since then, Bangladesh's media landscape has witnessed a significant shift towards private management, resulting in a predominance of influential outlets owned by politically affiliated corporations. While the country enjoys a wealth of news media, it is primarily urban-centered, male-dominated, and controlled by corporate entities tied with the power elites. This transfer of media ownership took place under various political administrations, enabling corporate elites to acquire licenses and consolidate control. Bangladesh has four state-owned television channels, 45 private television channels, 28 FM and 32 community radio stations, 1,248 daily newspapers, and more than 100 online news portals<sup>3</sup>.

Internet was launched in June, 1996 in Bangladesh<sup>4</sup>. Its first but wider use in the national issue was noticed for disseminating the results of the parliament elections which was greatly appreciated even by the Bangladesh people living abroad. Gradually Bangladesh people have been introduced with diverse use of internet including use of social networking sites. Being the single most popular social media platform, the Facebook started to expand in Bangladesh since 2008 after its launching in February 2004 by the American businessman Mark Zuckerberg and his fellows. Now, the country is experiencing a huge booming of social and digital media.

## 2.2. RISE OF DIGITAL AND SOCIAL MEDIA

The government's 'Digital Bangladesh' campaign has contributed to the media expansion particularly in the spheres of digital and social media in the last two decades. However, there is a vast debate on the acceptability of the social and digital media since they have no organizational and professional set up of such media. These media have spontaneous expansion by mostly the individual users in line with the availability of the smart phones. Quoting Global System for Mobile Communications (GSMA) intelligence data, Kemp (2023) states that there were 179.9 million cellular mobile connections in Bangladesh at the start of 2023. It is a reality that a large segment of mobile phone users operate internet through mobile connections. A report of Bangladesh Telecommunication Regulatory Commission (BTRC) shows that in February 2021, the mobile internet subscription rose to 103.193 million while the total internet users were about 113 million people in the country. Kemp (2023) also states, there were 66.94 million internet users in Bangladesh at the start of 2023 while it was a home of 44.70 million social media users during the period. It is to note that the social media users comprise 26% of the total population.

Of the social media users, most of them use Facebook as a social media platform since it is perceived as an easy and interesting platform to most of the users, mostly the youth. Besides, YouTube, Twitter, Instagram and other social media platforms are also being used in Bangladesh. Now-a-days, almost all the leading newspapers, TV channels and the radio stations have web portals, Facebook pages, Twitter accounts and presence on YouTube. Some newspapers outside of the capital have their online news portals and e-versions too.

<sup>3</sup> Riaz, A & Rahman, M. S. (January 2021). Who owns media in Bangladesh. Centre for Governance Studies, Dhaka.

<sup>4</sup> [https://www.researchgate.net/publication/358470840\\_Social\\_Media\\_Adaptation\\_and\\_Its\\_Impact\\_in\\_Bangladesh](https://www.researchgate.net/publication/358470840_Social_Media_Adaptation_and_Its_Impact_in_Bangladesh), retrieved on 26.02.2024

According to Kemp's 'Digital 2023: Bangladesh' analytics, in January 2023, there were 43.25 million Facebook users, 34.40 million YouTube users, 5.90 million LinkedIn users, 4.45 million Instagram users and 1.05 million Twitter users in Bangladesh. [Source: Kemp, S. (2023). <https://datareportal.com/reports/digital-2023-bangladesh?rq=Bangladesh>, retrieved on 13.02.2024]

Facebook is the most used social network in Bangladesh. Users frequently scroll pages, read and share newsfeeds. Interactions in this social platform have been increasing with the rise of Internet users among people from all walks of life. People of all ages irrespective of having education or not, intend to open Facebook accounts to get into the information hub and be updated about what is going on around the world. Without Facebook, people now think themselves alienated. But, it is frequently reported that the use of the social media platforms, especially the Facebook is being used to spread purposive and subjective contents to manipulate the ordinary people who act emotionally to spread rumors without understanding the adverse consequences.

There is an inborn allegation against the social media particularly Facebook that these media instigate rumor and thus create chaotic atmosphere in the society. A number of people having ill motives purposively produce and disseminate sensational contents and disseminate through these platforms that break the status quo since these media are completely devoid of editorial processing and gate-keeping. The government has taken this matter seriously and promulgated tougher legal provisions to control the malpractices by a section of the vested interest group. Simultaneously, it is argued that only for a handful of people, the whole nation suffers largely when the tougher digital law makes the mainstream media to suppress or surpass the issues that are parallel to the interests of the mass people and the society.

## **2.3. MEDIA REGULATORY AND POLICY FRAMEWORKS**

The media landscape in Bangladesh is characterized by strict laws and regulations that are sometimes seen as oppressive and restrictive to freedom of expression. The existing regulatory framework for radio and television is guided by out-dated laws and policies that fail to adapt to the evolving media landscape. Several laws, such as The Telegraph Act (1885), The Wireless Telegraphy Act (1933), and the Bangladesh Telecommunications Regulatory Commission Act 2001, govern the radio and television industry. Print and broadcast media content is regulated by a diverse set of laws, including censorship codes and provisions outlined in legislations such as The Penal Code (1860), The Code of Criminal Procedure (1898), The Contempt of Court Act (1926), and the Printing Presses and Publications (Declaration and Registration) Act passed in 1973, which regulates newspaper and book publication. Additionally, the Bangladesh Television, Film Censor Guidelines, and Rules (1985) dictate content regulations for television and films.

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However, the management and operations of satellite TV channels, online news portals, and social and digital media platforms lack comprehensive legislation and policies. Despite some pending laws and policies i.e. Online Mass Media Policy (draft)<sup>6</sup>, there is currently no comprehensive framework to address these new platforms.

OFFENCES	PENALTY IN THE DSA	PENALTY IN THE CSA
Section 21: Propaganda against the spirit of the Liberation War, the father of the nation, the national anthem, or the national flag	Ten-year imprisonment	Seven-year imprisonment
Section 28: Offense of hurting religious sentiments	Five-year imprisonment (non-bailable offence)	Two-year imprisonment (bailable offence)
Section 29: Defamation in the context of news coverage	Three-year imprisonment	No imprisonment, a maximum fine of Tk 25 lakh will be imposed, three to six-months jail in default of payment
Section 31: Destroying communal harmony	Seven-year imprisonment	Five-year imprisonment
Section 32: Disclosing official secrets	Fourteen-year imprisonment	Seven-year imprisonment

Source: The Daily Star

The Ministry of Information, in collaboration with Bangladesh Telecommunications Regulatory Commission (BTRC) holds the authority for licensing and frequency control. The BTRC Act 2001 provides guidelines for spectrum allocation to licensed operators for establishing TV stations <sup>7</sup>. FM radio broadcasting licenses are issued by the Ministry of Information, and frequency assignments follow the National Frequency Allocation Plan. The government introduced the Community Radio Installation, Transmission, and Operation Guideline in 2008 to facilitate localized information services. Terrestrial broadcasting is exclusively designated for Bangladesh Television (BTV), a state-owned entity, while private TV channels rely on satellite broadcasting. <sup>8</sup> Private radio stations operate through FM broadcasting licenses issued by the Ministry of Information.

<sup>5</sup> Reza, S.(2012). Media Governance in Bangladesh: Rhetoric and Reality of Broadcasting Policy, Forum, Daily Star, Volume 6, Issue 05, May 2012

<sup>6</sup> Ministry of Information, <https://policy.gov.bd/policy/ministry-of-information?lang=en>, retrieved on 18.07.2023.

<sup>7</sup> Bangladesh Telecommunication Regulatory Commission, <http://www.btrc.gov.bd/broadcasting>, retrieved on 10.08.2021

<sup>8</sup> Reza, S. (2012). Media Governance in Bangladesh: Rhetoric and Reality of Broadcasting Policy, Forum, Daily Star, Volume 6, Issue 05, May 2012

The Cyber Security Act 2023<sup>10</sup> was passed in the Parliament in September 2023 replacing the previously much criticised The Digital Security Act (DSA) 2018 which was seen as a significant threat to freedom of expression due to its excessive empowerment of law-enforcing agencies. Under the sections were non-billable while the Cyber Security Act 2023 has four such provisions for intrusion into key information infrastructures, damaging computers and computer systems, cyber terrorist activities, and hacking related crimes. As per the act, officers of the rank of police inspector are empowered to search and arrest anyone without any warrant. However, if a false case is filed, it is considered as a crime and provisions for punishment have been mentioned. Arguing various clauses of the act, critics viewed that freedom of thought and expression and recognition of independent media have been guaranteed in the Bangladesh constitution. However, in various clauses of this act, the system of curtailing these rights recognized by the constitution has been ensured. Many journalist & civil society members demanded to amend the provisions of arrest and search without any warrant.

The Right to Information Act 2009<sup>10</sup>, which was enacted in April 2009, is the result of a long-standing civil society campaign advocating for free flow of information to the public. This act stands out from other laws as it empowers the people to hold authorities accountable by allowing them to apply this law against the state mechanism/functioning. It signifies a paradigm shift, granting individuals the right to access to information and ensuring transparency. While the act recognizes the citizen's right to information, certain exceptions exist, such as information pertaining to foreign policy or confidential information received from foreign governments. Additionally, state-run institutions, particularly law enforcement agencies, are exempted from providing information upon request.

<sup>9</sup> Source: <https://www.dhakatribune.com/bangladesh/325228/parliament-passes-cyber-security-bill-2023>, retrieved on 03.02.2024

Note: The Table has been taken from the Daily Star, <https://www.thedailystar.net/law-our-rights/news/what-does-the-proposed-cyber-security-act-offer-3413671>, retrieved on 03.02.2024.

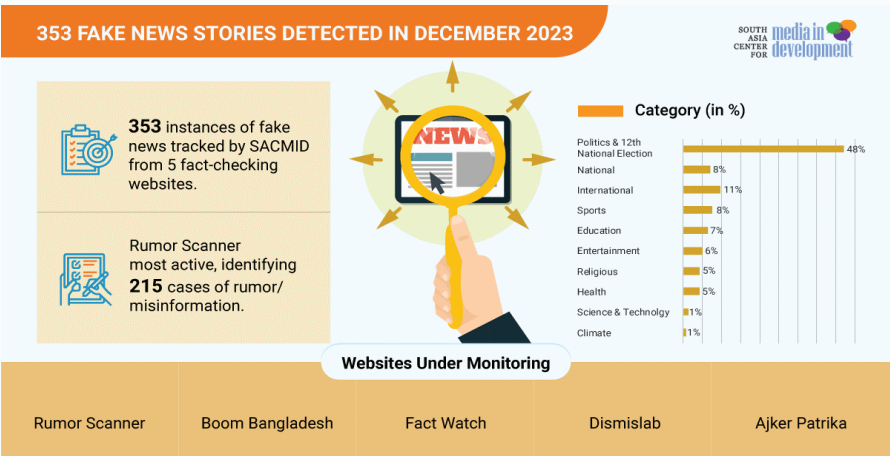
<sup>10</sup> The Right to Information Act, 2009; Information Commission, Bangladesh; <http://www.infocom.gov.bd/site/view/law/-RTI-Act,-Rules-and-Regulations>, retrieved on 15.07.2023

## 2.4. RATIONALE OF THE PROJECT AND THE STUDY

With the continuous boosting of Bangladesh economy with increased purchase power of the people, smartphone devices are becoming affordable for the general people of the country. By dint of this affordability and because of creating some examples of its positive/constructive use, more people are engaging in digital and social media platforms through smartphones. But lack of media literacy and skills, and lack of the sense of safety and security are the major challenges to using these platforms. Adversities, hatred, social and religious conflicts are increasing day by day for the lack of safety and security in digital and social media platforms. To achieve the goal of Digital Bangladesh, these challenges need to be combated successfully.

Nowadays, digital and social media platforms are being used to spread purposive and subjective contents to manipulate the ordinary people who act emotionally to spread rumors without understanding their adverse effects. (Islam, 2022).

Rumors become prevalent causing huge violence and communal strife. SACMID tracked 353 instances of fake news in Bangladesh in the month of December, 2023 from 5 fact-checking websites namely Rumor Scanner, Boom Bangladesh, Fact Watch, Dismislab, and Ajker Patrika. SACMID intends to combat mis- and disinformation adopting strategic activities.



In this situation media literacy among general people is very important in Bangladesh perspective. However, achieving media literacy is a big challenge here because it is also related to the effective engagement of relevant stakeholders and raising general awareness of the mass people regarding safer use of digital devices. Government of Bangladesh has enacted Cyber Security Act and established Cyber Police Center and Cyber Crime Investigation Division to act against any kind of cyber crimes like cyber bullying and fake news spreading. But general people and even the stakeholders like community elected representatives or school teachers (those have big influence on the community) are not well informed and do not have required skill to handle these issues. An exploratory research of South Asia Center for Media in Development (SACMID) in 2019 found that only 7% students of secondary schools and madrasahs are

aware that they should report to the police when they become victims of harassment in social media and 26.8% students do know what to do (p.31, Asaduzzaman, et al. 2019). The national survey of MRDI also supports the fact that about half of the people are not aware of the importance of checking the accuracy of information. Almost 17% of the respondents never feel it is important to check the source of the news, and 15% never check what evidence the news story contains (Chowdhury, 2020).

According to the data of Bangladesh Telecommunication Regulatory Commission (BTRC), about 182.61 million mobile subscribers are in Bangladesh till February 2023 <sup>11</sup>. With rapid penetration of smart phones at grassroots level, adversities and hatred are increasing rapidly in digital and social media platforms of Bangladesh. Many times, vandalizing and religious riots took place following Facebook posts. Picking up some major incidents, we can have a look into the gravity of the situation that pushes for the need of an urgent intervention.

## **Conflict and Violence Sparked by Facebook, Digital and Social Media Platforms in Bangladesh during 2019-2022**

The following case studies show some violent incidents that were sparked by the Facebook and other social and digital platforms which caused fatalities in different parts of the country:

July-2019, eight people were killed in vigilante lynching in Bangladesh, sparked by rumors on social media of children being kidnapped and sacrificed as offerings for the construction of the mega-bridge on the river Padma. The victims, two women were targeted by angry mobs over the rumors spread mostly on Facebook.-

Source: <https://www.theguardian.com/world/2019/jul/25/bangladesh-eight-lynched-over-false-rumours-of-child-sacrifices>, <https://www.bbc.com/news/world-asia-49102074>, Date of retrieval 26.06.2024

On 20 October, 2019, at Borhanuddin Upazila (sub-district) of Bhola District, Barisal Division; four people were killed and more than a hundred others injured as religious zealots clashed with police over a hate speech spread through Facebook and its messenger. Source: <https://www.thedailystar.net/frontpage/clash-in-bhola-4-killed-100-injured-1816540>

On 13 - 16 October 2021, in Cumilla, Chattogram, Chandpur, Kurigram and Moulvibazar districts, at least seven people were killed in separate attacks, 10 Hindu temples and shrines were vandalized. Hundreds of houses and businesses of the Hindu communities were torched by outrage generated from a photo posted on social media. A video spread across social media showed that the Qur'an, the Muslim holy book, had been placed on the knee of a statue of the Hindu God Hanuman, in a shrine set up for the Hindu holy festival of Durga Puja. It was terribly taken by a major section of the Muslim community. Source: <https://www.bbc.com/news/world-asia-58999047>, <https://www.thedailystar.net/news/bangladesh/crime-justice/news/unrest-cumilla-govt-orders-probe-bgb-deployed-2197816> Date of retrieval 26.06.2024

<sup>11</sup> <https://btrc.portal.gov.bd/site/page/0ae188ae-146e-465c-8ed8-d76b7947b5dd>

In September 2021, in Bhola district, a Hindu man's car and home were vandalized after he allegedly criticized Prophet Muhammed (Sm) in a Facebook conversation. Derogatory comments regarding Prophet were reportedly made in the conversation which triggered protests. Meanwhile, the person calimed that his Facebook profile was hacked and that he filed a general diary (GD) with the police station. Source: <https://archive.dhakatribune.com/bangladesh/nation/2021/09/17/hindu-man-arrested-in-for-derogatory-remarks-against-prophet>

On October 17, 2021, at Pirganj Upazila of Rangpur District, a mob attacked on Hindu families which was triggered by a Facebook post. They set fire on houses, shops, vehicles and looted ornaments, goods and products of those victim families. Source: <https://www.prothomalo.com/bangladesh/%E0%A6%AB%E0%A7%87%E0%A6%B8%E0>

On July 15, 2022, a mob vandalized a temple, grocery stores and several homes of Hindu community in Dighalia Bazar area of Lohagara upazila of Narail district spreading over a Facebook post. The villagers became violent alleging that a Hindu boy had made a post on Facebook hurting their religious sentiments. Source: <https://www.dhakatribune.com/bangladesh/2022/07/16/narail-hindu-homes-shops-temple-vandalized-over-facebook-post>

Sexual harassment in digital and social media platforms is also very common in Bangladesh. Often the girls and members of gender diverse community become victim of cyber bullying. For instance, some social media users post comments against some of the film actresses full of vulgarity and hatred. Lack of skills and ethical guidance make huge number of internet users prone to post or comment fake news and spread hatred in digital and social media platforms. Both cultural and religious sensitivity should be positively depicted by new knowledge, technology and skills.

The government of Bangladesh has recently set up cyber tribunals to hold trials of cybercrimes related cases including those filed under the recently repealed Digital Security Act. One of the objectives to undertake these initiatives has been taken by government to combat rumors and adversities in digital and social media platforms. But this is not enough for making general people aware or properly oriented on dos and don'ts in digital and social media platforms. Also, there are a few fact-checking initiatives at individual level. However, these are still city-based, casual, non-professional and informal in nature which do not make any impact. On the other hand, negotiations are still underway with Facebook and Twitter authorities; but those could not produce any result yet. Some of the initiatives taken at government, NGOs and individuals' level to combat fake news, mis- and disinformation; and their limitations can be mentioned as below :



- Online course on media and information literacy : Bangladesh government as well as some NGOs like Article 19 Bangladesh, DW Akademie started offering online courses on media literacy. As the smart phone and internet use is relatively low in rural areas rather than urban areas and due to lack of technical knowledge and skills, along with slow internet speed and disrupted power supply most rural people failed to access the facilities of these online courses.
- Closing of fake news sites : About 179 news portals were to be shut down over fake news that spreading confusion among people ("179 news portals", 2022). But, this is not enough, since with the improvement of modern technology, there are various ways to spread misinformation. Further, 'shutting down news sites' can be politically motivated and impedes freedom of speech.
- Downgrading Internet: In 2018, the government unofficially downgraded mobile internet before and during the elections, slowing down broadband internet speed and blocking mobile banking. This could be a way to control mis- and disinformation however it challenged the Right to Information and freedom of speech.
- Individual fact checking organization: Here, we can mention the example of Rumor Scanner, a fact checking initiative which detected 1400 misinformation in 2022, but the organization has limitations in creating awareness among rural people for dearth of funding support and skilled human resources<sup>12</sup>.

After a long consultation with Education Ministry, a2i, Civil Society and educationists of the country, in cooperation with UNICEF, government has approved new Education Policy in the light of 21st Century development framework and started revising the school textbooks by incorporating the digital literacy as an essential part of the curriculum. However, this is still at its pilot stage and still to go a long way for the impact. Government has set up Digital Center at union level, but these are yet to be fully functional and most importantly combating adversities is not their priority agenda.

Media academics and researcher suggested-sustainable and proactive approaches should be adopted to bring massive qualitative change in general people's social and digital media behavior (Islam, 2022). And, in this context, civil society can strengthen the process by adopting a systematic media literacy intervention through mass campaigning and advocacy within multi-stakeholder groups (including policy level groups) and thus can help people aware of the uses of digital and social media platforms with great efficiency.

With its experience of pioneering media literacy promotion in Bangladesh, SACMID proposed to implement the project: Combating Mis- and Disinformation Sparked by Digital and Social Media Platforms in Bangladesh to the Embassy of the Kingdom of the Netherlands.

The project aims at widening the eroding civic space in Bangladesh by strengthening the civil society, freedom of speech of the marginalized communities and paving the ways for gender equity in media. The project activities are aligned to the perceived needs of the diverse communities who require access to credible and authentic information to form a knowledge-based tolerant society. In order to feed into the smooth conduction of the project, an empirical data base and analytical information was required. Hence, the project need comprehensive situation analysis, of which the findings are depicted in this book.

<sup>12</sup> <https://rumorscanner.com/press/rumor-scanner-detects-1400-misinformation-in-2022/32407>

**STUDY  
METHODS  
AND  
MATERIALS**

**CHAPTER**

**3**

The methodology of the situation analysis adopted both the qualitative and quantitative approaches of social research that included reviewing of relevant literature on the issue and gathering primary data from various sources in the field. The primary data gathering techniques included a Questionnaire Survey, Focus Group Discussion (FGD), Key Informant Interviews (KII) and Case Study.

### 3.1. SOURCES OF SECONDARY DATA

A rigorous desk research was conducted to gather necessary data and information to feed into the entire study as and where necessary. Relevant literature, documents i.e. study reports, media reports, research articles etc. were gathered and reviewed accordingly. In addition, similar study reports, SACMID previous studies, Preliminary Census report 2022 of Bangladesh Bureau of Statistics (BBS), NGO and CSO reports etc. were reviewed accordingly. Besides, gathering printed reports and books around the study themes, an online search using certain key words was made in addition to seeking additional cooperation from the relevant Key Informants.

