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The Role of Social Networks on building Awareness and social responsibility to achieve Environmental Sustainability in Bangladesh

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Info Artikel

Abstract

With the benefit of globalization and access to data, unceremonious populations came to use social platforms largely used by several ages. Nonetheless, natural problems have been triggering universal effects, just as concerns of social feebleness. Natural mindfulness mixings new application propensities, performing another socially skilled stance. This analysis plans to separate the influence of relational organizations on natural mindfulness and the social responsibility of several ages. We employ the structure of the quantitative and distinctive study, by approaching the Primary Condition Establishing. The results feature that people who are presented with data (recordings, photographs, messages) acknowledged with social commitment and natural supportability are impacted in the progress of social and ecological mindfulness. However, all ages familiarized the most marginal approaches for responses in the quest for data on natural and social issues. This is appropriate to society, presentation organizations, government offices, and organizations to advance deeds and data on social and ecological obligation and connect all Ages in maintainable development.

1. Introduction

Worldwide people group just as each country is anxious over climate corruption(Pasha, Chowdhury, et al., n.d.). This concern has compelled strain to blow out ecological mindfulness between people to be mindful of unnatural weather changes and other common dangers. Ecological concern offers to ascend to Earth

Stewardship rehearses through which acts as associations are dedicated to receiving feasible practices (UNESCO, 1997). The spread of ecological information and familiarity with natural issues requires certain instruments of correspondence, disconnected or on the web(Rauniar et al., 2014;Pasha, Mozumder, et al., n.d.). Online media devices are acquiring significance in expanding ecological concerns and natural dependable conduct's out in the open. Online media (for example Facebook, Twitter, WhatsApp, Instagram, and so forth) license clients to produce and trade client-created substance on various topics(Kaplan & Haenlein, 2010). Online space is given to clients to communicate by Interpersonal interaction locales (SSNs). In this way, web-based media can be utilized as an empowering agent to familiarize natural issues(Rahim & Jalaladeen, 2016).

This examination plans to investigate distinctive and inspiring elements of web-based media urging clients to receive amicable ecological conduct. With the appearance of globalization and admittance to data, interpersonal organizations came to be broadly utilized by various ages(Severo et al., 2019). Anyway, natural issues have been causing worldwide effects just as issues of social weakness. Web-based media apparatuses are generally utilized by communicators. These online media channels give associations practical approaches to spread their messages and assemble networks. For instance, interpersonal organization destinations, for example, Facebook can influence and encourage aggregate dynamics (landoli et al., 2009). Moreover, some in the past impeded natural gatherings are presently ready to make everything fair because the Web permits people and associations to rapidly scatter data to huge crowds, conquer geological boundaries, decrease expenses and restriction snags, encourage organizing openings with likely givers and chips in, and participate in two-way correspondence(Kent et al., 2003;Taylor et al., 2001).

According to (Wasserman & Galaskiewicz, 1994)"An informal community comprises of a limited arrangement of entertainers and the connection or relations characterized on them". Anyone individual can be important for various interpersonal organizations, and the idea of these organizations and the person's association with the organizations can fluctuate significantly(Paavola, 2001). For instance, informal communities are not established in conventional connections, for example, family relationships or groups, however can create out of geographic closeness, work connections, or sporting exercises. Additionally, informal communities can be portrayed and investigated regarding their different qualities (e.g., the number of individuals or associations that have a place with an organization, how well the individuals from the organization know one another, and how equivalent their connections are)(Kietzmann et al., 2011).

