

Digital Connectivity and Public Transformation: The Evolving Influence of Social Networks In Contemporary Society.

Md. Ruhul Amin¹

¹Department of Public Administration, Comilla University, Cumilla. Bangladesh

ABSTRACT

Due to the fantastic evolution of information and communication technology, social media is one of the strongest and essential and crucial components of the contemporary society. Facebook, Instagram, WhatsApp and Twitter, among others, are social media that are significantly contributing to various areas of personal and extra-personal life of people. Instead, in the current times, social media is not just a form of communication, but also becoming a medium of information exchange, establishment of a popular opinion, popular awareness, economic and political awareness, health and education, business and media. The primary goal of this work is to examine the pragmatics of the social media and its multidimensional effects on civic life. The paper has discussed the good side of social media, which is the involvement of citizens in more ways, sharing of information within a very limited period and social awareness and proliferation of democratic forms. Meanwhile, its adverse side, including misinformation and rumors, infringement of individual privacy, cyber-attacks and security, and disorientation and addiction issues have also been discussed. The research is likely to offer milestones and significant guidelines to the policymakers, educators, researchers, and other ordinary users worldwide in order to make appropriate and responsible use of social media

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Corresponding Author:

Md. Ruhul Amin

Professor

Department of Public Administration Comilla University, Cumilla,
Bangladesh.

Email: rubel@cou.ac.bd



1. INTRODUCTION

The results of this literature review are expected to not only enrich scientific research in the field of guidance and counseling but also provide practical benefits for teachers and school counselors. Teachers can gain new insights into the importance of integrating psychological approaches into the English language learning process, while school counselors can utilize these findings to design service programs that support student self confidence. Thus, English learning is expected to not only focus on cognitive aspects, but also pay attention to the balance between academic and psychological aspects, so that students are able to speak more confidently and effectively in everyday life. The modern society has revolutionized its communication system due to the fast development of information and communication technology. Social media (social networks or social media) is the most important and significant aspect of this change. These Web-based applications have totally transformed how individuals carry out communications, exchange information amongst themselves, and reinforce social ties with one another. In the modern age,

social media is no longer confined to individual entertainment or expression of feeling or communication but instead it is making an imminent impact on nearly every strata of the life of the people. Social media is a new online platform, which gives the opportunity to show personal identities, significant moments of life and profiles, and to communicate, connect and communicate with each other on a regular basis. By this, individuals are able to exchange a number of data, information, all life experiences and views, as well as establish social relations and networks through the internet (Yeasmin, 2024; Kraus et al., 2021).

Nowadays, the social media have become inseparable parts of the life of billions of people, including Facebook, X (Twitter), YouTube, Instagram, WhatsApp and LinkedIn. These platforms have established a global online society by minimizing the gap between people and the society. The influence of social media in the lives of people, which is related to the public sphere, is much more obvious. It is important to mention that social media is being utilized as a potent instrument in such crucial spheres as economics, politics, education, administration, business, healthcare and social justice and activism. On the same note, different social movements and citizen-driven attempts are being mobilized online within a limited amount of time and turning viral. This has led to heightened citizen participation in the country and the active nature of democratic practices is becoming more vibrant (Muftah, 2024; Agustian et al., 2023). More specifically, it is the social media that has the most significant influence in everyday life. On the one hand, it is raising awareness of citizens, and the ease of obtaining information and enhancing social cohesion, on the other hand, it is also leading to a higher risk of social anarchy, divisiveness, ideological confrontation and disseminating information including fake information, gossip.

Some of them include moral degradation, addiction to drugs, and disrespect to others. Due to these reasons, thorough studies on the application of the social media and the implications and the ways to make it more beautiful and orderly and systematic have become highly imperative to the contemporary society. In this respect, the current research report is a mini-task to examine the practicality of social media and its influence over the life of the population (Shanmugasundaram & Tamilarasu, 2023). This study was useful in the context of comprehending how social media is shaping the opinion of the population, civic engagement and social behavior. It was also emphasizing the significance of responsible, ethical and conscious use of social media, which can become a mentor to those who were establish the policy in the future and was be an effective participant in social development. To investigate how digital connectivity and social networks are altering the life of the people, the social relationships, and access to information by various people, specifically on the matters of inclusion, equity and participation. The research intends to learn about the impact of digital platforms on communication, civic engagement, and possibilities of both individuals and communities in modern society.