### 3.2. SOURCES OF PRIMARY DATA

The sources of primary data included quantitative questionnaire survey, focus group discussions, key informant interviews (KII), case study and validation workshops held in all the project districts: Dhaka, Brahmanbaria and Mymensingh. The data and information emerged from all these methods facilitated the research team to do an effective triangulation of analysis.

#### 3.2.1. QUESTIONNAIRE SURVEY

In order to carry out the situation analysis, the administered questionnaire survey was mostly quantitative in nature. The sample size for the survey included a diverse representation of the population in three districts in terms of age groups, gender, education, occupational backgrounds and income groups. The quantitative survey was based on a solid reference of the statistical standard. Since the study represented the overall situation of the social media behavior in the three project districts, all the units of the individual social media users constituted the study universe while the selected samples were representatives of the population.

**Statistical Determination of Sample Size:** The sample size for the quantitative survey has been calculated applying the following statistical formula used widely.

We know that:

$$SS = \frac{Z^2 p(1-p)}{d^2}$$

Here, SS = Sample Size

Z: statistic for a level of confidence. (For the level of confidence of 95%, which is conventional), Z value is 1.96.

P: expected prevalence or proportion. (P is considered 0.5)

d: precision. (d is considered 0.05 to produce good precision and smaller error of estimate)

$$\text{So, } 1.96 \times 1.96 \times 0.5(1-0.5) / 0.05 \times 0.05 = 384.16 = 385$$

So, it requires at least 385 sample population for a standard and statistically sound situation analysis. However, in order to get more data, generate stronger database and more accurate data, survey population has been drawn at 400 respondents.

### 3.2.1.A. SAMPLE DISTRIBUTION: SURVEY LOCATION AND JUSTIFICATION

The three districts where the questionnaire survey was carried out has a total population of 23,939,636 <sup>13</sup>. Dhaka district has the highest share of population 14,734,025, which is even more than the aggregation of other two project districts Brahmanbaria and Mymensingh. Based on proportionate stratified sampling, Dhaka district has the highest sample size, which is 246, even more than the other two districts. So, a 25% sampling adjustment from this highest area is distributed to other districts equally. Since it is an action research with a purpose of capturing people's perspectives on their social media behavior, we needed to gather the same minimizing the sample disparity. So, after 25% sampling adjustment the sample distribution is given below :

Table: District wise-target population and Sample Population

Name of District	Population <sup>14</sup>	Proportionate Sample size	Sample size after adjusting 25% samples
Dhaka	14,734,025	246	184
Brahmanbaria	3,306,559	55	86
Mymensingh	5,899,052	99	130
Total	23,939,636	400	400

The survey was carried out following a multi-staged sampling from district to sub-district (upazila) to union (lowest administrative unit) to the village as primary sampling unit (PSU). In Dhaka, sample was covered from both the city corporation area (as urban) and from Upazila and Union outsides metropolitan areas as 'rural' sites.



#### Survey parameters:

While selecting individual samples, the following aspects were taken into considerations:

- region i.e. urban (32%), semi-urban/rural areas (68%)
- gender of the respondents
- age of the respondents, i.e. from young adults and youth starting of 15 years to above (up to 75 years)
- diversity of occupation of the respondents and income levels
- Educational qualification of the respondents.

<sup>13</sup> POPULATION & HOUSING CENSUS 2022 PRELIMINARY REPORT, Bangladesh Bureau of Statistics, MINISTRY OF PLANNING, GOVERNMENT OF THE PEOPLES REPUBLIC OF BANGLADESH

<sup>14</sup> POPULATION & HOUSING CENSUS 2022 PRELIMINARY REPORT, Bangladesh Bureau of Statistics, MINISTRY OF PLANNING POPULATION & HOUSING CENSUS 2022 PRELIMINARY REPORT GOVERNMENT OF THE PEOPLES REPUBLIC OF BANGLADESH

### 3.2.1.B. SAMPLING MATRIX-LOCATION OF SURVEY WITH DISTRIBUTION OF SAMPLE POPULATION

Based on the aforesaid parameters, the survey was carried out in both the urban and rural areas of the project districts. The sample population included age groups starting from 15 years since the social media users comprise a significant part of this group of people. For location, the district headquarters i.e. sadar upazila/municipal and city corporation areas were selected as urban areas. A different upazila (sub-district)/thana outside the district headquarters/city corporation was selected as rural area for the survey data collection. The table below shows the distribution of the sample population :

Name of District	Sub-districts/ other	Ward/Union/ village	Nature (urban or rural)	No. of sample as per urban/rural †
Dhaka	DNCC & DSCC	Ward 41, Badda	Urban	59
		Dhanmondi (Jigatola) Ward No 48		
	Savar	Birulia Union	Rural	125
	Keranigonj	Ati, Shakta Union		
Mymensingh	City Corporation	Chorpara mure College Road and Town Hall Area.	Urban	42
	Valuka	Valuka Sadar union	Rural	88
Brahmanbaria	Sadar	Municipal areas	Urban	28
	Sarail	Sarail Sadar Union	Rural	58
			Total	400
			Grand Total	

† The ratio of rural and urban population is roughly calculated as 21 (62% rural population against 38% urban population).

There is a basic question from where to start gathering data since a primary sampling unit (PSU) i.e. village or ward covers a considerable area. In this case, the data enumerators were directed to reach the middle of a PSU and then start visiting every 5<sup>th</sup> house to find appropriate respondents. Then, after locating the middle point of a PSU, the enumerators started approaching to the respondents as per the data collection matrix containing criteria of the respondents. They started from the right side but after completing any turn they began from the next turn. In case of unavailability of the expected respondent, the data collectors visited the next house for finding out the same.

Like the rural areas, every 5<sup>th</sup> apartment/-flat in the selected city areas (wards) were visited to identify the expected respondents. The rationale behind undertaking every 5<sup>th</sup> flat/apartments is that a flat is the place of dwelling of an individual family, considered same as a distinct home of rural or semi-urban locality. Simple random sampling procedure was used to locate the individual respondents.



### 3.2.1.D. SOCIO-DEMOGRAPHIC PROFILE OF THE SURVEY RESPONDENTS GENDER OF THE RESPONDENTS

The survey has covered 49% female and 51% male respondents.

Gender	Frequency	Percent
Female	195	48.8%
Male	205	51.2%
Total	400	100.0%

**Religion of the respondents:** Of the survey respondents covered 90% were from the Muslim community while about 9% from the Hindu community and 1% from the Christian community.

Religion	Frequency	Percent
Christian	4	1.0%
Hindu	35	8.8%
Muslim	360	90.0%
Others	1	.3%
Total	400	100.0%

**Age of the respondents:** The highest percent of the respondents have been covered from 15-24 years of age group with 32% coverage since this group is one of the most pertinent target groups of the study. Then, 24% is covered from the 25-34 years' age group and 21% from 35-44 years. All these distributions are quite similar to those of the national distribution of age-based population statistics.

Age Range	Frequency	Percentage
15 -24	129	32%
25 -34	95	24%
35 -44	84	21%
45 -54	55	14%
55 -64	23	6%
65 -74	14	3%
Total	400	100%

**Educational qualification:** Of the survey respondents, 15% have no formal education while 7% can read or write Bengali letters only. 13% respondents have primary education while 20% had secondary education and, 14% have higher secondary education and 4% were graduates, while 16% are post-graduates.

Educational Qualification	Frequency	Percentage
No academic Education	60	15%
Only can read and write Bangla	27	7%
Primary	54	13%
Secondary	79	20%
Higher-secondary	58	14%
Graduate	57	14%
Post-graduate	63	16%
Others	2	1%
Total	400	100%

**Respondents' occupation:** The survey covered 21.5% students, 24% professionals, 12% housewives, 11.5% unemployed, 9.5% self-employed, 12% labour and agricultural workers and 8.5% business persons.

Occupation	Frequency	Percentage
Service holders and Professionals	96	24%
Students	86	21.5%
Housewife	48	12%
Unemployed	46	11.5%
Labour and agriculture workers	47	12%
Self-employed	38	9.5%
Business persons	34	8.5%
Unable to work	5	1%
Total	400	100%

**Income of the respondents:** The big portion of the respondents belonged to an income group of 11-20 thousand taka per month while almost similar percent, 27.5% belonged to 21-30 thousand taka per month and 15% from 31-40 thousand taka per month while 7.5% had an income between 40-50 thousand and 10% above 51 thousand taka.

Income Range (Tk.)	Frequency	Percentage
1 -10 thousand	49	12%
11 -20 thousand	112	28%
21 -30 thousand	110	27.5%
31 -40 thousand	60	15%
41 -50 thousand	30	7.5%
51 thousand or above	39	10%
Total	400	100%



### 3.2.2. FOCUS GROUP DISCUSSIONS (FGD)

To gather qualitative data on the issue, a total of 06 FGDs were carried out with the mixed group audiences with an emphasis on the youth, women and the persons with disability and other marginalized groups.

Table: FGD Location and Distribution

Location	Category/Type	No. of FGD & participants
Dhaka	Students (Female)	1*07=07
	Transgender	1*05=05
Mymensingh	Mixed (diverse types of participants)	1*10=10
	Religious leaders	1*8=08
Brahmanbaria	Journalists	1*10= 10
	Students(Male)	1*11=11
All locations		Total=51

The field level enumerators and the supervisors communicated with the specified stakeholders i.e. the community women, youth communities including social media users, marginalized communities i.e. (People with Disability), religious minority, local journalists, imam, religious leaders, teachers, the local government representatives, NGO workers, community opinion leaders, local cultural group members for arranging FGDs in their respective area. The community contacts facilitated them to locate the relevant stakeholders/participants for the FGDs.

### 3.2.3. THE KEY INFORMANT INTERVIEWS (KII)

The Key Informant Interviews (KII) are a useful qualitative data collection technique widely used for a variety of purposes, including assessment study, needs assessment, program modification, issue identification, and strategic planning. These types of interviews are conducted in generally through 'in-depth' means. KII are most appropriate for situations in which we want to ask open-ended questions that elicit depth of information from the targeted samples/respondents. From various relevant stakeholders, 25 KIIs have been conducted to ask open-ended questions that elicit depth of information from the targeted samples/respondents. The categories of KIIs are narrated below:

Table: KII Distribution

Category	Number	Location
Government official	1	Brahmanbaria
Senior journalists	7	Dhaka, Mymensingh and Brahmanbaria
Online activist/blogger/social media champion	3	Mymensingh and Brahmanbaria
Religious leaders i.e. imam/purohit	3	Dhaka, Mymensingh and Brahmanbaria
Local government representatives i.e. UP/UPZ chairman/female member & Ward Councilor	3	Dhaka, Mymensingh and Brahmanbaria
Representatives of the organizations of persons with disability	2	Mymensingh and Brahmanbaria
Transgender/gender diverse people (GDP) leader/NGO working with GDP	3	Dhaka, Mymensingh and Brahmanbaria
NGO representative working on social awareness and Representatives of the NGOs working on Mis- and disinformation	3	Dhaka, Mymensingh and Brahmanbaria
Total	25	

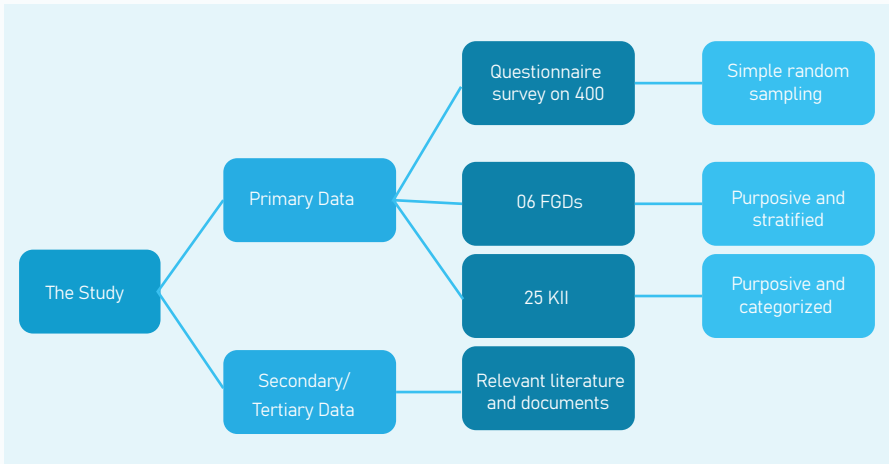
**Validation Workshops:** Three validation workshops were arranged in all the three project areas, one in each of Dhaka, Brahmanbaria and Mymensingh district. Diverse stakeholders from the project targeted people attended the workshops. They reviewed findings of the situation analysis and provided with their valuable opinions and suggestions for effective combating of rumors and hate speeches. The findings from the validation workshops have also been put in the situation analysis reports.



## Research questions and objective-based methods matrix: at a glance

Objectives	Research Questions	Methods/ Approaches	Stakeholders/ respondents	Tools of Data gathering
Understand the social media exposure/using habits of the people	<p>What social media are mostly used by the people?</p> <p>How long do they use them?</p> <p>What contents do they expose?</p> <p>Are they happy with that?</p>	Survey and literature review.	Community	survey questionnaire
Figure out the reasons of social media use	<p>Why do people use social media? Do they get any benefits from the use?</p> <p>What demerits do they find also?</p>	Survey & FGD	Survey respondents and FGD participants.	Survey questionnaire FGD Guidelines
Assess the knowledge (mis and disinformation, hate speech verification of information/fact check etc.) and attitude level of the users in terms of proper use of the social media	<p>Do the social media users possess adequate knowledge and understanding of the identification of mis- and disinformation and hate speech through the social media platforms?</p> <p>What rumors do they notice?</p> <p>How do they deal with those?</p> <p>Do they have any training or learning on media literacy particularly on fact-checking?</p> <p>What do they think of creating posting and sharing contents through FB? More specifically, do they think they should share posts of their friends and relatives without verification?</p>	Questionnaire survey, FGD & KII	Community people, FGD and KII respondents	Survey questionnaire, FGD & KII guidelines

## Methodology at a Glance



### 3.3. SURVEY ADMINISTERING

#### i) Drafting and field testing of the survey instruments

After rigorous literature review, a draft questionnaire was prepared. To test the survey instruments, a pilot survey was conducted on 10 (which is 2.5% of total respondents). The 10 respondents were interviewed from the selected survey areas in Dhaka, keeping the age, sex, literacy and urban rural ratio in mind. The difficulties and problems faced in field survey were discussed and analyzed by the study team and the instruments were revised accordingly.

#### ii) Finalizing Questionnaire

After the pilot survey, a brainstorming session was arranged with the study team to find out the problems and gaps in the questionnaire and to modify it accordingly. Representative from the embassy was also requested to provide with their insights. After accommodating the feedback, the survey questionnaire was finalized.

#### iii) Selection of Data Collectors

After the questionnaire is finalized, the data enumerators were finally recruited by the research team. Students from the department of Mass Communication and Journalism/ communication/media studies and other relevant disciplines were given preference.

#### iv) Orientation of data collectors

A day-long orientation was arranged for the selected data enumerators and supervisors. A step-by-step guide line was prepared and provided for a better result in the survey data collection. The research team trained the data enumerators according to the questionnaire and guidelines of the survey.

#### v) Data Collection Method

A simple and purposive random sampling procedure was used in gathering data. Every 5<sup>th</sup> house/flat of the survey areas was selected to find the respondents. A pre-designed and pre-tested questionnaire was used to conduct the interviews by using Kobo Tool (a smart-phone based data recording technique)

#### vi) Supervision during data collection and reviewing

The team leader directly supervised the data gathering process with supports from the supervisors cum quality controllers. Senior members of the research team visited the survey areas as and when necessary to ensure the quality of work. At the end of each day, the study team discussed about field notes and updates of data collection and ways of ensuring data quality.

#### vii) Data Management and Security

The questionnaire survey was carried out using Kobo Tool, So all the questionnaires were entered into the tool digitally. Survey data from every location were arranged with a specific code number. Moreover, the name of the survey location was mentioned properly so that data could be easily recognized. The raw hand notes on FGD as well as the audio recordings with transcription were stored with the responsible official of SACMID maintaining the standard security protocol.

#### viii) Data Cleaning

The research team checked and verified the data for any error that occurred due to oversight or other human errors. They were detected and corrected to ensure accuracy.

#### ix) Data Analysis

Members of the research team analyzed the data in SPSS (Statistical Package for Social Science) and prepare the draft report. Frequency, percentage and categorical values (from cross tabulation) were figured out and used in the study report. Graphs and charts were produced from the numerical findings to use in the report.

### Approach 1: Analysis of Questionnaire Survey

Objective	Key Research Questions	Findings from Questionnaire survey
Analyzing the people's social media consumption habits and needs	What type of social media platforms do you use for availing information and how much (frequently) do you use them?	Question based findings: % of the survey respondents

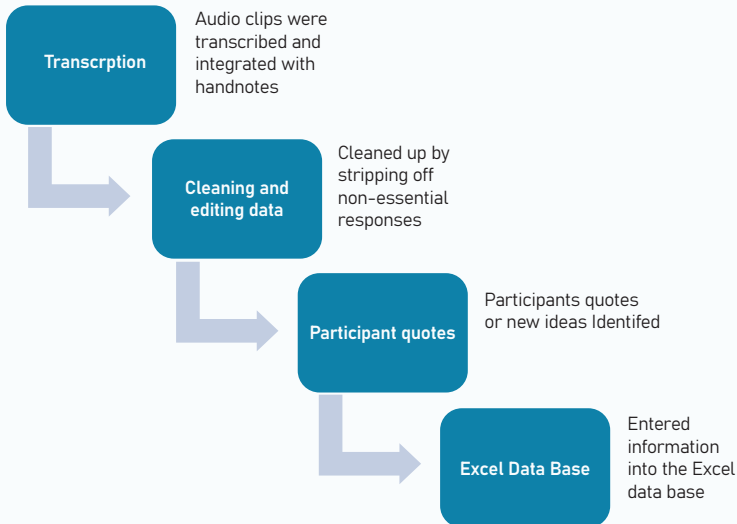
## Approach 2: Analysis of Qualitative Data

Qualitative data emerged from FGD and KII were analyzed thematically making use of narrative analysis. Codes were developed and applied in two rounds of coding, using thematic analysis and color codes. Dominant themes, relationships and patterns were identified through the systematic review of interviews, FGDs, and compared with findings from literature review and quantitative survey.

Salient concepts were coded, and their occurrence and reoccurrence were labeled by hand. Data organization, categorization and synthetization were made accordingly so that the survey data was possible to complement and supplement through a proper triangulation. In order to analyze the FGD and KII data, color sorting approach (manually and using Excel data base) was used to identify the 'most frequent', 'frequent' and 'rare' responses on specific issues. In addition to these, direct quotations were used in the report.

The FGD data analysis underwent some specific steps i.e. moderating the FGD, recording the discussion with consent from the participants, taking attendance, running hand notes on discussion, and audio recording. Soon after the memory remained afresh, the recorded audio clips were transcribed into English and draft versions were printed.

### Steps in FGD Data Analysis



## A Sample FGD Data Analysis Format

### Group 1: The Youth

Question or Discussion Point 01: Which social media do you use more and why?

Category Code	Participant ID	Responses	Coding category
			A Facebook
			B YouTube
			C WhatsApp
			D TikTok
			E Imo

Then the running notes and transcription were matched together, and the information were coded under the thematic areas. Then the color sorting methods either manually or using Excel data sheet was used to identify the frequency and strength of the responses:

- All the participants
- Almost all
- Most of the participants
- About half of the participants
- Some of the participants
- A rare response

In the study report, these findings were supplemented and complemented with the questionnaire survey. The raw hand notes on FGD as well as the audio recordings with transcription were shared with the responsible official of SACMID by maintaining the standard security protocol.

Objective	Key Research Questions	Findings from Questionnaire survey	Relevant Findings from FGD	Relevant Findings from KII
Analyzing the people's social media exposure/using habits and needs	What type of social media platforms do you use for availing information and how much (frequently) do you use them?	Question based findings/thematic: % of the survey respondents	Qualitative perspectives/narratives: reasons for using stated/said type of social media Also, using quotes	Qualitative perspectives/narratives: Supplementing from the KII findings (if requires)

## x) Preparing Report

In discussion with the study team, a draft study report was prepared and finalized with feedback from the SACMID and the project donor.

## xi) Ethical Considerations

The American Association for Public Opinion Research (AAPOR) has developed a set of comprehensive ethical standards (revised in April 2021) for carrying out social surveys. It has stated about the ethical standards from survey conduction to the dissemination of the findings. A few key ethical issues that were followed in the survey from AAPOR codes are as of the followings<sup>16</sup>:

- Avoiding practices or methods that may harm, endanger, humiliate, or unnecessarily mislead participants and potential participants and misrepresent the purpose of the research.
- Recognizing that participation in the research is voluntary except where specified by regulation or law. Participants may freely decide, without coercion, whether to participate in the research, and whether to answer any question or item presented to them.
- Making no false or misleading claims as to a study's sponsorship or purpose and will provide truthful answers to participants' questions about the research.
- Recognizing the critical importance of protecting the rights of minors and other vulnerable individuals when obtaining participation decisions and conducting our research.
- Acting in accordance with laws, regulations, and the rules of data owners (providers of research or administrative records previously collected for other purposes) governing the collection, use, and disclosure of information obtained from or about individuals, groups, or organizations.
- Recognizing the right of participants to be provided with honest and forthright information about how personally identifiable information that we collect from them will be used.
- Recognizing the importance of preventing unintended disclosure of personally identifiable information. We will act in accordance with all relevant best practices, laws, regulations, and data owner rules governing the handling and storage of such information.
- Avoiding disclosing any information that could be used, alone or in combination with other reasonably available information, to identify participants with their data, without participant permission.