2. Methodology

Deliberate writing audit method is received and three chosen online data sets were looked for applicable papers for a survey. Explicit information was removed from each paper and the conversation segment depending on the created research questions(Roberts & Bacon, 1997).
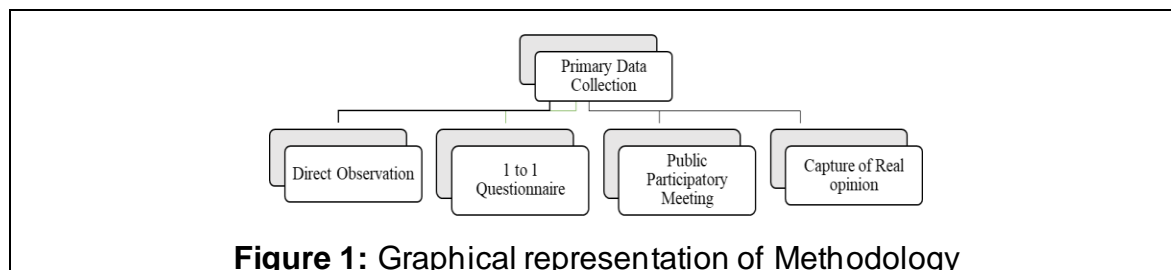
Figure 1: Graphical representation of Methodology

Web-based media is an amazing asset empowering clients to captivate themselves with entrainment and to broaden the skyline of their insight by focusing on data-related substance(Rahim & Jalaladeen, 2016). Study centers around deciding the use level of online media destinations, level of ecological concern, and investigating the various components of web-based media that support empowering ace natural conduct among clients. Factor examination and Rate Investigation are utilized for information investigation and information is gathered through organized polls.

2.1 Study Area

The research study has been completed in Bangladesh which is one of the most populated countries in the world(Wood, 1994). Geographically Bangladesh is located latitude of 23.452155 and longitude of 85.845044(Ahiduzzaman & Islam, 2011). This study used most of the city area's people as a respondent to the study survey. The study used different social media users as the primary respondent and collect their opinions to understand the respondents' current prospects. People from several districts were involved in the survey.
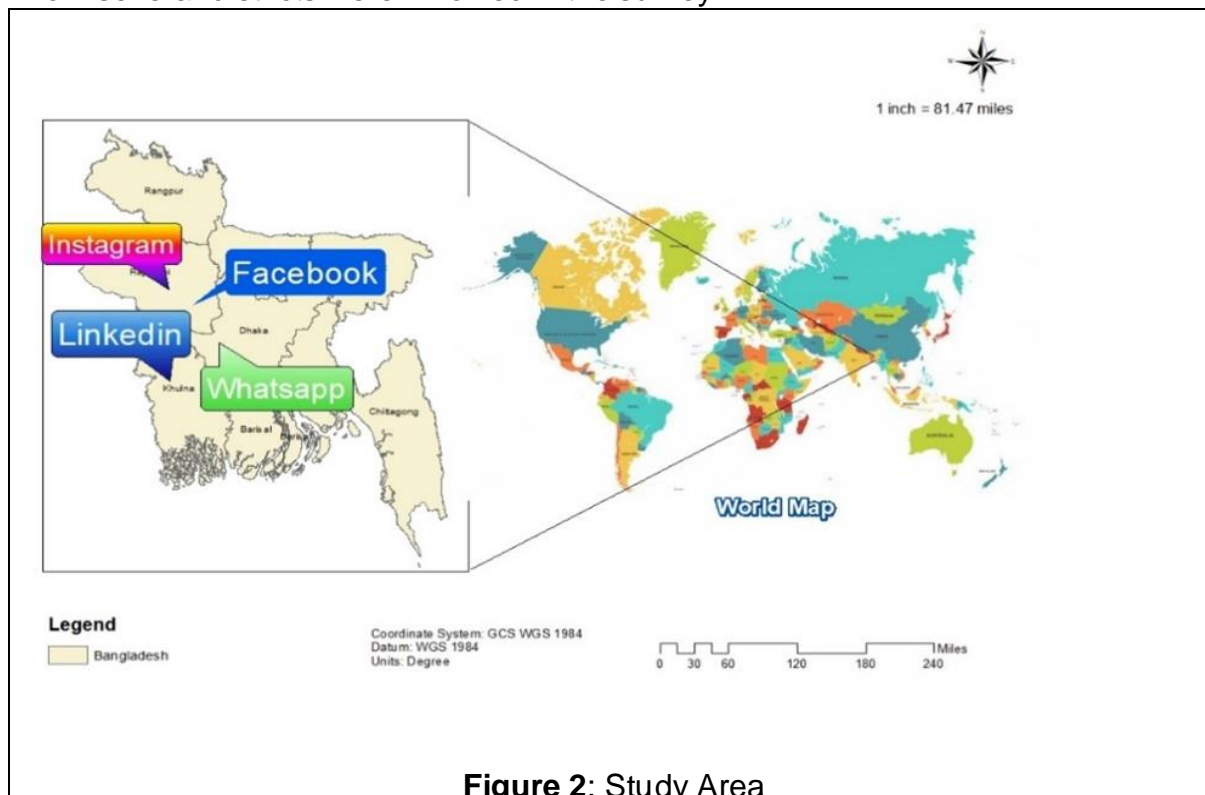
Figure 2: Study Area