The fast growth of the digital connectivity has essentially transformed the manner in which individuals communicate, obtain information, and engage in social, economic, and civic life. Social networks have evolved to be significant platforms that determine the level of awareness, participation in the community, and availability of opportunities. The positive effects of digital transformation are however not uniformly distributed and the marginalized and underrepresented groups tend to encounter certain barriers in the form of limited access, lack of digital literacy and social exclusion. A comprehensive look at the topic of digital connection is crucial in order to interpret its enabling opportunities, as well as its disproportionate effects. This paper seeks to understand the role played by social networks in transforming people and to bring out areas of concern in access, participation and equity such that digital development can advance social development that is inclusive and sustainable to all members of the society.

2. RESEARCH METHOD/MATERIAL AND METHOD/LITERATURE REVIEW

The research design of the paper was based on quantitative research where a cross-sectional survey dataset, which is publicly accessible, was employed. The information was compiled in Bangladesh and used in a questionnaire in Google Forms during March-May 2025 and publicly available on the Kaggle. The cross-sectional study permits sufficiently testing the associations between the Theory of Planned Behaviour constructs, attitude, subjective-norms, and perceived behavioural control, and social-commerce outcomes based on the notion of online purchase behaviour (Stockdale & Coyne, 2020). It is observed on the level of the individual respondent and can be deduced at the consumer level. Results are interpreted as correlation data and used to promote practice-specific recommendations. The sample size is 266 respondents and 29 variables therefore permitting theory-driven processing of TPB elements and buying habits.

Study Area

A study is established in the backdrop of Bangladesh where social networking sites are utilized to communicate and have been assumed to be the center of social shopping and product discovery. Peer-to-peer recommendations, user-generated information, and interaction on the platform can affect the perceptions and buying decisions, and the behavior of the marketplace can be seen as an observable result of the life as a consumer in an economical context. We therefore choose the Kaggle dataset of purchase behaviour of Bangladeshi consumers on social media, which is built on the constructs of the Theory of Planned Behaviour and in that manner, we attempt to examine how these digital spaces of social media are influencing norms and decisions. The statistics are grounded on the survey conducted in March-May 2025 in Bangladesh. Most of the respondents are urban, digitally networked and this is that of Dhaka division.

Population and Sampling

The sample is a prototype of the population of interest that is the Bangladeshi social media users that completed an online questionnaire on social-media-based purchasing. The dataset has 266 valid responses and it is generally represented by university students, which can be related to an online active segment of the population. The sample size consists of primarily students (84.6) and primarily Dhaka (71.8) whose mean age is 23.82±6.68 years. Gender was 63.9% male and 35.7% female. The participants are implicitly eligible to the analysis as they were active on the social networks to an extent that they provided Theory of Planned Behaviour (TPB) perceptions, comprising of attitude, subjective norms and perceived behavioural control and online purchase behaviour measures. The sample profile is presented in Table 1.

Table 1. Sample profile

Variable	Category	n	%
Gender	Male	170	63.9
	Female	95	35.7
	Prefer not to say	1	0.4
Age group (years)	17–20	45	16.9
	21–25	183	68.8
	26–30	20	7.5
	31–40	9	3.4
	41+	9	3.4
Age (summary)	Mean ± SD	23.82 ± 6.68	—
Division	Dhaka	191	71.8
	Other divisions (combined)	75	28.2
Occupation	Student	225	84.6
	Employee	23	8.6
	Others	7	2.6
	Unemployed	5	1.9
	Businessman	4	1.5
Monthly income range	Homemaker	2	0.8
	Less than BDT 25,000	205	77.1
	BDT 25,001–BDT 50,000	30	11.3
	BDT 50,001–BDT 75,000	10	3.8
	BDT 75,001–BDT 100,000	6	2.3
	BDT 100,001–BDT 150,000	8	3.0
	More than BDT 150,001	7	2.6

