New Media and Public Engagement: A Case Study in Khulna University

Mamunor Rashid
Menhazul Abedine

Abstract

This study explores the "New Media and Public Engagement" through survey using questionnaire as a tool of data collection. Finding of the study revealed that 55% respondents reported that they mostly use facebook as new medium because people concentrate more on virtual space in today.42% respondents said for being easily access they use new media rather than traditional media.43% respondents spend in between 2 from 3 hours to meet up their needs. 53% discuss with other when get any kind of information from new media. Among 83% respondents agree that new can enhance any types social issue based movement. It is interesting matter that 68% respondents said they instant react in new media. So it is very much understood by the public how much engaged with new media. It targeted 100 respondents and got responses from 100% (60 male, 40 female) having demographic characteristics like age, gender, education and of respondents. For age the researcher has selected four categories. For status, students, teachers, officers and others sample is selected, for gender, the researcher has selected female and male, and lastly for education. In this research the findings, it has been clearly seen that public are very much active engage in new media than other traditional media.

Keywords: New media, public engagement, social media, Khulna University.

1. Introduction

''Today we are beginning to notice that the new media are not just mechanical gimmicks for creating worlds of illusion, but new languages with new and unique powers of expression''(McLuhan,1957, p. 272). New Media‟ is a hybrid practice involving a wide range of practical skills and intellectual resources, refers to as essential components of practice in associative terms with new media like 'New territory' 'Emerging fields', 'Uncharted space', 'New frontiers'. If we tend to travel in cyber space we should choose internet rather than any material form of knowledge is what new media is all about. (Mitra 2012, p. 2)

If we look back on the technology inclination of past decade then we can straightforwardly analyze, how rapidly internet has altered the features of communication. Due to advent of new technologies, now people are able to enjoy the benefits and outcomes of high technology media, this improved technology media is much faster in comparison to the older traditional media.

The power of new media guides us through a space of no end. New media is a way to map something for example air currents or air routes which are in a state of flux (unreal). Anything that is 'new' always draws attention as if it's a time lapse of the present and past or what the future might withhold. (Mitra 2012, p. 2)

The public engagement with traditional media has a long history. When the new media has been emerged the total scenario dramatically changed and it's becoming a dominant channel of daily information and conversation exchange. New media provide opportunities to attract attention and promote engagement of large audiences. New media uses interactive engagement techniques, like live commenting and audience polling. However, audience engagement itself is a multi-faceted construct. Some engagement is reactionary and manifests in asynchronous user comments to messages created by content producers. These comments may come in a variety of formats, including comments posted to articles or promotional videos shared through social media channels, sharing of stories through public and private social media channels, and voting for content through likes or thumbs up/thumbs down polls.

In Bangladesh the popularity of social media has increased dramatically in the last few years due to the incidence of services such as Blog, Twitter, Facebook, YouTube, etc. Millions of users participate in communication through these social channels daily by sharing their own content and providing feedback and comments on videos, photos, and blog posts shared by others. Clicks on links, votes, likes, shares, comments and many other actions in the mediated environment can serve as indicators of engagement with the information consumed by the general public.

New media, whether social media or virtual reality, provides opportunities for new ways of citizen engagement, pathways for meaningful engagement still remain to be identified. New media facilitates the collection of socio-graphic information about audiences. This information goes beyond traditional demographic characteristics and can include a wide range of interests, information behaviors, and communication preferences. Although these data are large and highly unstructured, identifying models and frameworks for its use in different contexts can allow scientists and policy-makers to connect with a diverse citizen base.

New media provides high visibility to opinion leaders. It also provides visibility to those who choose to participate in an active online dialog, e.g., through commenting. Yet, most of the online audiences remain passive consumers of information. Understanding the motivations of those who choose active engagement with online information could inform the engagement efforts that target passive audiences and prevent possible biases when voices of those who are most active are viewed as representative of the general public. The volume of information delivered to consumers through new media continues to grow, and methods of information delivery become more and more interactive. Instant tweeting, 360-degree videos, and augmented reality stories, are no longer science fiction, but the reality of science communication. Adria, Marco L. & Mao, Yuping (2016)

2. New Media

In the year 1450 print media in Europe was new, from then the journey started and every invention at that present time was new. What is new today will be old tomorrow. Today is the age of convergence and digitization of all other forms of media into one most powerful of all other forms. This form of communication will bring development in each and every sphere today and may be in the future to come. (Mitra 2012, p. 2)

New media is a catchy term in general refers to those digital media, which are interactive, incorporate two-way communication and involve some form of computing as opposed to "old media" such as the telephone, radio and television. So it has been said that, all kinds of electronic communications that are conceivable due to innovation in computerized technology is called new media.