2.2 Data Collection Methods

Purposive sampling has been used in this research study which is a no probability sampling method(Teddlie & Yu, 2007). The study will widely focus on primary data collection through focus group discussion (FGD), 1 to 1 questionnaire, and direct observation of the spots(Knight, 2018)(Bhattacherjee, 2012). In addition, the secondary information will be assembled by analyzing several newspaper reports, scientific reports, conference reports, workshop reports, and policy studies.

2.3 Primary data

Figure 3: Primary data collection sources
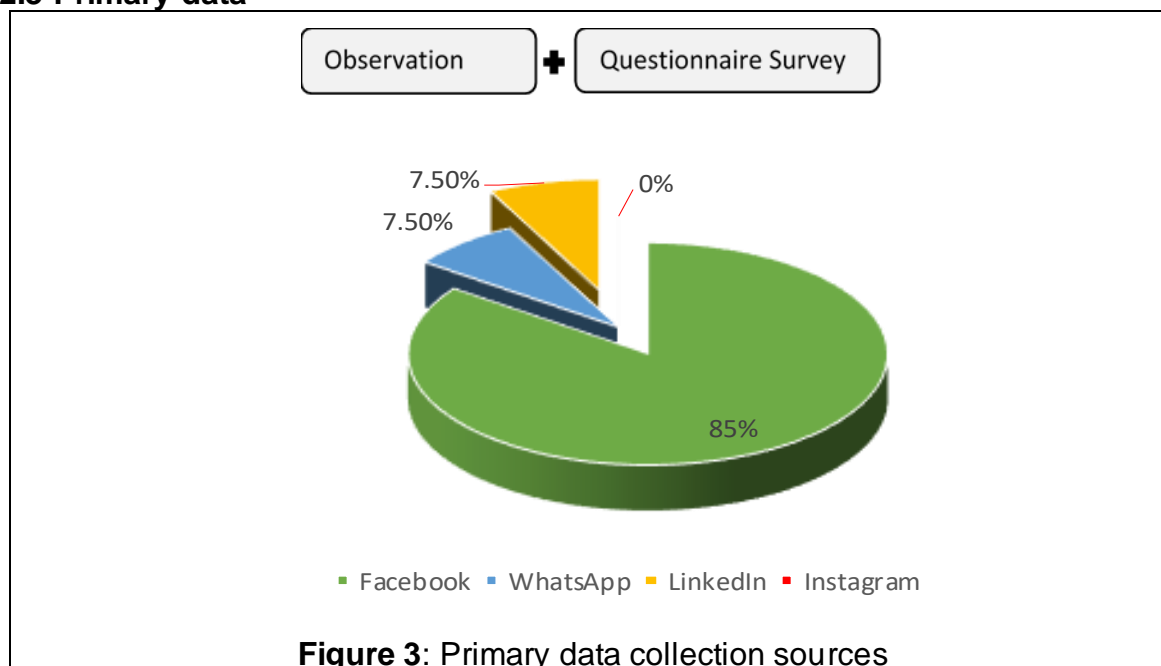
Source: Survey Maria and Sagar, 2019

2.4 Secondary data

2.5 Materials

For this research some software like Statistical software (SPSS), EXCEL are used(SPSS, 2007). Also used a structured questionnaire, structured discussion form, voice recorder, etc.