<sup>16</sup> Retrieved from <https://www-archive.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics.aspx>, on 26.12.2022



A large, stylized blue number '4' graphic that serves as a background element. It is composed of several solid blue shapes: a diagonal bar for the top-left stroke, a vertical bar for the top-right stroke, and a horizontal bar at the bottom that connects to a vertical stem at the bottom center.

# STUDY FINDINGS

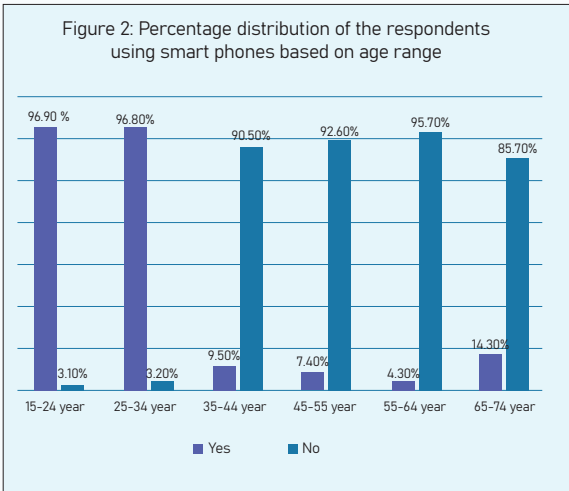
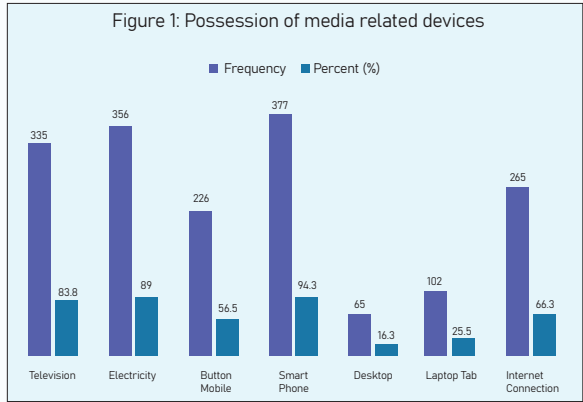
**CHAPTER**

The situation analysis has been carried out on the basis of four specific objectives. Hence, the findings have been presented against the stated objectives of the study under concise headings:

## 4.1. OBJECTIVE ONE: UNDERSTANDING RESPONDENTS' SOCIAL MEDIA EXPOSURE

### 4.1. A. COMMUNITY POSSESSION OF MEDIA-RELATED DEVICES

The survey reveals, almost all the respondents (89%) enjoy electricity connection and most of them (84%) possess TV sets of their own. One of the striking findings of the survey is that the button mobile phone users have shifted to smart phones since most of them (94%) have the same of their own besides having button mobile sets by 56.5% respondents. (Figure 1)



The survey findings are slightly different from the national statistics of smart phone users since the focus of the survey is somewhat different putting more importance on the young adults due to the nature of the study. However, national survey on smart phone users shows the number of mobile phone and internet users has increased in Bangladesh, with the latest government survey showing 73.8 percent of the population above 15 years old used mobile phones in 2022, higher from 71.3 percent a year ago.<sup>17</sup>

<sup>17</sup> <https://bdnews24.com/business/5x512l3r36>

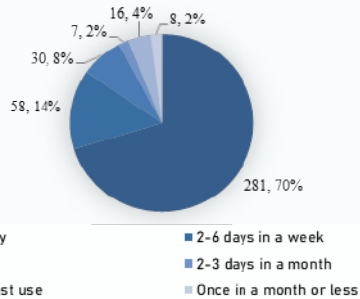
## 4.1.B. USE OF SMART PHONES

The age-based findings show the respondents belonging to 15-24 and 25-34 years of ages are the highest users of smart phones having 97%. However, an interesting aspect of use of smart phone is pointed towards the age group of 65-74 years with more than 14% users in the group, even larger than the groups of people belonging to 35-44 years, 45-54 years and 55-64 years. Regarding this, one of the KIIs, a communication expert states that the group is more prone to using such smart phones as a means of passing time.

## 4.1.C. SOCIAL AND DIGITAL MEDIA EXPOSURE HABITS OF THE PEOPLE

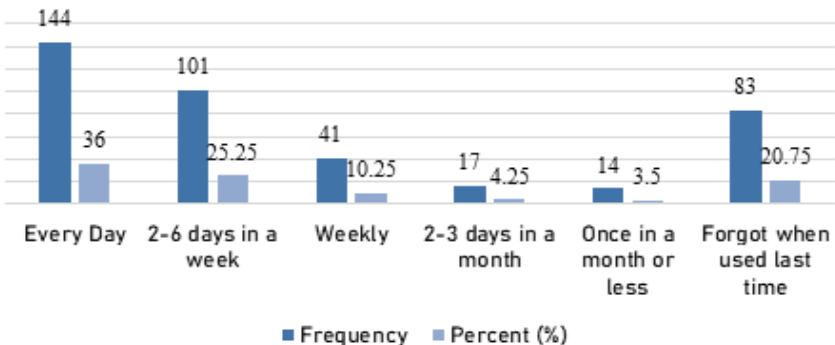
The survey shows that most of the respondents (70%) use the social media every day. Of them 14% use 2-6 days a week while, 8% use weekly. Of the respondents, only 4% can't remember their last use of the social media, however, 6% use the same 2-3 days in a month or once in a month.

**Figure 3: Frequency and Percentage Distribution of the Respondents' Duration of Using Social Media**



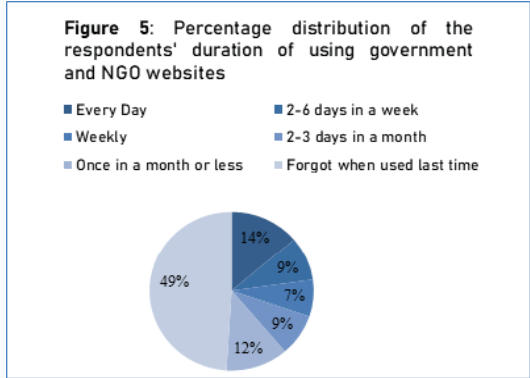
News portals: According to the survey, most of the respondents (36%) visit news portals every day and 25% visit 2-6 days a week. However, interestingly 20.5% of the respondents have forgot the time of their last use. A KII respondent, a senior journalist from Mymensingh states that sometimes misinformation is presented due to unhealthy competition with other news media which deteriorates credibility of a news portal.

**Figure 4: Frequency and Percentage distribution of the respondents' duration of using news portals**



**Visiting government and NGO websites:** Almost half (49%) of the survey respondents mention that they have forgot the moment when they have visited any government and NGO websites for the last time.

However, there are 14% respondents who visit government and NGO websites every day while 12% of the respondents use the websites once in a month or less.

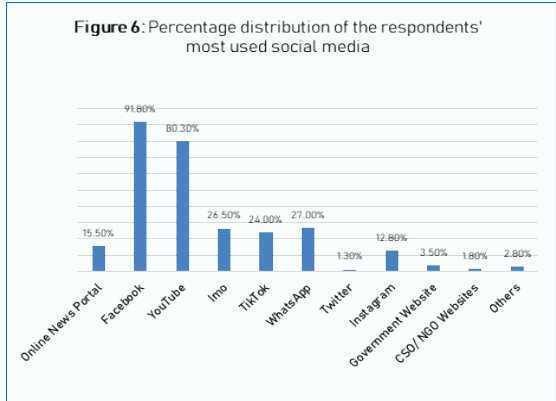


**Visiting news portals of mainstream news media:** The survey reveals that the respondents use to visit different newspaper and radio/television channel's online news portals quite frequently. Of the respondents, 41% use to visit every day while 23% do the same 2-6 days a week. On the other hand, 16% respondents have forgot their last visit of the same.

Length/Duration of Use	Frequency	Percent(%)
Every Day	164	41
2-6 days in a week	91	22.75
Weekly	46	11.5
2-3 days in a month	16	4
Once in a month or less	18	4.5
Forgot when used last time	65	16.25
Total	400	100.0

## 4.1.D. MOSTLY USED SOCIAL MEDIA

The survey shows the respondents use Facebook, YouTube and WhatsApp most frequently with the percentages of 92%, 80% and 27% respectively. The least used social media of survey respondents is Twitter (present name is X). Only 5 out of 400 respondents use it. However, the communication app Imo is the fourth most-used social media with 26.5% users.



A female participant of a mixed group FGD held in Mymensingh district states that her son stays abroad along with many of their relatives. So, she uses Imo to be in touch with him. The FGD and KII findings reveal that the reasons behind using Facebook include the simplicity of its technical features. This platform, being of the earlier innovations in its type, facilitate to reach to a wider audience in a speedy manner. People from all walks of life irrespective of education, age and skills can easily use this platform with a minimal assistance or without support from others.

## 4.2. OBJECTIVE TWO: FIGURING OUT THE REASONS, SATISFACTION, OBSTACLES AND FURTHER NEEDS

### 4.2.A. REASONS FOR USING DIGITAL AND SOCIAL MEDIA PLATFORMS

The survey reveals, a larger part of the respondents (60%) uses social and digital platform for getting information on sports, culture and entertainment. Then education is the matter of interest for 52.5% respondents while 49% of them mention to get information on politics and election. Only 5% respondents state that they receive information about human rights while another 5% get information on religious issues, employment, market price of various goods and services.

Types of information	Frequency	Percent
Socio-economic Development	103	25.8%
Education	210	52.5%
Politics and Election	196	49.0%
Sports/culture and Entertainment	239	59.8%
Human Rights	19	4.8%
Crime and Corruption	106	26.5%
Foreign Relations and The World	38	9.5%
Health and Treatment Related Information	115	28.7%
Weather, Environment and Climate Change	65	16.3%
Others	19	4.8%

The FGD and KII findings show the queer variety of reasons of using social and digital media platforms in various regions. The FGD and KII findings also show difference in terms of the respondent's age, gender and region that contribute to the diverse use of these newly emerged media in Bangladesh.

The FGD findings with the students show that they mostly use social media for academic and entertainment purposes. The Facebook is mostly used among all types of participants while the Instagram is becoming popular among the urban young generation.

One of the FGD respondents, a college student in Brahmanbaria district says, "when I get bored or furious on anyone's behavior, I use my social media platform and try to demean the person by posting obnoxious comment without thinking much of its consequence." He adds, "I cannot understand the immediate consequence of a post, but when I find my social media behavior inappropriate according to the views of the intellectuals presented in television or YouTube channels, I can realize my fault".

The FGD with the transgender community/gender diverse population shows that some of the community members use hidden apps like *blue aid, grander, main jam* etc. apart from those of the mainstream users. They prefer such sorts of apps to remain unidentified among the wider populations. They mostly communicate within their communities.

One of the Key Informant Interviewees (KII), a male Purohit in Dhaka says, "*Use of social media depends on user's personality and taste. I use listening to Kirtana, but some others use it for social activities*".

Another KII, a male journalist in Mymensingh states that social media gives much more entertainment by presenting tickling and sensational audio-visual contents than the mainstream news media, so they are losing attraction to many, especially the youth. The social media presents whatever is liked by the users since they have no editorial policy or the controlling mechanism. He adds, "Additional colour and tastes are mixed with the original event/happening that attracts people".

A few more observations and opinions of the KII, both the male and female journalists based in Dhaka and Mymensingh, come out as mentioned below:

- Fascinating and sensational information are shared through the social media, especially the Facebook and YouTube for which these are creating more attraction than the mainstream news media.
- The content is made and presented in a way which seems real.
- There is no registration and license or editorial policy for the social media users, so the users can present whatever they like to increase views which even facilitate to earn revenue.
- Peoples now-a-days are too busy to get enough time to read newspapers or watch television, rather they use social media for its easy and speedy access and reach to the wider audiences.

## 4.2.B PERCEPTION OF ACCURACY OF INFORMATION AVAILED FROM SOCIAL AND DIGITAL MEDIA

Most of the respondents (87%) consider the information they receive from those of the social and digital media both accurate and inaccurate. Only 10 percent respondents believe the information they receive are accurate while the least number (1.5%) opine the information as inaccurate.

Opinion	Frequency	Percent (%)
Some are accurate and some are inaccurate	347	86.75
Accurate	39	9.75
Inaccurate	6	1.5
Others	8	2
Total	400	100.0

Even the media people are sometimes puzzled as to the accuracy of the information delivered by the social media. One of the KIIs, a senior journalist, Mymensingh states that many journalists use social media especially the Facebook to avail the first-hand information on any incident/matter/affairs in a speedy manner where journalists are not available to cover. In this way, social media function as a primary source of information to many journalists. However, menace/and chaos is created when journalists do believe the raw information, publish or share the same in a verbatim way. This instigates rumor largely since the journalist/news media have generally a huge reach. Sometimes, the mainstream media cover an incident in a competitive way with the social media. In the race of an unhealthy competition journalists have not enough time for adequate investigation to compete a story and thus misinformation takes place and spreads, the KII mentions.

## 4.2.C. SATISFACTION WITH INFORMATION RECEIVED

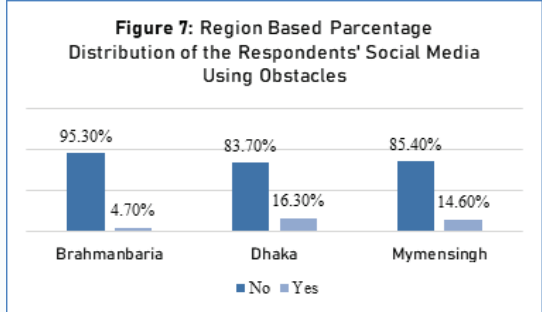
The survey shows, about 45% respondents are moderately dissatisfied with the information they receive from the social and digital media while about 37% are satisfied and 7.5 percent are dissatisfied.

Responses	Frequency	Percent
Fully satisfied	21	5.25
Satisfied	147	36.75
Moderately satisfied	179	44.75
Dissatisfied	30	7.5
Extremely dissatisfied	1	0.25
Do not know	22	5.5
Total	400	100.0

<sup>18</sup> Kirtana, form of musical worship or group devotion practiced by the Vaisava sects (followers of the god Vishnu) of Bengal. Source: <https://www.britannica.com/topic/idolatry>, retrieved on 22.01.2024

#### 4.2.D. OBSTACLES IN USING SOCIAL AND DIGITAL MEDIA

The survey indicates that most of the (86%) respondents do not face obstacles while only 13% face the same while using social media. The region-based findings show the respondents from Dhaka face more (16%) obstacles than the Mymensingh (15%) and Brahmanbaria (5%).



There are some technical obstacles generated from the network issues as per the findings from the FGD. The FGD participants state that the mobile operating companies have included more consumers than their networking capacity that scrambles network and hampers smooth use of internet via mobile network.

#### Women Face Discrimination

Women have to face some barriers to use social media even in their families. Being the women, they are not allowed in many cases to use Facebook independently. One of the girl FGD participants in Bhrahambaria District utters, “My elder brother still controls everything of the social media that I use. I have no freedom to use it.” Another participant of FGD in Bhrahambaria states that private information is stolen from their social media.

**Fake ID:** The FGD findings also show that many people especially the youths have fake IDs. One of the respondents in Brahmanbaria says, “I along with a few of my friends opened a fake ID in the name of a girl to make some fun.” Another participant states that he has an ID in different name. He opened this account so that he maintains a fake ID to compensate the apprehended loss of his real account.



#### 4.2.E. NEEDS OF THE USERS FOR EFFECTIVE USE OF THE SOCIAL MEDIA PLATFORMS

The KI1 reveals some needs of the social and digital media users for effective use of the media:

Opinions/statements	Category of KI1
<p>“Training is needed for the youth since they are mostly engaged in the social media”.</p> <p>“People need specific ideas on how to use social media and how to check and verify rumor. We need a complete understanding of the social and digital media operation. We work at the grassroots level to combat mis- and disinformation and face some technical issues on which we have no complete idea. We need to know about the technicalities on these issues”.</p>	<ul style="list-style-type: none"> <li>• Female CSO representative, Mymensingh</li> <li>• Govt. officer, Brahmanbaria</li> </ul>

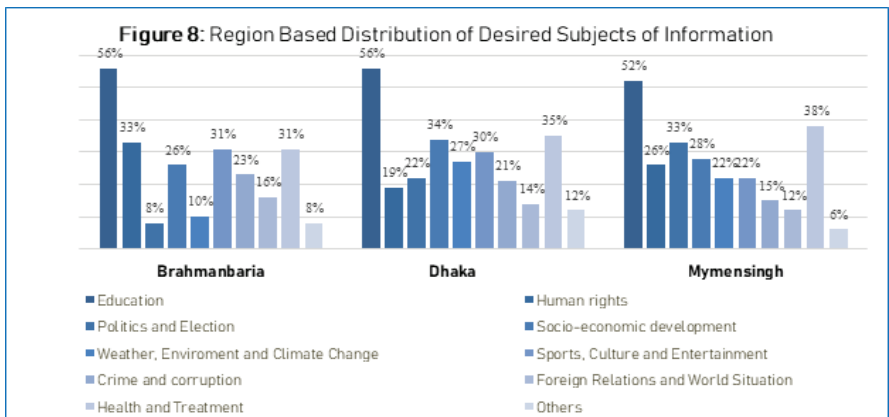


## 4.2.F. INFORMATION NEEDS

According to the survey, more than half (55%) of the respondents need education related information from the social and digital media. After that, 35 percent respondents feel the need of health and medication related information while 30 percent need to receive information on socio-economic development and 29 percent need information about politics and election. Sports, culture and entertainment are mentioned by 27 percent of the respondents.

Subjects	Frequency	Percentage (%)
Education	218	55
Health and medication	141	35
Socio -economic development	121	30
Politics and election	115	29
Sports, culture and entertainment	109	27
Human rights	97	24
Weather, environment and climate change	86	22
Crime and corruption	77	19
Foreign relations and world situation	56	14
Others	37	9

The region-based needs of information show that 56 percent respondents from Brahmanbaria need information on education, 33 percent on human rights, 32 percent on both the health and medication, sports, culture and entertainment.



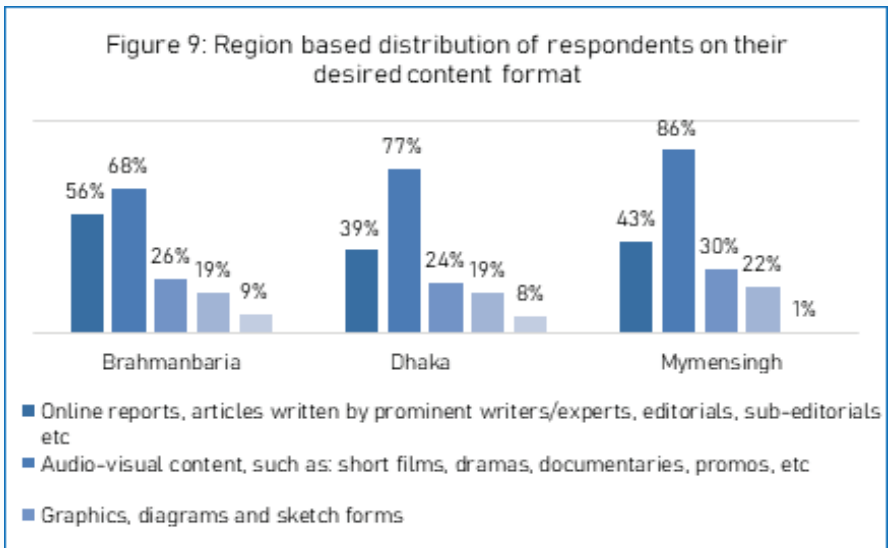
Education tops the preference list among 56 percent respondents against 35 percent require information on health and medication. Education is also the highest preferred subject of information to 52% respondents of Mymensingh while 38% respondents like to get information on health and medication.

## 4.2.G. PREFERRED FORMAT OF RECEIVING INFORMATION

The survey shows that, almost all (82%) the respondents intend to have their desired information in audio-visual forms of content i.e. short film, drama, documentary, promo, etc. On the other hand, 46 percent respondents prefer online reports, articles, editorials and post-editorials etc. written by prominent writers/experts. According to the survey, 28 percent intend to get information in the forms of graphics, diagrams and sketch while 21 percent prefer animation, cartoons and motion graphics.

Format	Frequency	Percentage (%)
Audio-visual content, such as: short films, dramas, documentaries, promos, etc.	313	82
Online reports, articles, editorials, post-editorials etc. written by prominent writers/experts	176	46
Graphics, diagrams and sketch forms	106	28
Animation, cartoons and motion graphics	79	21
Others	23	6

The region based preferenc of the formats of having information shows that audio-visual forms of contents like short films, dramas, documentaries, promos, etc. are preferred by the respondents from all the survey regions: Brahmanbaria, Dhaka and Mymensingh. Of the respondents preferring to this format of content, 86% are from Mymensingh, 77% from Dhaka and 68% from Brahmanbaria.



