



Uses of Online News Portals in Bangladesh: Does the Socio-demographic Background Matter?

by

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MPPG 11th Batch**

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South Asian Institute of Policy and Governance

North South University, Dhaka, Bangladesh



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Thesis submitted
in partial fulfillment for the award of

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**South Asian Institute of Policy and Governance
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Dedicated to

***My beloved wife, Asma Akhtar, and our cherished children, Nusaiba Ibrat and
Arham Ifty.***

Declaration

I declare that the dissertation entitled “Uses of Online News Portals in Bangladesh: Does the Socio-demographic Background Matter?” submitted to the South Asian Institute of Policy and Governance of North South University, Bangladesh for the Degree of Master in Public Policy and Governance (MPPG) is an original work of mine. No part of it, in any form, has been copied from other sources without acknowledgement or submitted to any other university or institute for any degree or diploma. Views and expressions of the thesis bear the responsibility of mine with the exclusion of SIPG for any errors and omissions to it.

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Acronyms

BTRC- Bangladesh Telecommunication Regulatory Authority

GoB- Government of Bangladesh

MoIB- Ministry of Information and Broadcasting

PID – Press Information Department

UGT - Uses and Gratifications Theory

U&G – Uses and Gratifications

Abstract

This study examines the influence of socio-demographic factors on user engagement, gratification, and satisfaction with online news portals using the Uses and Gratifications Theory (UGT). The theory posits that individuals actively select media sources to satisfy their specific needs and desires (Katz, Blumler & Gurevitch, 1974), which broadly classify into four categories: Diversion (entertainment and escape), Personal Relationship (social interaction), Personal Identity (self-expression and personal development), and Surveillance (information seeking) (McQuail, Blumler & Brown, 1972). Using the Uses and Gratifications (U&G) framework, this research investigates how different socio-demographic groups in Bangladesh utilize online news portals to fulfill these needs and applies regression analysis to identify key factors influencing user satisfaction. The study employs a quantitative approach, gathering survey data from 80 respondents across urban and rural areas.

Findings reveal significant variations in user gratification across socio-demographic characteristics. Younger users (Gen Z) show the highest surveillance gratification (90%), while older users (71%) engage less with online news for information-seeking. The findings further reveal a statistically significant negative correlation between age and surveillance gratification (Pearson correlation = -0.267, $p = 0.017$), indicating that younger individuals are more engaged in information-seeking behaviors than older users. Diversion gratification is more prevalent among younger users (61%) than older ones (44%). Personal relationship gratification is also higher in younger users (65%) than older users (61%), while personal identity gratification remains similar across age groups.

Gender-based differences indicate higher engagement among males across all gratification types. Surveillance gratification is higher among males (86%) than females (77%). A strong contrast appears in personal identity gratification, with 86% of males finding news reinforcing their values compared to 64% of females. Statistically significant negative correlations exist between gender and personal relationship gratification ($r = -0.221$, $p = 0.049$) and gender and personal identity gratification ($r = -0.288$, $p = 0.010$), confirming lower satisfaction levels among females.

Education level positively influences user engagement. Higher-educated individuals report greater surveillance gratification (91%) than lower-educated individuals (75%). Similar trends emerge in diversion, personal relationships, and personal identity gratification, highlighting a positive correlation between education and media engagement ($r = 0.270$, $p = 0.016$; $r = 0.247$, $p = 0.027$).

Household income significantly affects media engagement. Higher-income individuals report greater surveillance gratification (93%) compared to lower-income users (65%), and personal relationship gratification is significantly higher among high-income users (78%) than low-income users (51%). A significant positive correlation exists between income and surveillance gratification ($r = 0.315$, $p = 0.004$).

Locality-based variations show that rural users (97%) rely more on online news for surveillance than urban users (72%), likely due to limited access to traditional media. A strong positive correlation between locality and surveillance gratification ($r = 0.505$, $p < 0.001$) reinforces this trend.

Regression analysis identifies key factors influencing user satisfaction with online news portals. The reliability of information is the strongest predictor of satisfaction. Direct website access also positively influences satisfaction, while surveillance behavior slightly enhances it. Age shows a positive correlation with satisfaction, suggesting that younger users may derive more satisfaction from online news, while education negatively correlates, suggesting higher expectations among more educated users.

Keywords: Online news portals, Uses and Gratification theory (UGT), user gratifications, Satisfaction with online news portals

Chapter One: Introduction

1.1. Introduction

The rapid advancement of digital technology has revolutionized news consumption, positioning online news portals as a primary source of information for many (Ceron, 2015). In Bangladesh, this shift is especially significant, with an increasing number of individuals relying on the Internet for news updates (Khan & Shnaider, 2021). Online news portals have become a pivotal source of information, offering instant access to diverse content, including news articles, videos, and multimedia, catering to a broad audience with varied socio-demographic characteristics (Nasrin, 2020).

However, the usage of online news portals is not uniform across the population. Various socio-demographic factors—such as age, gender, education, occupation, household income, and geographic location—play a crucial role in shaping these patterns. Understanding how online news portals are utilized in Bangladesh requires examining the socio-demographic characteristics of their users. These factors influence how individuals access, interpret, and engage with online news content. For example, younger, urban, and more educated individuals tend to exhibit higher digital literacy and better access to technology, making them more likely to use online news portals. Conversely, older and rural populations may rely more heavily on traditional media or face barriers to accessing digital platforms.

The 2023 Bangladesh Sample Vital Statistics (BSVS) data underscore these disparities. Internet usage remains significantly unequal: while 54% of urban residents use the Internet, only 37% of rural residents do. Similarly, 48% of men access the Internet compared to 35% of women. This digital divide is even more pronounced among women, with only 31% of rural women using the Internet, compared to 47.9% of their urban counterparts (BSVS, 2023). Such disparities inevitably influence how different groups seek gratification from online news portals.

This study applied the Uses and Gratifications (U&G) theory to understand these diverse patterns. The U&G theory posits that individuals actively select media

sources to satisfy their specific needs and desires (Katz, Blumler & Gurevitch, 1974), which broadly classify into four categories: Diversion (entertainment and escape), Personal Relationship (social interaction), Personal Identity (self-expression and personal development), and Surveillance (information seeking) (McQuail, Blumler & Brown, 1972).

Using the U&G framework, the research explored how various socio-demographic groups in Bangladesh utilize online news portals to fulfill these needs. It examined the motivations behind news consumption and assessed how age, gender, educational background, income level, and the urban-rural divide influence engagement patterns with online news content.

A quantitative research approach was adopted to achieve these objectives, with the survey method as the primary data collection tool. This approach enabled the study to gather insights from participants about their usage patterns, preferences, and motivations, providing a comprehensive understanding of online news consumption in Bangladesh.

1.2. Statement of the Problem

The landscape of news consumption in Bangladesh has undergone a significant transformation with the proliferation of online news portals (Khan & Shnaider, 2021). As more individuals turn to the internet for their daily news, how these platforms are utilized varies widely across different socio-demographic groups.

Despite the growing prominence of online news portals, there has been limited understanding of how socio-demographic factors influence their usage patterns and the specific needs driving individuals from diverse backgrounds to engage with online news content. Previous research on media consumption in Bangladesh has predominantly focused on traditional media, leaving a notable gap in the literature regarding the motivations and behaviors associated with online news portals.

With the increasing reliance on online news portals as a primary medium for information dissemination, it is crucial to understand the user behavior associated with these platforms. However, the extent to which socio-demographic factors—such

as age, gender, education, profession, income, and geographic location—shape online news consumption patterns in Bangladesh remains underexplored.

This gap is particularly evident when considering the application of the Uses and Gratifications Theory, which provides a robust framework for analyzing why individuals choose specific media to satisfy distinct needs, such as diversion, personal relationships, personal identity, and surveillance. The lack of research applying this theoretical lens to online news portal usage in Bangladesh highlights a critical area for exploration.

Without a clear understanding of these dynamics, media organizations, policymakers, and educators may face challenges in addressing the informational and psychological needs of the population. This lack of insight risks creating a disconnect between the content provided by online news portals and the diverse preferences and requirements of their users (Khan & Shnaider, 2021). Consequently, there is a pressing need to investigate how socio-demographic factors influence online news portal usage and how these determinants shape the fulfillment of different gratifications.

The findings of this study have addressed the insufficient knowledge about the socio-demographic determinants of online news portal usage in Bangladesh and how these factors influence the motivations and gratifications users seek. By bridging this gap, the study has provided valuable insights for developing targeted communication strategies that enhance user engagement and satisfaction. These findings are instrumental in fostering a more informed and connected society, ensuring that online news portals effectively meet the needs of diverse demographic groups.

1.3. Research Questions

The rise of digital media has significantly influenced the transformation of news consumption in Bangladesh. With the rapid expansion of internet access and smartphone penetration, online news portals have emerged as a primary source of information, shaping public discourse and influencing societal perspectives. Unlike traditional media, these digital platforms offer immediacy, interactivity, and diverse content, catering to a broad audience with varying socio-demographic characteristics.

Despite this growing digital shift, there remains a lack of comprehensive understanding regarding how users engage with online news portals in Bangladesh. Specifically, questions remain about users' preferences regarding different news categories, the extent of their satisfaction with digital news content, and the variations in news consumption patterns across different socio-demographic backgrounds. Addressing these questions is crucial for media practitioners, policymakers, and researchers seeking to enhance the effectiveness and inclusivity of digital journalism in the country.

To explore these dimensions, this study employs the Uses and Gratifications Theory, which posits that individuals actively select media sources to fulfill specific informational, social, and entertainment needs. By applying this framework, the research aims to provide insights into the motivations behind online news consumption, the role of socio-demographic factors in shaping user engagement, and the extent to which digital news platforms meet the expectations of their audiences. With this context in mind, the following research questions were designed to guide the study:

1. Are there distinct user gratifications across socio-demographic backgrounds when using online news portals in Bangladesh?
2. What factors influence users' satisfaction with online news portals?

1.4. Background and Rationale of the Study

In the digital age, traditional news media, such as printed newspapers, radio, and television, have drastically declined worldwide (Al-Quran, 2022). Between late 2019 and May 2022, the U.S. witnessed the closure of an average of two newspapers weekly, leaving approximately 70 million people in areas considered news deserts or at risk of becoming such (Stenberg, 2022). This decline was preceded by significant weekly and Sunday newspaper circulation drops—7% and 4%, respectively—marking the largest decreases since 2010 (Abernathy, 2022). According to a Northwestern University study, a third of newspapers may disappear by 2025 (Abernathy, 2022).

The COVID-19 pandemic accelerated this shift in media consumption patterns, with global newspaper circulation declining by 50% to 70%, including in Bangladesh (Khan, 2023). In contrast, the demand for online news surged significantly, with online news readership tripling during the same period (Khan, 2023). Similarly, audiences for radio and television channels have declined due to the growing preference for digital devices that offer mobile access to news and entertainment (Andaleeb & Rahman, 2015).

In Bangladesh, the development of Internet infrastructure began in 1996 and has grown substantially in recent years. According to the Bangladesh Telecommunication Regulatory Commission (BTRC), as of April 2024, the country had 138.59 million internet subscribers, with 125.15 million accessing the internet through mobile phones. The total number of mobile phone subscribers reached 193.73 million by the same date. Among youth, there has been a noticeable shift toward using digital platforms for news consumption and diminishing interest in traditional media (Khan & Shnaider, 2021).

The expansion of internet communications in Bangladesh has catalyzed the development of internet-based news media (Khan & Shnaider, 2021). Online news portals have become popular due to their ability to rapidly distribute news and multimedia content, contrasting with traditional media's slower pace. Responding to this shift, traditional media outlets in Bangladesh have adopted new technologies to remain competitive. Many newspapers and television channels have successfully transitioned to digital platforms, publishing content online for Internet users (Khan & Shnaider, 2021).

In 2020, under the National Online Mass Media Policy 2017, the Ministry of Information and Broadcasting of Bangladesh introduced a registration system for online news portals. By January 23, 2024, 388 registered online news portals were across four categories (PID, 2024) which include 204 news portals in the "online news portal" category, 54 in the "daily newspaper online portal (local)" category, 114 in the "daily newspaper online (national)" category, and 16 in the "non-government television channel online portal" category. There are over a thousand unregistered online portals (Khan & Shnaider, 2021).

Leading online platforms have outpaced traditional media in reach. For instance, Prothom Alo, the leading Bangla newspaper, had a daily circulation of 321,841 copies as of 2024 (DFP, 2024), while its online visitors reached 30.79 million monthly (Semrush, 2024). Similarly, The Daily Star, the leading English newspaper, recorded a daily circulation of 29,450 copies but 3.96 million online visitors in November 2023 (Semrush, 2024).

The emergence of online news portals in Bangladesh has revolutionized the media landscape, providing an alternative platform for accessing news and information (Hasan & Mohua, 2020). However, despite their growing popularity, limited empirical research exists on the motivations driving individuals' usage of these platforms and the gratifications they derive.

Against this backdrop, the study sought to bridge this research gap by applying the Uses and Gratifications Theory (UGT) to explore the motivations behind online news consumption among diverse socio-demographic groups in Bangladesh. The U&G theory posits that individuals actively select and use media to satisfy specific needs or gratifications, including diversion, personal relationships, personal identity, and surveillance (McQuail, Blumler & Brown, 1972).

This research has contributed to a deeper understanding of online news consumption behaviors in Bangladesh, offering valuable insights for media practitioners, policymakers, and researchers navigating the evolving media landscape. By elucidating the motivations driving engagement with online news portals, the study has provided evidence-based recommendations for content creation, distribution, and audience engagement strategies tailored to Bangladeshi audiences' diverse needs and preferences.

1.5. Ethical Statement

This study was conducted steadfastly committed to maintaining the highest ethical standards throughout the research process. Before initiating the research, ethical approval was obtained from the Institutional Review Board (IRB)/Ethics Review Committee of North South University, Bangladesh. All terms and conditions outlined

in the approved research protocol were strictly followed to ensure compliance with ethical guidelines.

To uphold the credibility and integrity of the study, authenticity in data collection, analysis, and reporting was rigorously maintained. Informed consent was obtained from all participants before their involvement in the study. They were provided with comprehensive information regarding the research's purpose, procedures, and potential risks and benefits. Participation was entirely voluntary, and participants retained the right to withdraw at any stage without facing any consequences.

The confidentiality and privacy of all participants were strictly safeguarded. All data collected were anonymized, ensuring that no personally identifiable information was disclosed. Additionally, all necessary measures were taken to protect the rights and welfare of participants throughout the research process.

This study adhered to all applicable ethical guidelines, institutional policies, and national and international research regulations governing research involving human participants. By maintaining these ethical principles, the study ensured a transparent, responsible, and respectful research process, prioritizing the dignity and autonomy of all participants.

1.6. Limitations of the Study

While this study employed a robust stratified random sampling technique and a comprehensive methodological approach, several limitations must be acknowledged, as they may have influenced the findings and their generalizability.

Firstly, the sample size of 80 participants, while sufficient for detailed analysis, may not fully represent the diversity of the entire population of Bangladesh. A larger sample size could have produced more generalizable results, particularly in a country with such a vast and diverse population. Additionally, selecting specific urban areas (Dhaka South City Corporation and Noakhali Pourashova) and rural areas (Hatiya Upazila and Nawabganj Upazila) might not entirely reflect the characteristics of all

urban and rural regions in Bangladesh. The findings from these areas may differ from those of other regions with distinct socio-economic and cultural dynamics.

The study relied on self-reported data, which may have been affected by social desirability bias, recall bias, or misreporting. Participants might have overestimated or underestimated their use of online news portals or their satisfaction levels. Differences in participants' understanding and interpretation of survey questions may also have introduced inconsistencies in their responses.

External factors, including political events, economic changes, and technological advancements during the study period, may have influenced participants' use of online news portals, adding variability not accounted for in the study design. Additionally, cultural factors and social norms vary across regions and communities and could have shaped participants' media consumption habits and preferences, potentially affecting the findings.

The study focused on specific socio-demographic variables (age, gender, education, profession, income, and geographical location). However, it did not examine other potentially relevant factors such as ethnicity, language, religious beliefs, or personal interests, which also impact the use and satisfaction with online news portals. Similarly, the analysis of the medium of access (direct access versus access through social media, e.g., Facebook, YouTube) did not fully capture the complexities of digital media consumption, including the influence of other social media platforms, news aggregators, and alternative digital channels.

Despite these limitations, the study tried to mitigate their impact by implementing efficient research methodologies and using available resources optimistically. These limitations were transparently acknowledged during the analysis and interpretation of results. Furthermore, the study incorporated insights from existing literature to strengthen its findings within the constraints, contributing to the credibility and robustness of the research outcomes.

Chapter Two: Literature Review and Conceptualization

2.1. Literature Review

Recent studies in other regions provide insights that highlight the importance of socio-demographic factors in online news consumption. For instance, Gayeta (2021) investigates online news consumption patterns and gratifications among 277 communication and journalism university students in Metro Manila, Philippines. The research employs a quantitative methodology to confirm five motivations based on past research and explore new gratifications. The gratifications include identity signaling, social relationships, escape, entertainment, and the newly discovered 'infotainment.' The study's results confirm the four previously identified gratifications and indicate that infotainment significantly influences online news consumption among the surveyed students. The study also finds that online news websites are statistically relevant, suggesting students rely on these platforms for news consumption.

Furthermore, the research reveals significant relationships between respondents' demographics and online news consumption behaviors. Demographic factors, including age, gender, and educational background, influence students' preferences and habits in online news consumption. However, the level of use and gratifications emerge as a stronger predictor of online news consumption than demographic variables. Specifically, the gratification of surveillance is the most significant predictor of students' online news consumption behavior. The study suggests that students' online news consumption is often motivated by amusement and pleasure, with infotainment as a primary mode of information dissemination (Gayeta, 2021). This study confirms that demographic variables such as age, gender, and educational background significantly influence news consumption behaviors.

Moreover, users seek timely, accurate, diverse, and relevant news content relevant to their interests and preferences (Anyim, 2021). Additionally, interactivity features such as comment sections, social media sharing options, and personalized recommendations have enhanced user engagement and satisfaction (Anyim, 2021).

Moreover, social interaction and community engagement have influenced users' gratifications on online news portals. Studies by Khan and Shnaider (2021) have found that online news portals that foster social interaction and community engagement among users tend to garner higher satisfaction and engagement. The studies briefly discuss the importance of interactivity features and community engagement in enhancing user engagement and satisfaction.

In Bangladesh, Hasan and Mohua (2020) reveal that the level of education among consumers and their trust in non-mainstream news portals play important roles in determining non-mainstream news consumption in Bangladesh. However, the impact of consumer interest level on non-mainstream newspaper consumption was insignificant. Similarly, the categorized effect of gender did not significantly influence non-mainstream news consumption. Furthermore, trust and credibility are crucial in users' satisfaction with non-mainstream online news portals. The study briefly mentions the role of education level and trust in non-mainstream news portals influencing news consumption in Bangladesh.

Nasrin (2020) finds that a significant portion (32.4%) of Rohingya refugees residing in Bangladesh primarily utilize social media platforms to stay updated with the latest news, while 29.7% utilize them to share their opinions. Additionally, 24.3% of the refugees use social media to communicate with family and friends. These findings suggest that the behaviors of Rohingya social media users align with several aspects of the uses and gratifications theory. Park et al. (2009) surveyed 1,715 college students in Texas to investigate the gratifications of Facebook Group users and their connection to offline political and civic engagement. Through factor analysis, four key motivations for participating in Facebook groups were identified: socializing, entertainment, self-status seeking, and information. These gratifications differed based on user demographics, such as gender, hometown, and academic year. Moreover, the analysis revealed that the informational aspect of Facebook Group usage exhibited a stronger correlation with civic and political participation than recreational usage, confirming the anticipated relationship between users' needs and their offline engagement in civic and political activities (Park et al., 2009). The

Millennials in Bangladesh and the United States spend an average of 4.5 hours on the internet daily. They spend an average of 134 minutes on social media daily (Manik, 2015). They use social media to fill their free time, acquire information, seek entertainment, and maintain existing relationships. However, Bangladeshis are more likely to use social media for the acquisition of information, entertainment, educational purposes, and connecting with the people closest to them (Manik, 2015). People rely on a variety of media sources. The younger generation is more inclined to online news. However, rural people do not access online news that much (Chowdhury et al., 2023).

Anyim (2021) finds that a higher proportion (52.2%) of readers prefer the newspaper's online edition over its print version. Further examination of the data demonstrated that most readers (48.9%) perceive online newspapers as more convenient for reading than their print counterparts. Additionally, a significant percentage of readers (60.0%) consider print and online newspapers reliable and trustworthy. Users are more likely to trust and engage with news portals that uphold journalistic standards, provide transparent sourcing, and demonstrate credibility in their reporting. Moreover, most respondents (40.0%) agreed that the ease of access determines their preference for either print or online newspapers. Concurrently, a substantial portion of readers (42.2%) stated that the readership of online newspapers surpasses that of print newspapers.

Despite the rapid proliferation and widespread use of online news portals in Bangladesh, a significant gap exists in understanding how socio-demographic factors influence their usage and gratifications. While existing studies have examined online news consumption patterns in various contexts, few have explicitly focused on Bangladesh. Moreover, these studies often do not comprehensively address the interplay between socio-demographic variables and the motivations behind online news consumption.

Key areas where research is lacking include:

- **Scarcity of research comprehensive application of U&G theory**

There is a scarcity of research applying the U&G framework specifically to the context of online news consumption in Bangladesh. Most studies focus on traditional media, leaving a gap in understanding how digital news platforms satisfy users' needs for diversion, personal relationships, personal identity, and surveillance.

- **No detailed Socio-demographic analysis**

Few studies have thoroughly investigated how factors such as age, gender, education, occupation, income, and geographic location influence the patterns and motivations of online news consumption in Bangladesh. Understanding these variations is crucial for tailoring content to meet diverse audience needs.

- **Need to explore similar or other emerging gratifications**

Research in other regions, such as the study by Gayeta (2021), has identified new gratifications like infotainment. There is a need to explore whether similar or other new gratifications are relevant to the Bangladeshi context.

- **Impact of Interactivity and Engagement Features**

Although some studies have highlighted the importance of interactivity features (e.g., comment sections and social media sharing) in enhancing user engagement and satisfaction, there is limited research on how these features impact online news consumption in Bangladesh. Understanding this can help in designing more engaging news platforms.