2.6 Duration of the Study

The time that would be required to complete this research project is approximately three months. Mostly it will be completed within November 2020 to January 2020.

3 Result and Discussion

3.1 Information about Social Networks users

From all around Bangladesh, individuals of 11 urban areas were top of this theory study structure. The last example had 80 substantial cases, containing 3.7% Age (age-36 to 50), 25% Age (age-<20) and 71.3% Age (age-21 to 35). Concerning work, 66.9% of the respondents manage the job as Understudy 70%;

financial specialist 8.75%; Private occupation holder 13.75%; Housewife 2.5%; Different areas 5% as to tutoring: 33.7% have finished graduation; 16.3% are in higher optional school and 50% are undergraduate students. The utilization of informal organizations by applications, the outcomes show broad utilization of WhatsApp 7.5%, Facebook 85%, and LinkedIn 7.5%.

Table 1. Information about social network user

City	C.	P.	A.	C.	P.	E. Q	C.	P.	Social media	C.	P.
Bandarban	1	1.2%	>20	20	25%	Graduate	27	33.7%	Facebook	68	85%
Chattogram	4	5%	21-35	57	71.3%	Higher Secondary	13	16.3%	WhatsApp	6	7.5%
Cumilla	31	38.8%	36-50	3	3.7%	Under Graduate	40	50%	LinkedIn	6	7.5%
Dhaka	31	38.8%	<50	0	0%				Instagram	0	0%
Natore	1	1.2%									
Rajshahi	2	2.5%									
Rangpur	2	2.5%									
Tangail	1	1.2%		C = Count; A= Age; E. Q= Educational Qualification; P= Percent							
Bhola	1	1.2%									
Gazipur	4	5%									
Gopalganz	2	2.5%									

Source: Survey Maria and Sagar 2019

3.2 Social Environmental Network (SEN)

SEN comprises of inquiries taken from the premises that Emprise individuals worry to get to data about ecological practices, among which we feature the subjects of decreasing natural contamination (water barometrical). The creation of spotless and sustainable power sources, reusing and division of waste, alongside tending to the inspiration of the person to represent the advantage of the climate (Severo et al., 2019).

Table 2. The answer to SEN's questions

No.	Questions	count	Yes	count	No	count	Other
Q1	Do you use social platforms for watching videos, photos, and reading essays or reports on environmental pollution?	77	96.3%	3	3.7%		
Q2	Do you use to see videos, photos, or texts on the use of clean and renewable energies?	74	92.5%	6	7.5%		
Q3	Do you use to see videos, photos, or texts on recycling and waste shorting?	72	90%	8	10%		
Q4	Do you use to see videos, photos, or texts on water pollution?	75	93.8%	5	6.3%		
Q5	Do you used to see videos, photos or texts on atmospheric pollution?	66	82.5%	13	16.2%	1	1.2%
Q6	After watching a video, photo, or text on environmental issues do you feel motivated to adopt attitudes to improve the environment?	77	96.2%	3	3.7%		
Q7	Have you ever participated in an environmental event through social media?	50	62.5%	29	36.3%	1	1.2%

Source: Survey Maria and Sagar, 2019

For the SEN questions answer it was observed that most of the respondents have answered positively. The result of Question one (Q1) showed that the (77 people) 96.3% of total respondents replied that they are interested to see environmental pollution reports on social media that indicated, people, are now more concerned about our environment. There was also a 3% of people who still really do not bother to know anything about environmental pollution. Though the number is shallow. For Question two (Q2), it can be observed that a significant amount of people is nowadays showing their interest in energy systems, people

are much more concerned than before about the consumption of energy system that is being used daily, resulting a 92% of people respond positively. Unfortunately there is still several people about 7.5% of the whole respondent who still are not concerned about these. In Question three (Q3) they were asked to give their opinion about waste management and the response is quite impressive because waste is a modern-day problem that the whole world is concerned about, especially the developing countries like Bangladesh. However, it was satisfying to see that about 90% (72 people) of the total respondent has answered positively which means people are concerned about waste management nowadays, which is a good sign for a developing country.