## 4.2.H. MOSTLY TRUSTED SOCIAL AND DIGITAL MEDIA

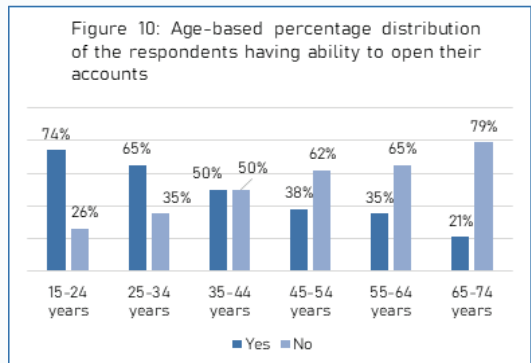
The survey reveals that Facebook is the most (78.5%) trusted social/digital media for the survey respondents. After Facebook, YouTube and online news portals are the most trusted social media to 71% and 37% respondents consecutively. Government website has also a remarkable trustworthiness to the 30% survey respondents. Twitter is the less trusted social media; however, it is the less used social media as discussed earlier. Of the respondents, 8% mention of some social and digital media, others.

Most Trusted Social Media	Frequency	Percentage (%)
Facebook	314	79
YouTube	285	71
Online News Portal	146	37
Government Website	120	30
WhatsApp	89	22
Imo	69	17
TikTok	55	14
Twitter	14	4
Instagram	38	10
CSO/NGO Website	38	10
Others	32	8

## 4.3. OBJECTIVE THREE: UNDERSTANDING KNOWLEDGE AND ATTITUDE LEVEL OF THE USERS

### 4.3. A. KNOWLEDGE OF OPENING SOCIAL MEDIA ACCOUNT

According to the survey, 58% respondents can open their own social media accounts themselves. The other 40 percent respondents are unable to open their social media accounts of their own. The remaining respondents have received assistance from others i.e. family members, friends and relatives

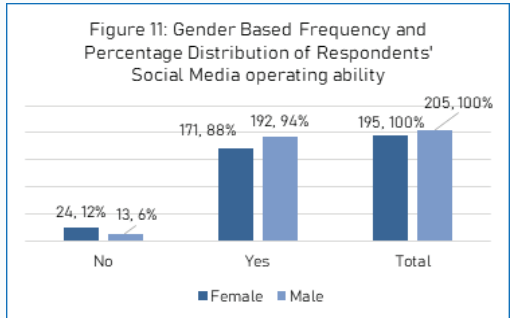


The survey shows that the young people have comparatively better ability to open the social media accounts. The age-based findings (figure 10) show that the younger the respondents ability is higher. The respondents belonging to 15-24 age group were the most advanced (74%) in terms of having knowledge to open social media accounts. On the contrary, the most aged group i.e. 65-74 years old population has the least (21%) ability to open their social media accounts.

### 4.3. B. ABILITY TO OPERATE SOCIAL MEDIA

The survey shows that 91 percent of the respondents can use social media of their own capacity while the remaining ones need others' help to do the same.

The gender-based distribution of data reveals that, among the female participants 12 percent are unable to use social media of their own capacity. On the other hand, 6 percent male respondents are unable to use social media, themselves



### 4.3.C. KNOWING TO CHANGE THE PASSWORDS

The survey reveals that 38 percent of the respondents are not aware of changes their social/digital media password privacy. However, only 62 percent respondents have Knowledge that they need to change their social/digital media passwords occasionally.

Password Awareness	Frequency	Percentage (%)
No	153	38
Yes	247	62
Total	400	100

### 4.3.D. PERCEPTION OF PASSWORD'S SECURITY

The survey shows that, 8 percent of the respondents think that it is safe if someone else knows their social media password and 16 percent cannot even say if it is safe or not. However, 76 percent think that their passwords should not be known by others.

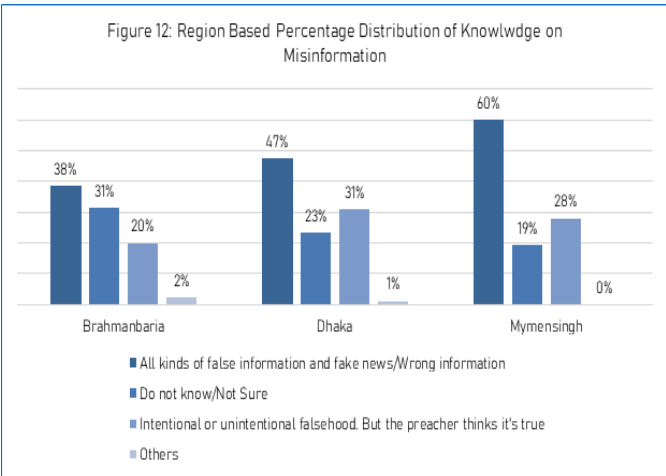
Thought	Frequency	Percentage (%)
Can't say	65	16
No	302	76
Yes	33	8
Total	400	100

### 4.3.E. RESPONDENT'S KNOWLEDGE OF MIS- AND DISINFORMATION

**Understanding misinformation**<sup>19</sup>: The survey reveals that only 26 percent of the respondents provide with correct answers as to misinformation. Almost half (49%) of the respondents have a wrong understanding who consider all kinds of false information and fake news/wrong information as misinformation. About one -fourth (24%) of the respondents do not know anything about misinformation.

Responses	Frequency	Percentage (%)
Wrong understanding	198	49
Right understanding	103	26
Do not know	95	24
Others	4	1
Total	400	100

It is revealed from the survey that 20 percent respondents from Brahmanbaria, 31 percent from Dhaka and 28 percent from Mymensingh has perceived understanding of misinformation.



<sup>19</sup> The Cambridge Dictionary defines fake news as "false stories that appear to be news, spread on the internet or using other media, usually created to influence political views or as a joke." Dictionary.com defines misinformation and disinformation as: Misinformation: "false information that is spread, regardless of whether there is intent to mislead." Disinformation: "deliberately misleading or biased information; manipulated narrative or facts; propaganda." Source: National Library of Australia, <https://www.nla.gov.au/faq/what-is-fake-news-misinformation-and-disinformation#:~:text=Misinformation%3A%20%E2%80%9Cfalse%20information%20that%20is,narrative%20or%20facts%3B%20propaganda.%E2%80%9D>, retrieved on 26.01.2024

**Perceived Understanding of Disinformation:** The survey shows that, only 40 percent survey respondents have a right understanding of disinformation while 35% don't know about disinformation. About one-fourth (24%) of the respondents have wrong understanding of the issue who think disinformation means any kind of wrong information/fake news on social media.

Responses	Frequency	Percentage (%)
Wrong understanding	95	24
Right understanding	161	40
Do not know	143	35
Others	1	1
Total	400	100

It is revealed from the survey that both in Dhaka and Brahmanbaria, 39% respondents have some understanding of disinformation while this is 43% in Mymensingh.

Region based percentage distribution of the respondents' knowledge on disinformation		Right understanding	Wrong understanding	Do not know	Others	Total
Brahmanbaria	Frequency	34	23	28	1	86
	Percentage	39%	27%	33%	1%	100%
Dhaka	Frequency	71	39	74	0	184
	Percentage	39%	21%	40%	0%	100%
Mymensingh	Frequency	56	33	41	0	130
	Percentage	43%	25%	32%	0%	100%

**Extent of understanding on mis- and disinformation:** According to the survey, only 11 percent respondents have good understanding of mis- and disinformation while 53% have moderate level of understanding and 21 percent have no understanding of the same. Only 6 percent respondents have complete understanding of the issue.

Responses	Frequency	Percentage (%)
Complete/full understanding	23	6
Good understanding	45	11
Moderate understanding	211	53
No understanding	85	21
No understanding at all	0	0
Don't know	36	9
Total	400	100

**To what extent the respondents are able to identify misinformation:** The survey shows that, only 5 percent respondents are 'fully able' and 30% are able in identifying misinformation. While, around half (44%) of the respondents are moderately capable of identifying misinformation. On the other hand, 7% respondents are not able at all and 14% are not able to do the same.

Responses	Frequency	Percentage (%)
Not able at all	27	7
Not able	56	14
Moderately able	177	44
Able	122	30
Fully able	18	5
Total	400	100

The region-based findings reveal that only 2% respondents in Brahmanbaria are 'fully/-completely able' and 33% are 'able' to identify mis- and disinformation while these percentages are 4% and 33% for Dhaka and 6% and 26% are for Mymensingh respectively. The survey shows that there are no significant differences in respondents' ability to identify the mis- and disinformation. The findings suggest that the respondents, even being representing somewhat advanced class of the society who are the users of the social and digital media, are mainly susceptible to this menace emerged from the social and digital media.

Region-based distribution of the mis-/disinformation ability	percentage respondents' identification	Not able at all	Not able	Moderately able	Able	Fully able	Total
Brahmanbaria	Frequency	8	13	35	28	2	86
	Percentage	9%	15%	41%	33%	2%	100%
Dhaka	Frequency	15	18	83	60	8	184
	Percentage	8%	10%	45%	33%	4%	100%
Mymensingh	Frequency	4	25	59	34	8	130
	Percentage	3%	19%	46%	26%	6%	100%

**Subjects of misinformation:** The survey reveals that most (60%) of the subjects of misinformation spread around entertainment, sports and cultural issues while about 53% responses indicate the education issue and 49.2% of the responses indicate politics and election as the issues.

Subjects of misinformation	Frequency	Percent
Entertainment, Sports and Cultural Issues	239	60.1%
Education	210	52.8%
Politics and Election	196	49.2%
Health and Treatment Related Information	115	28.9%
Crime and Corruption	106	26.6%
Human Rights	19	4.8%
Weather, Environment and Climate Change	65	16.3%
Foreign Relations and The World	38	9.5%
Others	19	4.8%
[Note: Respondents gave multiple answers]		

### Actors of spreading mis- and disinformation

The FGD and KII findings show that youth and unaware people are mostly responsible for spreading misinformation while the opposite political activists, rival groups and the vested interest quarters are mostly the masterminds for spreading disinformation and hate speeches. One of female KII, a journalist in Dhaka says, "Sometimes, mainstream media/journalists spread misinformation due to high competition of covering an issue/affair/event in a speedy manner within a short time".

Responses	Category of KII
<ul style="list-style-type: none"> <li>Young children spread more rumors than others.</li> </ul>	-CSO, working for PWD, Brahmanbaria
<ul style="list-style-type: none"> <li>Unaware users, mostly the fun lovers who like to pass time with social media only for entertainment, share unverified information more than others</li> </ul>	- Female, CSO Mymensingh

A male respondent from Mymensingh states that many people having less education, intellects and outer world exposure consider the social media influencers/users as journalists. So, they easily believe their contents, share the same blindly and thus spread mis- and disinformation. One of the FGD participants from the youth group in Brahmanbaria states, "When I get bored or agree with about someone's behavior, I try to demean the person by posting obnoxious content without thinking much of its consequence. I cannot understand the immediate concern of the post, but when I see such behavior was not right according to the discussion and analysis presented in television or YouTube, I can realize that I was wrong".



**Opinion on understanding of legal procedure and action in case of rumors**

The survey shows that 51% respondents know about the legal matters related to the rumor where 49% do not know about the same. The survey reveals that 55 percent respondents consider to undertake legal action when they find any mis- and disinformation or online rumor. On the other hand, 45% do not think of that. The region-based findings show that more respondents in Mymensingh (63%) think of the same than those of the Brahmanbaria (49%) and Dhaka (52%).

Region-based distribution of respondents' legal action	percentage of the willingness of	Think of legal action	Don't think of legal action	Total
Brahmanbaria	Frequency	42	44	86
	Percentage	49%	51%	100%
Dhaka	Frequency	96	88	184
	Percentage	52%	48%	100%
Mymensingh	Frequency	82	48	130
	Percentage	63%	37%	100%

**4.3.F. GAPS IN KNOWLEDGE AND UNDERSTANDING**

The FGD and KII findings substantiated the findings emerged from the survey regarding the ability of understanding and identifying mis- and disinformation. According to the KII and FGD findings, almost all the social media users are not adequately aware of these issues since these are new phenomenon in Bangladesh and people are not much aware of these issues. Many a times, the users share and post purposive and fake information without understanding the consequences of the same. The FGD findings also suggest that many youths share and post some issues for fun and mere entertainment that instigate hate speech.

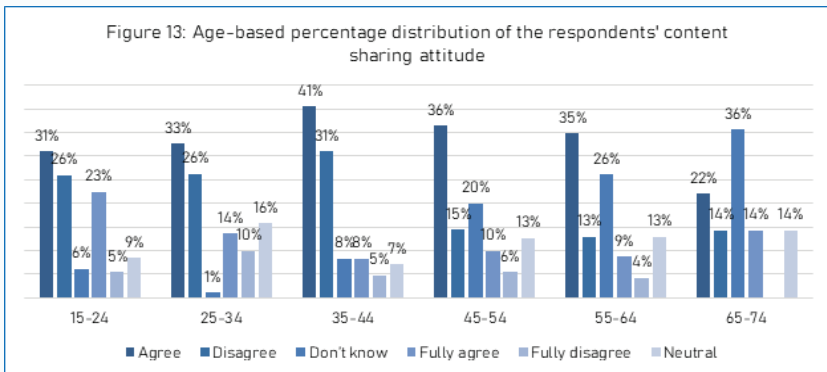
**4.3.G. ATTITUDES AND PERCEPTIONS ON SOCIAL MEDIA USE AND ABUSE**

Individual attitude towards posting/sharing : The survey reveals that 33% respondents agree, and 15% fully agree that they can 'post and share anything on their social media'. On the other hand, 25% disagree, 11% moderately agree and only 6% fully disagree on the statement. However, 10% respondents cannot say about this.

Responses	Frequency	Percentage (%)
Fully agree	59	15
Agree	132	33
Moderately agree	44	11
Disagree	102	25
Fully disagree	25	6
Don't know	38	10
Total	400	100

### Age wise findings

The respondents belonging to different age-groups have diverse responses on the issue. The respondents belonging to the age group of 65-74 years have somewhat different responses on their content sharing attitude. The better portion of the respondents from the 15-24 to 55-64 age groups (with a 10 interval) agree that they can 'post and share anything on their social media' of their wishes. Such attitude of the people, according to the FGD and KII findings, facilitate spreading mis- and disinformation and rumor.



Perceived casualties of mis- and disinformation and hate speech: Clashes and violence have come out as the most possible fatalities/damages to the society according to 71% respondents while 66% responses go for creating 'misunderstanding' as an outcome of mis- and disinformation and hate speech. According to 38% responses, communal relationships are hampered while the same percent respondents think of 'hurting the religious sentiments' and 26% responses stand for 'degrade/humiliate' others.

Problems/damages	Frequency	Percentage (%)
Clashes and violence	282	71
Misunderstanding	265	66
Destroying communal relations	152	38
Hurting religious sentiments	152	38
Degrade/humiliate others	104	26
Do not know	15	4

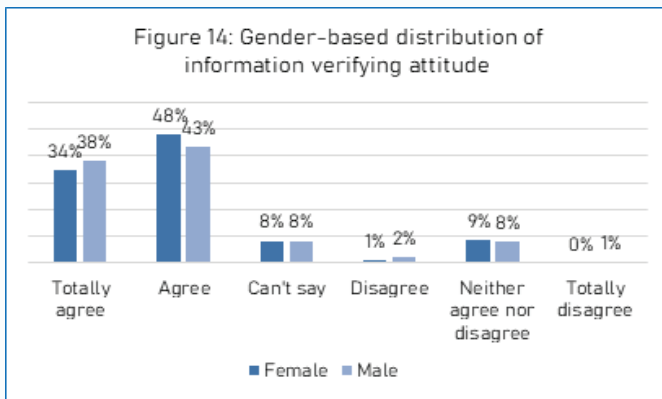
One of the KII, a Purohit in Dhaka opines that mis- and disinformation and hate speeches have terrible consequences on the society. Purposive rumor fuel into communal disharmony which affects religious minorities. Some people misinterpret religious matters that spark violence. One of the senior journalists, a KII from Brahmanbaria utters, "the absolute negative impact of an information distortion is that it creates a serious harm to the credibility of all types of news media". About the media of spreading more mis- and disinformation and hate speech, Facebook has been mentioned since it is still emerging rapidly as a popular social media platform in Bangladesh. One of the FGD participants in Brahmanbaria states that some people make funny videos for entertainment and thus humiliate a celebrity or a known person. In some cases, some unknown persons become victims of those ill contents too. The YouTube video makers spread hate speeches knowingly or without knowing, he adds.

#### 4.3.H. USERS' ATTITUDE TOWARDS VERIFYING INFORMATION

According to the survey, 45% respondents 'agree' and 36 percent 'fully agree' that information needs to be verified before sharing on social media. On the other hand, 2% disagree, 8% moderately agree and only 1% fully disagree as to verification of information. However, 8% respondents do not know about the matter.

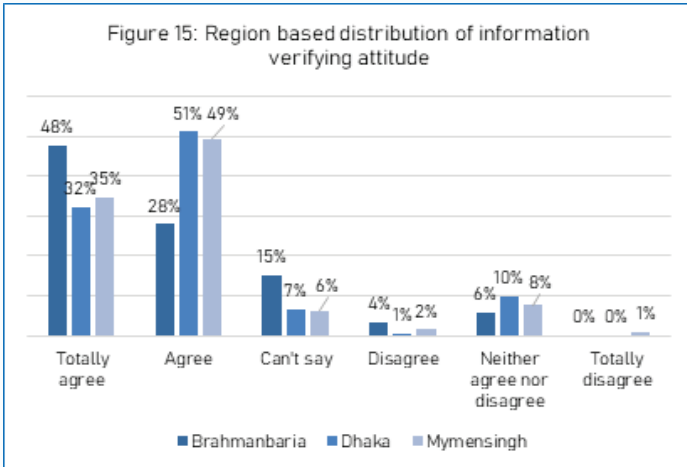
Responses	Frequency	Percentage (%)
Fully agree	145	36
Agree	182	45
Moderately agree	33	8
Disagree	6	2
Fully disagree	1	1
Don't know	33	8
Total	400	100

According to the survey findings, (Figure 14) the attitude of both the male and female respondents is almost similar. While 38% male fully agree that the information is needed to be verified before sharing that, 34% female think of the same. On the other hand, 48% female respondents agree that information needs to be verified while 43% male think so.



Respondents' region-based distribution of information verifying tendency (Figure 15) shows that 48% of the respondents from Brahmanbaria fully agree to the statement that, information needs to be verified while sharing on social media. Then, majority (51%) respondents of Dhaka agree it. On the other hand, only 1% from Mymensingh fully disagree and 4% from Brahmanbaria disagree the need of information verification. Where, majority (10%) from Dhaka neither agree nor disagree and 15% from Brahmanbaria cannot mention their stance.

One of the FGD participants in Brahmanbaria states, it has become very difficult to identify which is accurate and which one is fabricated by constant addition of newer technologies. No specific technological knowledge the community people usually possess to verify mis- and disinformation, however heard the name of ChatGPT which can help verifying information.



### 4.3.I. PERCEPTION OF THE RESPONDENTS ON SPREADING RUMOR THROUGH SOCIAL AND DIGITAL MEDIA

The survey shows that, 44% respondents agree, and 37% 'fully agree' that rumor spread in social and digital media. On the other hand, 4% disagree, 7% neither agree nor disagree and no one fully disagree the statement. However, 8% respondents cannot say anything about this.

Responses	Frequency	Percentage (%)
Fully agree	150	37
Agree	176	44
Moderately agree	28	7
Disagree	15	4
Fully disagree	0	0
Can't say	31	8
Total	400	100

## Reasons for spreading mis- and disinformation and hate speech

The FGD and KII findings reveal the following reasons for spreading mis- and disinformation and hate speech:)

- Lack of media literacy (25% BD people are still illiterate meaning they can't read and write).
- Use of smartphones even by the illiterate and less educated people who lack knowledge and understanding of the social media contents and many users believe whatever they get from the social media.
- Lack of parental care; i.e many parents don't monitor the use of smartphones by their minor children.
- Purposive spreading of fake information and emotional posting/sharing.
- Religious fundamentalists sometimes spread contents that trigger religious sentiments fueling into the communal disharmony.
- Lack of awareness and, in some cases, purposive posting of contents on the issues the users don't like.

One of the youth FGD participants in Dhaka says, "Mis- and disinformation is spread for making fun, especially with the classmates and the persons who are in top of the talks". One of the respondents in Brahmanbaria states that some people make funny video for the purpose of entertainment and thus humiliate a celebrity or a known person. In some cases, some persons become victims of those video contents too. The YouTube video makers spread hate speeches knowingly or without knowing. The FGD findings (Brahmanbaria) shows that the Facebook is mostly used to spread mis- and disinformation and hate speech since it is still emerging rapidly as a social media platform.