(Md. Ruhul Amin)

Conceptual Framework of The Study

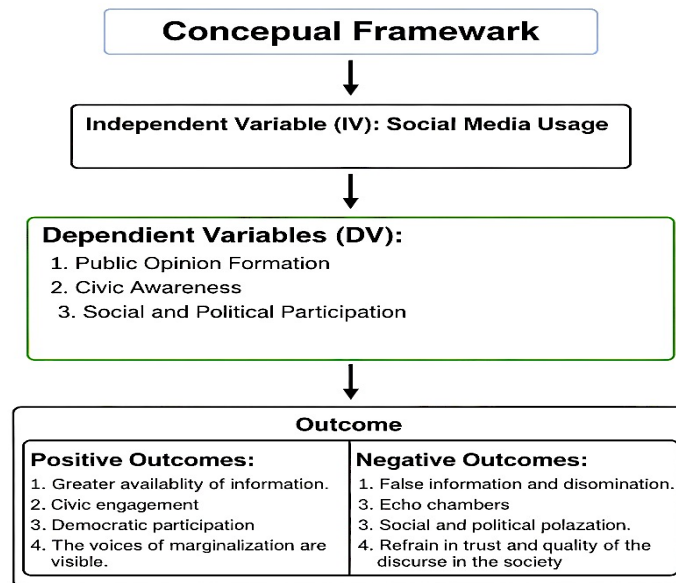


Figure 1. Conceptual Framework

The ongoing study was be anchored on a hypothetical framework that was spell out the relationship between the application of social media and social media influence in the life of the individuals in the context of the public opinions, civil awareness and social and political participation. The social media use is the independent variable in this study. It also includes the application of diverse social media and their key features such as accessibility, speed in the information exchange, and engagement with a user. The study indicates that applying social media influences the dependent variable that is the life of the people. Part of the public life is the public opinion, civic awareness and social and political participation. People get access to various news, discussions and postings via social media. They influence their thinking pattern and judgments significantly. Overall, this framework shows that social media can affect the life of people either positively or negatively.

Data Collection Instruments

The study relies on the structured questionnaire, which is also a part of the publicly available dataset (Pérez-Escoda et al., 2020) and aims at identifying the determinants of the social-media-facilitated purchasing in Bangladesh. The questionnaire was be divided into two parts. Section A was containing demographic and psychographic variables of the respondents (e.g., basic profile variables which are related to consumer behavior). Section B was assessing the key constructs according to the Theory of Planned Behaviour (TPB) and the operationalization of the constructs in order to explain the purchasing decisions in the social commerce contexts. Specifically, the set of measures was including (i) attitude towards buying via social media, which is the overall attitude of the respondents towards social-media-based buying; (ii) subjective/social norms, which is the concept of perceived impact of peers and social pressure that may be felt during the process of making purchases via social media. The context of behaviors variables (use of internet, the level of activity, purchase frequency, share spending) are explained in figure 2. The questionnaire captures that and is one of the reasons why to believe that the sample is applicable to social commerce. Figure 3 recalls items of instruments in terms of influence cues (reviews/ratings and

advertisements). These are a subset of your social commerce setting measurement setting, and therefore, can be of course found immediately after you provide a questionnaire description.

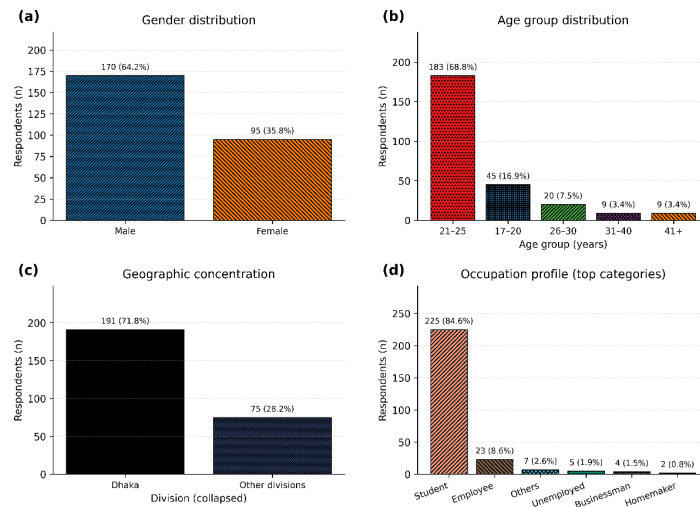


Figure 2. Sample profile of respondents. (a) Gender distribution. (b) Age-group distribution (years). (c) Geographic concentration of respondents (Dhaka vs. other divisions). (d) Occupation profile (top categories).