Though there is about 10% (8 people) of total respondents answered it negatively but still, it's a highly satisfying result for the study. For Question four (Q4) people also showed their concern about polluted water and almost 93% (75 people) of the total respondent has shown their concern about polluted water whereas, almost 7% of respondents showed a negative response. Though water pollution is mainly a problem of big cities, it was still great to have such a good response among people about water pollution.

But unfortunately, in Question five (Q5) the study witnessed a huge drop in positive response where only 82% (66 people) people are showed their interest in atmospheric pollution and the result was obvious for a developing country where the country development is more important than atmospheric pollution. But the positive response indicates that people are getting concerned about atmospheric pollution though there is a good amount of people about 16% of total respondents who are not interested in atmospheric pollution. In Question six (Q6) the study observed notably an impressive result where 96% (77 people) of total respondents said they feel motivated after seeing environmental issues and they are eager to solve the problems, which is markedly a good sign for our environment. However, things got changed in the last question. In Question seven (Q7) the data showed even most of the people are concerned about our environment but only 62% among them have participated in the environmental event whereas 36% of total respondents showed a negative response on this matter which indicates our country needs to give more effort to connect people on environmental awareness.
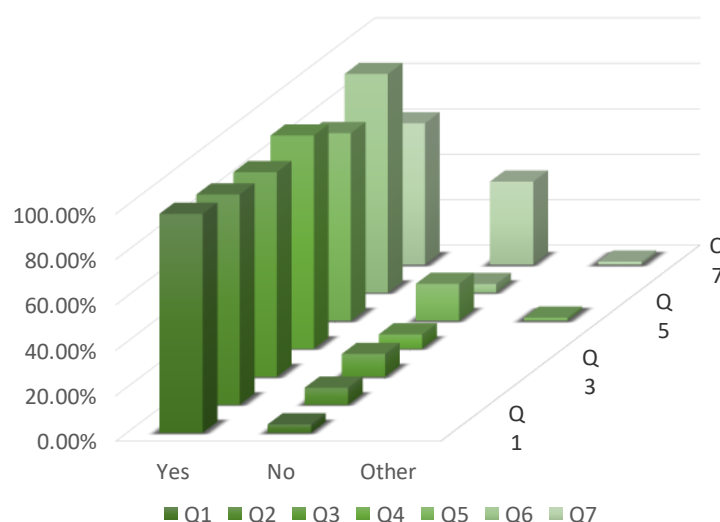
Figure 4: Social Environmental Network (SEN)

3.3 Social Networks/ Social Responsibilities (SSR)

SSR is made out of proclamations that depend on suspicions featuring the activities of people in looking for data identifying with social obligations rehearses, which can be communicated through wilful work. The consideration of individuals with incapacities, the enthusiasm for ladies in the workplace, regard, and insurance of youngsters and teenagers, just as individuals' advantage in the social exercises of NGO's (Severo et al., 2019)

Table 3. The answer to SSR's questions

No.	Questions	Count	Yes	Count	No	Count	Other
Q1	Do you use to watch videos, photos, or texts on volunteer work?	69	86.3%	11	13.8%		
Q2	Do you use to watch videos, photos, or texts on the inclusion of people with disabilities?	61	76.3%	18	22.5%	1	1.2%
Q3	Do you use to watch videos, photos, or texts appreciation of women in the work environment?	77	96.3%	3	3.7%		
Q4	Do you use to watch videos, photos, or text on the appreciation and respect of children and adolescents?	72	90%	7	8.8%	1	1.2%
Q5	Do you use to watch videos, photos, or texts on the social activity of NGOs?	66	82.5%	11	13.8%	3	3.7%
Q6	After watching a video, photo, or text on social issues do you feel motivated to adopt attitudes to improve society?	76	95%	2	2.5%	2	2.5%
Q7	Do you ever post pictures, videos, messages to encourage people?	64	80%	15	18.7%	1	1.2%
Source: Survey Maria and Sagar 2019							