The following statements coming out of the KII findings depict more aspects of the reasons for spreading mis- and disinformation in various regions:

Statements	Category of KII
Dearth of cultural practice that instigate religious radicalism, especially in Brahmanbaria district fuel into spreading religious rumors.	Religious leader (Male)
<ul style="list-style-type: none"> <li>● "I think people from other localities spread rumor against Brahmanbaria. This district is affluent in art-culture, remittance, electricity and gas which is not positively presented. This is an ill effort of some people to show this district as a distorted one".</li> </ul>	-CSO, working for PWD, Brahmanbaria
<ul style="list-style-type: none"> <li>● We experience events of rumour and hate speech more in Brahmanbaria than other regions. Some people are religiously blind here.</li> </ul>	-Transgender representative, Brahmanbaria
<ul style="list-style-type: none"> <li>● "A vested interest group is responsible for spreading mis- and disinformation and the hate speeches to fulfill their purposes".</li> </ul>	-Senior journalist, Brahmanbaria
<ul style="list-style-type: none"> <li>● "People of Brahmanbaria have deep religious faith and feelings for which some of them believe and spread whatever they receive from the digital and social media."</li> </ul>	-NGO representative, Brahmanbaria
<ul style="list-style-type: none"> <li>● "Many users try to become viral by posting mis- and disinformation".</li> </ul>	-Female UP member, Dhaka
<ul style="list-style-type: none"> <li>● "Many users share the posts through their FB with understanding of the matter while many do the same without understanding of the fact".</li> </ul>	-Male, NGO worker, Dhaka,

#### 4.3.J. PERCEPTION OF THE RESPONDENTS ON THE USE OF SOCIAL AND DIGITAL MEDIA FOR SOCIO-ECONOMIC DEVELOPMENT

According to the survey, 45% respondents agree, and 29% 'fully agree' that social and digital media can spread positive information like socio-economic development i.e. government information on safety net services, market price, labour migration abroad, sending money/remittance online etc. On the other hand, 3% disagree, while 12% neither agree nor disagree the statement. However, 11% respondents can't say anything about it.

Responses	Frequency	Percentage (%)
Fully agree	116	29
Agree	181	45
Neither agree nor disagree	49	12
Disagree	10	3
Fully disagree	0	0
Can't say	44	11
Total	400	100

#### 4.3.K. PERCEPTION ON THE USE OF SOCIAL AND DIGITAL MEDIA FOR CREATING PEACE AND TOLERANCE

According to the survey, 44% respondents agree, and 20% fully agree that rumor spread through social and digital media. On the other hand, 7% disagree, 17% neither agree nor disagree and 1% fully disagree the statement. However, 10% respondents can't say about the matter.

Responses	Frequency	Percentage (%)
Fully agree	82	20
Agree	178	44
Neither agree nor disagree	70	17
Disagree	27	7
Fully disagree	3	1
Can't say	40	10
Total	400	100

### 4.3.L. SUBJECTS OF HATE SPEECHES

Most of the respondents (91%) mention that they notice hate speeches on politics. while about half (46%) of the respondents notice on religious matters, 19% respondents notice about women and 2% notice hate speech on transgender issues.

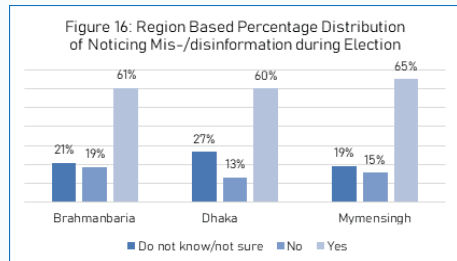
Subjects	Frequency	Percentage (%)
Politics	225	91
Religious issues	113	46
Health and treatment	23	9
Women	46	19
Transgender issues	5	2
Religious minorities	40	16
Others	13	5

### 4.3.M. RESPONDENTS' EXPERIENCES OF NOTICING HATE SPEECH DURING THE ELECTION

The survey reveals that 62% of the respondents have noticed hate speech during the election<sup>20</sup>. Instead, 15% respondents mention they have not noticed, such matters and 23 percent do not know about the issue.

Responses	Frequency	Percentage (%)
Yes	248	62
No	60	15
Do not know	92	23
Total	400	100

Region-based findings (Figure -16) show that, the highest (65%) respondents have noticed hate speech during election in Mymensingh. After that respondents of Brahmanbaria with 61% and then Dhaka with 60% notice the same. However, 19% in Brahmanbaria, 13% in Dhaka and 15% respondents in Mymensingh have said that they did have not noticed such type of mis- and disinformation. The remaining respondents don't not know about of the matter.



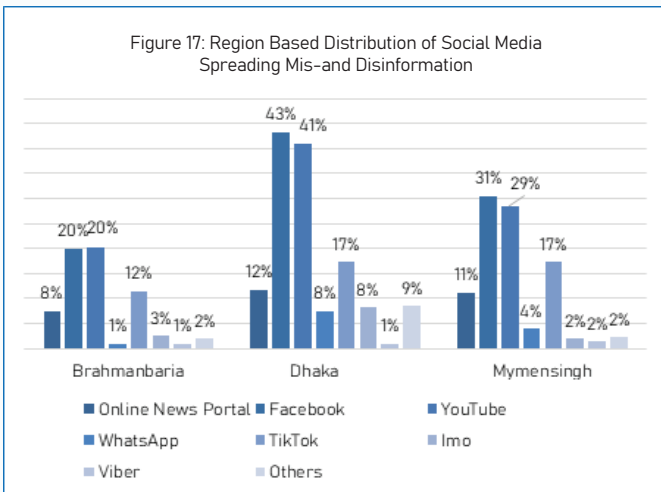
<sup>20</sup> Here, election denotes all forms of elections from local to the parliamentary in general. However, since the study was conducted during the 12th national election, the respondent's answers may reflect their experiences over that.



### 4.3.N. MOSTLY USED SOCIAL MEDIA FOR SPREADING MIS- AND DISINFORMATION

The survey shows, almost all the respondents consider Facebook (94%) and then the YouTube (90%) as the most frequently used social media for spreading mis- and disinformation while 46% of the respondents consider TikTok and 31% mention of the online news portal. The lowest 2% respondents mention Viber as the same.

The region-based findings (figure 17) show that, Facebook and YouTube are equally (20%) responsible for spread mis- and disinformation and hate speech according to the respondents of Brahmanbaria. In Dhaka 43% respondents mention Facebook, YouTube and TikTok. while in Mymensingh 31% respondents mention of Facebook, YouTube and TikTok as the medium of spreading mis- and disinformation and hate speech.



One of the journalists, an FGD participant, in Brahmanbaria states, “mis- and disinformation and hate speech spread more over YouTube channel than the Facebook.” The participant also states, “Some people use the headline and thumbnails in a way that they attract people. But, when the audiences enter inside the content, they find different things other than the thumbnails and headline. This way, they cheat people”.

### 4.4. OBJECTIVE FOUR: KNOW THE PRACTICE LEVELS OF THE RESPONDENTS

**Practice/activity after getting information from social media:** The survey shows 43% of the respondents do nothing after getting information from social media while 39% respondents check and verify the information whether it is accurate. Of the respondents, 6% directly believe the information as it is, while 7% send or forward to others.

Practices	Frequency	Percentage (%)
Believe it as it is received	25	6
Check/verify whether it is accurate	170	39
Share immediately	11	3
Send/forward to others	28	7
Do nothing	184	43
Others	14	3

Region-based findings show that, 36% respondents in Brahmanbaria check and verify information received from the social and digital media for accuracy. In Dhaka, 46% respondents check and verify information while this rate is 42% in Mymensingh.

Region based percentage distribution of the respondents' social media behaviour		Believe it as it is received	Check/verify whether it is accurate	Share immediately	Send/forward to others	Do nothing	Others
Brahmanbaria	Frequency	6	31	5	7	41	4
	Percentage	7%	36%	6%	8%	48%	5%
Dhaka	Frequency	9	84	3	13	78	9
	Percentage	5%	46%	2%	7%	42%	5%
Mymensingh	Frequency	10	55	3	8	65	1
	Percentage	8%	42%	2%	6%	50%	1%

**Ways to verify:** The survey shows that, among the users (n=170), 82% (n=140) verified the information with the trusted friends and sources while 8% did the same through notifying and cross-checking with concerned person or authority and using online resources. However, 17% respondents couldn't say about the matter.

Ways	Frequency	Percent (%)
Through notifying and cross-checking with concerned person or authority and using online resources	14	8
Verifying the information with the trusted friends and sources	140	82
Couldnt tell the methods/ways of verification	16	10
Total	170	100

## Practice of verification of information received from social media

The KII findings reveal that most of the KII do not undertake any initiative to check and verify information. Some of them state that they have taken some informal measures to the same. According to the KII findings, people generally have no good idea on fact-check using apps and software, however, sometimes some of them use Wikipedia and Google for information verification. In Brahmanbaria one of the KIIs, a Govt. officer states, “Tendency of fact checking, or verification of information is less among the less educated people, but some educated people who are the jobholders are highly aware of this issue here in Brahmanbaria”. In contrast, one of the KIIs in Dhaka, a male NGO worker states, “Even the educated people have no skills of information verification using apps and soft wears”.

The FGD findings show, “The information that we receive from the social media are not always true. In case of any doubtful information, I check and verify the same from various sources”, said a respondent in Brahmanbaria district.

## Measures to combat mis- and disinformation and hate speech

The survey shows that 47% of the respondents consider communicating the police at 999 to combat mis- and disinformation. After that, ‘check and give correct information’ is mentioned by 44% respondents while 20% respondents do not know what to do for combating the same. Notifying dignitaries and informing UP chairman and member is also mentioned by 19% and 16% respondents consecutively. Only 4% respondents specified countering together, self-combatting and using law.

Steps to Combat	Frequency	Percentage (%)
Call the police/999	187	47
Inform Chairman/Member	65	16
Notify influential people/dignitaries	76	19
Check and give correct information	176	44
Do not know	80	20
Others	17	4

## Community Efforts to Combat Mis- and Disinformation

The KII findings show some sorts of initiatives generally taken by the people, especially the opinion leaders, CSO and influential people to make people aware of mis- and disinformation. However, their initiatives are mostly limited to informal motivation or persuasion for not to spread mis- and disinformation. Religious leaders state that they warn people against the negative impact of sharing false information. However, almost all the respondents state that they don't arrange any formal session, training or workshops on the issues. There are no technical workshops on the fact-check tools and techniques. Even, there is no such initiative of technical sessions on the fact-check by the relevant government department despite having some sorts of field level awareness activities, as the KII, a government officer, states.

**COMPARATIVE  
KEY FINDINGS,  
CONCLUSION AND  
RECOMMENDATION**

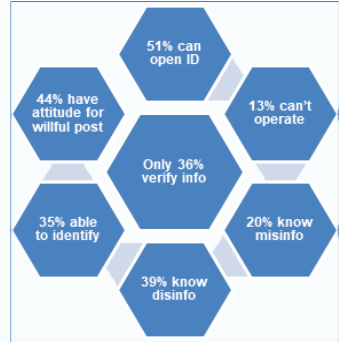
**CHAPTER**

**5**

## 5.1. KEY FINDINGS AT A GLANCE

**Brahmanbaria:** The questionnaire survey reveals that 51% social media users are 'able' to open their own IDs while 13% are yet to operate without supports from others.

About one-third of the users have ability to verify information and they claim that they do the same. Of the respondents, 44% have an attitude that, being the owners of the social media accounts, they can post anything on their wills. Only 20% respondents know about the misinformation and 39% know about the disinformation. Only 36% respondents verify information received from their social media before sharing from their own accounts.

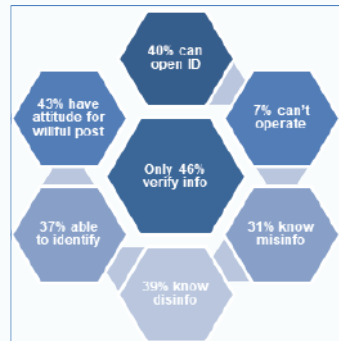


The FGD and KII respondents mostly point towards the Facebook and YouTube for spreading rumors by the vested interest groups, religious fundamentalists, youths and the less educated people having lack media literacy. The situation analysis also shows that the community people have no idea of fact-check by applying modern tools and techniques. Rarely some media people have some sorts of such skills.

In Brahmanbaria, people are more religious than most other part of the country. They are strictly governed by the religious faiths of Islam, So, whatever they get in the name of the religion, they share and save without verification. The survey also shows that the lowest number (36%) respondents used to verify the information before sharing.

**Dhaka:** The questionnaire survey reveals that 40% social media users are 'able' to open their own IDs while 7% are yet to operate without supports from others.

About one-third percent users have ability to verify information and they claim that they do the same. Of the respondents, 43% have an attitude that, being the owners of the social media accounts, they can post anything on their wills. Only 31% respondents know about the misinformation and 39% know about the disinformation. Only 46% respondents verify information received from their social media before sharing from their own accounts.

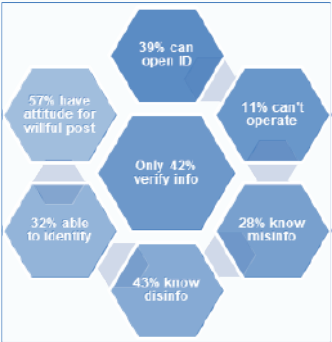


The FGD and KII respondents mostly point towards the Facebook and YouTube for spreading rumors by the vested interest groups, religious fundamentalists, youths and the less educated people having lack of media literacy. The situation analysis also shows that the community people have no idea of fact-check by applying modern tools and techniques. Rarely some media people have some sorts of such skills.

Being the inhabitants of city, people in Dhaka are more balanced and aware of the social media contents the survey shows, where more respondents (46%) verify information received from social media, however, like other areas, some people in Dhaka also try to become 'viral' by posting mis- and disinformation.

**Mymensingh:** The questionnaire survey reveals that 39% social media users are 'able' to open their own IDs while 11% are yet to operate without supports from others.

About one-third percent users have ability to verify information and they claim that they do the same. Of the respondents, 57% have an attitude that, being the owners of the social media accounts, they can post anything on their wills. Only 28% respondents know about the misinformation and 43% know about the disinformation. Only 42% respondents verify information received from their social media before sharing from their own accounts.



The FGD and KII respondents mostly point towards the Facebook and YouTube for spreading rumors by the vested interest groups, religious fundamentalists, youths and the less educated people having lack of social and media literacy. The situation analysis also shows that the community people have no idea of fact-check applying modern technological tools and techniques, however, very few journalists from Mymensingh mainstream news media have undergone some sorts of training and workshops on fact-check applying modern technologies, tools and techniques.

The aforesaid comparative findings depict no significant variations among the region-based findings. The reasons of prevailing almost similar situation in these three different situations, as per the views derived from the KII findings include that the social media-generated menace is a very new phenomenon in Bangladesh. There exist gaps between the speedy expansion of these new media and the knowledge and skills of the people on standard and ethical operational practices around the social and digital media. Another pragmatic reason is that the CSOs are still not engaged in this issue visibly to create awareness among the people. The quality of general literacy is yet to reach to that level of self-adoption of new techniques to fact-checking by the social media users. Moreover, trainers/experts are not available to disseminate knowledge and skills on the technicalities of the social and digital media.

Mymensingh is the home of more illiterate people. Due to dearth of media literacy, many people believe the social media contents like news media. The KII findings show, the users are unaware who consider the social media as means of pastime. They easily believe the content and sometimes share without verification. It is also found that young children spread more rumors in this region than others.

## 5.2. CONCLUSION

Bangladesh is facing some pragmatic challenges triggered by the growing social and digital media. For becoming more open in nature, the social and digital media platforms are easily chosen for spreading mis- and disinformation and hate speech that sometimes spark violence and lead to casualties in the forms of communal strife and disharmony, vandalism, attack and even killings. In this reality, fact-checking of information on sensitive matters has become indispensable for the media people and communication workers. The youth groups and civil society are perceived as significant role players in dealing with such menace. However, these matters are still new in Bangladesh to talk about and learn the techniques and tactics of dealing these social media hazards. The situation analysis reveals that, neither the youth, journalists nor the civil society members have adequate knowledge, skills and abilities to check and verify facts and deal with these newly emerged issues.

The situation analysis, in its attempt, addresses some significant issues of the social and digital media behavior of the users in three districts of Bangladesh. A big section of people is still unaware of the proper use of their own social and digital media platforms and many of them believe that they can post whatever they like on their social media while many people don't check and verify information received from social media before sharing. The study also reveals that some vested interest groups, religious fanatics and political rivals purposively spread disinformation and hate speech which spark violence. In Bangladesh, media are moderately free except a few strict laws like the DSA 2018 (now repealed and shifted to Cyber Security Act 2023), Official Secrecy Act 1923, the Penal Code 1860 etc. However, the mass audiences are not aware of these laws and some innocent people are even victimized of these laws. A greater campaign for media literacy is needed to be chalked out nationally which can make people enable and sensitized to use their social and digital media platforms more effectively.

## 5.3. RECOMMENDATIONS

Based on the findings derived from all the methods, following recommendations have been made:

Findings	Analysis/interpretation	Recommendations
The youth are in advanced position in terms of using social media and the internet-based news portals, but they are not considerably aware of the menace of mis-and disinformation. They have dearth of knowledge and understanding of fact-checking.	Many a times, social media-based spread-outs of mis-and disinformation create social disorder and adverse impact on the communal harmony where the youth with improved knowledge and understanding of identifying fake information can play a positive role to combat rumor	Training and workshops can be arranged for the youth to make them 'social media leaders' who can subsequently contribute positively to manage social media-generated menace through fact-checking. They can help combating mis-and disinformation by organizing their fellows.
People have poor understanding of the social media operational ethics and information verification techniques	Still 25% people are illiterate, however the quality of literacy is not up to the mark since ability to read and write the Bengali letters is considered literate. Very difficult for them to identify social media techniques of spreading disinformation.	An extensive campaign is needed to make people engaged, aware of the operational ethics and behaviors of the social and digital media. Targeted stakeholders like the youth, CSO, local government representatives, local journalists need skills training.
People are prone to spread mis- and disinformation and hate speeches by their wanton posting or sharing	Many people cannot understand what the mis- and disinformation and hate speeches are and thus they fuel into their spreading without understanding.	One two minutes' audio-visual content with awareness message can be prepared and shown in community places, on the giant screen.
Community people are not involved in an organized way to combat mis- and disinformation and hate speeches	Community people need to be organized to make their voices unitedly heard to form an awareness campaign.	Post awareness messages on FB/YouTube, School-college based activities i.e. essay/debate competition, rally, discussion etc. to create awareness. Street/school drama, seminar, public service ad etc. are good initiatives to make people aware, especially the youth.
CSOs are not organized in terms of raising voice against purposive spreading of disinformation and hate speeches by the vested interest groups.	An organized CSO alliance is needed to raise voice jointly. They need to work together unitedly so that they can play role against the vested interest and power elites who spread such menace and create anarchy.	Socially and culturally influential people can be engaged in the campaign. Opinion leaders, CSO, UP members and chairmen, Mayors, Imam, Purohit and Youth leaders can be engaged, Programs can be jointly organized with district cultural forums/clubs and local NGOs.
No testimonials or credentials are required for opening social media accounts.	Due to lack of any such provision of submitting NID/testimonial or academic certificates or UP chairman certificates, people can easily open social media accounts and can misuse the same since there is no way to trace them out.	An advocacy with the Facebook and other social media authorities can be carried out on the importance of submitting testimonial/certificate from school/college/UP for opening a social media account so that the users' identity is confirmed for minimizing posts from the fake IDs.

<sup>21</sup> Purohit, Dhaka; Religious leader Brahmanbaria, CSO working for PWD, Brahmanbaria; Female CSO, Mymensingh; Journalist, Female Dhaka; Transgender representative, Brahmanbaria; Govt. officer, Brahmanbaria; UP member, Female, Dhaka & Male NGO, Worker, Dhaka; Journalist, Brahmanbaria



Findings	Analysis/interpretation	Recommendations
No mentionable campaigns for combating mis- and disinformation and hate speeches and dearth of IEC materials are the pragmatic challenges to make people aware of the issues.	An extensive campaign for combating mis- and disinformation and hate speech is necessary to make people aware of the issues.	Disseminating audio-visual messages on the importance of fact-check and combating rumor through the LED/digital board installed in front of the union parishad or upazila headquarter or in the district headquarters. Organizing school drama, essay competition, street drama, rally, meetings and seminar, poster, transit ad etc.
Many parents deprived of proper formal education and standard life and living are not capable of handling their childrens social media behavior. They lack both parenting knowledge and technological skills. Many schools and colleges also overlook these matters.	The youths, especially the teen-aged boys and girls mostly misuse of their digital devices like smartphones and get involved in malignant practices over social and digital platforms. They don't have proper guidance either from their families or from their schools or colleges or other entities/associations.	Social and digital media literacy campaign should reach to the grassroots levels like the slum areas. Parents need to develop their capacity too to oversee the social media behavior of their children. The school and college teachers need to work closely with their student's parents and proactively arrange motivational sessions for both the students and their parents.
Media people mostly carry out fact-checking by using their traditional techniques like spot visits, verbal statements and testimony, interviews etc. rather than adopting relevant software and apps.	Rumors spread rapidly through unverified information. Anarchic situation can be addressed if the fact-checking is possible to carry out in speedy manner and true information can be disseminated before spreading of the rumors.	To manage the menace of social media-generated mis- and disinformation and hate speech, district and sub-district(upazila) level journalists should undergo training workshops on 'fact-checking' so that the media can effectively contribute to limit the spread-outs of rumor and fake information.
CSOs in general have poor capacity in dealing with the social media menace since the issue is an emerging one in the country.	CSOs need improved knowledge and understanding of the mis- and disinformation and the techniques to handle them properly	Training of the Trainers (ToT) workshops can be arranged for the CSOs in the areas of media literacy especially in dealing with mis- and disinformation.
There are no mentionable nation-wide networks of the youth for working to promote social media literacy	The youth being the main users of social and digital media platforms can play critical role to educate the laggard communities on the healthy use of social media.	A youth's network should be formed and nurtured upto maturity through transferring 'media literacy' skills especially in the areas of social and digital media operation under training supports and fellowship so that they can contribute to the socio-economic and cultural development of the country by producing and disseminating useful contents.
Mis- and disinformation is a common phenomenon in the country for which anarchic situations are created now and then; people are not aware of these newly emerged menaces.	Sometimes, communal harmony is disrupted due to spread of religion-based rumors. The common people are affected sometimes from the rumors of price spiral of the essential commodities.	A country-wide network incorporating the journalists, CSOs, public representatives and the government officials should be formed and capacitated to deal with the social media menace like mis- and disinformation and the hate speech through leadership and communication training.