This research aims to provide a nuanced understanding of the socio-demographic factors influencing online news consumption in Bangladesh by addressing these gaps. The research will enable media organizations, policymakers, and educators to develop targeted strategies that better serve the diverse needs of the Bangladeshi population, enhancing the overall effectiveness and reach of online news portals.

2.2. Conceptualization

2.2.1. Online News Portals

Online news portals, also known as news websites or news platforms, are digital platforms that deliver news content to users online (Ward, 2013). These portals typically feature a variety of news articles, videos, photos, and multimedia content covering a wide range of topics such as current events, politics, business, sports, entertainment, technology, and more. Online news portals may be operated by traditional media organizations (such as newspapers or television networks) as digital extensions of their print or broadcast operations or as standalone digital news outlets. Users can access online news portals on computers, laptops, smartphones, tablets, and other internet-connected devices through web browsers. These platforms often provide features such as search functionality, categorization of news topics, comment sections for user engagement, social media integration for sharing content, and personalized content recommendations based on user preferences and browsing history. Online news portals play a significant role in providing timely, accessible, and diverse news coverage to audiences worldwide, and they have become increasingly important sources of information in the digital age (Ward, 2013).

This study considers online news portals' distinct platforms for mass media operations and publishing content within Bangladesh.

2.2.2. Users

The term 'users' generally refers to individuals or entities interacting with or utilizing a particular product, service, platform, or system for various purposes (Stroud, 2008). In online news portals, users access and engage with news content from digital platforms or websites. These users may visit online news portals to stay informed about current events, access information on specific topics, or engage with the news community through commenting, sharing articles, or participating in discussions (Ward, 2013).

2.2.3. Online News Consumption

Online news consumption refers to accessing, reading, watching, or otherwise engaging with news content through digital platforms on the internet (Ward, 2013). It includes visiting news websites, browsing news articles, watching news videos, listening to news podcasts, and engaging with news content on social media platforms. Online news consumption allows individuals to access a wide range of topics, from local and national news to international events, politics, business, sports, entertainment, science, and more, all from the convenience of internet-connected devices such as computers, smartphones, and tablets. Users may consume news content in various formats, including text, audio, video, and multimedia, and they may interact with the content through features such as commenting, sharing, and reacting. Online news consumption has become increasingly popular in recent years due to the accessibility, immediacy, and diversity of news content available on digital platforms and the ability for users to customize their news consumption experience based on their interests and preferences (Cassidy, 2007).

Users generally access online news portals in three ways: through the news portal's website, news portal app, and social media. In Bangladesh, Facebook stands out as the most popular social media platform. According to Statista (2024), 55.6 million people in Bangladesh use Facebook, and most access digital news portals through this platform (Manik, 2015). In this study, Facebook is considered a social media. Facebook is crucial in distributing and consuming news from online news portals, especially in countries like Bangladesh. Many Facebook users access news through Facebook by following news portals' pages, joining news-related groups, or sharing news articles (Karlsen & Aalberg, 2023).

2.2.4. Socio-demographics Background

In conceptualizing the socio-demographic background for the study, various factors that may influence individuals' online news consumption behaviors and motivations must be considered. Based on Alam & Kim (2021), these factors can include:

- **Age:** Age plays a significant role in shaping media consumption habits. Younger individuals may be more inclined towards digital platforms, while older generations prefer traditional media. Understanding age demographics can help tailor content and features to different age groups.
- **Gender:** Gender may influence the types of news content individuals are interested in and how they engage with online news portals. For example, studies have shown that men and women may prefer news topics and formats differently.
- **Education:** Educational background can impact individuals' information-seeking behaviors and critical evaluation of news sources. Higher levels of education may lead to greater scrutiny of news content and reliance on diverse sources for information.
- **Income:** Income level can affect access to technology and internet connectivity, influencing online news consumption patterns. Individuals with higher incomes may have greater access to digital devices and internet services, enabling more frequent engagement with online news portals.
- **Occupation:** Occupation may influence the time individuals have to consume news and their preferences for specific types of content. For example, professionals in certain industries may prioritize business or financial news.
- **Geographic Location:** Urban versus rural residence can impact internet accessibility, which may affect individuals' reliance on online news portals. Additionally, individuals in urban areas may have different news consumption habits than those in rural areas due to varying socio-economic conditions and access to information. The urban population comprises individuals residing within city corporations and municipalities (Pourasova). Conversely, the rural population consists of individuals living within union councils in Bangladesh (BSVS, 2023).

By considering these socio-demographic factors, the researcher can gain insights into individuals' diverse needs, preferences, and motivations when engaging with online news portals in Bangladesh.

Chapter Three: Theoretical and Analytical Framework

3.1. Theoretical Framework: Uses and Gratification Theory

The Uses and Gratifications Theory, a longstanding and influential perspective in mass communication research, explores how individuals utilize media to fulfill their needs (Infante, Rancer & Womack, 1997). This theory posits that audiences actively select media and content based on their needs and interests, aiming to derive gratification from their media consumption (Katz, Blumler & Gurevitch, 1974). According to this perspective, individuals possess various social and psychological needs, which they seek to satisfy through their media usage behaviors (McQuail, 1987). By actively engaging with media platforms that align with their preferences, individuals fulfill these needs and derive gratification from the content they consume (Severin & Tankard, 1997). Audience needs are influenced by many factors, leading to diverse media selection processes among individuals. Audiences carefully evaluate which media and messages best address their needs and subsequently determine how to engage with these platforms to derive satisfaction. If their needs are met, audiences will likely continue using the media, whereas they may disengage if their needs remain unfulfilled.

Katz, Ramler, and Gurevich (1974) outline the fundamental aims of the uses and gratifications theory. In their words, *'(a) to explain how people use media to gratify their needs, (b) to understand motives for media behavior, and (c) to identify functions or consequences that follow from needs, motives, and behavior.'*

U&G Theory focuses on understanding how individuals actively engage with media to fulfill specific needs and gratifications. Unlike other media theories that emphasize the passive effects of media on audiences, the theory emphasizes the active role of users in selecting, using, and interpreting media content according to their needs and preferences. Developed in the 1940s and 1950s by researchers such as Elihu Katz, Jay G. Blumler, and Michael Gurevitch, U&G Theory broadly categorized

users' gratifications into diversion, personal relationships, personal identity, and surveillance (Ruggiero, 2000).

According to the Uses and Gratifications theory, individuals actively select media platforms that satisfy particular needs, leading to gratification from their media use. Dennis McQuail (1987) categorizes the reasons people engage with media into four primary gratifications.

1. Surveillance:

Users access online news portals primarily for informational purposes. It includes:

- Information Seeking: Keeping abreast of current affairs and developments locally and globally.
- Learning: Using news as a tool for educational purposes, broadening knowledge across various topics.
- Curiosity Satisfaction: Engaging with news to satisfy curiosity about diverse subjects and areas of general interest.
- Decision Support: Utilizing insights from news content to inform personal and professional decisions.

2. Diversion:

Online news serves as a source of entertainment and psychological escape:

- Aesthetic and Cultural Enjoyment: Appreciating news presentation's creative and journalistic craftsmanship.
- Relaxation: Using news consumption as a leisure activity to unwind from daily stresses.
- Escape: Distracting from everyday routines, pressures, or boredom.
- Time Filling: Engaging with news to effectively pass the time during breaks or free periods.
- Emotional Release: Experiencing and expressing emotions triggered by news stories.

3. **Personal Relationship:**

News content facilitates social interactions and enhances communal bonds:

- **Social Connectivity:** Keeping connected with happenings that affect family, friends, and broader society.
- **Social Role Comprehension:** Gaining insights into societal norms and roles through news stories.
- **Conversation Facilitation:** Providing topics for discussion that aid in social interactions and debates.

4. **Personal Identity:**

News consumption aids in the development and reinforcement of personal identity:

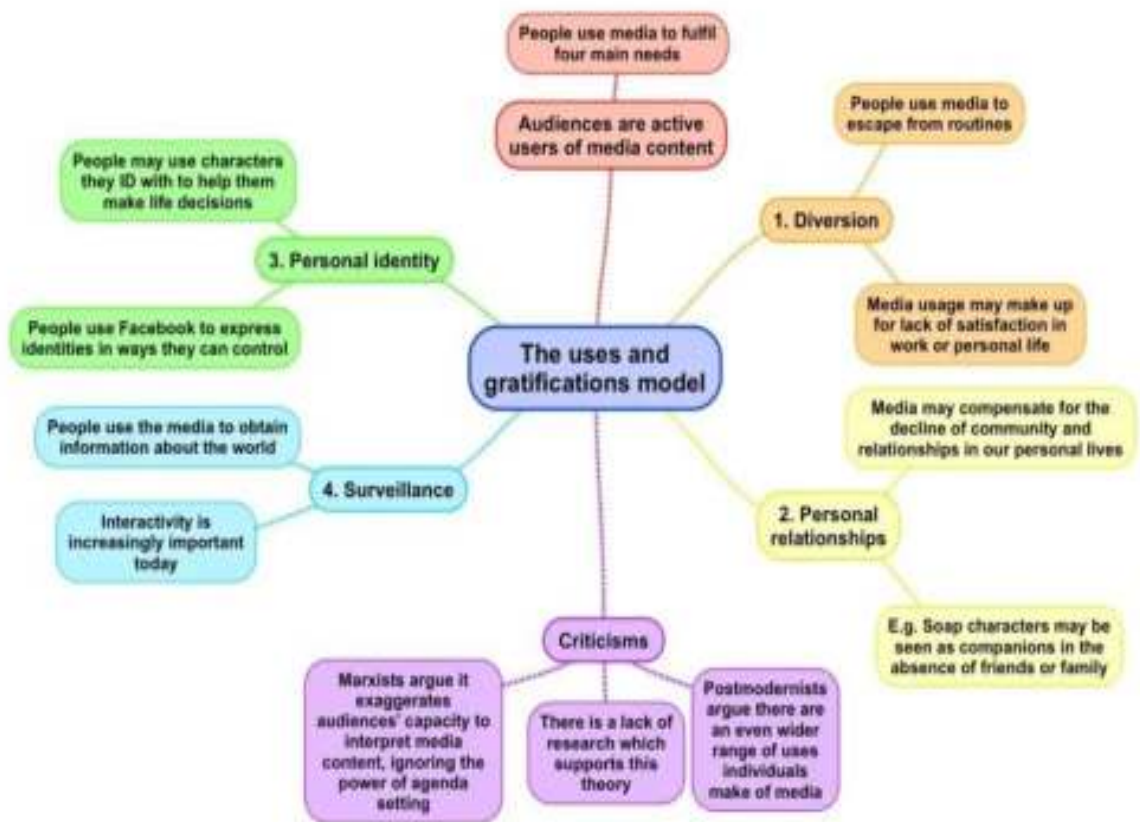
- **Value Reinforcement:** Affirming personal beliefs through exposure to similar or differing viewpoints.
- **Behavioral Models:** Identifying with or learning from the behaviors and actions of individuals featured in news stories.
- **Belief Validation:** Recognizing and validating personal values against broader societal beliefs.
- **Social Comparison:** Comparing oneself with others portrayed in news stories to evaluate and understand one's place in society.

Based on Ruggiero (2000) the key principles of the Uses and Gratifications Theory include:

- **Audience-Centered Approach:** U&G Theory focuses on the audience as active participants who make deliberate choices about media consumption based on their individual needs, preferences, and social contexts.
- **Functional Approach:** U&G Theory posits that individuals use media to fulfill specific needs or functions, such as information seeking, entertainment, personal identity reinforcement, social interaction, and escapism. Media consumption is seen as satisfying these psychological and social needs.

- **Selective Exposure:** U&G Theory suggests that individuals selectively expose themselves to media content that aligns with their needs, interests, and beliefs while avoiding content that contradicts or challenges their worldview.
- **Gratification Sought vs. Gratification Obtained:** U&G Theory distinguishes between the gratifications individuals seek from media consumption (intentional) and the gratifications they obtain (actual). Users may seek certain gratifications from media but may not consistently achieve them due to various factors such as media content, availability, and context.
- **Dynamic Relationship:** U&G Theory acknowledges the dynamic nature of the relationship between media and audiences, emphasizing that individuals' media needs and gratifications may change over time and in response to situational factors.
- **Media Dependency:** U&G Theory explores how individuals rely on media to satisfy their needs for information, entertainment, social interaction, and other gratifications, especially without alternative sources.

Figure: 1. UGT at a glance



Source: Thompson (2019)

The uses and gratification model states that audiences are active users of media content and use it to fulfill four main types of needs (Thompson, 2019).

Uses and Gratifications Theory has been widely applied in various fields such as media studies, marketing, and advertising to understand audience behavior and tailor media content and strategies to meet audience needs effectively. It provides a valuable framework for analyzing how media consumption patterns are shaped by individual motivations, preferences, and social contexts, thereby offering insights into the complex dynamics of media-audience relationships (Korhan & Ersoy, 2016).

The study has been guided by the Uses and Gratification theory. In the context of 'Uses of Online News Portals in Bangladesh: Does the Socio-demographic Background Matter?' U&G theory provides a lens to understand how users from

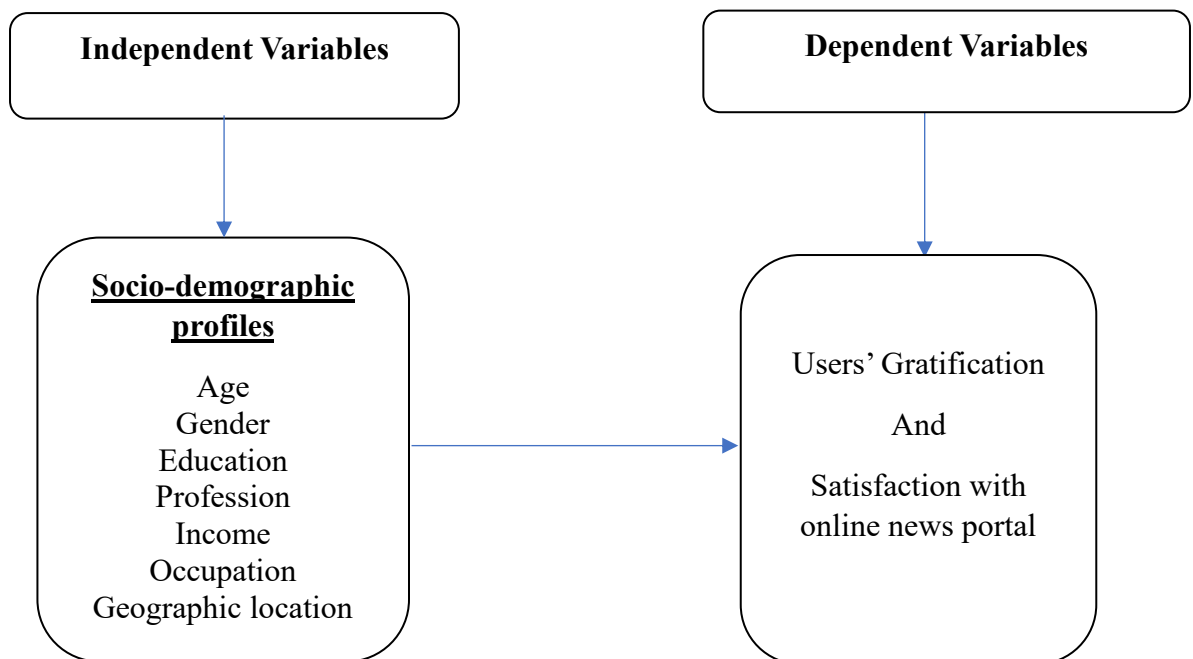
diverse socio-demographic backgrounds engage with these platforms to satisfy their informational, social, and entertainment needs.

The following framework of the U&G Theory will be investigated for the study.

- Identify the various gratifications users from diverse socio-demographic backgrounds in Bangladesh seek from online news portals. These may include informational gratification (seeking news and information), entertainment gratification (seeking diversion or enjoyment), social gratification (seeking social interaction and connection), personal identity gratification (seeking reinforcement of personal values or identity), and cognitive gratification (seeking intellectual stimulation).
- Explore the patterns of online news portal use among Bangladeshi populations. This includes frequency of use, duration of use, preferred devices or platforms, and sources of news consumption.
- Investigate the motivations among populations in Bangladesh behind online news portals. It may include factors such as convenience, accessibility, relevance of content, social influence, and personal interests.
- Understand the criteria used by users to select online news portals. It includes factors such as credibility of the source, relevance of the content, ease of navigation, user interface design, and recommendations from peers or social networks.
- Acknowledge the active role of users in shaping their online news consumption behaviors. It involves considering how users actively select, interpret, and engage with online news content based on their preferences, needs, and social context.

3.2. Analytical Framework

The analytical framework is essential in this research endeavor as it encapsulates the entire study. The framework, constructed from insights gained through the literature review and theoretical background, aligns with the study's objectives and research questions, comprehensively depicting the research.



3.2.1. Dependent Variables:

I. Users' Gratification

Users' gratification with online news portals, as a dependent variable, refers to the fulfillment and satisfaction users derive from using these platforms. This concept will be explored through four dimensions: diversion, personal relationships, identity, and surveillance gratifications. In the study context, users' gratification will be systematically defined and measured to understand how different socio-demographic factors influence their overall contentment with online news consumption. To quantify users' gratification as a dependent variable, the study employs surveys or questionnaires that ask users to rate their satisfaction across these dimensions (Ho & Syu, 2010). Responses will be rated on a Likert scale (e.g., from 0 to 10, where zero is strongly disagree and 10 is strongly agree) to gauge the level of gratification (Ho & Syu, 2010).

II. Satisfaction with online news portal

Satisfaction with online news portals refers to how users feel their expectations and needs are met when engaging with digital news platforms. As a dependent variable, it is influenced by various factors, including socio-demographic characteristics, user gratifications, content quality, and accessibility. This study examines how different elements, such as surveillance, diversion, personal relationships, and personal identity gratification, impact users' overall satisfaction with online news consumption.

To measure satisfaction, this study adopts a Likert scale approach, where respondents evaluate their level of agreement or disagreement with statements related to content reliability, usability, relevance, and engagement. Previous research (Ho & Syu, 2010) suggests that user satisfaction is shaped by multiple dimensions, including ease of access, credibility of information, and personal fulfillment derived from news consumption. In this context, satisfaction is the outcome variable, reflecting how effectively online news portals cater to users' needs.

3.2.2. Independent Variables:

Socio-demographic: (e.g. Age, Gender, Education, Occupation, Income, Geographic location)

- **Age:** Different age groups may have varying gratification for online news portals. Younger users might seek more interactive and entertainment-oriented content, while older users might prioritize informational and trust aspects (Alam & Kim, 2021).
- **Education:** Education may influence the types of news consumed, and the gratifications sought, such as higher education, and users might demand more comprehensive and reliable information (Anyim, 2021).
- **Income:** Higher-income users might have better access to technology, influencing their satisfaction with convenience and customization features (Anyim, 2021).

- **Geographic location (Urban vs. Rural):** Urban areas, characterized by higher levels of connectivity and technological infrastructure, present a unique context for online news consumption, influenced by factors such as digital literacy, access to information, and media preferences (Manik, 2015). Conversely, rural communities, often characterized by different socio-economic realities and resource access, offer valuable insights into the challenges and opportunities associated with digital news consumption in less developed regions (Manik, 2015). Urban users might have higher expectations for convenience and customization due to better internet access.
- **Gender:** Men and women might have different preferences for types of content and ways of engagement, affecting their overall gratification (Gayeta, 2021).
- **Occupation:** Professionals value time efficiency and reliability more, while students might look for comprehensive and educational content.

Chapter Four: Research Design

4.1. Methodology

This study adopted a quantitative research approach, utilizing the survey method as the primary data collection tool. The survey method was chosen for its effectiveness in gathering standardized data from a large and diverse sample, allowing for systematically exploring the research questions (Kotrlik & Higgins, 2001). This method is particularly well-suited to studies examining media use patterns, as it facilitates the collection of detailed information on individual behaviors and preferences.

The quantitative approach enables a rigorous analysis of the relationships between socio-demographic factors—such as age, gender, education, income, and geographic location—and online news consumption patterns. It also examines the gratifications obtained by users, providing valuable insights into how different groups engage with online news portals (Singh & Masuku, 2014).

By employing the survey method, this study systematically explored the motivations and usage behaviors of online news consumers in Bangladesh. The approach ensured that the research was comprehensive and reliable, contributing to a deeper understanding of online news consumption dynamics within the country's diverse socio-demographic context.

4.2. Sampling

This study employed a stratified random sampling approach to capture variations across key socio-demographic variables relevant to online news consumption in Bangladesh. While stratified random sampling is widely recognized for ensuring a balanced representation of subgroups within a population (Singh & Masuku, 2014), this study does not claim full representativeness of the entire Bangladeshi population. Instead, the sampling method included diverse socio-demographic groups to explore patterns and differences in online news usage.

The sample was stratified based on key socio-demographic variables, including age, gender, education, profession, income, and geographical location (urban and rural areas). This stratification facilitated a more structured analysis of user behaviors and preferences, allowing for a nuanced examination of how different demographic groups engage with online news portals. While the findings provide valuable insights into the influence of socio-demographic factors on online news consumption, they should be interpreted within the context of the study's sample rather than as generalizable to the entire population of Bangladesh.

4.2.1. Sampling Procedure

i. Stratification

The population was divided into strata based on the following variables:

Geographical Location: Urban and rural areas.

Demographic Variables: Age, gender, education, occupation, household income, and income.

ii. Selection of Strata

To ensure a comprehensive understanding of the usage patterns of online news portals across diverse socio-demographic backgrounds, specific urban and rural areas were strategically selected:

Urban Areas:

Dhaka South City Corporation (DSCC): A densely populated and rapidly developing metropolitan area that serves as the urban epicenter of Bangladesh. DSCC features high internet penetration rates and digital literacy, with a diverse socio-demographic population ranging from affluent professionals to working-class individuals.

Noakhali Pourashova (Municipality): A smaller urban center compared to Dhaka, characterized by a vibrant economy and significant digital platform

engagement. It represents urban residents, including middle-class professionals and small business owners.