In response to Social Responsibilities (SSR) questions, the study observed mixed responses among the respondents. For Question number one (Q1), 86% (69 people) have responded as they watch videos on volunteer work, which shows people are more interested in environmental awareness programs nowadays. But there is about 13% (11 people) responded negatively which is still a matter of concern. In Question number two (Q2), 76% (61 people) has responded that they usually see online content on disabled people which indicates they are concerned about the social environment but unfortunately there are almost 22% people (18 people) who have responded negatively which means there is still some area for

improvement in social awareness. In the same way, the study got a 96% positive result for Question number three (Q3) where (77 people) has answered that they are concerned about women's priority in the work environment.

For Question number four it was observed that people are nowadays more educated about children's social environment, resulting in 90% (72 people) responding positively in the (Q4) answer. For Question number five respondents showed that they have an interest in observing NGOs activity which is surely an example of a modern intention towards building a better living environment, that is why 83% (66 people) has responded positively but 12% (11people) has shown no interest in NGOs activity which is still a drawback for us. Question number six showed that how much this century people want to improve the social environment. About 95% (76 people) said they are ready to adopt the attitudes to improve the social environment, which is a positive sign for our modern society. The last question (Q7) was all about sharing awareness but different content where the study got about 81% (64 people) are actively sharing content to develop awareness but still, 17% (15 people) answered it no, which means there are still people who have to be more active about the social responsibility.
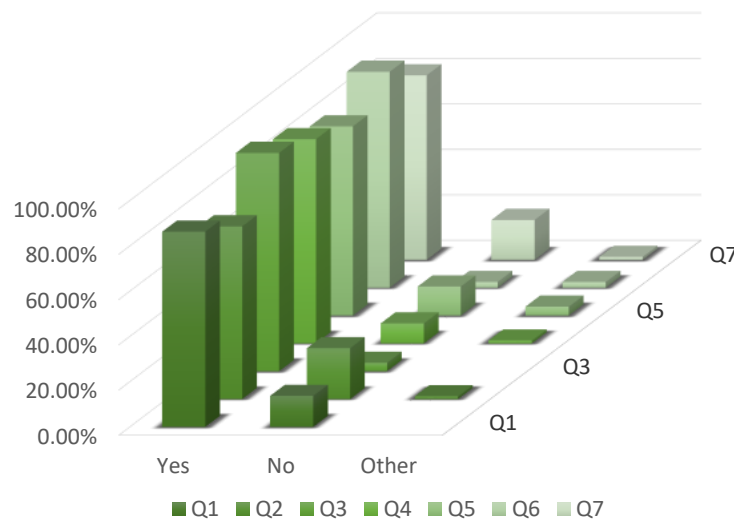

Figure 5: Social Networks/ Social Responsibilities (SSR)

3.4 Environment Awareness (EA):

The idea of EA straightforwardly identifies with the ecological conduct that invigorates activities of safeguarding of regular assets for the group of people yet to come just as individual natural acts of recyclable and natural waste arranging, of decrease and reuse of water just as the sufficient objective of electronic waste(Severo et al., 2019).

Table 4. The answer to EA's questions

No.	Questions	Count	Yes	Count	No	Count	Other
Q1	I used to sort and recyclable organic waste at home.	54	67.5%	25	31.3%	1	1.2%
Q2	I used to sort recyclable and organic waste in the company where I work,	44	55%	25	31.3%	11	13.8%
Q3	I used to minimize the water consumption during the shower.	66	82.5%	11	13.8%	3	3.8%
Q4	I used to allocate electronic waste (alkaline	50	62.5%	27	33.8%	3	3.8%

	batteries, batteries, lamps, cell phones) at collection points so that it can have suitable processing.					
Q5	I use environmental practices aimed at preserving natural resources for future generations.	68	85%	9	11.3%	3	3.8%