<sup>22</sup> Until the network is self-reliant to work and arrange activities of its own capacity

Findings	Analysis/interpretation	Recommendations
<p>There is a severe lack of media literacy among the common people especially in the areas of social and digital media.</p>	<p>Many people being ignorant of the proper use of social and digital media platforms sometimes share fake contents without understanding their consequences.</p>	<p>A nationwide campaign should be chalked out to introduce 'media literacy' so that the people from all walks of life can benefit from the media as a whole.</p>
<p>Bangladesh news media are undergoing a few major transformations for the rise of social and digital media, technological evolution and changing ownership patterns.</p>	<p>Almost all the news media are not embracing the changes with proper preparation in terms of revenue generation, technological adoption, a uniform corporate management of the news media as a whole and capacity development of the staffs.</p>	<p>Capacity of media people needs to develop especially in the areas of dealing with the social and digital media menace, challenges of revenue and necessary technological adoption.</p>

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# Annex

## ANNEX: 01 (SURVEY QUESTIONNAIRE)

ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া জেলার মানুষের সামাজিক ও ডিজিটাল মাধ্যম ব্যবহার জনিত আচরণ বিশ্লেষণ

ক. জেলা কোড:	১) ঢাকা	২) ময়মনসিংহ	৩) ব্রাহ্মণবাড়িয়া
খ. জরিপ এলাকা/এরিয়া কোড:	১) গ্রাম	২) শহর	

[অনুগ্রহ করে আপনার নির্বাচিত জরিপ এলাকায় প্রবেশ করুন এবং উত্তরদাতাদের দৈবচয়ন পদ্ধতিতে নির্বাচন করতে গ্রামের প্রতি ৫ম বাড়ি এবং শহরের প্রতি ৫ম ফ্ল্যাট থেকে সাক্ষাৎকার শুরু করুন। নমুনা পরিকল্পনায় উল্লিখিত উত্তরদাতার মানদণ্ডের সাথে মিল রেখে প্রয়োজনীয় সংখ্যক সাক্ষাৎকার পরিচালনা করুন]

### সম্মতি

শুভেচ্ছা,

আমি....., উপরোক্ত গবেষণা দলের একজন সদস্য। নেদারল্যান্ডস দূতাবাসের সহযোগিতায় এ গবেষণাটি করা হচ্ছে। গবেষণাটির উদ্দেশ্য হলো ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম সাক্ষরতা সম্পর্কে জনগণের ধারণা ও জ্ঞান সম্পর্কে জানা। এর ফলাফল বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া মিথ্যা ও অপতথ্যের বিরুদ্ধে সচেতনতা কার্যক্রম পরিচালনা করতে সহযোগিতা করবে।

এ বিষয়ে আপনার অভিজ্ঞতা, দৃষ্টিভঙ্গি, মতামত ও পরামর্শ জানা দরকার। অনুগ্রহ করে আমাদের কয়েক মিনিট সময় দিয়ে বাধিত করবেন। যে কোনো সময় আপনি সাক্ষাৎকার দেয়া থেকে বিরত থাকতে পারেন। আপনার পরিচয় গোপন রাখা হবে এবং আপনার দেওয়া তথ্যগুলো শুধু গবেষণার কাজে ব্যবহার করা হবে। আপনি কি সাক্ষাৎকারে অংশ নিতে রাজি?

১) হ্যাঁ

২) না

বিভাগ-১: উত্তরদাতার পরিচিতি এবং আর্থ-সামাজিক তথ্য

[অনুগ্রহ করে উত্তরদাতার আর্থ-সামাজিক প্রেক্ষাপটটি বুঝে আপনার নিজস্ব পর্যবেক্ষণ ও কথোপকথন থেকে তথ্যগুলি নেওয়ার চেষ্টা করুন। উত্তরদাতাদের সাথে হৃদয়তা তৈরি করুন। ]

ক. পরিচিতি

ক ১. উত্তরদাতার নাম: .....
ক ২. ঠিকানা: বাড়ির নম্বর/নাম..... মহল্লা/গ্রাম/ওয়ার্ড: .....
ইউনিয়ন.....
উপজেলা: ..... জেলা: ১) ঢাকা ২) ময়মনসিংহ ৩) ব্রাহ্মণবাড়িয়া
বিভাগ: ১) ঢাকা ২) ময়মনসিংহ ৩) চট্টগ্রাম
ক ৩. মোবাইল/ফোন নম্বর: .....
ক ৪. ধর্ম: ১) ইসলাম ২) হিন্দু ৩) খ্রিস্টান ৪) বৌদ্ধ ৫) অন্যান্য .....

খ. আর্থ-সামাজিক তথ্য

খ ১. পেশা: ১) কৃষি কাজ ২) গৃহিণী ৩) সেবা ৪) অধ্যয়ন ৫) শ্রমিক ৬) ব্যবসা ৭) আত্মকর্মসংস্থান ৮) পেশাজীবী ৯) চাকরি নেই/বেকার ১০) কাজ করতে অক্ষম
খ ২. উত্তরদাতা পেশাজীবী হলে তার পেশা: ১) ডাক্তার ২) সাংবাদিক ৩) রাজনীতিবিদ ৪) সুশীল সমাজের প্রতিনিধি ৫) আইনজীবী ৬) শিক্ষক ৭) অন্যান্য পেশা অন্যান্য হলে উল্লেখ করুনঃ .....
খ ৩. উত্তরদাতা শিক্ষার্থী হলে তার শিক্ষা প্রতিষ্ঠানের ধরণ: ১) স্কুল ২) কলেজ ৩) মাদ্রাসা ৪) বিশ্ববিদ্যালয় ৫) কারিগরি ইনস্টিটিউট ৬) অন্যান্য ৩ নং প্রশ্নের উত্তর অন্যান্য হলে উল্লেখ করুনঃ.....
খ ৪. শিক্ষাগত যোগ্যতা: ১) প্রাতিষ্ঠানিক শিক্ষা নেই ২) শুধু বাংলা পড়তে এবং লিখতে পারে ৩) প্রাথমিক ৪) মাধ্যমিক ৫) উচ্চ মাধ্যমিক ৬) স্নাতক ৭) স্নাতকোত্তর ৮) অন্যান্য
খ ৫. বয়সঃ ১. ১৫-২৪ ২. ২৫-৩৪ ৩. ৩৫-৪৪ ৪. ৪৫-৫৪ ৫. ৫৫-৬৪ ৬. ৬৫-৭৪
খ ৬. লিঙ্গ: ১) নারী ২) পুরুষ ৩) ট্রান্সজেন্ডার ৪) অন্যান্য
খ ৭. পরিবারের মাসিক আয়: ১) ১-১০ হাজার ২) ১১-২০ হাজার ৩) ২১-৩০ হাজার ৪) ৩১-৪০ হাজার ৫) ৪১-৫০ হাজার ৬) ৫১ হাজার বা তার বেশি

বিভাগ-২: মূল প্রশ্নাবলী

ক: সামাজিক ও ডিজিটাল মাধ্যম ব্যবহার বিষয়ক তথ্য

১। আপনার পরিবারে যোগাযোগ সম্পর্কিত কি কি ডিভাইস আছে? একাধিক উত্তর দেওয়া যাবে।

ডিভাইসের ধরণ	কোড
টেলিভিশন	১
বিদ্যুৎ সংযোগ	২
বাটন মোবাইল সেট	৩
স্মার্ট ফোন	৪
ডেস্কটপ কম্পিউটার	৫
ল্যাপটপ/ট্যাব	৬
ইন্টারনেট সংযোগ	৭
অন্যান্য	৮

২। আপনি সামাজিক যোগাযোগ মাধ্যম কতোটা নিয়মিত ব্যবহার করেন?

- ১) প্রতিদিন      ২) সপ্তাহে ২-৬ দিন    ৩) সাপ্তাহিক      ৪) মাসে ২-৩ দিন    ৫) মাসে ১ বার বা তারও কম  
৬) শেষ কবে ব্যবহার করেছেন মনে নেই

৩। আপনি অনলাইন নিউজ পোর্টাল কতোটা নিয়মিত ব্যবহার করেন?

- ১) প্রতিদিন      ২) সপ্তাহে ২-৬ দিন    ৩) সাপ্তাহিক      ৪) মাসে ২-৩ দিন    ৫) মাসে ১ বার বা তারও কম  
৬) শেষ কবে ব্যবহার করেছেন মনে নেই

৪। আপনি সরকারি প্রতিষ্ঠান এবং এনজিওর ওয়েবসাইট কতোটা নিয়মিত ব্যবহার করেন?

- ১) প্রতিদিন      ২) সপ্তাহে ২-৬ দিন    ৩) সাপ্তাহিক      ৪) মাসে ২-৩ দিন    ৫) মাসে ১ বার বা তারও কম  
৬) শেষ কবে ব্যবহার করেছেন মনে নেই

৫। আপনি বিভিন্ন সংবাদপত্র এবং টিভি/রেডিও চ্যানেলের অনলাইন নিউজ পোর্টাল কতোটা নিয়মিত ব্যবহার করেন?

- ১) প্রতিদিন      ২) সপ্তাহে ২-৬ দিন    ৩) সাপ্তাহিক      ৪) মাসে ২-৩ দিন    ৫) মাসে ১ বার বা তারও কম  
৬) শেষ কবে ব্যবহার করেছেন মনে নেই

৬। তিনটি সামাজিক প্ল্যাটফর্মের নাম বাছাই করুন যেগুলো আপনি বেশি ব্যবহার করেন-



বিষয়	কোড
অনলাইন নিউজ পোর্টাল	১
ফেসবুক	২
ইউটিউব	৩
ইমো	৪
টিকটক	৫
হোয়াটসএপ	৬
টুইটার	৭
ইনস্টাগ্রাম	৮
সরকারি ওয়েবসাইট	৯
সিএসও/এনজিও ওয়েবসাইট	১০
অন্যান্য	১১

৬ নং প্রশ্নের উত্তর অন্যান্য হলে উল্লেখ করুনঃ.....

৭। সামাজিক ও ডিজিটাল প্ল্যাটফর্মগুলি থেকে আপনি কোন ধরনের তথ্য পান? (সর্বোচ্চ ৩ টি উত্তর গ্রহণযোগ্য)

বিষয়	কোড
আর্থ-সামাজিক উন্নয়ন	১
শিক্ষা	২
রাজনীতি ও নির্বাচন	৩
খেলাধুলা, সংস্কৃতি এবং বিনোদন	৪
মানবাধিকার	৫
অপরাধ ও দুর্নীতি	৬
বৈদেশিক সম্পর্ক ও বিশ্ব	৭
স্বাস্থ্য ও চিকিৎসা সংক্রান্ত তথ্য	৮
আবহাওয়া, পরিবেশ ও জলবায়ু পরিবর্তন	৯
অন্যান্য	১০

৭ নং প্রশ্নের উত্তর অন্যান্য হলে উল্লেখ করুনঃ.....

৮। যে তথ্যগুলো পান তা কি সঠিক?

উত্তর	কোড
সঠিক	১
কিছু সঠিক এবং কিছু ভুল	২
ভুল	৩
অন্যান্য	৪

৯। সামাজিক যোগাযোগ মাধ্যম থেকে তথ্য, শিক্ষা ও বিনোদন পাওয়ার ক্ষেত্রে আপনি কতোটা সন্তুষ্ট?

১ পুরোপুরি সন্তুষ্ট ২. সন্তুষ্ট ৩. সন্তুষ্ট না আবার অসন্তুষ্টও না ৪. অসন্তুষ্ট ৫. চরম অসন্তুষ্ট ৬. জানি না

১০। আপনি কি সামাজিক ও ডিজিটাল মাধ্যম ব্যবহারে কোন বাধার মুখোমুখি হন? ১) হ্যাঁ ২) না

১০ নং প্রশ্নের উত্তর হ্যাঁ হলে উল্লেখ করুনঃ.....

১১। তথ্য, শিক্ষা ও বিনোদন পাওয়ার ক্ষেত্রে আপনি কোন ৩টি সামাজিক এবং ডিজিটাল মাধ্যমকে বেশি বিশ্বাস করেন?

বিষয়	কোড
অনলাইন নিউজ পোর্টাল	১
ফেসবুক	২
ইউটিউব	৩
ইমো	৪
টিকটক	৫
হোয়াটসএপ	৬
টুইটার	৭
ইনস্টাগ্রাম	৮
সরকারি ওয়েবসাইট	৯
সিএসও/এনজিও ওয়েবসাইট	১০
অন্যান্য	১১

১১ নং প্রশ্নের উত্তর অন্যান্য হলে উল্লেখ করুনঃ.....

খ। সামাজিক যোগাযোগ মাধ্যম ব্যবহারের সক্ষমতা

১২। আপনি কি নিজেই সামাজিক যোগাযোগ মাধ্যমে অ্যাকাউন্ট খুলতে পারেন? ১) হ্যাঁ ২) না

১২। ক) আপনি না পারলে কে অ্যাকাউন্ট খুলে দিয়েছে? ১) বন্ধু ২) আত্মীয় স্বজন ৩) অন্যান্য

১২। ক) অন্যান্য হলে উল্লেখ করুনঃ .....

১৩। আপনি কি নিজেই সামাজিক যোগাযোগ মাধ্যম ব্যবহার করতে পারেন? ১) হ্যাঁ ২) না

১৪। আপনি কি জানেন যে, পাসওয়ার্ড মাঝে-মাঝে পরিবর্তন করা দরকার? ১) হ্যাঁ ২) না

১৫। আপনার পাসওয়ার্ড অন্য কারো জানাটা কি নিরাপদ? ১) হ্যাঁ ২) না

গ। সামাজিক যোগাযোগ মাধ্যমে ভুল ও অপতথ্য/ঘৃণামূলক বক্তব্য সম্পর্কে ধারণা।

১৬। আপনি ভুল তথ্য বলতে কি বুঝেন?

১) ইচ্ছাকৃত অথবা অনিচ্ছাকৃত মিথ্যা। কিন্তু প্রচারকারী এটিকে সত্য বলে মনে করে।

২) সব ধরনের মিথ্যা তথ্য ও ভুয়া খবর/ভুল তথ্য

৩) জানি না/নিশ্চিত নই

৪) অন্যান্য

১৭। আপনি বিকৃত/অপতথ্য বলতে কি বুঝেন?

১) এটি একটি ইচ্ছাকৃত মিথ্যা এবং প্রচারকারী ব্যক্তি জানেন যে এটি মিথ্যা।

২) সোশ্যাল মিডিয়ার যেকোন ধরনের ভুল তথ্য/ভুয়া খবর

৩) জানি না/নিশ্চিত নই

৪) অন্যান্য

১৮। ভুল ও বিকৃত/অপতথ্য সম্পর্কে আপনার ধারণা কতটা।

১) কোন ধারণা নাই ২) ধারণা নাই ৩) মোটামুটি ৪) ভালো

৫) পুরো ধারণা ৬) জানি না

১৯। ভুল তথ্য চেনার ক্ষেত্রে আপনি কতটুকু সক্ষম বলে মনে করেন?

- ১) মোটেও সক্ষম নই
- ২) সক্ষম নই
- ৩) সামান্য সক্ষম
- ৪) সক্ষম
- ৫) পুরোপুরি সক্ষম

২০। সাধারণত কোন কোন বিষয়ে ভুল তথ্য লক্ষ্য করেন?

- |                      |                        |                   |            |
|----------------------|------------------------|-------------------|------------|
| ১) শিক্ষা<br>বিষয়   | ২) স্বাস্থ্য ও চিকিৎসা | ৩) রাজনীতি        | ৪) ধর্মীয় |
| ৫) নারী              |                        | ৬) ট্রান্সজেন্ডার |            |
| ৭) ধর্মীয় সংখ্যালঘু | ৭) বাজার ও অর্থনীতি    | ৮) অন্যান্য       |            |

২১। সাধারণত কোন কোন বিষয়ে বিকৃত/অপতথ্য লক্ষ্য করেন?

- |                      |                        |                   |            |
|----------------------|------------------------|-------------------|------------|
| ১) শিক্ষা<br>বিষয়   | ২) স্বাস্থ্য ও চিকিৎসা | ৩) রাজনীতি        | ৪) ধর্মীয় |
| ৫) নারী              |                        | ৬) ট্রান্সজেন্ডার |            |
| ৭) ধর্মীয় সংখ্যালঘু | ৭) বাজার ও অর্থনীতি    | ৮) অন্যান্য       |            |

২২। আপনার মতে ভুল/অপতথ্য ও ঘণামূলক বক্তব্য কোন কোন ধরণের সমস্যা/ক্ষতি করতে পারে?

- |  |                    |                                   |            |
|--|--------------------|-----------------------------------|------------|
| ১) ঝগড়া-বিবাদ ও সহিংসতা<br>অনুভূতিতে আঘাত করা | ২) ভুল বোঝাবুঝি    | ৩) সাম্প্রদায়িক সম্পর্ক নষ্ট করা | ৪) ধর্মীয় |
|  | ৫) হেয়/অপদস্থ করা | ৬) জানি না                        |            |

২৩। ভুল/অপতথ্য/ঘণামূলক বক্তব্য মোকাবেলায় কি কি করা যেতে পারে?

- |                               |                                 |                                |
|-------------------------------|---------------------------------|--------------------------------|
| ১) পুলিশকে/৯৯৯-এ কল করা       | ২) চেয়ারম্যান/মেম্বারকে জানানো | ৩) গণ্যমান্য ব্যক্তিদের জানানো |
| ৪) যাচাই করে সঠিক তথ্য জানানো | ৫) জানি না                      | ৬) অন্যান্য                    |

২৩। নং প্রশ্নের উত্তর অন্যান্য হলে উল্লেখ করুনঃ.....

পুরোপুরি  
ঘ। সামাজিক যোগাযোগ মাধ্যম ব্যবহারে সচেতনতা  
আমি এখন আপনাকে কিছু কথা বলবো, এ বিষয়ে আপনার মতামত দিন।

২৪। আমি আমার সামাজিক মাধ্যমে যেকোন বিষয় পোস্ট ও শেয়ার করতে পারি।

- |                        |                         |                            |            |         |
|------------------------|-------------------------|----------------------------|------------|---------|
| ১) পুরোপুরি একমত<br>নই | ২) একমত<br>৬) উত্তর নেই | ৩) একমতও না<br>ভিন্নমতও না | ৪) একমত নন | ৫) একমত |
|------------------------|-------------------------|----------------------------|------------|---------|

২৫। সামাজিক যোগাযোগ মাধ্যমে শেয়ার করার সময় তথ্য যাচাই করা দরকার।

- |                        |                         |                            |            |         |
|------------------------|-------------------------|----------------------------|------------|---------|
| ১) পুরোপুরি একমত<br>নই | ২) একমত<br>৬) উত্তর নেই | ৩) একমতও না<br>ভিন্নমতও না | ৪) একমত নন | ৫) একমত |
|------------------------|-------------------------|----------------------------|------------|---------|

২৬। সামাজিক ও ডিজিটাল মাধ্যমে গুজব ছড়ায়।

- |                        |                         |                            |            |         |
|------------------------|-------------------------|----------------------------|------------|---------|
| ১) পুরোপুরি একমত<br>নই | ২) একমত<br>৬) উত্তর নেই | ৩) একমতও না<br>ভিন্নমতও না | ৪) একমত নন | ৫) একমত |
|------------------------|-------------------------|----------------------------|------------|---------|

২৭। সামাজিক ও ডিজিটাল মাধ্যম আর্থ-সামাজিক উন্নয়নে ব্যবহার করা যেতে পারে।

- |                        |                         |                            |            |         |
|------------------------|-------------------------|----------------------------|------------|---------|
| ১) পুরোপুরি একমত<br>নই | ২) একমত<br>৬) উত্তর নেই | ৩) একমতও না<br>ভিন্নমতও না | ৪) একমত নন | ৫) একমত |
|------------------------|-------------------------|----------------------------|------------|---------|

২৮। শান্তি ও সহনশীলতা সৃষ্টিতে সামাজিক ও ডিজিটাল মাধ্যম ব্যবহার করা যেতে পারে।

১) পুরোপুরি একমত ২) একমত ৩) একমতও না ভিন্নমতও না ৪) একমত নন ৫) একমত নই ৬) উত্তর নেই

২৯। নির্বাচনের সময় আপনি কি কোনো ঘণামূলক/ বিদ্বেষমূলক বক্তব্য (বৈষম্যমূলক, অসহিষ্ণু, ধর্মান্ধ, পক্ষপাতমূলক এবং কোনো ব্যক্তি ও গোষ্ঠীর প্রতি অবজ্ঞা) লক্ষ্য করেন?