Rural Areas:

Nawabganj Upazila (Sub-District) of Dhaka District: This region blends rural characteristics with urban influences, offering a transitional perspective on media usage. It includes a mix of traditional rural occupations and urban commuters, making it an ideal setting to explore how education impacts digital news consumption.

Hatia Upazila (Sub-District) of Noakhali District: Representing rural areas with distinct characteristics, Hatia offers insights into the challenges of digital access and literacy. Dominated by agriculture and fishing, it provides valuable data on the digital divide and its impact on online news consumption.

iii. Sample Size

Sample Size Distribution

Area Type	Location	Respondents
Urban areas	Dhaka South City Corporation	20
	Noakhali Pourashova	20
Rural areas	Nawabganj Upazila	20
	Hatia Upazila	20
Total		80

iv. Random Sampling within Strata

A multi-stage approach was adopted to reach respondents within each stratum. First, specific urban and rural locations were identified—Dhaka South City Corporation and Noakhali Pourashova for the urban stratum and Nawabganj Upazila and Hatia Upazila for the rural stratum. Within these locations, random sampling was implemented through direct outreach in public spaces, workplaces, and residential areas, ensuring diversity in respondents.

For **Dhaka South City Corporation**, potential respondents were approached in areas with high public interaction, such as markets, community centers, and transportation hubs. Random selection was ensured using a systematic interval approach, where every person passing a designated point was invited to participate. In some cases, referrals were sought to reach diverse occupational groups.

In **Noakhali Pourashova**, a similar strategy was followed, targeting a mix of professionals, students, and other residents in administrative and commercial areas.

Community engagement strategies were employed for rural locations (Nawabganj Upazila and Hatia Upazila). The researcher visited local markets, schools, union parishad offices, and tea stalls where people naturally gather. Participants were selected using systematic random sampling, ensuring that individuals from different socio-economic backgrounds were included.

Additionally, to reach a diverse sample, efforts were made to balance gender and age representation. Random selection techniques were reinforced by approaching individuals at different times of the day to capture a broad range of working professionals, students, homemakers, and retirees.

This approach ensured that the data reflected varied socio-demographic backgrounds while maintaining the integrity of random sampling within each stratum.

Data Collection

The study utilized a structured questionnaire survey as the primary method for data collection. The questionnaire was designed to gather detailed information on participants' socio-demographic backgrounds, usage patterns, and motivations for engaging with online news portals.

In addition to primary data, secondary data sources were reviewed to complement the findings. These included peer-reviewed journal articles, books, reports, and mass media content, which provided valuable context and supported the interpretation of survey results.

v. Data Analysis

Quantitative data collected through the survey were processed and statistically analyzed using Microsoft Excel and the Statistical Package for the Social Sciences (SPSS). The analysis involved:

Descriptive Statistics: To summarize the data and provide an overview of key variables.

Frequency Distributions: To examine the occurrence of specific responses across variables.

Cross-tabulations: To explore relationships between socio-demographic factors and online news portal usage patterns.

Correlations and Regression Analysis: To identify and analyze the strength and direction of relationships between socio-demographic variables and media usage patterns and assess predictive factors influencing user motivations.

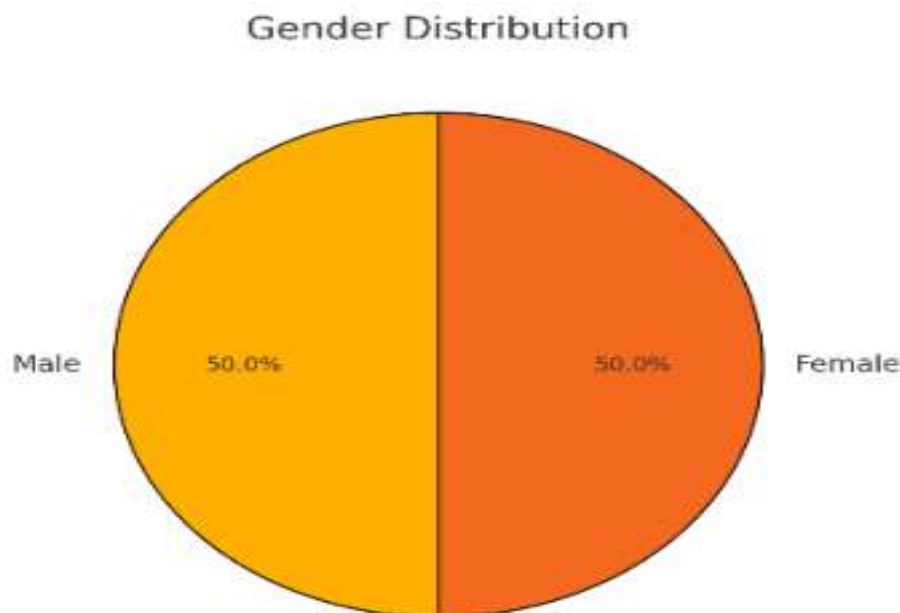
This systematic data collection and analysis approach ensured that the study's findings were reliable, comprehensive, and aligned with its research objectives.

Chapter Five: Data Presentation and Analysis

This chapter presents and analyzes the data collected through the structured questionnaire survey, providing insights into the socio-demographic characteristics of the participants, their usage patterns of online news portals, and the gratifications they seek from these platforms. The findings are systematically organized to address the research objectives, exploring the relationships between socio-demographic variables and online news consumption behaviors.

The analysis begins with a descriptive overview of the participants' demographic profiles, followed by an examination of the patterns and preferences in their use of online news portals. Statistical techniques, including frequency distributions, cross-tabulations, correlations, and regression analyses, are employed to identify trends, relationships, and underlying factors shaping media consumption behaviors. This chapter serves as the foundation for interpreting the findings in the context of the study's theoretical framework and research questions.

5.1. Gender of the Participants:



N=80

The study includes an equal gender distribution, with 40 male and 40 female participants, totaling 80 respondents. This balanced representation ensures diverse perspectives and enhances the inclusivity of the findings.

5.2. Age groups:

Age	Minimum	Maximum	Mean	Std. Deviation
	18	64	41	11.70

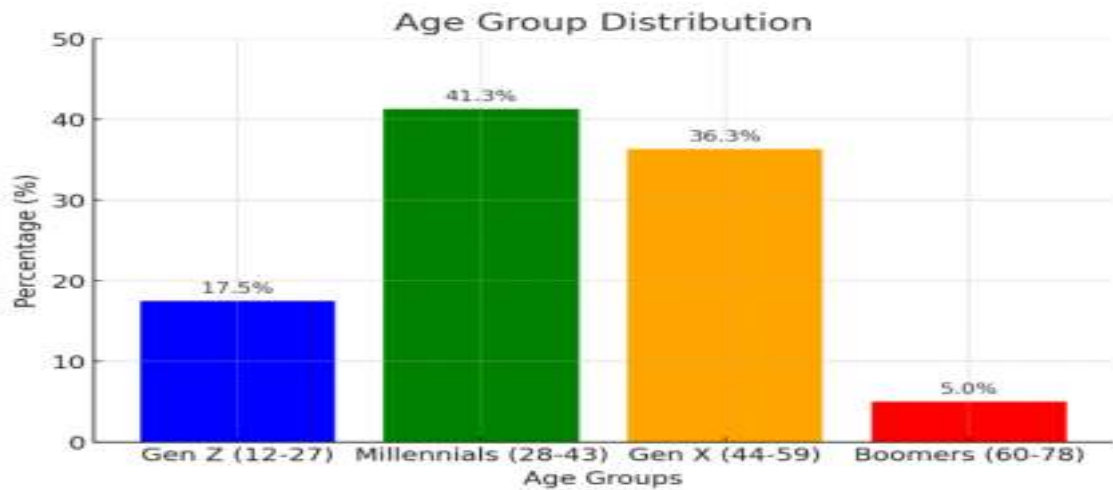
N=80

The minimum age of the participants is 18, while the maximum is 64. The mean age of the respondents is 41, with a standard deviation of 11.70. It indicates that the ages of participants are moderately dispersed around the mean, reflecting a diverse age range in the sample.

For analytical clarity, the participants have been categorized into four generational groups based on Beresford Research (2025):

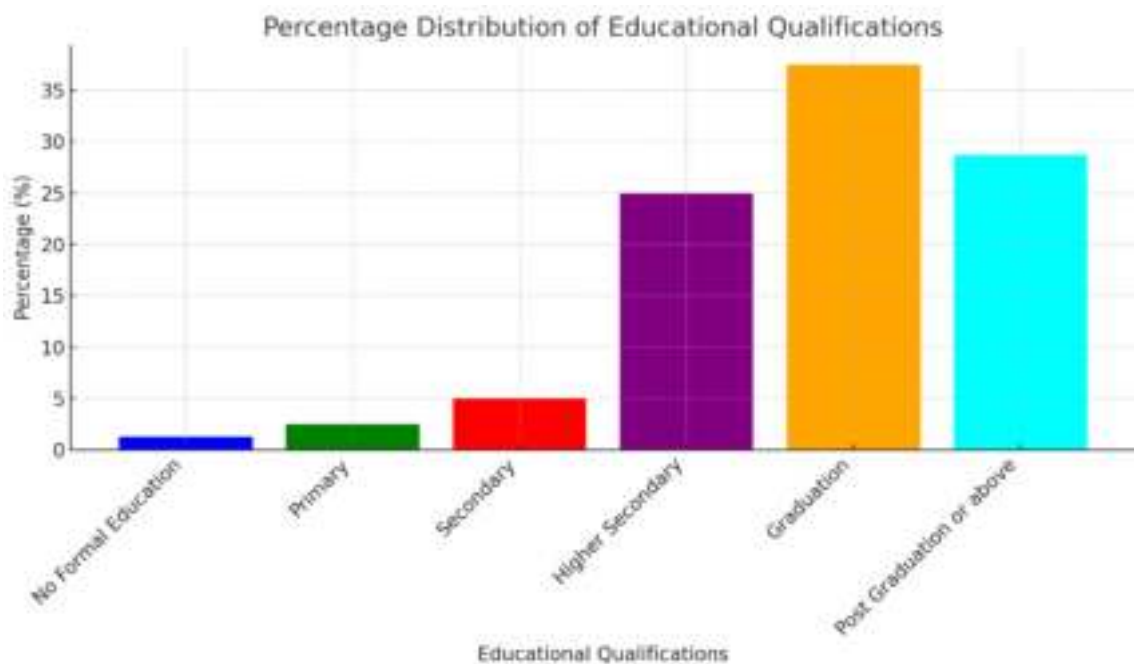
Age Group Categorization	
Age Group	Age Range (Years)
Gen Z	12-27
Millennials	28-43
Gen X	44-59
Boomers	60-78

This categorization allows for a more nuanced understanding of age-based variations in responses and behaviors.



The bar chart shows that Millennials (28-43) are the largest generational group, accounting for 41.3% of the total population, followed closely by Gen X (44-59) at 36.3%. Gen Z (12-27) makes up 17.5%, reflecting a smaller presence of younger individuals, while Boomers (60-78) constitute just 5%, indicating limited representation of older individuals. Overall, the population predominantly comprises Millennials and Gen X, with relatively fewer participants from the youngest and oldest age groups.

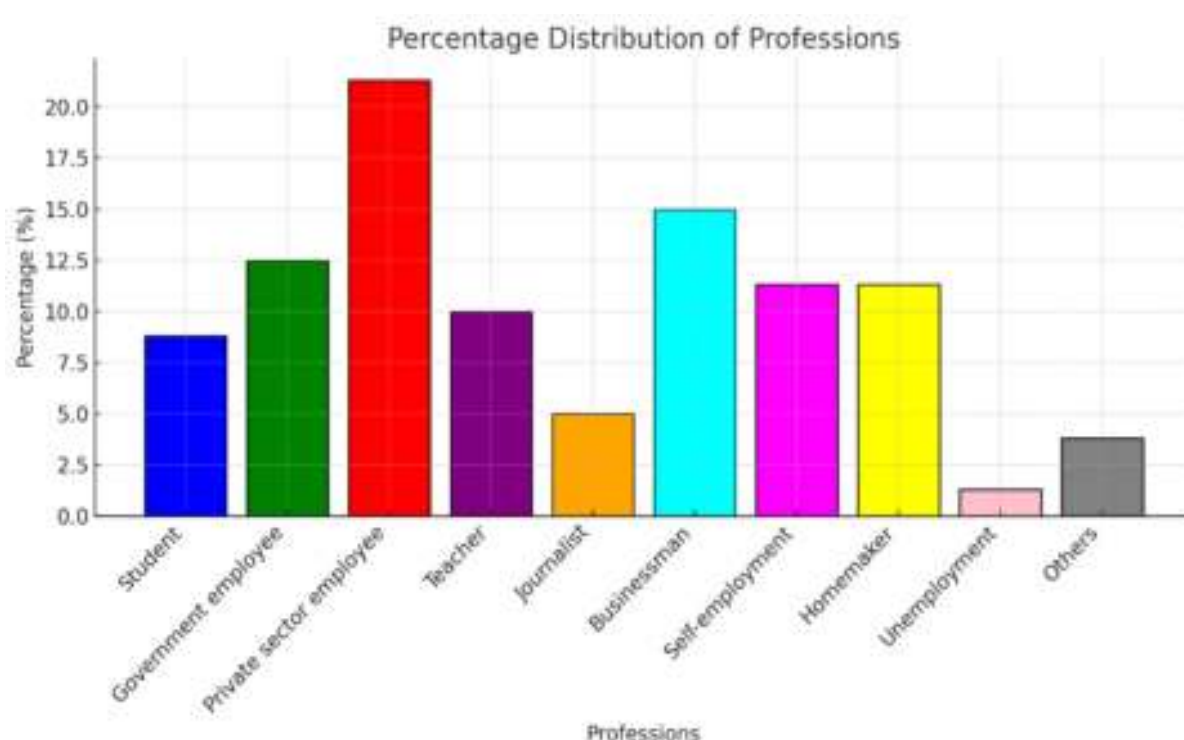
5.3. Educational Qualifications:



N=80

The bar chart shows that most of the population (91.2%) has attained at least higher secondary education. Graduation is the most common qualification, accounting for 37.5%, followed by post-graduation or higher at 28.7%. A significant portion, 25.0%, has completed higher secondary education, while secondary and primary education account for 5.0% and 2.5%, respectively. Only 1.3% of the population has no formal education, indicating a highly educated demographic overall.

5.4. Profession:



N=80

The bar chart shows that the private sector has the most significant representation at 21.3%, followed by businessmen at 15.0%. Government employees account for 12.5%, while self-employed individuals and homemakers each make up 11.3%. Teachers represent 10.0%, and students form 8.8% of the total. Journalists comprise 5.0%, with unemployed individuals and others making up 1.3% and 3.8%, respectively. This distribution suggests a diverse mix of professional and economic engagement within the population.

5.5. Household's income:

Household's income (Tk.)	Minimum	Maximum	Mean	Std. Deviation
	12,000	200,000	57,937.5	33,620.5

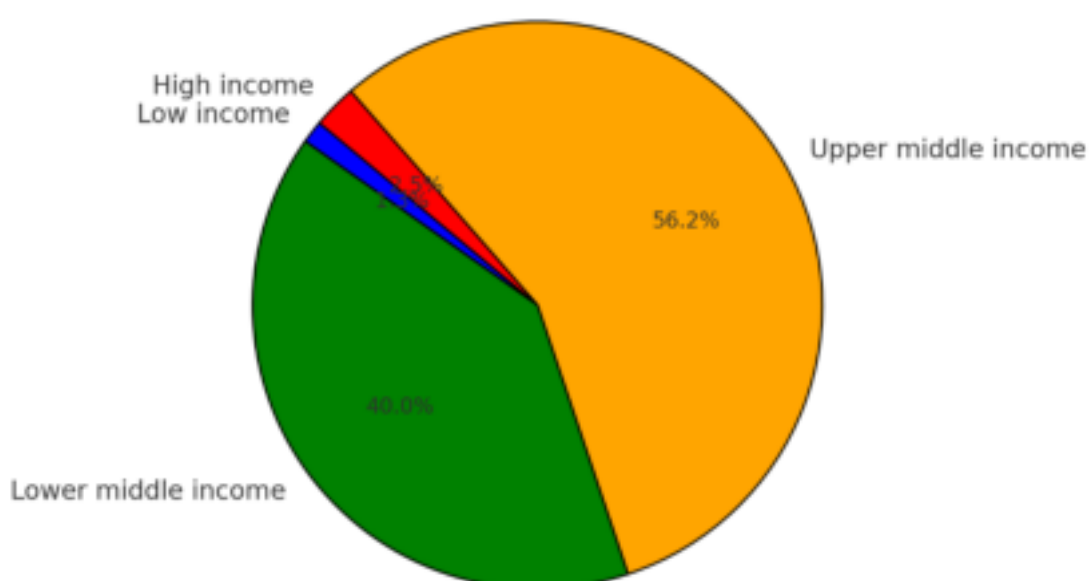
N=80

The minimum household income of the participants is BDT 12,000, while the maximum household income is BDT 200,000. The mean household income of the respondents is BDT 57,937.5, with a standard deviation of BDT 33,620.5. It suggests a significant variation in income levels among participants, reflecting economic diversity within the sample.

To facilitate a more structured analysis, the participants have been categorized into four household income groups based on The World Bank (2025) classification:

Household Income Categorization	
Income Group	Income Range (BDT)
Low income	<12,000
Lower middle income	12,001 - 46,000
Upper middle income	46,001 - 142,000
High income	>142,001

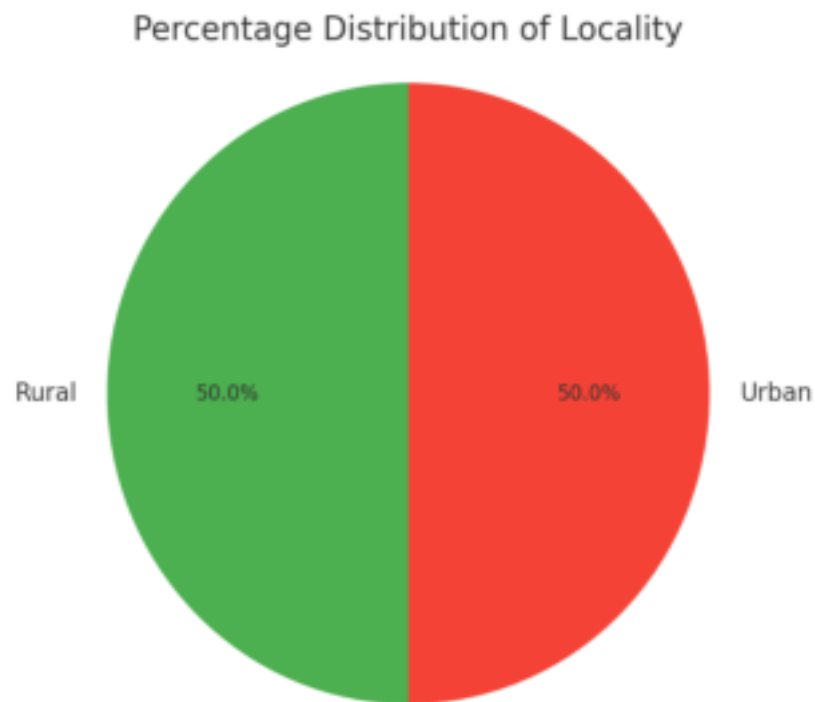
Percentage Distribution of Household Income Groups



The pie shows that the upper-middle-income group constitutes the majority at 56.3%, followed by the lower-middle-income group at 40.0%. The high-income group is minimal at 2.5%, while the low-income group represents only 1.3%. This indicates that the population is predominantly concentrated in the middle-income brackets, with relatively few individuals in the low or high-income categories.

5.6. Geographic Location/Locality:

The data was collected from four geographical locations, categorized into urban and rural areas. Dhaka South City Corporation and Noakhali Municipality represent urban areas, while Nawabganj Upazila and Hatia Upazila are classified as rural.



N=80

The pie chart reflects an equal distribution between localities, with cities and villages each accounting for 50% of the population. This distribution ensures a balanced representation of urban and rural residents, allowing for a comparative analysis of how locality influences online news consumption habits.

5.7. Users' Gratifications: Socio-demographic Aspects

In the digital age, online news consumption is not just about staying informed; it also serves various personal and social functions. According to this study's theoretical and analytical frameworks, users primarily seek four broad gratifications from online news portals: surveillance, diversion, personal relationships, and personal identity. These gratifications reflect the diverse motivations that shape individual interactions with news content and influence overall engagement with digital media platforms.

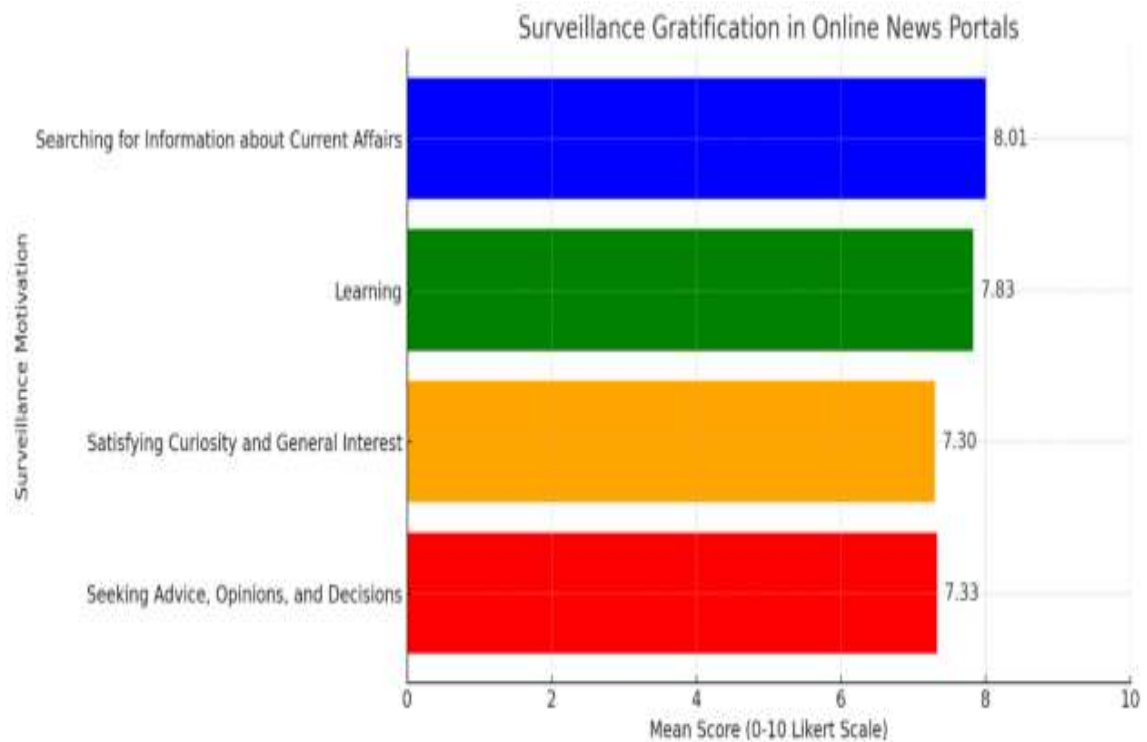
This study delves into the levels of gratification users derive from online news portals and investigates how these gratifications vary across different socio-demographic groups in Bangladesh. By examining engagement patterns, the research aims to reveal how age, education, income, profession, and geographic location impact the intensity and type of gratifications users seek.