Variables and Measures

The variables in this study conform to the reasoning of the Theory of Planned Behaviour (TPB) used in the dataset. The main predictors are three factors of the TPB: the attitude of the respondents to the purchase of products through the social media, the social norms (Lovari & Valentini, 2020) (how much they think they are being influenced and have to behave in this way because of their friends/peers), the perceived behavioural control (how easily and feasible they think they can buy their products through the social media, taking into account their capabilities and resources). To quantify these concepts, to allow such concepts to be quantified, all of the TPB factors have been turned into a single score by averaging (mean) of its Likert-scale items; a higher score merely reflects the fact that there is more of that factor (e.g. more positive attitude or stronger peer influence). Demographic variables (Section A) such as age group, gender, and level of education are control variables that have been included depending on the availability in a bid to eliminate the simple difference between respondent groups.

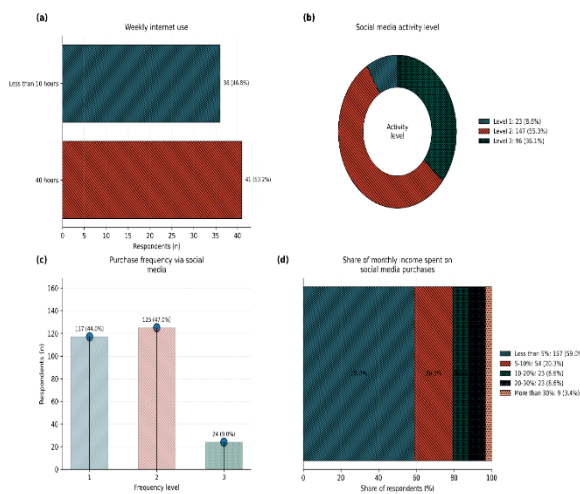


Figure 3. Digital engagement and social shopping context of respondents (N = 266). (a) Weekly internet use (hours per week). (b) Social media activity level. (c) Frequency of purchasing via social media platforms. (d) Self-reported share of monthly income spent on social media purchases.

Data Collection Procedure

It was not a study where novel primary data were obtained. Instead, it is trained on an open Kaggle dataset. The questionnaire was first conducted in Bangladesh in the months of March to May, 2025 using Google Forms and convenience sampling technique as well. To examine it, we downloaded the data on Kaggle but filtered it through gaps, inconsistencies in the notation, and the possibility of similar responses and, therefore, only applied the basic inclusion criterion (e.g. removing the ones with too much missing data). After cleaning, we coded the variables and combined some of the Likert items related to each other to create scores in order to have the data ready to be statistically analyzed.

Data Analysis Plan

As the first part of our analysis, we started with the descriptive statistics, to summarize the respondents (age, gender, education) and show how the TPB measures (attitude, social norms, perceived control) and online purchase behavior are distributed. Provided the data set contains the original questionnaire items, I evaluating each scale consistency with the help of Cronbach alpha, and in the circumstances when only combined scores were provided, stated it as the impossibility. Subsequently, it was correlations with a view of establishing the relations between the TPB factors and buying behavior. Finally, the regression model was presupposing the predictive variables of the purchasing behavior when the demographics are controlled. Finally, results presented in SPSS form of effect sizes, confidence and p-values.