On the one way to "old" media, which includes newspapers, magazines, books, television and other such non-interactive media, new media is comprised of websites, online video/audio streams, email, online social platforms, online communities, online forums, blogs, Internet telephony, Web advertisements, online education and many others. New media has shortened the distance among people all over the world through electronic communication. New Media changes continuously because it is constantly modified and redefined by the interaction between users, emerging technologies, cultural changes, etc.

3. Public Engagement

Here Public engagement means, the people who are involved with new technology. They use them for their different purposes and they are active user. They go through online and do comment, share, react, discuss in various issues. Engagement is a

‘‘psychologically motivated affective state that brings extra-role behaviors’’ (Kang, 2014, p. 402).

In other words, engagement is what publics feel about new media content and then what they do about it (Bennett, Wells, & Freelon, 2011),including searching for, commenting on and sharing content online(Hargittai & Hsieh, 2010; Nichols). Scholars agree that engagement represents a transition from the one-way reception of messages to active user involvement in responding to, creating, and distributing information (Campbell, Pitt, Parent, & Berthon, 2011). Engaged individuals demonstrate ‘‘feelings of persistence, vigor, energy, dedication, absorption, and enthusiasm’’ (Macey & Schneider, 2008, p. 12). Kang (2014) argued the emotional attachment of engagement is driven by positive affectivity, affective commitment, and empowerment

4. Theoretical Concept of the Study

To conduct this research we use the uses and gratification theory of communication. It explains how the people use media to fulfill their needs. Gratification of needs is the most important role of media for humans. People get knowledge, interaction, relaxation, awareness, escape and entertainment through media which they use for interpersonal communication as well.

This theory was developed by Blumler and Katz in 1974 in the article “the Uses of Mass Communications: Current Perspectives on Gratifications Research” and focuses its attention on media users’ roles. It also explores how individuals deliberately seek out media to fulfill certain needs or goals such as entertainment, relaxation, or socializing (Blumler & Katz 1974).It is an audience-centered approach that focuses on what people do with media, as opposed to what media does to people. Uses and gratification theory builds off of a history of communication theories and research. Jay Blumler and Denis McQuail laid the primary groundwork in 1969 with their categorization of audience motivations for watching political programs during the time of the 1964 election in the United Kingdom. (Blumler & Mc Quail 1969)

Today, it has more relevance than ever as a tool for understanding how we as individuals connect with the technologies around us. As another example of a contemporary technology, when using social media, users can be motivated by factors like a need to vent negative feelings, recognition, and cognitive needs. Animated news and entertainment media are just two other examples of media technologies that uses and gratification researchers continue to explore.

Overall, Uses and gratification theory focuses on free will of audience and is deterministic as media can be used in various ways and for various purposes. This theory assumes that there is nothing as an absolute truth. The audience is said to have full control over the effect of media on them as the effect can be chosen by the audience themselves. The theory is closely related to human psychology of needs, motives and influence.(Katz, Blumler, &Gurevitch 1973, P 523).

5. Objectives of the Study

a. To analyze how much they are engaged with new media and find out how much impact it has on their daily life.
b. To understand the pros and cons why they engage with new media.
c. Find out the influence of new media on public engagement.

6. Research Method and Sampling Process

In this research, the researcher used field survey technique. Keeping in view the importance of phenomena under investigation, it was appropriate to approach the target sample of population through well designed research questionnaire to inquire New Media and public Engagement. Survey used to explore the engagement patterns of public on different issues. Collection of information through systematic manner in which all units of interest population well defined and assembles such useful concise form. Researcher used purposive sampling technique to collect a sample of 100 respondents of different professions in Khulna University, Bangladesh. They were asked a total of 15 questions. In all, 100 questionnaires were filled and reciprocated enthusiastically by the respondents.