For methodological clarity and analytical precision, users' gratifications are quantified using an 11-point Likert scale, ranging from 0 (indicating no gratification) to 10 (indicating maximum gratification).

5.7.1. Surveillance

In the context of media usage, surveillance refers to the process of gathering information about current events, developments, and societal changes. It is crucial in shaping public awareness, decision-making, and national and global affairs engagement. In Bangladesh, online news portals serve as a key platform for surveillance, enabling users to stay informed about politics, economics, social issues, and international events. Unlike traditional media, digital platforms offer instant access to real-time news updates, making them a preferred choice for users seeking factual and timely information. Additionally, the interactive nature of online news allows for a more personalized news consumption experience, where users can explore diverse topics based on their interests.

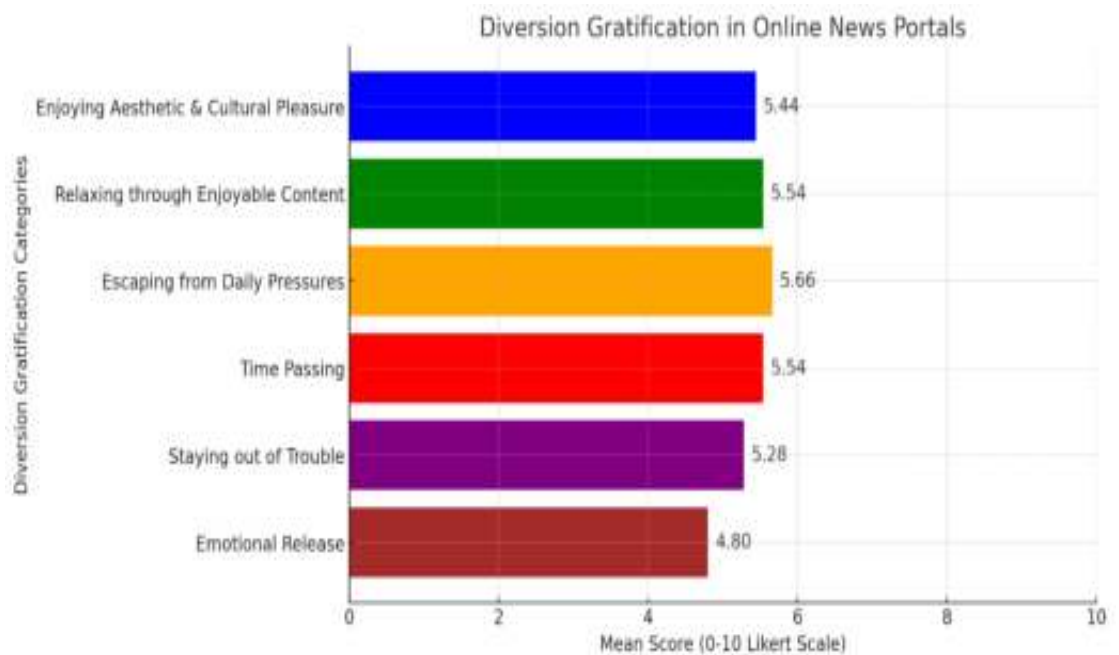
The study examines how individuals engage and gratify with online news portals for surveillance purposes, focusing on key motivations such as searching for information, learning, satisfying curiosity, and seeking opinions and advice.



The average mean score for surveillance gratification is 7.62, indicating a high level of engagement and satisfaction among users with the surveillance aspects of online news portals. It suggests that users frequently rely on these platforms to stay informed about current events and developments, valuing digital news's timely and comprehensive coverage. Such a high score reflects the critical role of online news in providing continuous updates and in-depth analysis, which are essential for users who prioritize staying abreast of global and local news. This finding underscores the importance of surveillance as a primary motivator for frequent news consumption among the study's participants.

5.7.2. Diversion

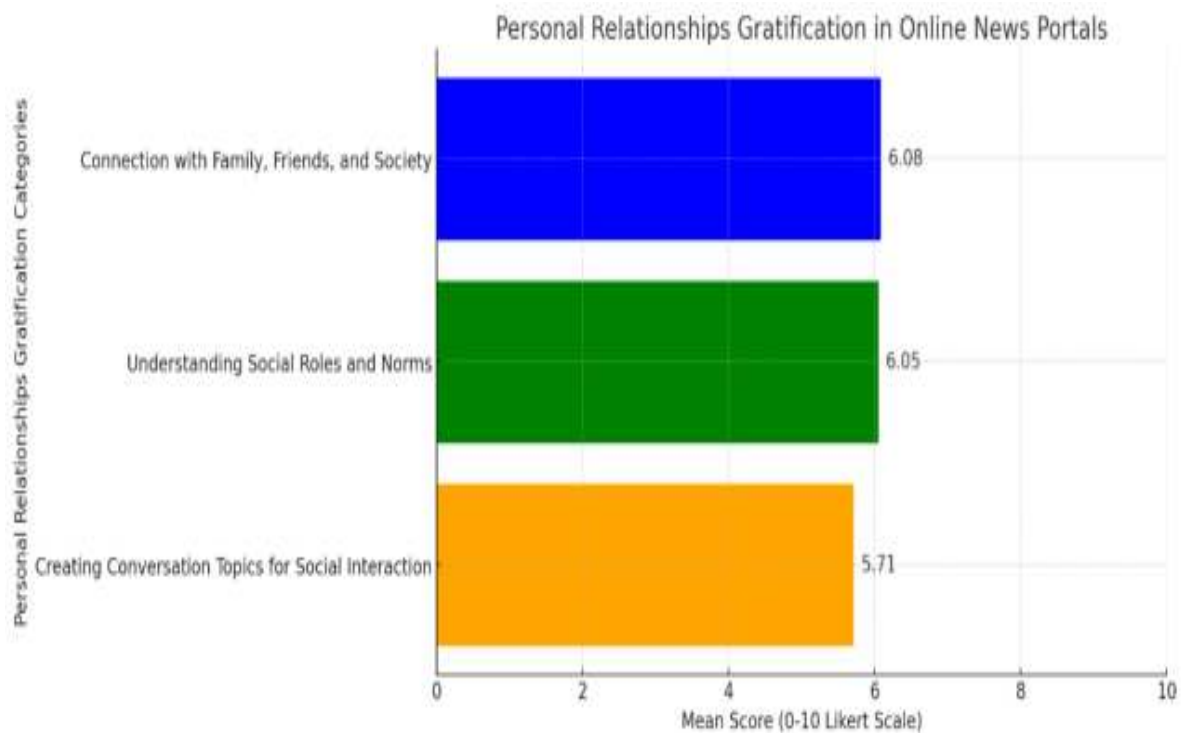
The study examines how individuals engage and gratify with online news portals for diversion purposes, focusing on key motivations such as enjoying aesthetic and cultural pleasure, relaxing through enjoyable content, escaping from daily pressures, time passing, staying out of trouble, and emotional release.



The average mean score for diversion gratification is 5.38, indicating a moderate level of engagement among users with the entertainment and relaxation aspects of online news portals. This score suggests that while news platforms are utilized for leisure and amusement, they are not the primary source of diversion for most users. This moderate engagement level highlights that while some users appreciate the lighter, more entertaining content offered by news platforms, it generally plays a secondary role compared to other gratifications, such as surveillance.

5.7.3. Personal Relationship

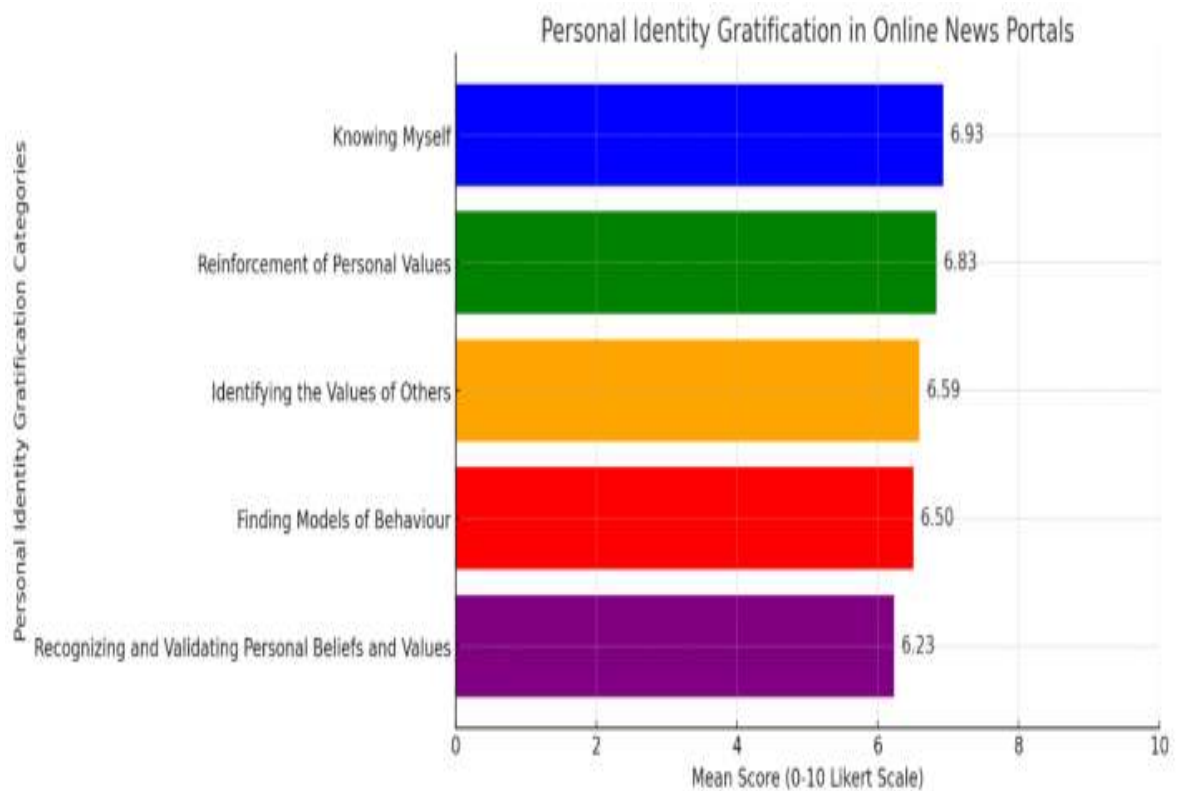
The study examines how individuals engage and gratify with online news portals for personal relationship purposes, focusing on key motivations such as connection with family, friends, and society, understanding social roles and norms, and creating topics for social interaction.



The average mean score for personal relationship gratification is 5.95, indicating a moderate to high level of engagement among users who utilize online news portals to foster social interactions and connections. This score suggests that while news platforms serve as a tool for enhancing social relationships by providing common topics for discussion and a means to stay connected with societal issues, they are not the dominant medium for this purpose. This level of engagement reflects a significant but not predominant use of news for socializing, underscoring its role in supporting but not entirely substituting social interactions in other contexts.

5.7.4. Personal Identity

The study examines how individuals engage and gratify with online news portals for personal relationship purposes, focusing on key motivations such as knowing themselves, reinforcing personal values, identifying the values of others, finding models of behavior, and recognizing and validating personal beliefs and values.



The average mean score for personal identity gratification is 6.61, indicating a relatively high level of engagement among users who utilize online news portals to reinforce their values, beliefs, and identities. This score suggests that many individuals actively seek out news content that resonates with their personal views or helps them articulate their identity by understanding broader societal issues. It underscores the role of news in shaping and affirming personal identity, highlighting how digital media serves as a mirror and mold for individual and collective identities.

5.7.5. Average Level of Four Gratification

To facilitate analysis, the Likert scale is segmented into three distinct categories:

Low Gratification (0-3.65): Reflects a minimal engagement or benefit from news content.

Moderate Gratification (3.66-7.33): Indicates reasonable satisfaction and interaction with the content.

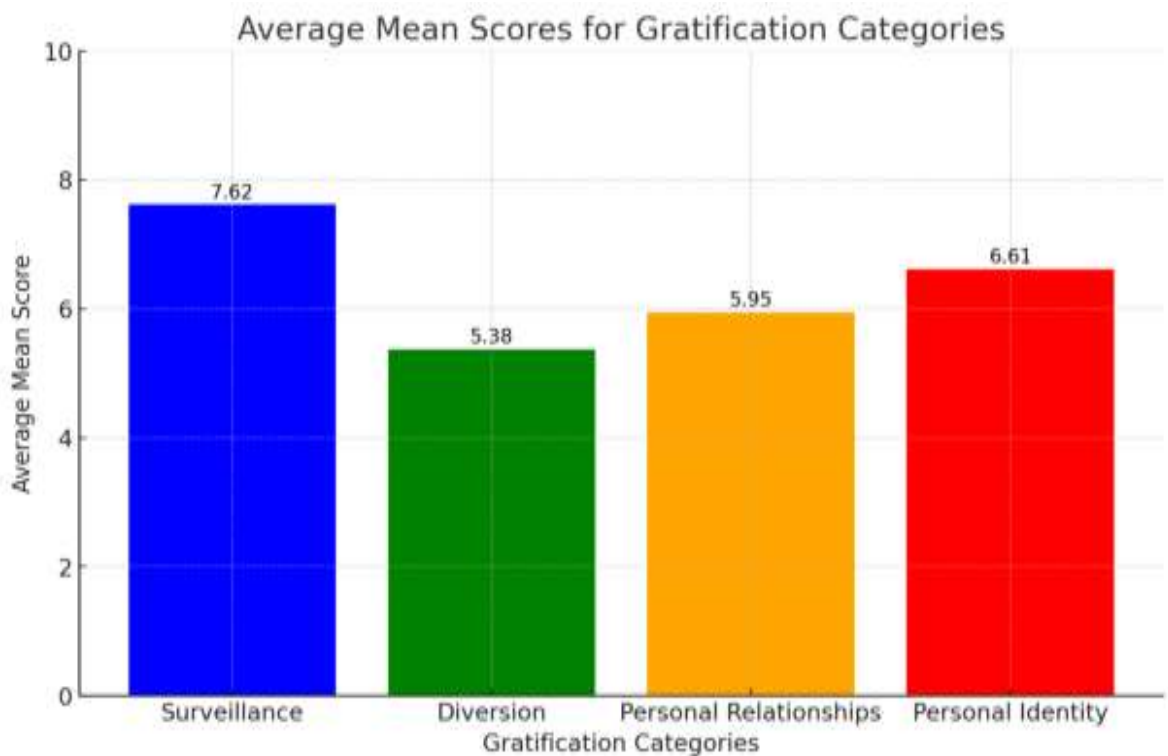
High Gratification (7.34-10): This represents a profound engagement and significant satisfaction from news consumption.

The segmentation of the scale into Low (0-3.65), Moderate (3.66-7.33), and High (7.34-10) Gratification is based on the principle of equal range intervals and a structured scoring distribution. The scale, ranging from 0 to 10, represents varying levels of user engagement and satisfaction with online news portals. To ensure a balanced categorization, the total scale range is divided into three segments of approximately equal width, each capturing a different degree of Gratification.

The rationale behind these cut-off points lies in clarity and meaningful interpretation. The total scale (0-10) is divided into three segments, where each category approximately covers one-third of the entire range. Theoretically, each category would have an equal interval of 3.33 units ($10 \div 3 = 3.33$). However, slight adjustments were made to avoid overlapping values and ensure precise categorization, leading to the defined intervals of 0-3.65, 3.66-7.33, and 7.34-10.

The Low Gratification (0-3.65) range reflects minimal engagement with online news portals, suggesting that respondents in this category do not derive substantial value from digital news consumption. It represents individuals who rarely use online news or find little satisfaction engaging with such content. The Moderate Gratification (3.66-7.33) category includes individuals with an average level of interaction and satisfaction. These users engage with online news reasonably but may not have a strong dependency or deep interest in the content. Lastly, the High Gratification (7.34-10) category represents users actively seeking and consuming online news content with significant engagement and satisfaction. Individuals in this category rely on digital news platforms as a primary source of information, entertainment, or identity reinforcement.

While equal segmentation was the primary objective, the minor adjustments in cut-off values ensured a smooth and logical distribution of respondents into their respective categories. These thresholds provide a structured method to analyze and interpret user engagement levels in the study effectively.



The bar chart illustrates users' varying degrees of gratification from online news portals across four key categories: surveillance, diversion, personal relationships, and personal identity. Surveillance achieves the highest average mean score of 7.62, underscoring its paramount importance to users who rely primarily on news portals to stay informed about current events. In contrast, diversion, with the lowest score of 5.38, indicates that while news portals are utilized for entertainment and relaxation, they are not the primary source for these needs. Personal identity and personal relationships also reflect significant engagement with scores of 6.61 and 5.95, respectively, suggesting that news consumption plays a crucial role in reinforcing users' social connections and self-conception.

5.7.6. Crosstabulation: Age vs Surveillance

Age Category	Surveillance Gratification (%)		
	Low	Moderate	High
Gen Z (12-27)	1	9	90
Others (28-78)	12	11	71

N=80

The crosstabulation between age and surveillance gratification highlights a pronounced generational gap in the engagement with online news portals for information-seeking purposes in Bangladesh. Gen Z (ages 12-27) exhibits an exceptionally high level of engagement, with 90% reporting high gratification, demonstrating their heavy reliance on digital news for staying informed and connected. In contrast, the older age groups (28-78) show a lower level of high gratification at 71%, with a notable percentage experiencing only moderate (14%) or low (15%) satisfaction. This variance suggests that while online news remains a popular source for staying updated, younger users are more adept and satisfied with utilizing these platforms than their older counterparts, possibly due to differences in digital literacy and media consumption habits.

5.7.7. Crosstabulation: Age vs Diversion

Age Category	Diversion Gratification (%)		
	Low	Moderate	High
Gen Z (12-27)	30	9	61
Others (28-78)	41	15	44

N=80

The crosstabulation between age groups and diversion gratification from online news portals reveals that younger users (Gen Z, 12-27) experience higher levels of enjoyment, with 61% reporting high gratification, indicating that they frequently use news for information and entertainment purposes. However, 30% of Gen Z users report low gratification, pointing to a notable portion of the demographic that does not find online news engaging for diversion. In contrast, the older age groups (28-78) show significantly lower engagement, with only 44% reporting high gratification and a higher 41% expressing low satisfaction with the entertainment value of online news. It suggests that older users are less inclined to use online news for leisure and relaxation, reflecting possible generational differences in media consumption habits and expectations for online content.

5.7.8. Crosstabulation: Age vs Personal Relationship

Age Category	Personal Relationship Gratification (%)		
	Low	Moderate	High
Gen Z (12-27)	29	6	65
Others (28-78)	27	12	61

N=80

The crosstabulation data between age groups and personal relationship gratification through online news portals reveals that Gen Z (ages 12-27) and older users (ages 28-78) find value in using news to foster personal relationships, though with varying degrees of satisfaction. Gen Z shows a higher rate of high gratification at 65%, indicating a strong engagement in leveraging news for social interactions, despite 29% reporting low gratification. The older age group has a slightly lower high gratification rate at 61%, with a broader spread across moderate (12%) and low (27%) gratification levels. While online news is a popular medium for enhancing personal connections across age groups, younger users are slightly more effective or enthusiastic in using these platforms for building social relationships, highlighting potential generational differences in the social utility of news media.

5.7.9. Crosstabulation: Age vs Personal Identity

Age Category	Personal Identity Gratification (%)		
	Low	Moderate	High
Gen Z (12-27)	21	10	69
Others (28-78)	18	12	70

N=80

The crosstabulation data on personal identity gratification from online news consumption indicates similar levels of high gratification between Gen Z (ages 12-27) and the older age groups (ages 28-78), with Gen Z reporting 69% and the older groups 70%, respectively. It reflects the strong influence of online news in reinforcing personal beliefs and values across different generations. However, the proportion of Gen Z reporting low gratification is slightly higher at 21%, compared to 18% among

the older age groups. Moderate gratification varies somewhat, with Gen Z at 10% and older users at 12%. These figures suggest that while online news is generally effective in supporting users' personal identity across age demographics, younger users experience a marginally lower level of satisfaction in how news content aligns with or supports their identity formation than their older counterparts. It could be due to diverse expectations or the types of identity-affirming content sought by different age groups.

5.7.10. Crosstabulation: Gender vs Surveillance

Gender	Surveillance Gratification (%)		
	Low	Moderate	High
Male	8	6	86
Female	10	13	77

N=80

The crosstabulation data between gender and surveillance gratification reveals notable differences in how males and females derive satisfaction from media surveillance activities. Males exhibit a higher level of high gratification at 86%, indicating a strong inclination towards using media to stay informed and engaged with current events. In contrast, females show a slightly lower level of high gratification at 77%, with a higher percentage reporting moderate (13%) and low (10%) gratification than males. It suggests that while both genders value media surveillance, males derive more intense satisfaction from these activities. In contrast, females display a more varied range of gratification levels, indicating diverse interests or critical perspectives on the content provided.