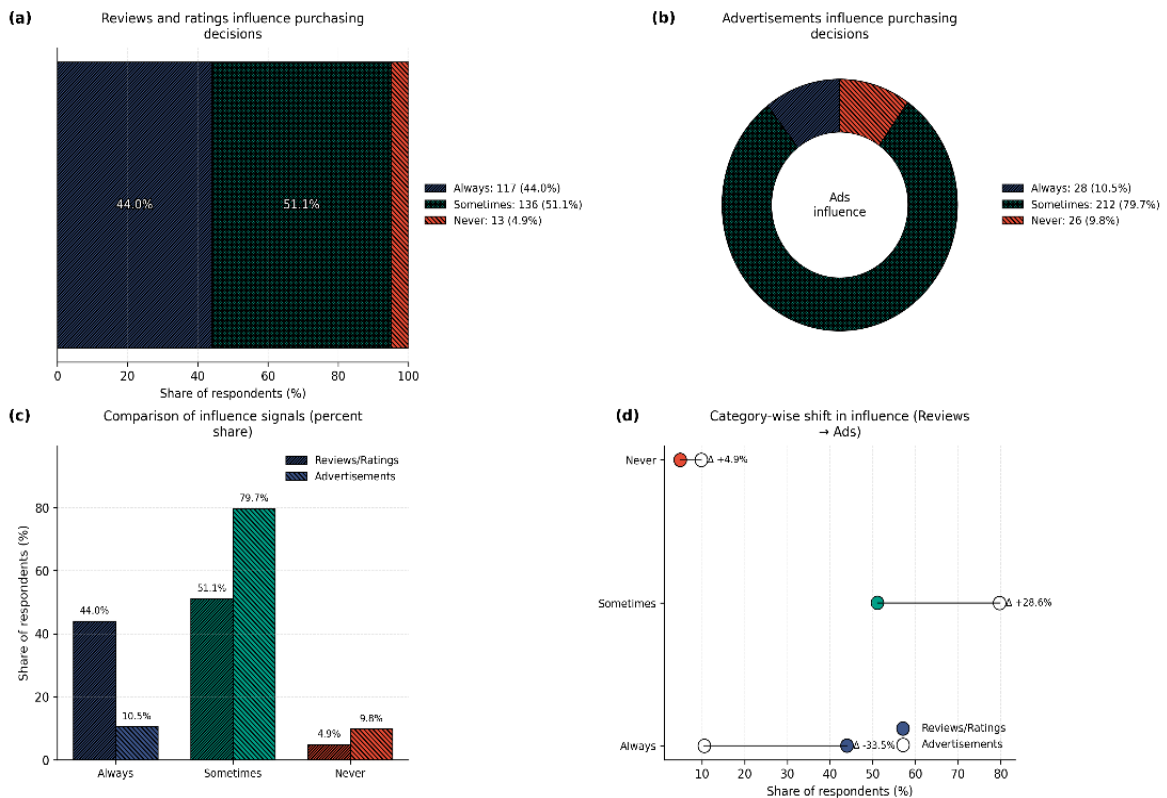


Figure 4. Influence signals in social commerce among respondents. (a) Distribution of how often reviews and ratings influence purchasing decisions. (b) Distribution of how often advertisements influence purchasing decisions. (c) Side-by-side comparison of influence categories for reviews/ratings versus advertisements. (d) Category-wise shift between reviews/ratings and advertisements, highlighting relative differences across “Always,” “Sometimes,” and “Never” responses. Validity, Reliability, Trustworthiness.

To create and prove the validity of the results, the Theory of Planned Behaviour (TPB) is employed as it is a well-known and tested model of intentional behavior description and the data is clearly grounded on its central constructs (Kraus et al., 20215). The fact that the questionnaire scales are theory-driven (attitude, norms, perceived control) consistent with the purpose of the study increases the content and face validity; the language of the items and their clarity should be adequate as the dataset is accompanied by the description of the data. In the case of the availability of the data on the item level, reliability was be calculated through Cronbachs alpha (Block et al., 2020). The key threats include the restrictions of the secondary-data, an overpopulated convenience sample of students and self-report bias. Figure 4 presents a summary of scale reliability and the distribution of the main construct scores.