Source: *Survey Maria and Sagar 2019*

Table 4 is the section where Environmental Awareness (EA) related questions was asked and the study got some mixed response. For example, In Question number one (Q1) 67% (54 people) have agreed that they are aware of the waste management and they are doing it every day but about 31% (25 people) responded negative, which means they are not aware and not practicing any waste management for their house. Even in Question two (Q2) only 51% (44 people) responded and said that they do care about waste management and they also do it in their working place but almost 32% (25 people) responded that they do not practice such activity in their working place. The negative side of this is that almost 17% of them aren't even well informed about the waste management system. In Question three (Q3) almost 82% of people (66 People) agreed about the water consumption during the shower but 14% of them responded negatively and 4% of them are not well educated in this matter. If the response of Question four (Q4) has been considered then the answers indicates that about 62% (50 people) said they consciously manage electronic waste whereas about 34% people said they do not control those electric waste properly but about 4% of them do not have any particular knowledge about it. For the last Question (Q5) the study witnessed a huge margin of positiveness about preserving natural resources for future generations where about 85% people (68 people) agreed that they are aware and willing to preserve the resource for our next generation
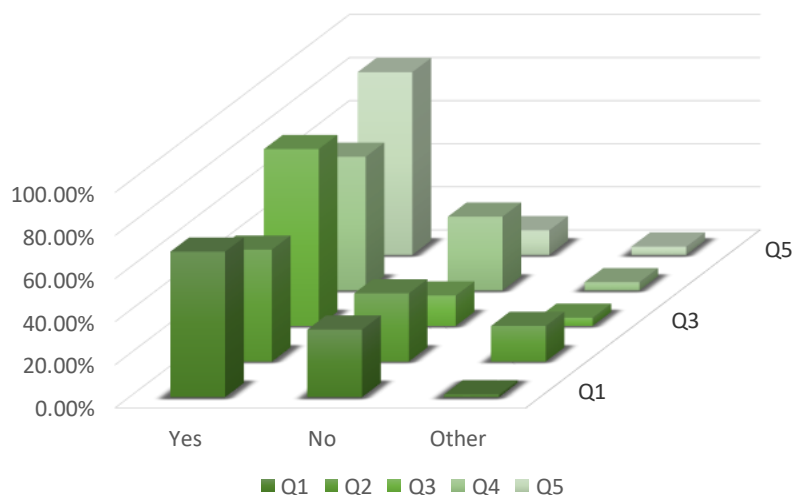

Figure 6: Environment Awareness (EA)

3.5 Social Responsibilities Awareness (SRA)

SRA was created dependent on the presumption of buyer conduct those qualities the activities and practice of corporate social duties. Among these are the issue identified with buying items and administrations from organizations that have projects of commitment with the nearby local area, moral, genuine and non-degenerate business activities, with assurances of security and personal

satisfaction at work, with deference for singular rights, without sexual orientation segregation (Severo et al., 2019)

Table 5. The answer to SRA's questions

No.	Questions	Count	Yes	Count	No	Count	Other
Q1	Whenever possible, I seek to know if the company has programs of engagement with the local community before acquiring a product or service.	59	73.7%	15	18.7%	6	7.5%
Q2	I consider it fundamental to acquire products or services from companies that have an ethical, honest, and non-corrupt attitude.	66	82.5%	10	12.5%	4	5%
Q3	Whenever possible, I seek to know if the company has health and safety measures to improve the quality of life of its employees before purchasing a product or service.	63	78.7%	15	18.7%	2	2.5%
Q4	I value companies that respect equal pay for men and women	71	88.7%	6	7.5%	3	3.7%
Q5	I consider it paramount to purchase products or services from companies that do not use child labor and unfair remuneration.	70	87.5%	4	5%	6	7.5%