5.7.11. Crosstabulation: Gender vs Diversion

Gender	Diversion Gratification (%)		
	Low	Moderate	High
Male	38	8	54
Female	45	7	48

N=80

The crosstabulation data between gender and diversion gratification reveals differences in how males and females experience entertainment and relaxation through media. Males report a high diversion gratification at 54%, suggesting that a majority find substantial enjoyment and relaxation in media content. However, 38% of males experience low gratification, indicating that a significant portion may not be fully satisfied by media for diversion purposes. On the other hand, females show even less high gratification at 48%, with a higher proportion, 45%, reporting low gratification, highlighting that a more significant segment of females might not find media as fulfilling for diversion compared to males. Both genders have a small percentage experiencing moderate gratification, which suggests that for some, media partially meets their needs for diversion without being entirely satisfactory.

5.7.12. Crosstabulation: Gender vs Personal Relationship

Gender	Personal Relationships Gratification (%)		
	Low	Moderate	High
Male	23	3	74
Female	33	18	49

N=80

The crosstabulation data between gender and personal relationship gratification highlights significant differences in how males and females perceive media's role in fostering social connections. Males report high gratification at 74%, indicating that a large majority find media effective in enhancing personal relationships. In contrast, only 49% of females report high gratification, with a significant portion, 33%, not seeing any gratification and 18% remaining neutral. It suggests that females are less satisfied with how media facilitates social interactions than males, who benefit more consistently from media in this context. The higher dissatisfaction among females could reflect different expectations or experiences with the media's role in social connectivity.

5.7.13. Crosstabulation: Gender vs Personal Identity

Gender	Personal Identity Gratification (%)		
	Low	Moderate	High
Male	8	6	86
Female	28	8	64

N=80

The crosstabulation between gender and personal identity gratification showcases a notable disparity in how males and females derive satisfaction from media in terms of self-concept reinforcement. Males exhibit a high level of personal identity gratification at 86%, indicating that a vast majority perceive media as significantly supportive of their identity formation and validation. In stark contrast, only 64% of females report high gratification, with a considerably higher percentage, 28%, experiencing low gratification. It suggests that many females may not find media content as affirming or reflective of their identities compared to males. Additionally, the moderate gratification levels are relatively low for both genders, indicating that most individuals tend to have strong feelings, whether positive or negative, about the media's role in shaping their identities.

5.7.14. Crosstabulation: Education Qualification vs Surveillance

To streamline the analysis of survey data based on education qualifications, the categories are consolidated into two broad groups: 'Low Educational Qualification' and 'High Educational Qualification.' The 'High Educational Qualification' category encompasses participants with a Bachelor's degree, Master's degree, or higher levels of education. Conversely, the 'Low Educational Qualification' group comprises participants with no formal education, primary education, secondary education, and higher secondary education. This division simplifies the categorization and facilitates a more precise data analysis based on educational attainment.

Education Qualification	Surveillance Gratification (%)		
	Low	Moderate	High
Low educational Qualification	13	12	75
High educational Qualification	4	5	91

The crosstabulation data between education qualification and surveillance gratification highlights that individuals with higher educational qualifications demonstrate significantly greater engagement and satisfaction with using online news for surveillance purposes, with 91% reporting high gratification. It is compared to those with lower educational qualifications, who still show a substantial majority at 75% high gratification but also include notable segments of 13% low and 12% moderate gratification. This disparity suggests that higher education may equip individuals with enhanced capabilities to effectively utilize and critically engage with news for information seeking, resulting in higher overall satisfaction. Additionally, the lower levels of complete satisfaction among the less educated could reflect challenges in accessing or understanding complex news content, pointing to a potential area for improvement in news presentation to cater to diverse educational backgrounds.

5.7.14. Crosstabulation: Education Qualification vs Diversion

Education Qualification	Diversion Gratification (%)		
	Low	Moderate	High
Low educational Qualification	32	18	50
High educational Qualification	9	32	59

N=80

The crosstabulation between educational qualifications and diversion gratification from online news usage reveals distinct differences in how individuals with varying levels of education perceive the entertainment value of news. Individuals with lower educational qualifications report a 50% high gratification rate for using news as a diversion, but they also exhibit significant portions experiencing low (32%) and moderate (18%) gratification. It suggests a divided response, where half of this demographic finds news entertaining while the other half remains less satisfied. In

contrast, those with higher educational qualifications show a slightly higher enjoyment level, with 59% reporting high gratification. However, they also have a notable 32% reporting only moderate gratification and a lower 9% dissatisfaction rate, indicating a more consistent but critically tempered appreciation of news for entertainment. This comparative analysis underscores that while higher education correlates with an increased tendency to find news diverting, it also brings about more moderate expectations, likely due to a more discerning consumption behavior that evaluates the intellectual stimulation offered by the content.

5.7.15. Crosstabulation: Education Qualification vs Personal Relationship

Education Qualification	Personal Relationship Gratification (%)		
	Low	Moderate	High
Low educational Qualification	26	19	55
High educational Qualification	18	13	69

N=80

The crosstabulation between educational qualifications and personal relationship gratification from online news usage reveals distinct differences in how individuals with varying levels of education engage with news to foster personal relationships. Individuals with lower educational qualifications report that 55% experience high gratification when using news for social engagement. However, a significant portion still experiences moderate (19%) and low (26%) gratification, suggesting a diverse response to how news content meets social interaction needs. In contrast, those with higher educational qualifications show a greater propensity for using news to enhance personal relationships, with 69% reporting high gratification. The lower levels of moderate (13%) and low (18%) gratification in this group indicate a more uniformly positive reception, likely due to better navigational skills and a more sophisticated understanding of integrating news into social interactions. This comparative analysis highlights that higher education enhances the ability to extract more excellent social value from news media and results in more consistent satisfaction with news as a tool for maintaining and developing personal connections.

5.7.16. Crosstabulation: Educational Qualification vs Personal Identity

Education Qualification	Personal Identity Gratification (%)		
	Low	Moderate	High
Low educational Qualification	12	15	73
High educational Qualification	13	5	82

N=80

The crosstabulation data between educational qualification and personal identity gratification from online news use highlights a clear correlation between the level of education and the extent to which individuals derive satisfaction from reinforcing their personal identity through news consumption. Individuals with lower educational qualifications show a significant degree of high gratification at 73%, indicating a robust connection with news media as a source for affirming personal values and beliefs. However, a notable portion of this group still experiences lower levels of gratification, with 12% reporting low and 15% moderate satisfaction, suggesting some inconsistencies in how news content aligns with their identity-related needs. Comparatively, those with higher educational qualifications report even greater satisfaction, with 82% experiencing high gratification. This group shows fewer individuals reporting low (13%) and moderate (5%) gratification, underscoring a more consistent and profound engagement with news as a tool for personal identity reinforcement. This pattern suggests that higher education enhances the ability to analyze and engage with news content critically and produces a deeper and more satisfying connection with news as a medium for personal identity exploration and reinforcement.

5.7.17. Crosstabulation: Household Income vs Surveillance

To simplify the analysis, household income is categorized into low-income and high-income groups based on financial access and consumption patterns. The High-Income Group includes Upper Middle Income (BDT 46,001 - 142,000) and High Income (BDT >142,000), representing individuals with more excellent financial stability and access to digital news platforms. The Low-Income Group consists of Low Income (BDT ≤12,000) and Lower Middle Income (BDT 12,001 - 46,000), indicating limited access to

digital resources. This classification helps examine how financial capacity influences online news consumption, highlighting disparities in engagement and accessibility across different income levels.

Household's income	Surveillance Gratification (%)		
	Low	Moderate	High
Low-income group	15	20	65
High-income group	3	4	93

N=80

The crosstabulation between household income levels and surveillance gratification highlights an apparent disparity in how income influences the use of online news for surveillance purposes. Individuals from the high-income group exhibit significantly higher gratification, with 93% reporting high satisfaction in using news to stay informed about current affairs, contrasted with only 3% and 4% reporting low and moderate gratification, respectively. This near-unanimous high satisfaction reflects better access to technology and premium content. In comparison, the low-income group, while still showing a majority at 65% reporting high gratification, includes more significant segments experiencing lower satisfaction, with 15% reporting low and 20% moderate gratification. It suggests that barriers such as limited access to reliable internet and quality news content might hinder their ability to utilize online news for information gathering fully. The comparative analysis indicates that economic status significantly affects the quality of engagement with online news, with higher income providing a more consistent and fulfilling surveillance experience.

5.7.18. Crosstabulation: Household Income vs Diversion

Household's income	Diversion Gratification (%)		
	Low	Moderate	High
Low-income group	21	29	50
High-income group	20	25	53

N=80

The crosstabulation between household income and diversion gratification in online news consumption shows only modest differences between low and high-income groups, with both demographics exhibiting similar patterns in their engagement with news for entertainment. The low-income group has 50% of its users reporting high gratification. The high-income group is slightly higher at 53%, indicating that both groups find comparable satisfaction levels in using news for diversion. However, both groups also have substantial portions reporting less than optimal satisfaction, with 21% of the low-income and 20% of the high-income users experiencing low gratification and 29% and 25%, respectively, feeling only moderately gratified. This similarity suggests that factors other than income, such as content quality or personal preferences, might play a more critical role in how news is perceived as a source of entertainment. Despite better access to resources, the high-income group's satisfaction does not significantly surpass that of the low-income group, pointing to a universal need for news platforms to enhance the entertainment value of their content to serve all economic segments better.

5.7.19. Crosstabulation: Household Income vs Personal Relationship

Household's income	Personal Relationship Gratification (%)		
	Low	Moderate	High
Low-income group	37	12	51
High-income group	15	7	78

The crosstabulation data between household income and personal relationship gratification from online news usage clearly shows how income influences the effectiveness of news media as a tool for fostering personal relationships. Among the low-income group, only 51% reported high gratification, compared to 78% in the high-income group, underscoring a significant disparity in satisfaction. This higher satisfaction among high-income users suggests that they are more successful in using online news to enhance social interactions, likely due to better access to diverse and engaging content facilitated by more significant resources. Conversely, the low-income group's larger proportion of low (37%) and moderate (12%) gratification highlights challenges such as restricted access to technology and content that may not

adequately cater to their social needs. This comparative analysis reveals that while online news is a social tool across economic strata, technology access and content quality disparities can significantly affect how different income groups experience and benefit from these platforms.

5.7.20. Crosstabulation: Household Income vs Personal Identity

Household's income	Personal Identity Gratification (%)		
	Low	Moderate	High
Low-income group	23	29	48
High-income group	28	4	78

N=80

The crosstabulation data between household income and personal identity gratification from online news consumption reveals divergent experiences between income groups regarding how effectively news media supports personal identity. The low-income group reports a moderate level of high gratification at 48%. However, a substantial percentage of the respondents only experienced low (23%) or moderate (29%) satisfaction, indicating that nearly half of this group does not find online news fully supportive of their identity needs. In stark contrast, the high-income group exhibits significantly higher satisfaction, with 78% reporting high gratification, although they also face a notable dissatisfaction rate (28% low gratification). This discrepancy suggests that while high-income users generally find news content more aligned with their values and beliefs—likely due to better access to diverse content—their expectations and critical standards also result in a considerable fraction feeling underserved. This analysis highlights the role of economic status in shaping access to and the perceived relevance and effectiveness of online news in supporting personal identity, with wealthier individuals benefiting from enhanced engagement yet demonstrating discerning consumption behaviors.

5.7.21. Crosstabulation: Profession vs Surveillance

Profession	Surveillance Gratification (%)		
	Low	Moderate	High
Government employee	0	15	85
Other sector employee	0	10	90

N=80

The crosstabulation between profession and surveillance gratification highlights how integral online news is for information-seeking among professionals, with government and other sector employees heavily relying on it to stay informed. Government employees exhibit 85% high gratification in their use of news for surveillance, though 15% only achieve moderate satisfaction, suggesting that while the majority find online news compelling, a small but significant portion is seeking better content alignment with their needs. In contrast, other sector employees report even higher satisfaction, with 90% experiencing high gratification and only 10% moderate, indicating a more uniformly positive view of news for surveillance purposes with no reports of low gratification. While both groups are generally well-served by current news offerings, there is a nuanced difference in satisfaction levels, with non-government sectors finding slightly more consistency in the value news platforms provide for staying updated with current affairs.

5.7.22. Crosstabulation: Profession vs Diversion

Profession	Diversion Gratification (%)		
	Low	Moderate	High
Government employee	42	1	57
Other sector employee	20	5	75

The crosstabulation between profession and diversion gratification highlights apparent differences in how government and other sector employees engage with online news for entertainment and relaxation. Government employees show moderate engagement, with 57% reporting high gratification but a significant 42% experiencing low gratification, suggesting that nearly half of this group does not find online news engaging enough for diversion. In contrast, other sector employees

strongly prefer news as entertainment, with 75% reporting high gratification and only 20% experiencing low satisfaction. Moderate gratification is slightly higher among other sector employees (5%) than government employees (1%), indicating a more varied response in this group. This comparative analysis suggests that government employees may primarily use online news for information rather than entertainment, while other sector employees are likelier to find news content enjoyable. The findings indicate a need for news portals to expand and diversify entertainment-oriented content to effectively cater to different professional audiences.

5.7.23. Crosstabulation: Profession vs Personal Relationship

Profession	Personal Relationship Gratification (%)		
	Low	Moderate	High
Government employee	14	1	85
Other sector employee	20	0	80

N=80

The crosstabulation between profession and personal relationship gratification indicates that government and other sector employees find online news useful for social engagement, though with slight variations in satisfaction levels. Government employees report slightly higher gratification, with 85% experiencing high satisfaction, compared to 80% in other sectors. However, the other sector employees exhibit a higher proportion of low gratification (20%) than government employees (14%), suggesting that a more significant segment of non-government professionals does not find news as effective for fostering personal relationships. Additionally, the absence of moderate gratification in the other sector employees implies a more polarized response—either highly engaged or not. This comparative analysis suggests that while both groups rely on news for personal connections, government employees are slightly more consistent in their engagement. The findings highlight the need for news portals to create content that better serves diverse professional needs, ensuring broader appeal and social relevance across occupational groups.

5.7.24. Crosstabulation: Profession vs Personal Identity

Profession	Personal Identity Gratification (%)		
	Low	Moderate	High
Government employee	0	10	90
Other sector employee	0	15	85

N=80

The crosstabulation between profession and personal identity gratification reveals that government and other sector employees highly engage with online news to reinforce their values and beliefs, though with slight differences in satisfaction levels. Government employees report the highest level of gratification, with 90% experiencing high satisfaction and only 10% reporting moderate gratification, indicating a strong alignment between news content and their personal identity. In comparison, other sector employees show slightly lower high gratification at 85%, with a higher proportion (15%) experiencing moderate gratification. The absence of low gratification in both groups suggests that online news is widely recognized as a meaningful tool for personal identity formation across professional backgrounds. However, the slightly lower satisfaction among other sector employees indicates that some may not find news content as strongly affirming or relevant to their identity as government employees do. This comparative analysis suggests that while news effectively serves identity-related needs for most professionals, tailoring content to different professional perspectives may further enhance engagement and personalization.

5.7.25. Crosstabulation: Locality vs Surveillance

Locality	Surveillance Gratification (%)		
	Low	Moderate	High
Urban	17	11	72
Rural	1	2	97

N=80

The crosstabulation between locality and surveillance gratification indicates a stark difference in how urban and rural residents experience media surveillance. Rural areas show a higher level of high gratification at 97%, suggesting that residents find media crucial for staying informed, possibly due to fewer alternative information sources. In contrast, urban residents display a more mixed response, with only 72% reporting high gratification and 17% experiencing low gratification. It suggests that urban dwellers may have more diverse media consumption habits or higher expectations, leading to varied satisfaction levels.

5.7.26. Crosstabulation: Locality vs Diversion

Locality	Diversion Gratification (%)		
	Low	Moderate	High
Urban	42	8	50
Rural	41	7	52

N=80

The crosstabulation data between locality and diversion gratification shows a slight variance in how urban and rural residents derive pleasure and relaxation from media. Both locales exhibit similar gratification patterns, with rural areas slightly edging out urban in high gratification at 52% compared to 50%. Both localities show a significant portion experiencing low gratification, 42% for urban and 41% for rural, indicating a general dissatisfaction or underwhelming performance of media in providing effective diversion. This near-parity suggests that, regardless of urban or rural settings, there is a widespread need for media to better cater to the entertainment needs of its audience.

5.7.27. Crosstabulation: Locality vs Personal Relationship

Locality	Personal Relationship Gratification (%)		
	Low	Moderate	High
Urban	23	15	62
Rural	32	5	63

N=80

The crosstabulation between locality and personal relationship gratification reveals a similar level of high gratification between urban and rural (referred to as village) settings, with urban areas at 62% and rural areas slightly higher at 63%. However, there are notable differences in the lower gratification levels: urban areas show a higher percentage of moderate gratification (15%) compared to rural areas (5%), and rural areas have a higher rate of low gratification (32%) compared to urban (23%). While both localities find media similarly effective at enhancing personal relationships at high levels, rural residents may face more challenges or inconsistencies in the media's ability to foster these connections, resulting in higher dissatisfaction.

5.7.28. Crosstabulation: Locality vs Identity

Locality	Personal Identity Gratification (%)		
	Low	Moderate	High
Urban	11	12	77
Rural	25	0	75

N=80

The crosstabulation between locality and personal identity gratification highlights the influence of urban and rural settings on how residents perceive the media's role in shaping their identities. Urban residents report a higher level of high gratification at 77%, indicating a robust engagement with media that positively influences their sense of self. In contrast, while rural residents also report a high gratification level at 75%, a significant 25% report not finding any gratification at all, suggesting a notable disconnect or dissatisfaction with how media represents or supports their identities. Additionally, urban settings show a moderate response rate of 12%, indicating some ambivalence, whereas rural areas show none, reflecting a more polarized view of media's impact on identity in these regions.

5.7.28. Correlation between socio-demographic profile and gratifications

Correlation coefficients of the main dependent and independent variables of the study

	Age	Gender	Education Qualification	Household income	Locality	Surveillance	Diversion	Personal relationships	Personal identity
Age	1								
Gender	-.046	1							
Education Qualification	-.097	-.012	1						
Profession	.349	.161	-.292						
Household income	.033	-.134	.524	1					
Locality	-.170	-.150	-.035	-.134	1				
Surveillance	-.267*	-.199	.270*	.315**	.505***	1			
Diversion	-.115	-.005	.114	-.040	.059	.255	1		
Personal relationships	-.161	-.221**	.247**	.315**	.125	.217	-.012	1	
Personal identity	-.041	-.288**	.164	.245**	.087	.182	-.047	.607	1

***p<0.01, **p<0.05 and *p<0.10 and (two-tailed tests)

N=80

The statistical analysis revealed significant correlations between demographic variables and media gratification dimensions. A notable negative correlation was found between age and surveillance gratification (Pearson correlation = -0.267, p-value = 0.017), indicating that younger individuals are more actively engaged in surveillance activities, such as seeking information and staying updated on current affairs, than older individuals. This trend suggests a decline in surveillance gratification as age increases.

Gender differences are notably significant in media usage, particularly how personal relationships and identity are perceived. The statistical analysis revealed a significant negative correlation between gender and personal relationship gratification (Pearson correlation = -0.221, p-value = 0.049), suggesting that females experience lower levels of gratification in this domain. Additionally, a stronger negative correlation between gender and personal identity gratification (Pearson correlation = -0.288, p-value = 0.010) further indicates that females may report lower satisfaction with how media influences their identity.

Educational level positively influenced media gratification, with a significant correlation between education and surveillance (Pearson correlation = 0.270, p-value = 0.016) and personal relationship gratification (Pearson correlation = 0.247, p-value = 0.027). These findings suggest that higher education levels enhance engagement in information-seeking and using news to strengthen personal relationships.

Income also plays a crucial role, with significant positive correlations found between household income and several gratification measures: surveillance (Pearson correlation = 0.315, p-value = 0.004), personal relationships (Pearson correlation = 0.315, p-value = 0.004), and personal identity (Pearson correlation = 0.245, p-value = 0.028). It implies that higher income levels facilitate more frequent and effective engagement with news for various purposes.

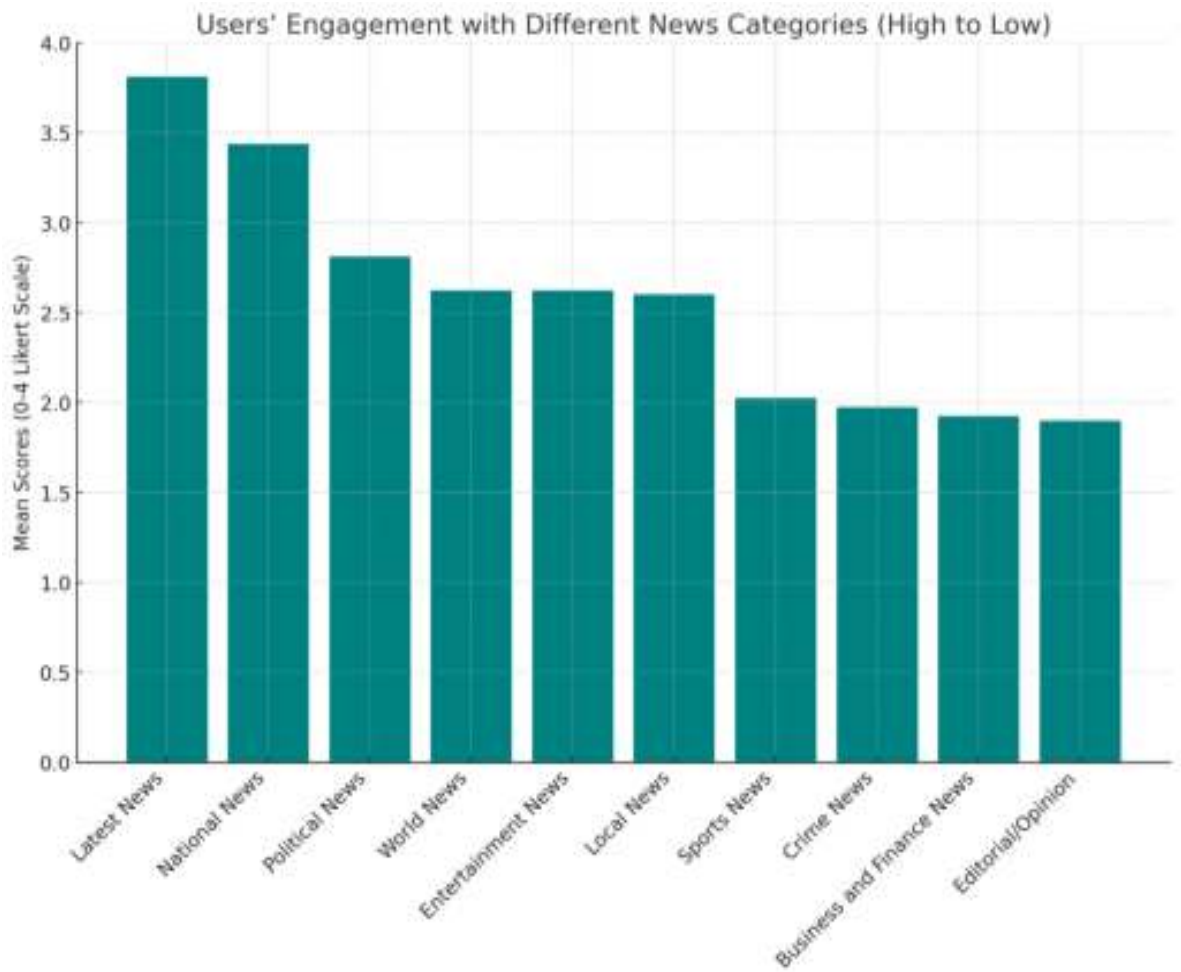
Finally, locality showed a strong positive correlation with surveillance gratification (Pearson correlation = 0.505, $p < 0.001$), with rural residents showing a higher tendency to use news for information-seeking than urban dwellers.