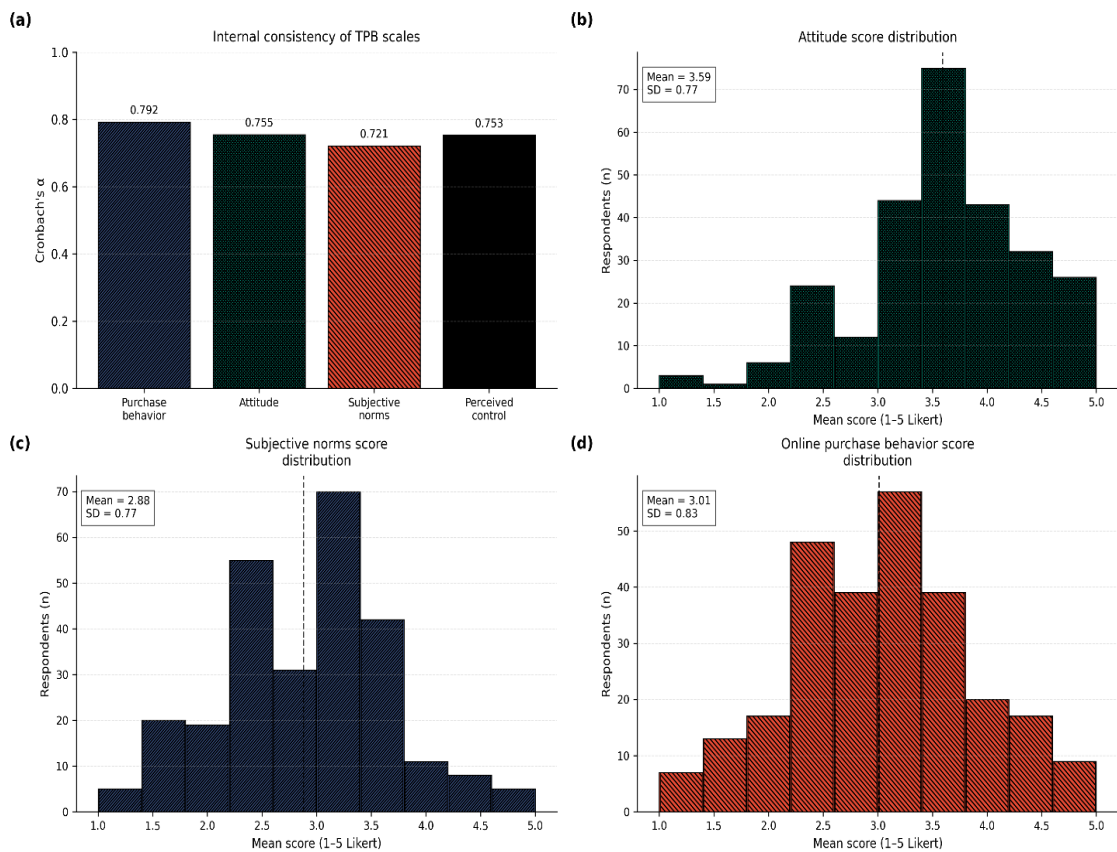


Figure 5. TPB measurement quality and construct score distributions. (a) Internal consistency of the TPB-based scales reported as Cronbach’s alpha (Attitude, Subjective Norms, Perceived Behavioural Control, and Purchase Behavior). (b) Distribution of Attitude construct scores (mean of Likert items). (c) Distribution of Subjective Norms construct scores. (d) Distribution of Online Purchase Behavior construct scores.

3. RESULTS AND DISCUSSION

The median age of the respondents was be 23.82 years of age with 68.8 percentage falling within 21-25 years bracket; this is mostly young and digitally active. The largest percentage (84.6) is composed of students, and it denotes that there are many participants of universities, actively using the social media. The urban density focus on the urban centers is indicated by the fact that even majorities of the respondents (71.8) are in the Dhaka division. They also report high usage of internet and social media where they consume peer-generated content, online reviews and promotion material day-in, day-out meaning that social media is a significant field where information is shared and socialization is conducted.

TPB Constructs and Social media use

The analysis based on Theory of Planned Behavior (TPB) constructs shows that the respondents are optimistic about buying via social media and believe that it is an effortless method of product and information to learn more. There are subjective norms that affect decision-making with regards to the peer and online communities. In addition, the respondents are confident in their buying intentions since they are familiar with the websites and the type of means to pay offered. The test of reliability demonstrates the scales to be reliable with Cronbach alpha values of acceptable level (0.70 and above). (Ajzen, 1991).