১) হ্যাঁ ২) না ৩) জানি না/নিশ্চিত নই

২৯।ক) ২৯ নং প্রশ্নের উত্তর যদি হ্যাঁ হয়, তবে ঘণামূলক/বিদ্বেষমূলক বক্তব্যের বিষয় কি থাকে?

১) রাজনীতি ২) ধর্মীয় বিষয় ৩) স্বাস্থ্য ও চিকিৎসা ৪) নারী ৫) ট্রান্সজেন্ডার ৬) ধর্মীয় সংখ্যালঘু ৭) অন্যান্য

৩০। তিনটি সামাজিক যোগাযোগ মাধ্যমের নাম বলুন যা ভুল-/বিভ্রান্তি ও ঘণামূলক বক্তব্য ছড়ায়।

মাধ্যমের ধরণ	কোড
অনলাইন নিউজ পোর্টাল	১
ফেসবুক	২
ইউটিউব	৩
হোয়াটসঅ্যাপ	৪
টিকটক	৫
ইমো	৬
ভাইবার	৭
অন্যান্য	৮

৩১। আপনি যখন সামাজিক যোগাযোগ মাধ্যম যেমন: হোয়াটসঅ্যাপ, ফেসবুক, টুইটার বা ইউটিউব থেকে কোনো তথ্য পান তখন আপনি সাধারণত কী করেন? একাধিক উত্তর দেওয়া যাবে।

প্রতিক্রিয়া	কোড
এটা যেমন আছে তেমনই বিশ্বাস করেন	১
এটি সত্য না মিথ্যা -তা যাচাই করেন	২
সাথে সাথেই শেয়ার করেন	৩
অন্যদের পাঠান/ ফরোয়ার্ড করেন	৪
কিছুই করেন না	৫
অন্যান্য	৬

৩২। আপনি কোনো তথ্য যাচাই করতে চাইলে কিভাবে যাচাই করেন? বা করবেন?

প্রতিক্রিয়া	কোড
সাথে সাথে সংশ্লিষ্ট ব্যক্তি বা প্রতিষ্ঠানকে জানাই বা ফরোয়ার্ড করি	১
আমি আমার দক্ষতা/কৌশল ব্যবহার করে তা যাচাই করি, এরপর শেয়ার করি	২
বিভিন্ন উৎস থেকে যাচাই করে তবেই শেয়ার করি	৩
বার্তাটি শুধু বিশ্বাসযোগ্য সংবাদসূত্র থেকে আসলেই তা শেয়ার করি	৪
বার্তাটি শুধু বিশ্বস্ত বন্ধু/ব্যক্তির কাছ থেকে আসলেই তা শেয়ার করি	৫
কিছুই করি না	৬
অন্যান্য	৭

ঘ. প্রয়োজন ও প্রত্যাশা

৩৩। ডিজিটাল এবং সামাজিক প্ল্যাটফর্মগুলি থেকে আপনার আরো কী ধরনের তথ্যের প্রয়োজন? (৩টি পর্যন্ত উত্তর দেওয়া যাবে)

বিষয়	কোড
শিক্ষা	১
মানবাধিকার	২
রাজনীতি ও নির্বাচন	৩
আর্থ-সামাজিক উন্নয়ন	৪
আবহাওয়া, পরিবেশ ও জলবায়ু পরিবর্তন	৫
খেলাধুলা, সংস্কৃতি ও বিনোদন	৬
অপরাধ ও দুর্নীতি	৭
বৈদেশিক সম্পর্ক ও বিশ্ব পরিস্থিতি	৮
স্বাস্থ্য ও চিকিৎসা	৯
অন্যান্য	১০

৩৪। কোন ফরমেটে আপনি আপনার প্রত্যাশিত তথ্যটি পেতে চান? (৩টি পর্যন্ত উত্তর দেওয়া যাবে)

মিডিয়ায় ধরণ	কোড
অনলাইন প্রতিবেদন, বিশিষ্ট কোন লেখক/বিশেষজ্ঞের লেখা নিবন্ধ, সম্পাদকীয়, উপ-সম্পাদকীয় ইত্যাদি	১
অডিও-ভিজুয়াল কন্টেন্ট, যেমন: শর্ট ফিল্ম, নাটক, ডকুমেন্টারি, প্রোমো ইত্যাদি	২
গ্রাফিক্স, চিত্র এবং স্কেচ ফর্ম	৩
এনিমেশন, কার্টুন এবং মোশন গ্রাফিক্স	৪
অন্যান্য	৫

৩৫। অনলাইনে মিথ্যা সংবাদ/গুজবের মাধ্যমে বিশৃঙ্খলা সৃষ্টি করা হলে, আপনি কি আইনী ব্যবস্থা নেয়ার কথা ভাবেন?  
১) হ্যাঁ ২) না

৩৬। এ সংক্রান্ত আইনী ব্যবস্থা সম্পর্কে আপনার জানা আছে কি? ১) হ্যাঁ ২) না

আপনি কি আরো কিছু যোগ করতে চান যা প্রশ্নে উল্লেখ নেই?

## Annex: 02 (FGD Guidelines)

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ  
মূল তথ্যদাতার সাক্ষাতকার-  
নিয়মাবলি

(সিএসও/জনপ্রতিনিধি/ মতমোড়ল)

স্থান:

সময়:

তারিখ:

জিপিএস:

লাটিচুড

লংগিচুড

মডারেটরের নাম:

অভিবাদন করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নেদারল্যান্ডস দূতাবাসের সহযোগিতায় সাকমিড গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলায় জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনার মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনার অনুমতি নিয়ে তা রেকর্ড করতে চাই। আপনি মন খুলে কথা বলবেন বলে আশা করি। আপনার নাম আমরা কোথাও সরাসরি ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। সহকারী মডারেটর আলোচনার নোট নিও ও রেকর্ড করুন।] ছবি তোলায় জন্মও অনুমতি নেওয়া যায় কি?

আলোচনার পয়েন্ট

১. আপনার কি জানা আছে এ-এলাকার মানুষ কী কী ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করে? কেন করে? তারা কী ধরনের (কোন কোন বিষয়ে) তথ্য যাচাই-বাছাই করে?
২. আমরা প্রায়ই দেখি, ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করে গুজব ও বিদ্বেষ ছড়ানো হয়? আপনার অভিজ্ঞতা কেমন? আপনার এলাকায় এরকম কোন ঘটনা থাকলে আমাদের জানান।
৩. আপনার মতে, এএলাকার মানুষের তথ্য যাচাই'র সক্ষমতা কেমন? এ-ব্যাপারে তাদের কী পর্যাপ্ত প্রশিক্ষণ ও জানাশুনা আছে, না এমনি এমনি/নিজ নিজ ধারণা অনুযায়ী এগুলো ব্যবহার করে?
৪. একজন (সিএসও/জনপ্রতিনিধি/ মতমোড়ল) হিসাবে আপনি/আপনারা কি এলাকায় গুজব ও বিদ্বেষ ছড়ানো বন্ধে কোন পদক্ষেপ নিয়েছেন? নিয়ে থাকলে, কী কী পদক্ষেপ নিয়েছেন? না নিয়ে নিয়ে থাকলে, কেন নেননি?
৫. গুজব ও বিদ্বেষ ছড়ানো বন্ধের জন্য আপনাদের কী কোন দক্ষতার প্রয়োজন আছে? কী কী দক্ষতা?
৬. ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য সঠিক কিনা তা যাচাই করার জন্য আপনার/আপনার প্রতিষ্ঠানের কোন প্রশিক্ষণ/ধারণা আছে কি? কী কী গ্র্যাপস/সফটওয়্যার জানেন/ব্যবহার করেন যা দিয়ে তথ্য যাচাই করা সম্ভব?
৭. একজন (সিএসও/জনপ্রতিনিধি/ মতমোড়ল) হিসাবে, আপনি ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য কমিয়ে আনার জন্য কীভাবে ভূমিকা রাখতে পারেন? এ বিষয়ে কী কী আইন-কানুন আছে? বিস্তারিত বলুন। গুজব বন্ধের কোন প্রচারে (ধরুন, কোন ভিডিওতে/র্যালিতে/সেমিনারে) আমরা আপনাকে কী সাথে পাব? পেলে কীভাবে পেতে পারি?
৮. ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা আপনার এলাকায় আরও কীভাবে প্রচার কার্যক্রম চালাতে পারি? এ-জন্য কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরনের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিজুয়াল, প্রিন্ট, ভিজুয়াল কন্টেন্ট দেয়া যেতে পারে?
৯. কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জারি, গম্ভীরা, র্যালি, রচনা প্রতিযোগিতার আয়োজন করা যেতে পারে? পরামর্শ দিন।

## প্রজেক্টের নাম: বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলা

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ

ফোকাস দল আলোচনার নিয়মাবলি

(লিঙ্গ বৈচিত্র্যের মানুষ)

স্থান:

সময়:

তারিখ:

জিপিএস: লাটিচুড

লংগিচুড

মডারেটরের নাম:

আলোচনায় অংশগ্রহণকারীদের 'ইউ' আকারে বসার ব্যবস্থা করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নেদারল্যান্ডস দুতাবাসের সহযোগিতায় সাকমিড গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলায় জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনাদের মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনাদের অনুমতি নিয়ে তা রেকর্ড করতে চাই। দয়া করে সবাই কথা বলবেন। এখানে ভুল-শুদ্ধ বলে কিছু নেই। আপনারা যা মনে করেন তাই বলবেন। আপনাদের নাম আমরা কোথাও ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। [হাজিরা শিটের তথ্যগুলো পূরণ করুন। সহকারী মডারেটর আলোচনার নোট নিন।]

আলোচনার পয়েন্ট

- ১.এখনকার লিঙ্গ বৈচিত্র্যের মানুষরা সাধারণত: কোন কোন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করেন? কোন কোন কাজে ব্যবহার করেন?
- ২.লিঙ্গ বৈচিত্র্যের মানুষ হিসেবে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহারের অভিজ্ঞতা কেমন? কোন বাধা/সমস্যা পোহাতে হয় কী? বিস্তারিত বলুন।
- ৩.ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য কি সঠিক? কিভাবে বুঝতে পারেন-তথ্যটি ভুল না সঠিক?
- ৪.আপনাদের জানামতে, ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘৃণামূলক বক্তব্য ছড়িয়েছে কী? কোন কোন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়েছে, উদাহরণ দিন।
- ৫.কে/কারা এগুলো ছড়ায়? কেন ও কিভাবে ছড়ায়? এতে কি কি ক্ষতি হয়েছে? কিভাবে প্রতিরোধ করা যায়? আপনাদের নিয়ে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘৃণামূলক বক্তব্য ছড়িয়েছে কী? ছড়ালে, আপনাদের উপর সেগুলোর প্রভাব কেমন ছিল? কিভাবে মোকাবিলা করেছেন?
- ৬.আপনারা কি ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য চিনতে পারেন? পারলে, কিভাবে?
- ৭.আপনার কি তথ্য যাচাই বিষয়ক ধারণা আছে? কোনো এ্যাপস/সফটওয়্যার জানেন কি যা দিয়ে তথ্য যাচাই করা সম্ভব? জানলে কি কি এ্যাপস/সফটওয়্যার?
- ৮.ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে তথ্য শেয়ার করার আগে যাচাই করেন কি? কেন/কেন নয়? যাচাই না করলে কি হতে পারে?
- ৯.আপনারা ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য কমিয়ে আনার জন্য কিভাবে ভূমিকা রাখতে পারেন? এ বিষয়ে কি কি আইন-কানুন আছে?
- ১০.কমিয়ে আনার জন্য আপনাদের কি কি দক্ষতার প্রয়োজন?
- ১১.ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা কিভাবে প্রচার করতে পারি? কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরনের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিডিও, প্রিন্ট, ভিডিও কন্টেন্ট দেয়া যেতে পারে?
- ১২.কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জরি, গল্পীরা, র্যালি, রচনা প্রতিযোগিতা করা যেতে পারে?

## প্রজেক্টের নাম: বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলা

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ

ফোকাস দল আলোচনার নিয়মাবলি (সাংবাদিক/মিডিয়া/যোগাযোগ কর্মী)

স্থান:

সময়:

তারিখ:

জিপিএস: লাটিচুড

লংগিচুড

মডারেটরের নাম:

আলোচনায় অংশগ্রহণকারীদের 'ইউ' আকারে বসার ব্যবস্থা করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নেদারল্যান্ডস দূতাবাসের সহযোগিতায় সাকমিড গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলার জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনাদের মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনাদের অনুমতি নিয়ে তা রেকর্ড করতে চাই। দয়া করে সবাই কথা বলবেন। এখানে ভুল-শুদ্ধ বলে কিছু নেই। আপনারা যা মনে করেন তাই বলবেন। আপনাদের নাম আমরা কোথাও ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। [হাজিরা শিটের তথ্যগুলো পূরণ করুন। সহকারী মডারেটর আলোচনার নোট নিন।]

আলোচনার পয়েন্ট

- ১.এখানকার সাংবাদিকরা সাধারণত: কোন কোন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করেন? কোন কোন কাজে ব্যবহার করেন? ব্যক্তিগত কাজে? পেশাগত কাজে?
- ২.সাংবাদিক/যোগাযোগকর্মী হিসেবে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহারের অভিজ্ঞতা কেমন? কোন বাধা/সমস্যা পোহাতে হয় কী? বিস্তারিত বলুন।
- ৩.ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য কি সঠিক? কীভাবে বুঝতে পারেন-তথ্যটি ভুল না সঠিক?
- ৪.আপনাদের জানামতে, ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘণামূলক বক্তব্য ছড়িয়েছে কি? কোন কোন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়েছে, উদাহরণ দিন।
- ৫.কে/কারা এগুলো ছড়ায়? কেন ও কিভাবে ছড়ায়? এতে কী কী ক্ষতি হয়েছে? কিভাবে প্রতিরোধ করা যায়?
- ৬.সাংবাদিক/যোগাযোগকর্মী হিসেবে, আপনি কীভাবে ভূমিকা রাখতে পারেন?
- ৭.আপনারা কি ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য চিনতে পারেন? পারলে, কীভাবে?
- ৮.তথ্য যাচাই বিষয়ক ধারণা আছে কি? কোনো এ্যাপস/সফটওয়্যার জানেন কী যা দিয়ে তথ্য যাচাই করা সম্ভব? জানলে কী কী এ্যাপস/সফটওয়্যার?
- ৯.মূলধারার সংবাদ মাধ্যমে ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য ছড়ায় কী? ছড়ালে, কি/কখন/কীভাবে ছড়িয়েছে? উদাহরণ দিন।
- ১০.তথ্য শেয়ার করার আগে যাচাই করেন কি? কেন/কেন নয়? যাচাই না করলে কী হতে পারে?
- ১১.আপনারা ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য কমিয়ে আনার জন্য কীভাবে ভূমিকা রাখতে পারেন? এ বিষয়ে কী কী আইন-কানুন আছে?
- ১২.সেজন্য আপনাদের কী কী দক্ষতার প্রয়োজন?
- ১৩.ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা কীভাবে প্রচার করতে পারি? কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরণের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিজুয়াল, প্রিন্ট, ভিজুয়াল কন্টেন্ট দেয়া যেতে পারে?
- ১৪.কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জরি, গম্ভীরা, র্যালি, রচনা প্রতিযোগিতার আয়োজন করা যেতে পারে?



## প্রজেক্টের নাম: বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলা

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ

ফোকাস দল আলোচনার নিয়মাবলি (সিএসও/মতামোড়ল/শিক্ষক/অভিভাবক/জনপ্রতিনিধি)

স্থান:

সময়:

তারিখ:

জিপিএস: লাটিচুড

লংগিচুড

মডারেটরের নাম:

আলোচনায় অংশগ্রহণকারীদের 'ইউ' আকারে বসার ব্যবস্থা করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নোদারলাভস দূতাবাসের সহযোগিতায় সাকমিড গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলার জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনাদের মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনাদের অনুমতি নিয়ে তা রেকর্ড করতে চাই। দয়া করে সবাই কথা বলবেন। এখানে ভুল-শুদ্ধ বলে কিছু নেই। আপনারা যা মনে করেন তাই বলবেন। আপনাদের নাম আমরা কোথাও ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। [হাজিরা শিটের তথ্যগুলো পূরণ করুন। সহকারী মডারেটর আলোচনার নোট নিন।]

আলোচনার পয়েন্ট

- আপনারা সাধারণত: কোন কোন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করেন? কোন কোন কাজে ব্যবহার করেন?
- আপনাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহারের অভিজ্ঞতা কেমন? কোন বাধা/সমস্যা পোহাতে হয় কী? বিস্তারিত বলুন।
- ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য কি সঠিক? কিভাবে বুঝতে পারেন-তথ্যটি ভুল না সঠিক?
- আপনাদের জানামতে, ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘণামূলক বক্তব্য ছড়িয়েছে কী? কোন কোন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়েছে, উদাহরণ দিন।
- কোন কোন বিষয়ে গুজব/ভুলতথ্য/ বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘণামূলক বক্তব্য ছড়িয়েছে? ধর্মীয় বিষয়ে ঘণামূলক বক্তব্য লক্ষ্য করেছেন কী? উদাহরণ দিন।
- কে/কারা এগুলো ছড়ায়? কেন ও কীভাবে ছড়ায়? এতে কী কী ক্ষতি হয়েছে? কীভাবে প্রতিরোধ করেছেন? আপনাদের নিয়ে/জড়িয়ে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘণামূলক বক্তব্য ছড়িয়েছে কী? বিস্তারিত বলুন।
- আপনারা কি ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য চিনতে পারেন? পারলে, কীভাবে?
- তথ্য যাচাই বিষয়ক ধারণা আছে কী? কোনো এ্যাপস/সফটওয়্যার জানেন কী যা দিয়ে তথ্য যাচাই করা সম্ভব? জানলে কী কী এ্যাপস/সফটওয়্যার?
- ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে তথ্য শেয়ার করার আগে যাচাই করেন কি? কেন করেন/কেন নয়? যাচাই না করলে কী হতে পারে?
- আপনারা ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য কমিয়ে আনার জন্য কীভাবে ভূমিকা রাখতে পারেন? জন প্রতিনিধিরা কী করতে পারেন? এ বিষয়ে কী কী আইন-কানুন আপনাদের জানা আছে?
- ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা কীভাবে প্রচার করতে পারি? কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরণের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিজুয়াল, প্রিন্ট, ভিজুয়াল কন্টেন্ট দেয়া যেতে পারে?
- কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জরি, গম্ভীরা, র্যালি, রচনা প্রতিযোগিতার আয়োজন করা যেতে পারে?
- ইউপি/স্কুল/বাজার/লোকালয়/ক্লাব/স্থানীয় সাংস্কৃতিক কর্মীরা কী কী করতে পারে? কীভাবে? তাদের কী কী দক্ষতার প্রয়োজন?

## প্রজেক্টের নাম: বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলা

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ

ফোকাস দল আলোচনার নিয়মাবলি(ধর্মীয় নেতা)

স্থান:

সময়:

তারিখ:

জিপিএস: লাটিচুড

লংগিচুড

মডারেটরের নাম:

আলোচনায় অংশগ্রহণকারীদের 'ইউ' আকারে বসার ব্যবস্থা করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নেদারল্যান্ডস দূতাবাসের সহযোগিতায় সাকমিড গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলার জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনাদের মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনাদের অনুমতি নিয়ে তা রেকর্ড করতে চাই। দয়া করে সবাই কথা বলবেন। এখানে ভুল-শুদ্ধ বলে কিছু নেই। আপনারা যা মনে করেন তাই বলবেন। আপনাদের নাম আমরা কোথাও ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। [হাজিরা শিটের তথ্যগুলো পূরণ করুন। সহকারী মডারেটর আলোচনার নোট নিন।]

আলোচনার পয়েন্ট

- ১.এখানকার ধর্মীয় নেতারা সাধারণত: কোন কোন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করেন? কোন কোন কাজে ব্যবহার করেন?
- ২.ধর্মীয় নেতা হিসেবে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহারের অভিজ্ঞতা কেমন? কোন বাধা/সমস্যা পোহাতে হয় কী? বিস্তারিত বলুন।
- ৩.ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য কি সঠিক? কিভাবে বুঝতে পারেন-তথ্যটি ভুল না সঠিক?
- ৪.আপনাদের জানা মতে, ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘৃণামূলক বক্তব্য ছড়িয়েছে কী? কোন কোন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়েছে, উদাহরণ দিন। ধর্মীয় বিষয়ে ঘৃণামূলক বক্তব্য লক্ষ্য করেছেন কী? উদাহরণ দিন।
- ৫.কে/কারা এগুলো ছড়ায়? কেন ও কীভাবে ছড়ায়? এতে কী কী ক্ষতি হয়েছে? কীভাবে প্রতিরোধ করেছেন? আপনাদের নিয়ে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘৃণামূলক বক্তব্য ছড়িয়েছে কী? বিস্তারিত বলুন।
- ৬.আপনারা কী ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য চিনতে পারেন? পারলে, কীভাবে?
- ৭.তথ্য যাচাই বিষয়ক ধারণা আছে কি? কোনো এ্যাপস/সফটওয়্যার জানেন কি যা দিয়ে তথ্য যাচাই করা সম্ভব? জানলে কী কী এ্যাপস/সফটওয়্যার?
- ৮.ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে তথ্য শেয়ার করার আগে যাচাই করেন কি? কেন করেন/কেন নয়? যাচাই না করলে কী হতে পারে?
- ৯.আপনারা ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য কমিয়ে আনার জন্য কীভাবে ভূমিকা রাখতে পারেন? এ বিষয়ে কী কী আইন-কানুন আপনাদের আছে?
- ১০.সেজন্য আপনাদের কী কী দক্ষতার প্রয়োজন?
- ১১.ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা কীভাবে প্রচার করতে পারি? কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরণের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিজুয়াল, প্রিন্ট, ভিজুয়াল কন্টেন্ট দেয়া যেতে পারে?
- ১২.কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জারি, গল্পীরা, ব্যালি, রচনা প্রতিযোগিতার আয়োজন করা যেতে পারে?