5.8. User News Category Preferences

Online news portals offer diverse news categories, broadly classified into ten key segments: latest news, national news, entertainment news, political news, sports news, business and finance, world news, local news, and editorial/opinion. These categories represent users' varied interests and informational needs in the digital era.

To assess user engagement and preferences, this study employs a 5-point scale, where daily reading signifies high engagement, a few times a week or a few times a month indicates moderate engagement, and rarely or never reading reflects low engagement. This classification provides a structured approach to understanding how frequently users interact with different types of news and helps identify trends in online news consumption.

By analyzing user engagement across these categories, the study aims to explore which news types are most and least preferred and how socio-demographic factors influence news consumption habits. This interpretation offers insights into the evolving patterns of digital media consumption and the role of online news portals in shaping information access and public discourse in Bangladesh.



N=80

The analysis of users' engagement with different news categories, as depicted in the bar chart, reveals a distinct hierarchy of user interests. Latest News is the most engaged category, with a mean score of approximately 3.8, reflecting a strong user preference for timely and current events. National News closely follows, indicating a robust interest in nationwide developments. Political and World News categories show moderate engagement, suggesting a selective but significant interest in global and political affairs. Conversely, sports, crime, business and finance, and editorial/opinion

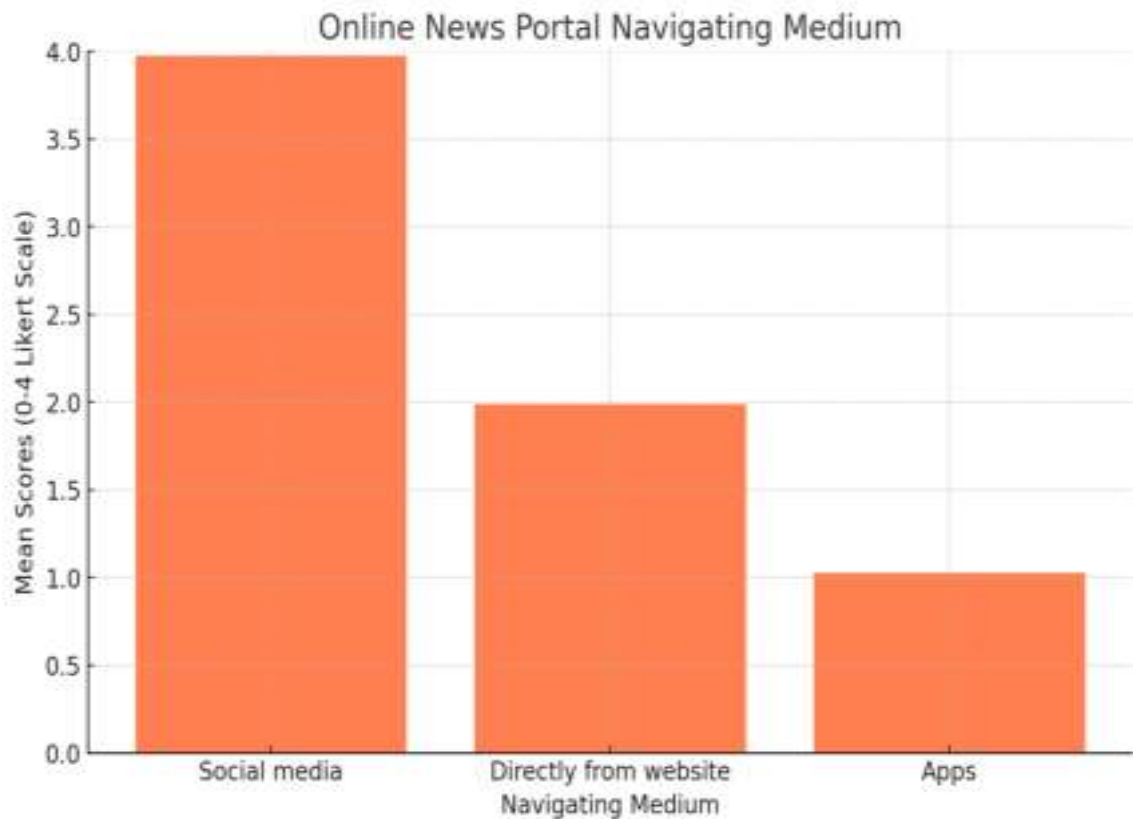
news categories exhibit lower levels of engagement, indicating that users prioritize these news categories less. This data is essential for online news platforms. It highlights user preferences, guides content strategy to better cater to audience interests, and improves user experience by prioritizing more sought-after news categories.

5.9. Online news portal usage medium

Online news portal usage patterns differ significantly from traditional media like print or television. Users primarily access online news portals through websites, mobile applications, and social media platforms such as Facebook and YouTube. As of early 2024, social media penetration in Bangladesh reached 30.4% of the total population, experiencing a 22.3% growth within the year (DataReportal, 2024). Facebook remains the most widely used platform, with 55.6 million users (Statista, 2024), making it the dominant gateway for digital news consumption (Manik, 2015). Additionally, Google's advertising data indicates that YouTube had 33.6 million users in Bangladesh as of January 2024, representing 19.3% of the total population and 43.4% of the total internet user base.

The choice of news consumption medium plays a crucial role in shaping users' exposure to content, engagement levels, and overall satisfaction with online news. Different mediums offer varying levels of accessibility and influence how users interact with news portals. For example, social media platforms provide quick and algorithm-driven access to news, while direct website visits and news apps offer a more structured news experience.

This study employs a 0-4 Likert scale to analyze online news portal usage mediums.



N=80

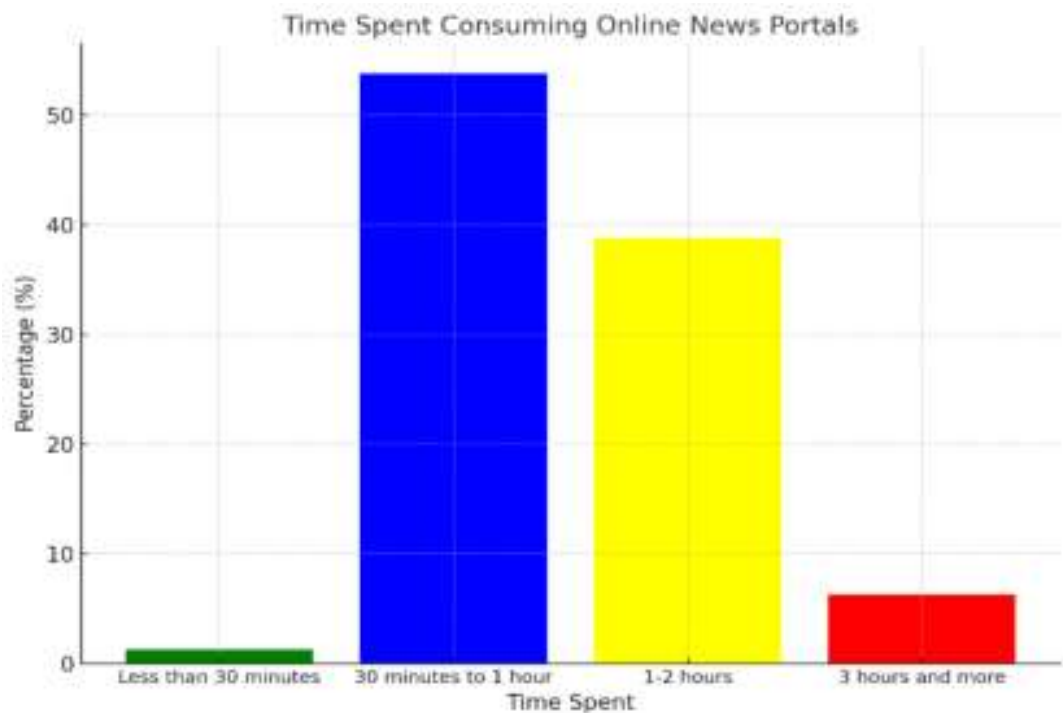
The bar chart illustrates the varying preferences for navigating online news portals, measured on a 0-4 Likert scale. Social media platforms like Facebook and YouTube are the most preferred medium, with a mean score of 3.975, indicating high user engagement and satisfaction. Direct usage of news portal websites follows with a moderate mean score of 1.9875, suggesting a significant but lesser preference than social media. Apps for news portals are the least favored, with a low mean score of 1.025, highlighting their relative underutilization for accessing news content. This distribution underscores the dominant role of social media in disseminating news, potentially due to its convenience and integrated social features that attract more users.

5.10. Users' satisfaction with the content of online news portals

The study delves into users' satisfaction with online news portal content, presenting a comprehensive analysis of how users interact with and evaluate the content offered by these platforms. As digital news becomes increasingly integral to daily life, understanding the nuances of user satisfaction is essential for improving

service delivery and content relevance. The investigation covers several key aspects: the time users spend on news portals, their overall satisfaction with the content, the perceived reliability of the information provided, reasons for discontinuing use due to dissatisfaction, and the prioritization of features deemed important by users.

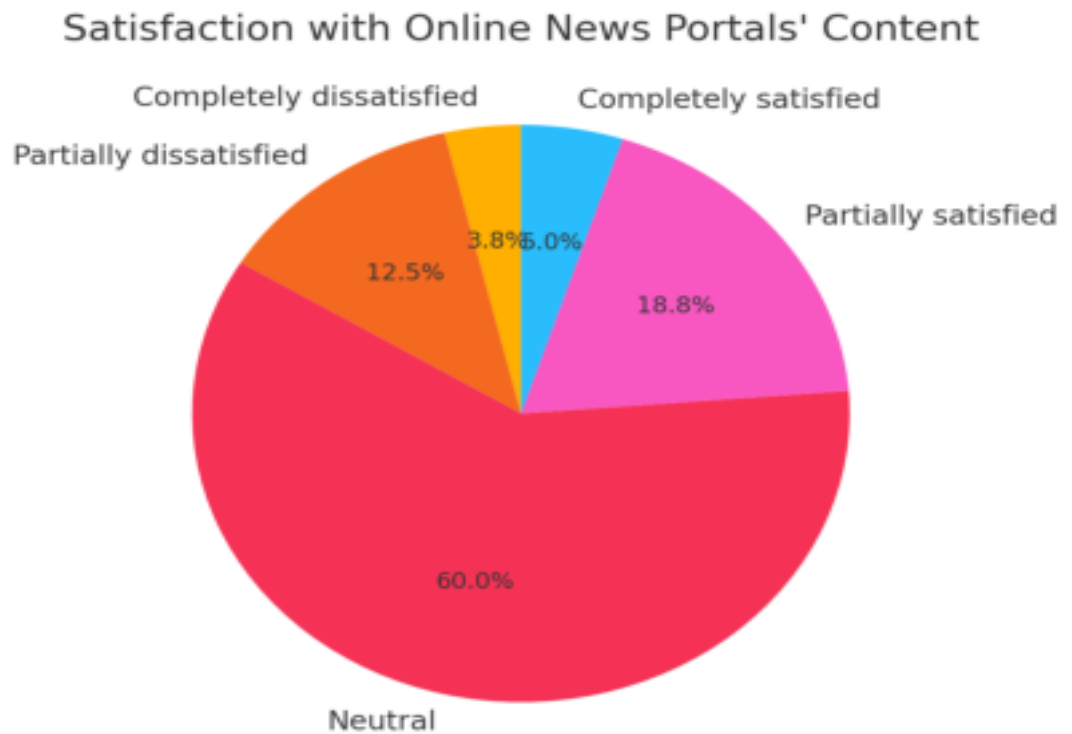
5.10.1. Spend time-consuming online news portals



N=80

The bar chart illustrates the time users spend daily consuming online news portals. The majority, 53.8%, spend between 30 minutes to one hour, indicating a moderate engagement with online news. A substantial 38.8% of users are more invested, spending 1 to 2 hours daily. Conversely, a much smaller segment, only 6.3%, dedicates three hours or more, suggesting a profoundly entrenched news consumption habit among these users. Remarkably, just 1.3% spend less than 30 minutes, highlighting that brief interactions with news portals are relatively uncommon.

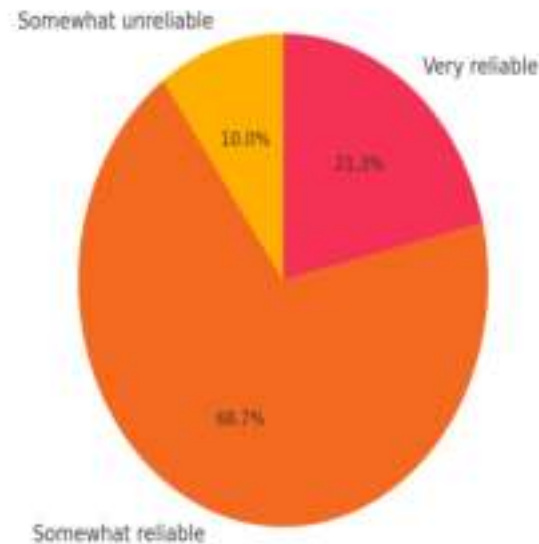
5.10.2. Satisfaction with online news portals' content



The pie chart illustrates the distribution of user satisfaction levels with content from online news portals. A significant majority, 60%, express a neutral stance, neither particularly satisfied nor dissatisfied. It suggests that while the content meets basic expectations, it fails to impress or disappoint strongly. A closer look at the satisfaction spectrum shows that 18.75% of users are partially satisfied, indicating some positive reception. However, it falls short of satisfaction, which is affirmed by only 5% of users feeling completely satisfied. On the dissatisfaction front, 12.5% are partially dissatisfied, and a smaller fraction, 3.75%, are entirely dissatisfied, reflecting some discontent with the content quality or relevance. These figures reveal predominant neutrality in user sentiment towards online news content, with extremes of satisfaction or dissatisfaction being relatively rare, highlighting an opportunity for improvement in content delivery and customization to meet user preferences and expectations better.

5.10.3. Reliability of information provided by online news portals

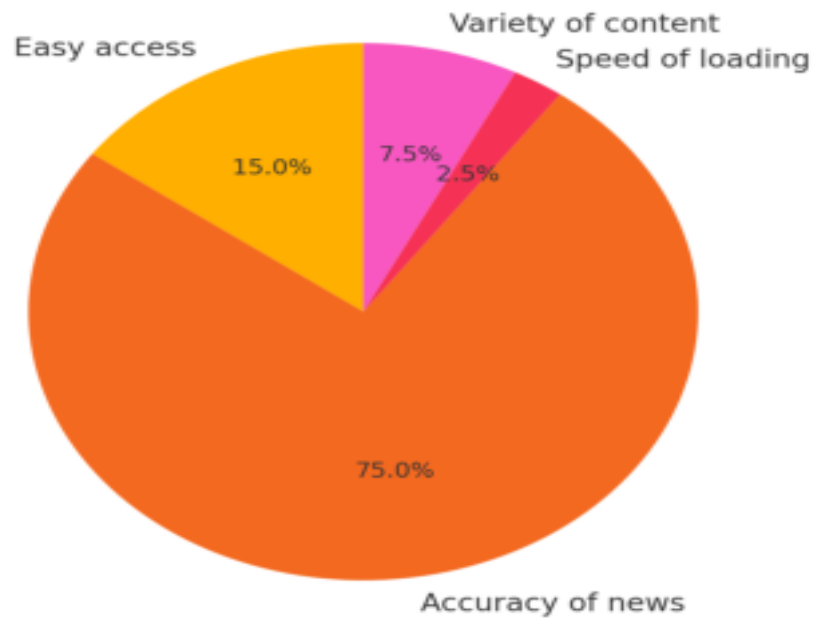
Percentage Distribution of Reliability of Information Provided by Online News Portals



The pie chart depicts user perceptions of the reliability of information provided by online news portals. It highlights that a substantial majority, 68.8%, rate the reliability as "somewhat reliable," suggesting that while users generally trust the information, there is room for improvement in ensuring higher confidence levels. A smaller yet significant segment, 21.3%, views these portals as "very reliable," indicating a strong trust and dependence on these sources for accurate news. Conversely, 10% of the users find the information "somewhat unreliable," reflecting a critical minority that questions the credibility of the content provided. This distribution underscores the overall moderate trust in online news portals, with a significant opportunity for news providers to enhance their content's perceived reliability and accuracy.

5.10.4. The most important feature of online news portals

Most Important Feature of Online News Portals



The pie chart delineates users' priorities regarding the different features of online news portals. A dominant 75% of users rank the accuracy of news as the most crucial attribute, underscoring the importance of trustworthiness and reliability in news reporting. Easy access to news content is the second most valued feature, appreciated by 15% of users, highlighting the significance of user-friendly interfaces and navigability. Various content is important to 7.5% of users, indicating a moderate preference for diverse news coverage. Lastly, the loading speed is deemed least important, with only 2.5% prioritizing it, suggesting that users are willing to compromise on loading times for higher quality and more accurate news content.

5.10.6. Regression Analysis: Factors that influence users' satisfaction with online news portals:

Summary of the linear regression models of Satisfaction with online news portals (beta coefficients)

Variable	B
Surveillance	0.056*(.028)
Diversion	0.006 (.017)
Personal Relationships	-0.001 (.025)
Personal Identity	-0.031 (.029)
Reliability of Information	0.623*** (.092)
Spend Time	-0.012 (.094)
Directly from the Website	0.070** (.035)
Social media	-0.349 (.289)
News Portal Apps	0.069 (.045)
Gender (Male)	0.044 (.084)
Education Qualification (Low-High)	-0.088*(.045)
Age (Low-High)	0.102**(.049)
Locality (Rural)	-0.092 (.109)
Household Income (Low-High)	0.063 (.086)

R square .697, Standard error in parentheses .3182, N=80

Dependent Variable: Satisfaction with online news portals

***p<0.01, **p<0.05 and *p<0.10 and (two-tailed tests)

Analyzing user satisfaction with online news portals identifies several critical factors influencing satisfaction levels. The reliability of the information provided by online news portals stands out as the most substantial predictor, with a robust positive beta coefficient of 0.623 and a highly significant p-value ($p < 0.001$), highlighting the paramount importance of accurate and trustworthy news content for user satisfaction. Direct access to news through websites also positively affects satisfaction (beta = 0.070, $p = 0.047$), indicating that user interfaces that facilitate straightforward news consumption enhance user experiences.

Demographic influences are evident, with age showing a positive correlation with satisfaction (beta = 0.102, $p = 0.039$), suggesting that younger users may derive more satisfaction from online news. In contrast, education has a slightly negative

correlation ($\beta = -0.088$, $p = 0.056$), pointing to potentially higher expectations or critical standards among more educated users.

Surveillance or information-seeking behavior is another significant factor, albeit with a minor effect ($\beta = 0.056$, $p = 0.051$). This indicates that users actively seeking information from news portals are slightly more satisfied because they fulfill their informational needs.

Chapter Six: Discussion and Conclusion

This chapter discusses the study's findings about the research questions, focusing on variations in user gratifications across different socio-demographic backgrounds and the factors influencing satisfaction with online news portals. The discussion explores how age, gender, education, income, profession, and locality influence news engagement, examining how users derive different forms of gratification—surveillance, diversion, personal relationships, and personal identity—through online news consumption.

Finally, the chapter concludes with recommendations for future research, highlighting areas that require further exploration to understand better the evolving landscape of online news consumption in Bangladesh.

6.1. Distinct User Gratifications Across Socio-Demographic Backgrounds

The findings of this study highlight significant variations in user gratifications across different socio-demographic backgrounds when using online news portals in Bangladesh. These differences are shaped by key factors such as age, gender, education, income, profession, and locality, influencing how individuals engage with digital news and derive satisfaction from it. The study underscores the critical role of socio-demographic characteristics in shaping user preferences, motivations, and overall news consumption behaviors, emphasizing the diverse ways individuals interact with online news platforms.

Age-based differences in online news consumption patterns are particularly evident. Younger users, particularly those from the Gen Z cohort, exhibit high levels of engagement with online news portals, using them extensively for information-seeking (surveillance) and entertainment (diversion). Their reliance on digital platforms to stay updated on current events and leisure activities reflects their familiarity with digital technologies and their preference for instant access to information. In contrast, older users engage less frequently with online news for diversion and social purposes, potentially due to differences in media consumption habits or lower digital literacy

levels. The study further reveals a statistically significant negative correlation between age and surveillance gratification (Pearson correlation = -0.267, $p = 0.017$), indicating that younger individuals are more engaged in information-seeking behaviors than older users. Specifically, Gen Z and Millennials actively use online news to stay informed, whereas older users, such as Baby Boomers, exhibit lower levels of engagement. These findings suggest that younger generations depend more on digital news sources, while older individuals may still rely on traditional media or engage less frequently with online platforms.