Source: Survey Maria and Sagar 2019

Table 5 is representing the response to social responsibilities awareness (SRA). In Question one 74% (59 people) of total respondents showed positive respond over a sustainable way of acquiring new products as well as almost 19% showed negative response but about 8% of people has no idea about a sustainable way of acquiring the product. For Question two (Q2) 85% (66 people) people said they consider the socially responsible company for acquiring any products. About 80% (63 people) of people said in Question three (Q3) that they consider the occupational environment and the safety of a company before purchasing any products. For Question four (Q4) 87% (71 people) respond that they value the socially balanced environment. But there are almost 8% of people still don't have enough knowledge about social equality which can provide users a socially balanced environment. For Question five (Q5) almost 90% 70 people) agreed that they do care about the social environment and that's why they only consider those companies that do not use child labor. But in every Question, there is some negative response which means we still need more awareness campaign s about social environmental sustainability.
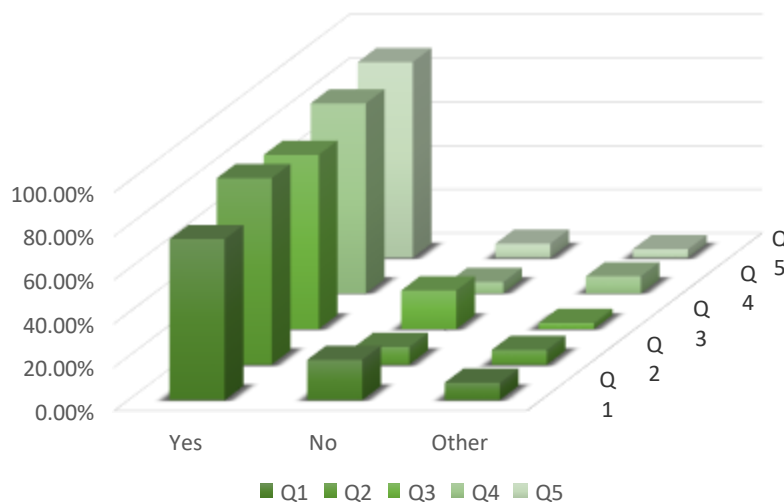
Figure 7: Social Responsibilities Awareness (SRA)

3.6 Problem facing for Social Networks

Some problems which have been faced when preparing the study, are given below:

   i. As for the COVID-19 situation we used to stay in our local areas and the network was not so much helpful in that situation.

   ii. All of the people were not supportive but some of them made our work easier for filling up online survey forms.

   iii. Some of the people were not comfortable answering the elaborate questions.

3.7 Outcome

From SEN & SSR, we can understand that the maximum number of people have watched videos and read columns about environmental awareness issues on social media and get motivated. The minimum number of people have ignored that topic on social media. From EA & SRA we can see a huge range of social network users who are aware of environmental issues have done their duties nicely for environmental betterment. On the other hand, many social media users are not interested in doing their work properly for a good and healthy environment. Although they know which is good and bad for our environment.

3.8 Limitations

   a. The network was not available in every working area.

   b. Covid-19 was the abstract that didn't let us go door to door.

4. Conclusion

This examination adds to the conversation on the development of social and natural mindfulness, and while proposing a System for the investigation of the connections between the builds, and to the measurable approval of the size of Social/Ecological Organizations (SEN), Informal communities/Social Obligation (SSR), Natural Mindfulness (EA) and Social Duty Mindfulness (SRA). A significant exploration finding alludes to the outcome that Age Y looks for fewer data about

natural and social activities, which is proven by the lower implies in the SEN and SSR develops. In this manner, these outcomes show the requirement for government specialists and instructive organizations, to animate Age Y to expand interest in socio-ecological issues.

The primary commitment of the examination arises with the distinguishing proof of a solid connection among's SEN and SSR builds. This relationship demonstrates that people presented to ecological data are identified with individuals who likewise access data on social issues. The finding of the examination recommends that there is a more noteworthy chance of accomplishment in the development of mindfulness, both social and natural if individuals have coordinated data on these issues. With these outcomes, we can assert that social and natural duty, in an indivisible way, impact the development of mindfulness, which is required to result in ecologically and socially dependable conduct. This alarm can be considered a boost to Showing Organizations, Common and Legislative Offices, just as organizations, where youngsters travel and work, do activities to advance data on social and natural duty, and connect with age Y for the maintainable turn of events.

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