Social Media Use and Public Life Outcomes

Correlation analysis indicates that, attitude, subjective norms, and perceived behavioral control have positive associations with online purchasing behavior and the highest associations are located between attitude and subjective norms. This underscores the importance of favorable images and social impacts on social-commerce. The data reflects life in the society and economic interaction meaning that more attitudes are suggested to digital relationships determined by the opinions of friends. Additional confirmation of the relevance of social factors and interactive communication in the digital context is the regression analysis that proves the significance of the attitude and subjective norms as predictors of purchases made with the assistance of social media. Discussion and Analysis This section was examining the findings in relation to the available theoretical frameworks, and in relation to the conceptual framework of the investigation touching upon the formation of the public opinion, civic awareness and participation.

The Digital Public Sphere of Social Media

The findings indicate the social media as an online social space, where interactivity and influence are established through the assistance of the unorthodox institutions. They are a reflection of the concept of mass self-communication formulated by Castells by introducing the users as both consumers and producers of information. The role of social networks in the attitudes and forming behavioral norms is of significance to the subjective norms. Although the dataset is primarily focused on economic behavior, it also suggests that the social media public opinion is too influenced by social interactions and peer influencing as postulated in the agenda-setting and network influence theories.

Involvement and Civic Consciousness

There is no direct data on civic or political engagement in the dataset but there is increased digital engagement rates. The internet discussion is interactive and this means that the entry barrier is lower through social media. However, this engagement may not be manifested in any meaningful activity in the real life, as Morozov reminds in his so-called slacktivism. Consequences of the social media in relation to civic engagement, however, depend upon the contextual variables of institutional responsiveness and online literacy.

Implications of the study in the Life of the People in Bangladesh

The social media impact on the development of norms and civic life is rather significant among the population and student demographics in urban areas in Bangladesh. In spite of its available civic awareness and democratic inclusion, there are other problems like inclusivity, misinformation and trust as well. The paper highlights the contribution that social media is having in the formulation of the popular opinions and behavior, and also issues like polarization and worsening of discourse.

4. CONCLUSION

The main object of the research was to investigate the relationship between social media and the life of the people in Bangladesh, through the assistance of the Theory of Planned Behaviour (TPB) that evaluated the social commerce participation. The research was done based on the quantitative research method and a secondary analysis of a publicly available Kaggle dataset containing 266 Bangladeshi participants. The study was based on the attitudes, subjective norms, and the role played by the perceptions of behavioural control in shaping the online purchasing behaviour within the digital public spaces. The results demonstrated that the social media consumers of Bangladesh, mostly the youth, urban, and digitally savvy individuals bear a positive attitude toward purchasing social media-based products. The standards of the society, especially peer pressure and expectations of the community have a tremendous influence on the buying behavior indicating the importance of the social interaction and forming opinions in the networked environment. Perceived behavioural control, in its turn, plays a supportive role suggesting that the ease of access of the user, information about the platforms and access to resources contribute to the increased user confidence in engaging in social commerce. Regression and correlation tests have revealed that the attitudes and the subjective norms continue to play a significant role in determining the purchasing behaviour of the social media even after factoring in the demographic factors.

The results have made it even more apparent that TPB framework remains quite applicable to digital consumption behaviour in Bangladesh. Not only in terms of the economic dimension, but also in terms of the perception of the social media as the digital public, where the collective norms, opinions, and behaviors are so powerful that the study has supported them. Such systems as peer pressure, informational sharing, and networked interaction provided evidence of the effect on the overall public opinion and involvement through the communication medium of contemporary digital societies, although civic and political involvement were not quantified directly. The analysis shows how much social media sites affect the space of the people in Bangladesh both economically and socially. Not only does it confirm numerically the effects of digital environments on individual behaviors and collective norms, but it also establishes a precedent among the rest of the already existing researches through a theory-motivated quantitative design. Speaking of the potential future research, it would be nice to broaden the scope and alter the methodology, and also include more demographics to further develop the insights into the changing position of social media in the life of the masses.

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