Gender-based differences in gratifications from online news consumption are also evident in the study. Males report higher levels of gratification across all categories than females, which may be attributed to broader social dynamics, such as differing levels of digital access, interest in news content, or engagement patterns. Statistical correlations further support gender disparities in media usage and gratification. A significant negative correlation is found between gender and personal relationship gratification ($r = -0.221$, $p = 0.049$), suggesting that females derive less satisfaction from online news in fostering social connections. Additionally, a stronger negative correlation exists between gender and personal identity gratification ($r = -0.288$, $p = 0.010$), indicating that women experience lower satisfaction with how online news supports their personal identity development compared to men. These findings suggest that content preferences, societal norms, and representation in media influence gender-based differences in news engagement and gratification levels, with men being more active consumers of news for surveillance and identity-related purposes.

The study also establishes a strong relationship between education level and user gratification from online news consumption. Users with higher educational qualifications report greater engagement and satisfaction across all gratification dimensions. Specifically, individuals with postgraduate education and above exhibit higher surveillance gratification (91%) than those with lower education levels (75%). Similar trends are observed in diversion, personal relationships, and personal identity gratifications, indicating that those with advanced education are more likely to use online news for information-seeking, social interactions, and personal development. A

significant positive correlation is observed between education level and surveillance gratification ($r = 0.270$, $p = 0.016$) and personal relationship gratification ($r = 0.247$, $p = 0.027$), reinforcing that higher education enhances users' critical engagement with digital news platforms. Conversely, individuals with lower education levels show lower engagement with online news, possibly due to differences in digital literacy, accessibility, or content relevance. These findings underscore the role of education in shaping digital news consumption patterns and suggest that news portals should adopt strategies to cater to varying levels of media literacy among users.

Household income also significantly influences online news consumption behavior. Higher-income individuals demonstrate greater engagement in surveillance, personal relationships, and personal identity gratifications. Those earning more than 142,000 BDT per month report higher surveillance gratification (93%) compared to lower-income users (65%), suggesting that financial status impacts access to and consumption of digital news. Similarly, personal relationship gratification is significantly higher among high-income users (78%) compared to low-income users (51%), highlighting the role of financial resources in shaping media engagement for social connectivity. A significant positive correlation exists between household income and surveillance gratification ($r = 0.315$, $p = 0.004$), confirming that higher-income individuals are more engaged in seeking information through online news portals.

Additionally, income positively correlates with personal relationship gratification ($r = 0.315$, $p = 0.004$) and personal identity gratification ($r = 0.245$, $p = 0.028$), indicating that wealthier individuals use online news more actively to network and reinforce their values and beliefs. These findings suggest that economic status influences access to digital news and the depth of engagement across different gratification dimensions. News portals targeting a broader audience should consider making digital news more accessible and relevant to lower-income groups to ensure inclusivity in media consumption across economic backgrounds.

Geographic disparities in online news engagement are also apparent. The study finds that rural users rely more on online news for surveillance gratification than urban users, likely due to limited access to traditional media sources such as television and newspapers. A significant difference is observed, with 97% of rural users reporting high

surveillance gratification compared to 72% of urban users. It suggests that digital news portals serve as a critical source of information for rural populations who may have fewer alternatives for staying informed. However, in terms of diversion gratification, both urban (50%) and rural users (52%) report similar levels of engagement, indicating that locality does not heavily influence news consumption for entertainment purposes. Similarly, personal relationship gratification levels remain relatively consistent between urban (62%) and rural (63%) users, suggesting that online news is vital for social connectivity across geographic locations. A strong positive correlation between locality and surveillance gratification ($r = 0.505$, $p < 0.001$) further supports the idea that rural users are more engaged in information-seeking behaviors than their urban counterparts.

Overall, the findings of this study confirm that a range of socio-demographic factors shapes user gratification from online news portals. Younger users, males, individuals with higher education levels, and high-income earners tend to engage more actively with online news platforms for information-seeking, entertainment, social interactions, and identity reinforcement. Meanwhile, rural users exhibit higher surveillance gratification due to their reliance on digital platforms for news access.

6.2. Factors that influence users' satisfaction with online news portal

The regression analysis identifies several critical factors influencing user satisfaction with online news portals. The most significant predictor is the reliability of information, which has a strong positive effect. This finding highlights that trust in the accuracy and credibility of news is paramount in determining overall user satisfaction. Users are more likely to be satisfied when they perceive news content as reliable and factual.

Demographic factors also play a role in shaping satisfaction levels. Age is positively associated with satisfaction, suggesting that older users report higher satisfaction with online news. In contrast, education level negatively correlates with satisfaction ($B = -0.088$, $p < 0.10$), indicating that individuals with higher education may

have more critical expectations of news content, leading to comparatively lower satisfaction.

Regarding news consumption behavior, accessing news portals significantly affects user satisfaction. Users who navigate online news directly through official websites exhibit greater satisfaction. This suggests a structured and official news browsing experience positively influences user perception. Conversely, accessing news through social media hurts satisfaction, possibly due to concerns over misinformation, bias, or overwhelming content feeds.

Among the gratification factors, surveillance (information-seeking behavior) has a weak yet positive impact on satisfaction. This suggests that users actively seeking news updates are slightly more satisfied due to their engagement in news consumption. However, diversion, personal relationships, and personal identity gratifications do not significantly influence satisfaction, implying that users primarily evaluate news portals based on informational utility rather than entertainment or personal connection.

6.3. Conclusion

This study explores the factors influencing user gratification and satisfaction with online news portals in Bangladesh, highlighting the role of socio-demographic characteristics, user engagement patterns, and content accessibility. The findings confirm that user gratifications—surveillance, diversion, personal relationships, and personal identity—vary significantly based on age, gender, education level, income, profession, and locality. Factors such as news category preferences, navigation mediums, and content reliability are crucial in shaping user satisfaction.

The study reveals that younger users, mainly Gen Z and Millennials, exhibit the highest levels of surveillance gratification, indicating a strong preference for staying updated through online news. In contrast, older users show comparatively lower engagement, suggesting generational differences in news consumption habits. Gender-based differences are also evident, with males reporting higher satisfaction levels across all gratification dimensions, particularly in surveillance and personal

identity. This suggests that online news more effectively fulfills men's informational and identity-related needs than women's.

Educational qualification significantly influences online news engagement. Highly educated individuals report greater satisfaction across all gratification types, particularly in surveillance (91%) and personal relationship gratification (69%). This indicates that higher education enhances critical news engagement and fosters more significant interest in news for information-seeking and social discussions. Similarly, higher-income individuals report greater news engagement, particularly in surveillance (93%) and personal relationship gratification (78%), suggesting that financial stability enables better digital access and frequent news consumption.

The study also identifies user news category preferences, with the latest news, political news, national affairs, and international news receiving the highest engagement. In contrast, entertainment and lifestyle news are consumed less frequently. Regarding news navigation mediums, social media (Facebook, YouTube) is the most preferred platform for accessing news, followed by direct website access and news apps. This highlights the increasing dominance of social media in digital news consumption.

Regression analysis identifies the reliability of information as the strongest predictor of user satisfaction, emphasizing that users prioritize credible and fact-based reporting. Additionally, direct website access significantly enhances satisfaction, while reliance on social media for news negatively impacts user trust and satisfaction. Other factors such as age, education, and surveillance gratification influence satisfaction, highlighting that users prefer structured and informative news experiences.

6.4. Recommendations for Future Research

While this study provides valuable insights into online news consumption in Bangladesh, several areas require further exploration to gain a more comprehensive understanding of digital news engagement patterns.

First, future research should expand the sample size and geographic coverage to include a broader representation of urban and rural users. This would provide a more inclusive perspective on how different socio-economic and cultural factors shape news consumption habits. A comparative study between traditional media (TV, newspapers) and online news portals could offer insights into shifting user preferences and media trust dynamics.

Second, given the strong influence of news reliability on user satisfaction, future studies should explore the impact of misinformation, fake news, and fact-checking mechanisms on news consumption behaviors. With the increasing role of social media as a primary news source, it is crucial to understand how algorithm-driven content and digital echo chambers influence user trust and engagement.

A longitudinal study tracking news consumption trends over time could provide deeper insights into how external factors, such as political changes, technological advancements, and global crises, affect user engagement with digital news. Additionally, investigating the impact of AI-driven news personalization on selective exposure and audience segmentation would be beneficial in understanding how media algorithms shape public discourse.

Future research should also focus on gender-specific news consumption patterns to identify the underlying causes of lower gratification levels among women. Understanding these differences could help news organizations develop more inclusive and diverse content strategies to cater to female audiences effectively.

Lastly, psychological and behavioral aspects of news consumption should be explored to examine how news engagement affects civic participation, emotional responses, and public opinion formation. A multidisciplinary approach combining media studies, psychology, and digital communication research would provide a more holistic perspective on how online news portals influence society.

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Annexure 1: Approval of Research Protocol



NORTH SOUTH UNIVERSITY

Institutional Review Board/ Ethics Review Committee
(IRB/ERC)

ADM 625, Plot: 15, Block: B,
Dhaka-1229,
Bangladesh.

PHONE: +88-02-55668200, Fax: 6465

Memorandum

2024/OR-NSU/IRB/1012

Date: 27 October 2024

To: A.H.M. Yeasin
Student
Department of SIPG

Dr. Md. Akram Hossain [Supervisor]
Assistant Professor
Department of SIPG

From: Dr. Dipak Kumar Mitra
Chairman
NSU Institutional Review Board/ Ethics Review Committee

Subject: Approval of Research Protocol #2024/OR-NSU/IRB/1012


27 OCT 2024
Chairman
NSU Institutional Review Board/
Ethics Review Committee (IRB/ERC)

Dear A.H.M. Yeasin,

Thank you for your application requesting for approval of your research protocol #2024/OR-NSU/IRB/1012, titled "Uses of Online News Portals in Bangladesh: Does the Socio-demographic Background Matter?". I am glad to inform you that the committee has approved your research protocol. You will be required to observe the following terms and conditions in implementing the research protocol:

1. As principal investigator, the ultimate responsibility for scientific and ethical conduct including the protection of the rights and welfare of study participants vest upon you. You shall also be responsible for ensuring competence, integrity, and ethical conduct of other investigators and staff directly involved in the research protocol.
2. You shall conduct the activity in accordance with the IRB-approved protocol and shall fully comply with any subsequent determinations by IRB.
3. You shall obtain prior approval from the IRB for any modification in the approved research protocol and/or approved consent form(s), except in case of emergency to safeguard/eliminate apparent immediate hazards to study participants. Such changes must immediately be reported to the IRB Chairman.
4. You shall recruit/enroll participants for the study strictly adhering to the criteria mentioned in the approved research protocol.
5. You shall obtain legally effective informed consent (i.e. consent should be free from coercion or undue influence) from the selected study participants or their legally responsible representative, as approved in the protocol, using the approved consent forms prior to their enrollment in the study. Before obtaining consent, all prospective study participants must be adequately informed about the purpose(s) of the study, its methods and procedures, and also what would be done if they agree and



also if they do not agree to participate in the study. They must be informed that their participation in the study is voluntary and that they can withdraw their participation any time without prejudice. Used consent form should be preserved for a period of at least three years following official termination of the study.

6. You shall promptly report the occurrence of any Adverse Event or Serious Adverse Event or unanticipated problems of potential risk to the study participants or others to the ERC in writing within 24 hours of such occurrences.
7. Any significant new findings, developing during the course of this study that might affect the risks and benefits and thus influence either participation in the study or continuation of participation should be reported in writing to the participants and the IRB.
8. Data and/or samples should be collected, as specified in the IRB-approved protocol, and confidentiality must be maintained. Data/samples must be protected by reasonable security, safeguarding against risks as their loss or unauthorized access, destruction, used by others, and modification or disclosure of data. Data/samples should not be disclosed, made available to or use for purposes other than those specified in the protocol, and shall be preserved for a period, as specified under NSU policy/practices.
9. You shall promptly and fully comply with the decision of IRB to suspend or withdraw its approval for the research protocol.
10. You shall report progress of research to the IRB on annual basis.

I wish you success in running the above-mentioned study.

cc: 1. Recording Secretary, NSU IRB/ERC

Annexure 2: Survey Questionnaire

South Asian Institute of Policy and Governance (SIPG)

North South University

Dhaka, Bangladesh

Research Title: Uses of Online News Portals in Bangladesh: Does the Socio-demographic Background Matter?

This questionnaire is a part of the research paper entitled 'Uses of Online News Portals in Bangladesh: Does the Socio-demographic Background Matter?' of my Master's course in Public Policy and Governance (MPPG) at North South University, Bangladesh. The research aims to examine socio-demographic factors' role in shaping the usage patterns and gratifications derived from online news portals in Bangladesh. In this regard, your authentic and practical response is significantly expected. However, your shared information will only be used for academic purposes, keeping your identity confidential. Please note that this questionnaire will typically take around 8-10 minutes. Thank you in advance for your kind consideration.

Survey Questionnaire

Section 1: Socio-demographic Information

1. Age (Year of Birth):
2. Gender:
 1. Male
 2. Female
 3. Other
3. Education Level:
 1. No formal education
 2. Primary education (1-5)
 3. Secondary education (6-10)
 4. Higher Secondary education (11-12)

5. Bachelor's degree
 6. Master's degree or higher
4. If your answer to question no. 3 falls between options 3-6, please include your Study Background.
1. Arts
 2. Commerce
 3. Science
 4. Discipline/subject.....
5. Occupation:
1. Student
 2. Government employee
 3. Private sector employee
 4. Business
 5. Journalist
 6. Self-employed
 7. Homemaker
 8. Unemployed
 9. Other (please specify): _____
6. Please, specify the household's monthly income (in BDT):
7. Location:
1. Urban (Dhaka South City Corporation)
 2. Urban (Noakhali Pourashova)
 3. Rural (Nowabganj Upazila)
 4. Rural (Hatiya Upazila)

Section 2: Online News Portal Usage

8. Through following media how often you access online news portals?		Never	Rarely	A few times a month	A few times a week	Daily
a	Directly from the news portal website	0	1	2	3	4
b	Social media (e.g Facebook, Youtube)	0	1	2	3	4
c	News Portal Apps	0	1	2	3	4

9. Do you have the following devices? (Multiple answers can be selected)

1. Smartphone
2. Computer/Laptop
3. Tablet

10. What kind of internet do you use? (Multiple answers can be selected)

1. Wifi at home
2. Wifi at office
3. Mobile internet

11. How frequently do you read the following news categories through online news portal?		Never	Rarely	A few times a month	A few times a week	Daily
a	Latest News	0	1	2	3	4
b	National news	0	1	2	3	4
c	International/world news	0	1	2	3	4
d	Local news	0	1	2	3	4
e	Political news	0	1	2	3	4
f	Crime news	0	1	2	3	4
g	Sport news	0	1	2	3	4
h	Business and Finance news	0	1	2	3	4
i	Entertainment and lifestyle news	0	1	2	3	4
j	Editorial/Opinion	0	1	2	3	4

Section 3: Satisfaction and Gratification

Which of the following gratification is sought from the online news portal?

Gratification		Not at all										A lot									
12	Surveillance																				
	(a) Searching for information about current affairs	0	1	2	3	4	5	6	7	8	9	10									
	(b) Learning	0	1	2	3	4	5	6	7	8	9	10									
	(c) Satisfying curiosity and general interest	0	1	2	3	4	5	6	7	8	9	10									
	(d) Seeking advice, opinions and decisions	0	1	2	3	4	5	6	7	8	9	10									
13	Diversion																				
	(a) Enjoying aesthetic and cultural pleasure	0	1	2	3	4	5	6	7	8	9	10									
	(b) Relaxing through enjoyable content	0	1	2	3	4	5	6	7	8	9	10									
	(c) Escaping from daily pressures, routines, or boredom.	0	1	2	3	4	5	6	7	8	9	10									
	(d) Time Passing	0	1	2	3	4	5	6	7	8	9	10									
	(e) Stay out of trouble	0	1	2	3	4	5	6	7	8	9	10									
	(f) Emotional release.	0	1	2	3	4	5	6	7	8	9	10									
14	Personal relationships																				
	(a) Connecting with family, friends, and society	0	1	2	3	4	5	6	7	8	9	10									
	(b) Understanding social roles and norms	0	1	2	3	4	5	6	7	8	9	10									
	(c) Creating conversation topics for social interaction.	0	1	2	3	4	5	6	7	8	9	10									
15	Personal identity																				
	(a) Reinforcement of personal values	0	1	2	3	4	5	6	7	8	9	10									
	(b) Finding models of behavior	0	1	2	3	4	5	6	7	8	9	10									
	(c) Recognizing and validating personal beliefs and values	0	1	2	3	4	5	6	7	8	9	10									
	(d) Identifying the values of others	0	1	2	3	4	5	6	7	8	9	10									
	(e) Knowing myself	0	1	2	3	4	5	6	7	8	9	10									

16. How satisfied are you with the content provided by the online news portals you use?

1. Very dissatisfied
2. Dissatisfied
3. Satisfied
4. Very satisfied

17. How reliable do you find the information provided by online news portals?

1. Not at all
2. Somewhat unreliable
3. Somewhat reliable
4. Very reliable

18. Have you ever stopped using a particular online news portal due to dissatisfaction?

1. No
2. Yes

19. What feature of an online news portal is most important to you?

1. Easy access
2. Accuracy of news
3. Speed of loading
4. Variety of content
5. Other (please specify): _____

Section 4: Internet Accessibility and use of online news portals

20. Do you face any barriers to accessing online news portals?	No barriers very strong barriers										
(a) Poor internet connection	0	1	2	3	4	5	6	7	8	9	10
(b) Lack of devices	0	1	2	3	4	5	6	7	8	9	10
(c) Lack of digital skills	0	1	2	3	4	5	6	7	8	9	10

21. On average, how much time do you spend consuming online news daily?

1. Less than 30 minutes
2. 30 minutes to 1 hour
3. 1-2 hours
4. 3 hours and more

Thank you for your participation!

Regards,

A.H.M. Yeasin
MPPG Program
SIPG, NSU

Annexure 3: Survey Questionnaire (Bangla version)

সাউথ এশিয়ান ইনিস্টিটিউট অব পলিসি এন্ড গভর্নেন্স (এসআইপিজি)

নর্থ সাউথ বিশ্ববিদ্যালয়

ঢাকা, বাংলাদেশ।

গবেষণার শিরোনাম: 'বাংলাদেশে অনলাইন নিউজ পোর্টালের ব্যবহার: সামাজিক-জনসংখ্যাগত পটভূমি কি গুরুত্বপূর্ণ?'

এই প্রশ্নপত্রটি নর্থ সাউথ বিশ্ববিদ্যালয়, ঢাকা, বাংলাদেশ এর পাবলিক পলিসি অ্যান্ড গভর্নেন্স (এমপিপিজি) বিষয়ে আমার মাস্টার্স কোর্সের 'বাংলাদেশে অনলাইন নিউজ পোর্টালের ব্যবহার: সামাজিক-জনসংখ্যাগত পটভূমি কি গুরুত্বপূর্ণ?' শীর্ষক গবেষণাপত্রের একটি অংশ। গবেষণার উদ্দেশ্য হল বাংলাদেশের অনলাইন নিউজ পোর্টালগুলির ব্যবহার এবং তুষ্টি গঠনে সামাজিক-জনসংখ্যাগত কারণগুলির ভূমিকা পরীক্ষা করা। এ ব্যাপারে আপনার নির্ভুল ও বাস্তবসম্মত প্রতিক্রিয়া প্রত্যাশা করছি। তবে আমি নিশ্চিত করছি যে, আপনার থেকে প্রাপ্ত তথ্য আপনার পরিচয় গোপন রেখে শুধু একাডেমিক উদ্দেশ্যে ব্যবহার করা হবে। এই প্রশ্নাবলীর উত্তর দিতে আপনার ৮ থেকে ১০ মিনিট সময় লাগতে পারে। আপনার সদয় বিবেচনার জন্য আপনাকে অগ্রিম ধন্যবাদ।

সমীক্ষা প্রশ্নাবলী

সেকশন-১: সামাজিক-জনসংখ্যা সংক্রান্ত তথ্য

১. বয়স (জন্মসাল) :

২. লিঙ্গ:

১. পুরুষ

২. নারী

৩. অন্যান্য

৩. শিক্ষাগত যোগ্যতা:

১. কোন আনুষ্ঠানিক শিক্ষা নেই

২. প্রাথমিক স্তর (১-৫)

৩. মাধ্যমিক স্তর (৬-১০)

৪. উচ্চ মাধ্যমিক স্তর (১১-১২)

৫. স্নাতক ডিগ্রি

৬. স্নাতকোত্তর ডিগ্রী বা উচ্চতর

৪. যদি ৩নং প্রশ্নের উত্তর বিকল্প ৩ থেকে ৬ এর মধ্যে পড়ে, অনুগ্রহ করে আপনার অধ্যয়নের বিভাগ/অনুষদ/বিষয় উল্লেখ করুন।

১. মানবিক

২. বাণিজ্য

৩. বিজ্ঞান

৪. অনুষদ/বিষয়.....