7. Literature Review

There is no recognized study in Bangladesh and other countries that are directly related to new media and public engagement. However, there are some relevant research studies regarding social media engagement and influence of new media. These can be used as the relevant literature for this study.

Mallett, Leon (2016) has conducted a research on the `Public Engagement through Social Media'. He has shown that social media can create public engagement, it also inspires a new generation, Educate the public, Improve the accessibility of higher education. His findings also show engaging with the public, listening to their views and insights,

concretion, fostering partnerships, drawing on larger pools of local, national & international expertise.

Firmstone, JA and Coleman, S (2015), they have conducted a research on the banner of `Public engagement in local government: the voice and influence of citizens in online communicative spaces'. Their findings are communications and engagement strategies of local councils play an important role in contributing to the public's understanding of local democracies, and their engagement with local issues. Digital media are beginning to play an important role in defining and reconfiguring the role of citizens within local governance. Mitra, Archan (2011) shows new media and how it works to transform society through technology giving new insights into Cultural, social and environmental aspects so as to reach not only mere development but sustainable development.Today we need this new form because it has taken over all the other forms and has converged them into one super effective form of communication which has fluidity, electronics, interface, interactivity and many more qualities.

Garbett, Linehan, Kirman, Wardman, and Lawson (2011) were examining whether social media can provide a unique and interesting way of engaging people with open government data. Due to the huge interest generated by the Fear Square application, it appears that people would like to engage with open data sets in a way that is integrated with existing social media. Indeed, the crime data was already available online in an accessible format. Participants' choice to use Fear Square demonstrates that the application generated some added value to the data.

Jones and Whitaker (2014) they said, Representatives from the library discussed some innovative ways that they use social media to engage with students. It was discussed that linking Facebook and Twitter is a good way to get your content out across two platforms without having to update both. The Centre for Public Engagement is happy to talk to anybody who is looking to integrate social media into public engagement projects. Also social media use to drive the public

8. Statistical Analysis

Basic information					
Sex of the respondent	**Frequency**	**Percent**	**Profession of the Respondents**	**Frequency**	**Percent**
Male	60	60.0	Teacher	20	20.0
Female	40	40.0	Student	60	60.0

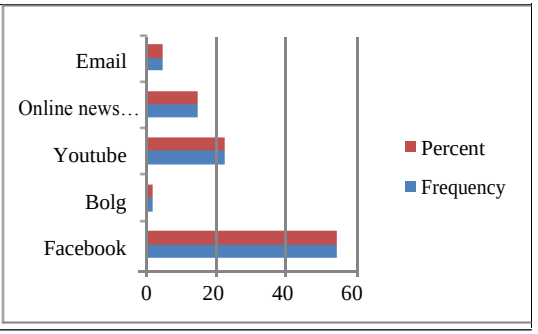
Total:	100	100	Officer	10	10.0
			Others	10	10.0
Age of the Respondent			Total:	100	100
20-25	66	66.0	**Education of the Respondent**		
26-30	19	19.0	Below Honors	44	44.0
31-35	7	7.0	Honors'	27	27.0
Above 35	8	8.0	Masters	29	29.0
Total:	100	100.0	Total:	100	100.0

Source: Field survey, Khulna University, 2018

Descriptive survey was used for data collection, and a questionnaire used as tool of data collection. There were 100 respondents were selected for this research. Out of the whole sample size 60 percent were male respondents and 40 were female. Here in this research, 20 percent of the profession was the university teachers, 60 percent of the profession were university students, 10 percent officers and 10 percent respondents belonged to other professions. Out of them 66 percent respondents were between 20-25 years of age, 19 percent were 26-30 and 7 percent were in 31- 35 years age and 8 percent were above 35 years age group. The results showed that 44 percent respondents were undergraduate 27 percent were graduate (Hon's) and 29 percent were postgraduate (Masters) respondents.

Table 1: Which New Media Do You Use Mostly?