## প্রজেক্টের নাম: বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলা

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ

ফোকাস দল আলোচনার নিয়মাবলি (কিশোর-কিশোরী/তরুণ-তরুণী)

স্থান:

সময়:

তারিখ:

জিপিএস: লাটিচুড

লংগিচুড

মডারেটরের নাম:

আলোচনায় অংশগ্রহণকারীদের 'ইউ' আকারে বসার ব্যবস্থা করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নেদারল্যান্ডস দূতবাসের সহযোগিতায় সাকমিড গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলায় জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনাদের মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনাদের অনুমতি নিয়ে তা রেকর্ড করতে চাই। দয়া করে সবাই কথা বলবেন। এখানে ভুল-শুদ্ধ বলে কিছু নেই। আপনারা যা মনে করেন তাই বলবেন। আপনাদের নাম আমরা কোথাও ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। [হাজিরা শিটের তথ্যগুলো পূরণ করুন। সহকারী মডারেটর আলোচনার নোট নিন।]

আলোচনার পয়েন্ট

- ১.এ এলাকায় কিশোর-কিশোরী/তরুণ-তরুণীরা কোন ধরনের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করে? কোন কোন কাজে ব্যবহার করে?
- ২.কিশোরীদের (নারী হিসেবে) ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহারের অভিজ্ঞতা কেমন? কোন বাধা/সমস্যা পোহাতে হয় কী? বিস্তারিত বলুন।
- ৩.ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য কি সঠিক? কিভাবে বুঝতে পারেন-তথ্যটি ভুল না সঠিক?
- ৪.কোন কোন বিষয়ে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘৃণামূলক বক্তব্য লক্ষ্য করেছেন? উদাহরণ দিন।
- ৫.কে/কারা এগুলো ছড়ায়? কেন ও কীভাবে ছড়ায়? এতে কী কী ক্ষতি হয়েছে? কীভাবে প্রতিরোধ করা যায়?
- ৬.আপনি কীভাবে ভূমিকা রাখতে পারেন?
- ৭.আপনারা কি অন-লাইনে ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য চিনতে পারেন? পারলে, কীভাবে?
- ৮.তথ্য যাচাই সম্পর্কে ধারণা আছে কি? কোনো এ্যাপস/সফটওয়্যার জানেন কি যা দিয়ে তথ্য যাচাই করা সম্ভব? জানলে কী কী এ্যাপস/সফটওয়্যার?
- ৯.কোন মাধ্যমে ভুল তথ্য (ইচ্ছাকৃত নয়), বিকৃত তথ্য (উদ্দেশ্য প্রণোদিত) ও ঘৃণামূলক বক্তব্য বেশি ছড়ায়?
- ১০.তথ্য শেয়ার করার আগে যাচাই করেন কি? কেন/কেন নয়? যাচাই না করলে কী হতে পারে?
- ১১.আপনার ফেক আইডি/ভিন্ন নামে আইডি আছে কী? ভিন্ন নামে আইডি রাখার কারণ কী?
- ১২.নিজে নিজেই কী আইডি খোলা ও পরিচালনা করতে পারেন?
- ১৩.আইডির সুরক্ষা/নিরাপত্তার জন্য কী কী করা যায়?
- ১৪.আপনি ও অন্যান্য তরুণরা ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য কমিয়ে আনার জন্য কীভাবে ভূমিকা রাখতে পারেন?
- ১৫.সেজন্য আপনাদের কী কী দক্ষতা থাকা প্রয়োজন?
- ১৬.ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা কীভাবে প্রচার কার্যক্রম চালাতে পারি? কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরনের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিজুয়াল, প্রিন্ট, ভিজুয়াল কন্টেন্ট দেয়া যেতে পারে?
- ১৭.কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জারি, গম্ভীরা, ব্যালি, রচনা প্রতিযোগিতার আয়োজন করা যেতে পারে?

## ANNEX: 03 (KII GUIDELINES)

### প্রজেক্টের নাম: বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলা

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ

মূল তথ্যদাতার সাক্ষাতকার- নিয়মাবলি (সিনিয়র সাংবাদিক/সম্পাদক/যোগাযোগকারী/পেশাজীবী)

স্থান:

সময়:

তারিখ:

জিপিএস: লাটিচুড

লংগিচুড

মডারেটরের নাম:

অভিবাদন করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নেদারল্যান্ডস দূতবাসের সহযোগিতায় সাক্ষি গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলার জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনার মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনার অনুমতি নিয়ে তা রেকর্ড করতে চাই। আপনি মন খুলে কথা বলবেন বলে আশা করি। আপনার নাম আমরা কোথাও সরাসরি ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। সহকারী মডারেটর আলোচনার নোট নিন ও রেকর্ড করুন।

#### আলোচনার বিষয়

- ১.দেশে অনেক সংবাদমাধ্যম থাকার পরেও মানুষ কেন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমের প্রতি আসক্ত হয়ে পড়ছে? মূলধারার সংবাদ মাধ্যমসমূহ কী তাদের গুণগত মান ধরে রাখতে পারছে না কিংবা দায়-দায়িত্ব যথাযথভাবে পালন করতে সক্ষম হচ্ছে না? - বিস্তারিতভাবে বলবেন কি?
- ২.আমরা প্রায়ই দেখি, ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করে সমাজে গুজব ও বিদ্বেষ ছড়ানো হয়? আপনার অভিজ্ঞতা কেমন?
- ৩.আপনি নিশ্চয়ই লক্ষ করেছেন- 'সংবাদমূল্যের' ত্রয়োক্রা না করে, মূলধারার অনেক সংবাদমাধ্যমও ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য ছড়াচ্ছে। কেন এমনটি হচ্ছে? এতে সামগ্রিকভাবে সাংবাদিকতায় কী কী ক্ষতি হচ্ছে বলে আপনার মনে হয়?
- ৪.আপনার মতে, আমাদের মূলধারার সংবাদমাধ্যমগুলোর তথ্য যাচাই'র সক্ষমতা কেমন? তাদের কী এ-ক্ষেত্রে পর্যাপ্ত প্রশিক্ষণ ও রিসোর্স আছে?
- ৫.একজন সিনিয়র সাংবাদিক/সম্পাদক/ পেশাদার যোগাযোগকর্মী হিসাবে, আপনি/আপনার প্রতিষ্ঠান কী ইতোমধ্যে গুজব ও বিদ্বেষ ছড়ানো বন্ধে কোন পদক্ষেপ নিয়েছে? নিয়ে থাকলে, কী কী পদক্ষেপ? না নিয়ে নিয়ে থাকলে, কেন নেননি?
- ৬.ফেক/ডিপফেক ও কৃত্রিম বুদ্ধিমত্তার ব্যবহারে গুজব ও বিদ্বেষ ছড়ানোর প্রবণতা বাড়ছে। এতে সংবাদ মাধ্যমগুলো এতে আক্রান্ত হচ্ছে। যারফলে জনমেনে বিভ্রান্তি তৈরি হচ্ছে। এই প্রবণতা কমাতে সংবাদ মাধ্যম, সংবাদ সংগঠন আপনারা কি কোন পদক্ষেপ নিয়েছেন? দয়াকরে বিস্তারিত বলুন।
- ৭.ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য সঠিক কিনা তা যাচাই করার জন্য আপনার সংবাদ মাধ্যমের কর্মীরা ইতোমধ্যে কি কোন প্রশিক্ষণ/ধারণা পেয়েছেন এবং প্রয়োগ করছেন? তারা কী কী এ্যাপস/সফটওয়্যার জানেন/ব্যবহার করেন যা দিয়ে তথ্য যাচাই করা সম্ভব?
- ৮.একজন সিনিয়র সাংবাদিক/সম্পাদক/ পেশাদার যোগাযোগকর্মী হিসাবে, আপনি ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য কমিয়ে আনার জন্য কীভাবে ভূমিকা রাখতে পারেন? এ বিষয়ে কী কী আইন-কানুন আছে? সংবাদমাধ্যমের সম্পদকীয় নীতিমালা আছে কী? বিস্তারিত বলুন। গুজব বন্ধের কোন প্রচারে (ধরুন, কোন ভিডিওতে/র্যালিতে/সেমিনারে গোলটেবিল আলোচনায়/গবেষণা কার্যক্রমে) আমরা আপনাকে কী সাথে পাব? পেলে কীভাবে পেতে পারি?
- ৯.ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা কীভাবে প্রচার করতে পারি? কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরনের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিজুয়াল, প্রিন্ট, ভিজুয়াল কন্টেন্ট দেয়া যেতে পারে?
- ১০.কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জরি, গল্পীরা, র্যালি, রচনা প্রতিযোগিতা করা যেতে পারে? পরামর্শ দিন।
১১. মিডিয়া লিটারেসি বিশেষ করে ভুল/অপতথ্যের বিরুদ্ধে সচেতনতা প্রচারকে কীভাবে দীর্ঘস্থায়ী করা যায়? এ বিষয়ে আপনার মূল্যবান পরামর্শ দিন।

## প্রজেক্টের নাম: বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলা

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ

মূল তথ্যদাতার সাক্ষাতকার- নিয়মাবলি (সিএসও/জনপ্রতিনিধি/ মতমোড়ল)

স্থান:

সময়:

তারিখ:

জিপিএস: লাটিচুড

লংগিচুড

মডারেটরের নাম:

অভিবেদন করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নেদারল্যান্ডস দূতাবাসের সহযোগিতায় সাক্ষাৎ গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলায় জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনার মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনার অনুমতি নিয়ে তা রেকর্ড করতে চাই। আপনি মন খুলে কথা বলবেন বলে আশা করি। আপনার নাম আমরা কোথাও সরাসরি ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। সহকারী মডারেটর আলোচনার নোট নিন ও রেকর্ড করুন।] ছবি তোলার জন্যও অনুমতি নেওয়া যায় কি?

আলোচনার বিষয়

- আপনার কি জানা আছে এ-এলাকার মানুষ কী কী ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করে? কেন করে? তারা কী ধরণের (কোন কোন বিষয়ে) তথ্য যাচাই-বাছাই করে?
- আমরা প্রায়ই দেখি, ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করে গুজব ও বিদ্বেষ ছড়ানো হয়? আপনার অভিজ্ঞতা কেমন? আপনার এলাকায় এরকম কোন ঘটনা থাকলে আমাদের জানান।
- আপনার মতে, এএলাকার মানুষের তথ্য যাচাই'র সক্ষমতা কেমন? এ-ব্যাপারে তাদের কী পর্যাপ্ত প্রশিক্ষণ ও জানাশুনা আছে, না এমনি এমনি/নিজ নিজ ধারণা অনুযায়ী এগুলো ব্যবহার করে?
- একজন (সিএসও/জনপ্রতিনিধি/ মতমোড়ল) হিসাবে আপনি/আপনারা কি এলাকায় গুজব ও বিদ্বেষ ছড়ানো বন্ধে কোন পদক্ষেপ নিয়েছেন? নিয়ে থাকলে, কী কী পদক্ষেপ নিয়েছেন? না নিয়ে নিয়ে থাকলে, কেন নেননি?
- গুজব ও বিদ্বেষ ছড়ানো বন্ধের জন্য আপনাদের কী কোন দক্ষতার প্রয়োজন আছে? কী কী দক্ষতা?
- ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য সঠিক কিনা তা যাচাই করার জন্য আপনার/আপনার প্রতিষ্ঠানের কোন প্রশিক্ষণ/ধারণা আছে কি? কী কী এ্যাপস/সফটওয়্যার জালেন/ব্যবহার করেন যা দিয়ে তথ্য যাচাই করা সম্ভব?
- একজন(সিএসও/জনপ্রতিনিধি/ মতমোড়ল) হিসাবে, আপনি ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য কমিয়ে আনার জন্য কীভাবে ভূমিকা রাখতে পারেন? এ বিষয়ে কী কী আইন-কানুন আছে? বিস্তারিত বলুন। গুজব বন্ধের কোন প্রচারাভিযান (ধরুন, কোন ভিডিওতে/র্যালিতে/সেমিনারে) আমরা আপনাকে কী সাথে পাব? পেলে কীভাবে পেতে পারি?
- ভুল তথ্য, বিকৃত তথ্য ও ঘৃণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা আপনার এলাকায় আরও কীভাবে প্রচার কার্যক্রম চালাতে পারি? এ-জন্য কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরণের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিজুয়াল, প্রিন্ট, ভিজুয়াল কন্টেন্ট দেয়া যেতে পারে?
- কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জারি, গল্পীরা, রচনা প্রতিযোগিতার আয়োজন করা যেতে পারে? পরামর্শ দিন

## প্রজেক্টের নাম: বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলা

গবেষণা: বাংলাদেশের তিনটি জেলার (ঢাকা, ময়মনসিংহ ও ব্রাহ্মণবাড়িয়া) বাসিন্দাদের ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম আচরণ: একটি পরিস্থিতি বিশ্লেষণ

মূলতথ্যাদাতা সাক্ষাতকার- নিয়মাবলি (ধর্মীয় নেতা)

স্থান:

সময়:

তারিখ:

জিপিএস: লাটিচুড

লংগিচুড

মডারেটরের নাম:

অভিবেদন করুন। প্রথমে হালকা কোনো বিষয় দিয়ে আলোচনা শুরু করুন। বলুন, নেদারল্যান্ডস দূতাবাসের সহযোগিতায় সাক্ষিড গবেষণাটি পরিচালনা করছে। এটি বাংলাদেশে ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যমে ছড়িয়ে পড়া ভুল/অপতথ্যের বিরুদ্ধে প্রতিরোধ গড়ে তোলায় জনগণের মধ্যে সচেতনতা সৃষ্টিতে ভূমিকা রাখবে। উল্লিখিত গবেষণায় আপনার মতামত খুবই গুরুত্বপূর্ণ। আমরা আপনার অনুমতি নিয়ে তা রেকর্ড করতে চাই। আপনি মন খুলে কথা বলবেন বলে আশা করি। আপনার নাম আমরা কোথাও সরাসরি ব্যবহার করবনা। গোপনীয়তা রক্ষা করা হবে। সহকারী মডারেটর আলোচনার নোট নিন ও রেকর্ড করুন।]

আলোচনার বিষয়

- আপনার জানামতে, মানুষ কেন ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করে?
- আপনি কী মনে করেন, মানুষ ভাল/দরকারী কাজে এগুলো ব্যবহার করে?
- আমরা প্রায়ই দেখি, ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম ব্যবহার করে গুজব, ভয়া খবর ও বিদ্বেষ ছড়ানো হয়? আপনার অভিজ্ঞতা কেমন?
- ধর্মীয় বিষয়েও গুজব, ভয়া খবর ও বিদ্বেষ ছড়ানো হয়। এ বিষয়ে আপনার অভিজ্ঞতা কেমন? কেন ছড়ায়/কারা এগুলো ছড়ায়? এতে কী কী ক্ষতি লক্ষ্য করেছেন?
- আপনি কি ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য চিনতে পারেন? পারলে, কীভাবে চিনতে পারেন?
- আপনি/আপনারা কি গুজব ও বিদ্বেষ ছড়ানো বন্ধে কোন পদক্ষেপ নিয়েছেন? নিয়ে থাকলে, কী কী পদক্ষেপ নিয়েছেন? না নিয়ে থাকলে, কেন নেননি?
- গুজব ও বিদ্বেষ ছড়ানো বন্ধের জন্য আপনাদের করণীয় কী বলে আপনি মনে করেন; এ-বিষয়ে কি কোন দক্ষতার প্রয়োজন আছে? কী কী দক্ষতা?
- ডিজিটাল ও সামাজিক যোগাযোগ মাধ্যম থেকে পাওয়া তথ্য সঠিক কিনা তা যাচাই করার জন্য আপনার কোন প্রশিক্ষণ/ধারণা আছে কি? কোনো এ্যাপস/সফটওয়্যার জানেন কী যা দিয়ে তথ্য যাচাই করা সম্ভব? জানলে কী কী এ্যাপস/সফটওয়্যার?
- ধর্মীয় নেতা হিসাবে, আপনি ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য কমিয়ে আনার জন্য কীভাবে ভূমিকা রাখতে পারেন? এ বিষয়ে সরকারের কী কী আইন-কানুন আছে? ধর্মীয় বিধি-নিষেধ কী কী আছে - বিস্তারিত বলুন। গুজব বন্ধের কোন প্রচারে (ধরুন, কোন ভিডিওতে/র্যালিতে/সেমিনারে/ধর্মীয় সভা বা ওয়াজ মাহফিলে) আমরা আপনাকে কি সাথে পাব? পেলে কীভাবে পেতে পারি?
- ভুল তথ্য, বিকৃত তথ্য ও ঘণামূলক বক্তব্য ছড়িয়ে পড়া বন্ধে আমরা আরো কীভাবে প্রচার কার্যক্রম চালাতে পারি? কোন কোন সামাজিক মাধ্যম ব্যবহার করা যেতে পারে? কোন ধরণের তথ্য, কোন ফরমেটে, যেমন-অডিও-ভিজুয়াল, প্রিন্ট, ভিজুয়াল কন্টেন্ট দেয়া যেতে পারে?
- কোন ধরনের আন্তর্জাতিক ও দলীয় যোগাযোগ কৌশল যেমন-পথ নাটক, জারি, গভীরা, র্যালি, রচনা প্রতিযোগিতা করা যেতে পারে? পরামর্শ দিন।

-ধন্যবাদ-



### **Dr. Sheikh Mohammad Shafiul Islam**

Dr. Sheikh Mohammad Shafiul Islam is a senior media academic and researcher. He has been teaching Journalism, Communication and Media Studies at graduate and post graduate level since last 21 years. Apart from teaching, he has rendered research and consultancy services to the British Council, World Bank, Internews, Helvetas Germany, GIZ, Article19, Misereor, Germany; Aim Tex, Texas; USAID-PROGATI, HelpAge International, HomeNet South Asia, International Labour Organization (ILO), and International

Fund for Agricultural Development (IFAD), Save the Children International, Concern Worldwide, Handicap International, and International Organization for Migration (IOM). He has also served many national development organizations, Universities and institutions including the Press Institute Bangladesh (PIB), Public Administration Training Centre (PATC), National Institute of Mass Communication(NIMCO), University of Dhaka, Institute for Environment and Development (IED), Fair Election Monitoring Alliance (FEMA), Bangladesh Centre for Development, Journalism and Communication (BCDJC), Development Consultants and Global Compliance Initiatives (DCGCI), Bangla Communications Ltd. Labaid Group Ltd. He has designed and conducted more than 70 research and training projects and communication strategies. Some of his research reports have been published abroad. He has trained more than 10,000 journalists, communication professionals, government officials, human resource managers, health professionals, civil society members, researchers and development workers in home and abroad. He is the author of more than 35 research articles and books. He is frequently invited as a talk show discussant, journalists' trainer and public speaker. At present , he is serving as the Head of the Department of Media Studies and Journalism, United International University. Before this, he served as the Professor and Chairperson of the department of Journalism and Media Communication of Green University, Bangladesh. He also served as the Head of the department of Journalism and Mass Communication, Daffodil International University. He is the Vice-president of Global Media Education Council (GMEC).



### **Syed Kamrul Hasan**

Syed Kamrul Hasan has more than 20 years of experience in the field of research, editing, translation, content creation and knowledge management in the area of Media & Information literacy, gender equity, reproductive health, rural entrepreneurship and other community development programs. After completing his post-graduation degree Mr. Hasan has started his career as a free-lance columnist and writer. Then, he switched over to development field as a professional and worked in different national and international

organizations that included Action Aid, South Asia Center for Media in Development, BNNRC and GUP with leading positions in the planning & creative desks. Mr. Hasan is a creative writer, IEC Material Developer, editor, and translator. As an expert in translation and editing works he has been involved in production and publication of important nationally relevant development contents. He has edited the bulletins like 'Media Digest' and 'Inclusion' -both are bi-lingual with lot of translation and editing tasks. Mr. Hasan has worked as a guest researcher with Press Institute Bangladesh for 1 year and awarded a research proposal on - "Sustainability of Community Radio in Bangladesh," which has later been published by PIB as a resource book. He has edited another book on Media Literacy ,which has been published by PIB, named as: ' Gonomadhyom Sakkhorota: Sahaj Path'.

Currently, he has been working as the Program Manager and Deputy Director of South Asia Center for Media in Development(SACMID).