৫. পেশা:

১. শিক্ষার্থী

২. সরকারী চাকুরীজীবী

৩. সেরকারি চাকুরীজীবী

৪. শিক্ষক

৫. সাংবাদিক

৫. ব্যবসায়ী

৬. আত্ম-কর্মসংস্থান

৭. গৃহিণী

৮. বেকার

৯. অন্যান্য (অনুগ্রহ করে উল্লেখ করুন): _____

৬. অনুগ্রহ করে, পরিবারের মাসিক আয় উল্লেখ করুন (টাকায়):

৭. ভৌগলিক অবস্থান:

১. শহর (ঢাকা দক্ষিণ সিটি কর্পোরেশন)

২. শহর (নোয়াখালী পৌরসভা)

৩. গ্রাম (নবারগঞ্জ উপজেলা)

৪. গ্রাম (হাতিয়া উপজেলা)

সেকশন-২: অনলাইন নিউজ পোর্টাল ব্যবহার

৮. নিম্ন লিখিত মাধ্যমে আপনি কত ঘন ঘন অনলাইন নিউজ পোর্টালে প্রবেশ করেন?		কখনোই না	কদাচিৎ	মাসে কয়েকবার	সপ্তাহে কয়েকবার	প্রতিদিন
ক	সরাসরি নিউজ পোর্টাল ওয়েবসাইট থেকে	০	১	২	৩	৪
খ	সামাজিক যোগাযোগ মাধ্যম (যেমন ফেসবুক, ইউটিউব) থেকে	০	১	২	৩	৪
গ	নিউজ পোর্টালের অ্যাপস থেকে	০	১	২	৩	৪

৯. আপনার কি নিম্নলিখিত ডিভাইস/ডিভাইসগুলো আছে? (একাধিক উত্তর নির্বাচন করা যেতে পারে)

১. স্মার্টফোন
২. কম্পিউটার/ল্যাপটপ
৩. ট্যাবলেট

১০. আপনি কি ধরনের ইন্টারনেট ব্যবহার করেন? (একাধিক উত্তর নির্বাচন করা যেতে পারে)

১. বাসার ওয়াইফাই
২. অফিসের ওয়াইফাই
৩. মোবাইল ইন্টারনেট

১১. অনলাইন নিউজ পোর্টালের মাধ্যমে আপনি কত ঘন ঘন নিম্নলিখিত সংবাদ বিভাগগুলি পড়েন?	কখনোই না	কদাচিৎ	মাসে কয়েকবার	সপ্তাহে কয়েকবার	প্রতিদিন
ক সর্বশেষ সংবাদ	০	১	২	৩	৪
খ জাতীয় সংবাদ	০	১	২	৩	৪
গ আন্তর্জাতিক/বিশ্ব সংবাদ	০	১	২	৩	৪
ঘ স্থানীয় সংবাদ	০	১	২	৩	৪
ঙ রাজনৈতিক সংবাদ	০	১	২	৩	৪
চ অপরাধ সংবাদ	০	১	২	৩	৪
ছ খেলাধুলার সংবাদ	০	১	২	৩	৪
জ শিল্প, বাণিজ্য ও অর্থনীতির সংবাদ	০	১	২	৩	৪
ঝ বিনোদন, লাইফস্টাইল ও চাকুরির সংবাদ	০	১	২	৩	৪
ঞ সম্পাদকীয়/মতামত/সংবাদ বিশ্লেষণ	০	১	২	৩	৪

সেকশন-৩: সন্তুষ্টি এবং তুষ্টি

নিচের কোন তুষ্টি/তুষ্টিগুলো অনলাইন নিউজ পোর্টাল থেকে চাওয়া হয়?

তুষ্টিসমূহ		মোট ও না অনেক										
১২.	পর্যবেক্ষণ	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ক) সমসাময়িক বিষয়ে তথ্য অনুসন্ধান	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(খ) শিক্ষণ	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(গ) কৌতূহল ও সাধারণ আগ্রহ পূরণ	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ঘ) পরামর্শ, মতামত ও সিদ্ধান্ত অনুসন্ধান	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
১৩.	চিত্ত বিনোদন	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ক) সাংস্কৃতিক ও নান্দনিক আনন্দ উপভোগ	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(খ) আনন্দদায়ক আধয়ের মাধ্যমে স্বস্তি	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(গ) প্রতিদিনের চাপ, রুটিন বা একঘেয়েমি থেকে দূরে থাকা	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ঘ) সময় কাটানো	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ঙ) সমস্যা থেকে দূরে থাকা	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(চ) আবেগীয় মুক্তি	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০

১৪.	ব্যক্তিগত সম্পর্ক	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ক) পরিবার, বন্ধু ও সমাজের সঙ্গে যুক্ত হওয়া	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(খ) সামাজিক দায়িত্ব ও নিয়ম-নীতি অনুধাবন	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(গ) সামাজিক মিথস্ক্রিয়ার জন্য বিষয় তৈরি	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
১৫.	ব্যক্তিগত পরিচিতি	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ক) ব্যক্তিগত মূল্যবোধ দৃঢ়ীকরণ	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(খ) আচরণের আদর্শ অনুসন্ধান	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(গ) ব্যক্তিগত বিশ্বাস ও মূল্যবোধকে স্বীকৃতি এবং যাচাই	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ঘ) অন্যের মূল্যবোধ চিহ্নিতকরণ	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
	(ঙ) নিজেকে জানা	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০

১৬. আপনি যে অনলাইন নিউজ পোর্টালগুলি ব্যবহার করেন সেগুলোর ওপর আপনি কতটা সন্তুষ্ট?

১. খুবই অসন্তুষ্ট
২. অসন্তুষ্ট
৩. সন্তুষ্ট
৪. খুবই সন্তুষ্ট

১৭. অনলাইন নিউজ পোর্টালের দেওয়া তথ্য আপনি কতটা নির্ভরযোগ্য বলে মনে করেন?

১. মোটেও নির্ভরযোগ্য না
২. কিছুটা অনির্ভরযোগ্য
৩. কিছুটা নির্ভরযোগ্য
৪. নির্ভরযোগ্য

১৮. অসন্তুষ্টির কারণে আপনি কি কখনও একটি নির্দিষ্ট অনলাইন নিউজ পোর্টাল ব্যবহার করা বন্ধ করেছেন?

১. না
২. হ্যাঁ

১৯. একটি অনলাইন নিউজ পোর্টালের কোন বৈশিষ্ট্যটি আপনার কাছে সবচেয়ে গুরুত্বপূর্ণ?

১. সহজে প্রবেশযোগ্য
২. সংবাদের যথার্থতা
৩. দ্রুত লোডিং
৪. বিষয়বস্তুর ভিন্নতা
৫. অন্যান্য (দয়া করে উল্লেখ করুন):.....

সেকশন-৪: ইন্টারনেট প্রবেশেধিকার এবং অনলাইন নিউজ পোর্টালের ব্যবহার

২০. আপনি কি অনলাইন নিউজ পোর্টালে প্রবেশ করতে কোন বাধার সম্মুখীন হন?		কোন বাধা নেই খুব শক্তিশালী বাধা										
ক.	দুর্বল ইন্টারনেট সংযোগ	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
খ.	ডিভাইসের অপরিপূর্ণতা	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০
গ.	ডিজিটাল দক্ষতার অভাব	০	১	২	৩	৪	৫	৬	৭	৮	৯	১০

২১. প্রতিদিন আপনি গড়ে কতটা সময় অনলাইন নিউজ পোর্টাল ব্যবহার করেন?

১. ৩০ মিনিটের কম
২. ৩০ মিনিট থেকে ১ ঘণ্টা
৩. ১ থেকে ২ ঘণ্টা
৪. ৩ ঘণ্টা ও ততোধিক

আপনার অংশগ্রহণের জন্য আপনাকে ধন্যবাদ!
শুভেচ্ছান্তে,
এ.এইচ.এম. ইয়াসিন
এমপিপিজি প্রোগ্রাম, এসআইপিজি, এনএসইউ

Annexure 4: Registered online news portals in Bangladesh

নিবন্ধিত অনলাইন মিডিয়ার তালিকা

ক্যাটাগরি: অনলাইন নিউজ পোর্টাল

ক্রঃ নং	ওয়েব/ ইউ আর এল
1.	www.sangbadprotidin24.com
2.	www.jagonews24.com
3.	www.ournewsbd.com
4.	www.somoyerchitra.com
5.	www.newsjournal24.com
6.	www.hotnews24.com
7.	www.jugobarta.com
8.	www.thereport24.com
9.	www.bangladesh24online.com
10.	www.dhakadiplomat.com
11.	www.themailbd.com
12.	www.bbarta24.net
13.	www.nirapadnews24.com
14.	www.currentnews.com.bd
15.	www.timebanglanews.com
16.	www.greenwatchbd.com
17.	www.unitednews24.com
18.	www.zoombangla.com
19.	www.bartabazar.com
20.	www.ep-bd.com
21.	www.womeneye24.com
22.	www.bdlive24.com
23.	www.abnews24bd.com
24.	www.ournews24.com
25.	www.banglatribune.com
26.	www.u71news.com
27.	www.cnewsvoice.com
28.	www.risingbd.com
29.	www.latestbdnews.com
30.	www.sharenews24.com
31.	www.lalsobuzerkotha.com
32.	www.bd24live.com
33.	www.anandapatra.bangla
34.	www.banglainsider.com
35.	www.vnewsbd.com
36.	www.muktinew24.com

37.	www.sukhabor.com
38.	www.redtimes.com.bd
39.	www.newsbangla24.com
40.	www.newsgardenbd.com
41.	www.joynewsbd.com
42.	www.banglanews24.com
43.	www.bdsomachar24.com
44.	www.mpnewes.com.bd
45.	www.sarabangla.net
46.	www.dhakajournal.com
47.	www.bdnews24.com
48.	www.amarhealth.com
49.	www.bangladeshglobal.com
50.	www.daily-bangladesh.com
51.	www.pankourinews.com
52.	www.bangla52news.com
53.	www.thedailycampus.com
54.	www.banglarkhabar24.com
55.	www.newsflash24bd.com
56.	www.ekusheysangbad.com
57.	www.bhawalnews24.com
58.	www.dailylokaloy.com
59.	www.haorbarta24.com
60.	www.chattogramnews.com
61.	www.enibd.net
62.	www.bangladeshbulletin.com
63.	www.somoyerkonthosor.com
64.	www.ekhushypatrika.com
65.	www.news24bd.net
66.	www.e-barta247.com
67.	www.energybangla.com
68.	www.dhakanews24.com
69.	www.eyenews.news
70.	www.abnews24.com
71.	www.sobuzbangladesh.com
72.	www.uttaranbarta.com
73.	www.news2narayanganj.com
74.	www.asianmail24.com
75.	www.newturn24.com
76.	www.newsg24.com
77.	www.corporatesangbad.com
78.	www.pollinews.com
79.	www.protidinerchitrobd.com

80.	www.torrongoonews.com
81.	www.ajkersylhet.com
82.	www.shamolbangla24.com
83.	www.lawyersclubbangladesh.com
84.	www.techshohor.com
85.	www.businesshour24.com
86.	www.abcharta.com
87.	www.dhakareport24.com
88.	www.report71.com
89.	www.diamondnews24.com
90.	www.dhakatoday.com
91.	www.bangladhara.com
92.	www.sylhetprotidin24.com
93.	www.sharebusiness24.com
94.	www.jatvbd.com
95.	www.boishakhinews24.net
96.	www.matopath.com
97.	www.dailymagura.com
98.	www.alipur.com
99.	www.digitalkhobor.com
100.	www.bnnews24.com
101.	www.bdmorning.com
102.	www.maguraprotidin.com
103.	www.barta71.com
104.	www.barta24.com
105.	www.dainikajkerbangla.net
106.	www.hbnews24.com
107.	www.sheershasangbad.com
108.	www.dailychakori.com
109.	www.bahumatrik.com
110.	www.banglahour.com
111.	www.deshshamachar.com
112.	www.starsangbad.com
113.	www.worldglobal24.com
114.	www.politicsnews24.com
115.	www.sylhetview24.com
116.	www.saradin.news
117.	www.newsnowbangla.com
118.	www.artnews.com.bd
119.	www.parbattanews.com
120.	www.dhakaprokash24.com
121.	www.dhakapost.com
122.	www.voiceoftiger.com

123.	www.evoice24.com
124.	www.padmatimes24.com
125.	www.kingsnews24.com
126.	www.sonalnews.com
127.	www.newsnow24.com
128.	www.orthosongbad.com
129.	www.chattogram24.news
130.	www.globalnews.com.bd
131.	www.businessnews24bd.com
132.	www.spn-bd.com
133.	www.campustimes.press
134.	www.biniyoubarta.com
135.	www.nnb.com.bd
136.	www.parishadbarta.com
137.	www.newszonebd.com
138.	www.sharebazarnews.com
139.	www.durbin.news
140.	www.bdtimesnews.com
141.	www.greenbanglaonline24.com
142.	www.mtnnews24.com
143.	www.deshnewsbd.com
144.	www.visionnews24.com
145.	www.banglagazette.net
146.	www.lawnews24.com
147.	www.odhikarpatri.com
148.	www.gurukulive.com
149.	www.shamolynews24.com
150.	www.bengalnews24.com
151.	www.padmanews.com.bd
152.	www.dhakawatch24.com
153.	www.dainiksyhet.com
154.	www.deshreview.com
155.	www.slogannews.com
156.	www.inbnews24.com
157.	www.sarakhon.com
158.	www.lastnewsbd.com
159.	www.priyobangladesh.com
160.	www.sunbd24.com
161.	www.doinikbarta.com
162.	www.bdsomoy24.com
163.	www.barishalnews.com
164.	www.shadhinbanglanews.com
165.	www.buriganganews.com

166.	www.healthbd24.com
167.	www.hellobangla.news
168.	www.dailysylhetmedia.com
169.	www.ajkerarban.com
170.	www.thereport.live
171.	www.peoplesnews24.com
172.	www.dailyvorerpata.com
173.	www.arthosuchak.com
174.	www.bartomankhobor.com
175.	www.thenewse.com
176.	www.banglarjanapad.com
177.	www.somoyerkotha24.com
178.	www.aparadhchokh24.com
179.	www.oporazoya24.com
180.	www.shubhoprotidin.com
181.	www.newsnextbd.com
182.	www.deshsangbad.com
183.	www.therisingcampus.com
184.	www.satyakantho.com
185.	www.nantvbd.com
186.	www.banglarjanata.com
187.	www.chatganews.com
188.	www.nnn.media
189.	www.abcnationalnews24.com
190.	www.notunkotha.news
191.	www.dailykhabor24.com
192.	www.tajakhabor.com
193.	www.banglarchithi.com
194.	www.thepeoplesnews24.com
195.	www.desherkhobor.net
196.	www.rajneete.com
197.	www.naradbarta.com
198.	www.dainikeidin.com
199.	www.bangladeshtimes.com
200.	www.mkprotidin.com
201.	www.magicbanglatv.com
202.	www.simecnews.com
203.	www.shadhinalo.com
204.	www.ctgnews.com


 মোঃ আরিফুর রহমান
 নির্বাহী ইকসিকিউটিভ অফিসার (প্রশাসনিক)
 স্বাস্থ্য পরিষদ
 বাংলাদেশ পরিবারস্বাস্থ্য, জনকল্যাণ
 অধিদপ্তর, ঢাকা

নিবন্ধিত অনলাইন মিডিয়ার তালিকা

ক্যাটাগরি: দৈনিক পত্রিকার অনলাইন পোর্টাল (আঞ্চলিক)

ক্র. নং	ওয়েব/ ইউ আর এল
1.	www.ajkerbarta.com
2.	www.edainikazadi.net
3.	www.dainikpurbatara.com
4.	www.thedailyshangu.com
5.	www.jaintabarta24.com
6.	www.kazirbazar.com
7.	www.purbanchal.com
8.	www.prabartan.com
9.	www.dainikporibesh.com
10.	www.dailyburbodesh.com
11.	www.ctgpratidin.com
12.	www.shubhoprotidin24.com
13.	www.sonalisangbad.com
14.	www.dailyjalalabad.com
15.	www.nayabangla.com
16.	www.ajkerparibartan.com
17.	www.kirtonkhola24.com
18.	www.shahnamabd.com
19.	www.dailysunshine.com.bd
20.	www.esuprobhat.com
21.	www.swadeshsangbad.com
22.	www.doinikbarta.com
23.	www.dainikpurbokone.net
24.	www.dainikamaderchattogram.com
25.	www.hongkar.com
26.	www.dailydeshtottoh.com
27.	www.dakkhinanchal.com
28.	www.dainikkalyan.com
29.	www.ctgkhorbor.com
30.	www.dailykalersrot.com
31.	www.dailyghagot.com
32.	www.dainikshahamanat.net
33.	www.dailygrameendarpan.com
34.	www.dainikkushtia.net
35.	www.dainiksubarnogram.com
36.	www.dailysonardesh.com

37.	www.dailyprobaha.com.bd
38.	www.sylheterdak.com.bd
39.	www.sabujsylhet.com
40.	www.dokhinersomoy.com
41.	www.comillarkagoj.com
42.	www.madhukar.news
43.	www.dainikjananetra.com
44.	www.karatoa.com.bd
45.	www.dailyamadercoxsbazar.com
46.	www.amaderbrahmanbaria.com
47.	www.thedailytouristbd.com
48.	www.matrikantha.com
49.	www.chatgarsangbad.net
50.	www.meherpurpratidin.com
51.	www.gramerkagoj.com
52.	www.munshiganjerkhobor.com
53.	https://peoplesview.net
54.	www.khulnatimes.com


 মোঃ আবদুল আজিজ
 সিনিয়র উপদেষ্টা এবং অফিসার (প্রশিক্ষণ)
 অসম্মানিত
 বাংলাদেশ পরিদপ্তর, ঢাকা

নিবন্ধিত অনলাইন মিডিয়ার তালিকা

ক্যাটাগরি: দৈনিক পত্রিকার অনলাইন পোর্টাল

ক্রম নং	ওয়েব/ ইউআরএল
1.	www.edailyjobabdihi.com
2.	www.jugantor.com
3.	www.dailybhorerdak.com
4.	www.bhorerkagoj.com
5.	www.daily-sun.com
6.	www.observerbd.com
7.	www.bonikbarta.com
8.	www.amarbarta.com.bd
9.	www.gonokantho.com
10.	www.dainikbangla.com.bd
11.	www.dhakaprotidin.com
12.	www.protidinersangbad.com
13.	www.prothomalo.com
14.	www.bd-journal.com
15.	www.sangbadsarabela.com
16.	www.dailyinqilab.com
17.	www.dailyamarsangbad.com
18.	www.bangladesherkhabor.net
19.	www.manobkantha.com.bd
20.	www.dailynayadiganta.com
21.	www.dailyjanakantha.com
22.	www.dhakatimes24.com
23.	www.bangladeshtoday.com
24.	www.dailyagnishikha.com
25.	www.dailytribunal24.com
26.	www.bd-pratidin.com
27.	www.lakhokantho.com
28.	www.dainikamadershomoy.com
29.	www.ajkalerkhabor.com
30.	www.bangladeshkantha.com
31.	www.dailybangladesheralo.com
32.	www.dailyamarsomoy.com
33.	www.dailyjagaran.com

34.	www.kalerkantho.com
35.	www.dhakatribune.com
36.	www.alokitobangladesh.com
37.	www.ajkerdarpon.com
38.	www.dinparibarton.com
39.	www.the-bangladeshnews.com
40.	www.alokitoprotidin.com
41.	www.jaijaidinbd.com
42.	www.dailyajkersangbad.com
43.	www.gonosurja.com
44.	www.dainiksangbadpratidin.com
45.	www.amaderkantha.com
46.	www.dainikbanglarnabokantha.com
47.	www.dailyainbarta.com
48.	www.sharebiz.net
49.	www.ajkerawazbd.com
50.	www.thefinancialpostbd.com
51.	www.shubhodin.com
52.	www.dailysamachar.net
53.	www.bhorerdarpan.com
54.	www.desherkantha.com
55.	www.hazarikapratidin.com
56.	www.thedailymorningglory.com
57.	www.dailybartoman.com
58.	www.samakal.com
59.	www.dailytorunkantho.com
60.	www.khabarpatra.com
61.	www.independent24.com
62.	www.eindependentbd.com (ই-পেপার)
63.	www.amaderdinkal.com
64.	www.bangladeshpost.net
65.	www.thedailystar.net
66.	www.e-paper.prothomalo.com (ই-পেপার)
67.	www.en.prothomalo.com
68.	www.sorejominbarta.com
69.	www.dailyrupali.com
70.	www.bd-bulletin.com
71.	www.mzamin.com
72.	www.ittefaq.com.bd
73.	www.theindependentbd.com
74.	www.dailyasianage.com
75.	www.newagebd.net
76.	www.newstoday.com.bd



77.	www.financialexpress.com.bd
78.	www.amaderorthoneeti.com
79.	www.kholakagojbd.com
80.	www.dailydinkal.net
81.	www.deshkalbd.com
82.	www.onnodhara.com (সাপ্তাহিক)
83.	www.dailyfulki.com
84.	www.matribhumirkhobor.com
85.	www.bortomankotha.com
86.	www.dailysokalersomoy.com
87.	www.agrasor.com
88.	www.dainikamaderbangla.com
89.	www.dailypollibangla.com
90.	www.e-paperthedailystar.net (ই-পেপার)
91.	www.dainikchitro.com
92.	www.dailyindustry.news
93.	www.shomoyeralo.com
94.	www.deshrupantar.com
95.	www.thedailynewnation.com
96.	www.dailynabochatona.com
97.	www.dailynawroj.com
98.	www.asroyprotidin.com
99.	www.ajkerbangladesh.com.bd
100.	www.banijjoprotidin.com
101.	www.protidinerbangladesh.com
102.	www.jaijaikal.com
103.	www.tbsnews.net
104.	www.thesouthasianimesbd.com.com
105.	www.sangbad.net.bd
106.	www.dailyganomukti.com
107.	www.amadernotunshomoy.com
108.	www.ajkerpatrika.com
109.	www.tritriyamatra.com
110.	www.janobani.com
111.	www.epaper.notunkotha.news (সাপ্তাহিক)
112.	www.unnayanbangladesh.com
113.	www.amarbanglabd.com
114.	www.dailyvorerakash.com


 মোঃ আবদুল হাকিম
 নির্বাহী ইন্সপেক্টর ফর হাউসিং (রেসিডেন্স)
 অফিস অফিসার
 বাংলাদেশ পরিবহন, ঢাকা

নিবন্ধিত অনলাইন মিডিয়ার তালিকা

ক্যাটাগরি: বেসরকারি টেলিভিশন চ্যানেলের অনলাইন পোর্টাল

ক্র. নং	ওয়েব/ ইউ আর এল
1.	www.ntvbd.com
2.	www.independent24.tv
3.	www.mytv.bd.tv
4.	www.somoynews.tv
5.	www.boishakhionline.com
6.	www.news24bd.tv
7.	www.banglavision.tv
8.	www.deeptoonline.com
9.	www.ekattor.tv
10.	www.channelionline.com
11.	www.dbcnews.tv
12.	www.channel24bd.tv
13.	www.rtvnews.tv
14.	www.jamuna.tv
15.	www.nagorik.com
16.	www.desh.tv

২০/০৭/১৯
মোঃ আবদুল জব্বার
জিআর উপদেষ্টা কমিটির (জিআর)
অধ্যক্ষ/সচিব
আবদুল্লাহ সচিবালয়, ঢাকা