	Frequency	**Percent**
Facebook	55	55.0
Bolg	2	2.0
Youtube	23	23.0
Online news portal	15	15.0
Email	5	5.0
Total	100	100.0

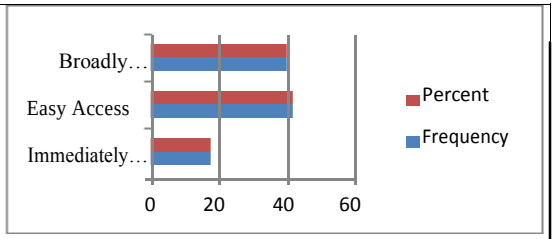


Source: Field survey, Khulna University, 2018

On being asked as to which new media the target respondents uses the most 55 percent answered facebook, while 23 percent they do youtube, 15 percent respondents reported they mostly use online news portal. While 2 percent reported that, they are more likely to use blogs and the rest 5 responses answered email is the mostly used medium to them.

Table 2: Why Do You Use New Media?

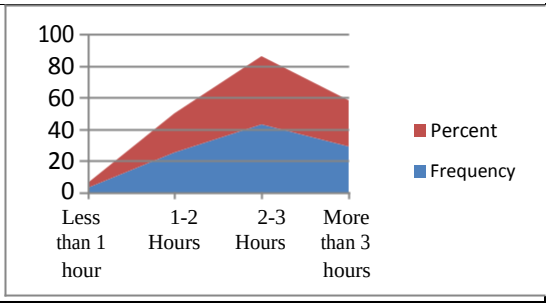
	Frequency	Percent
Immediately Attached	18	18.0
Easy Access	42	42.0
Broadly Connected	40	40.0
Total	100	100.0



Source: Field survey, Khulna University, 2018

Table 3: How Much Time Do You Spend to Use New Media?

	Frequency	Percent
Less than 1 hour	3	3.0
1-2 Hours	25	25.0
2-3 Hours	43	43.0
More than 3 hours	29	29.0
Total	100	100.0



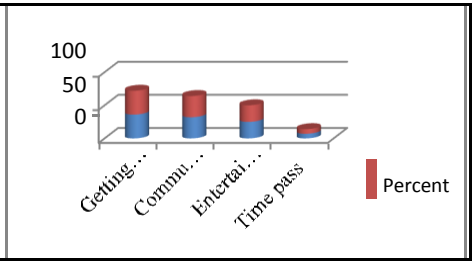
Source: Field survey, Khulna University, 2018

In order to know about the kind of information, why they use new media maximum respondents have said that they use for easy access which percent stands for 42. While 40 percent people use new media for remaining broadly connected and 18 percent said they use for immediately attached.

When respondents were asked about the amount of time they spend on new media in a day. The majority 43 percent said they spent 2-3 hours, more than 3 hours spent 29 percent respondent while 25 percent spent to 2 hours and 3 percent spent less than 1 one hour. So it is clearly proved that most people engaged with new media.

Table 4: What is the Main Purpose of Using New Media?

	Frequency	Percent
Getting information	36	36.0
Communication	32	32.0
Entertainment	25	25.0
Time pass	7	7.0
Total	100	100.0

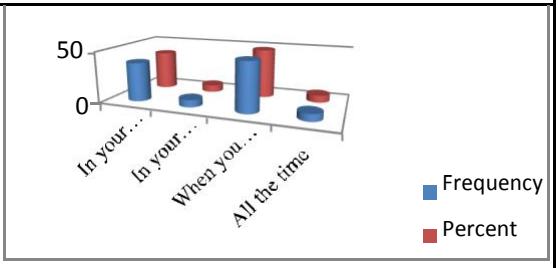


Source: Field survey, Khulna University, 2018

The main purpose of using new media 36 percent respondent seem for getting information, while 32 percent seem for communication. Whereas 25 percent said for entertainment and the rest 7 percent said they use for only time passing.

Table 5: In Which Time Do You Use New Media?

	Frequency	Percent
In your leisure time	38	38.0
In your working hour	7	7.0
When you get time	48	48.0
All the time	7	7.0
Total	100	100.0

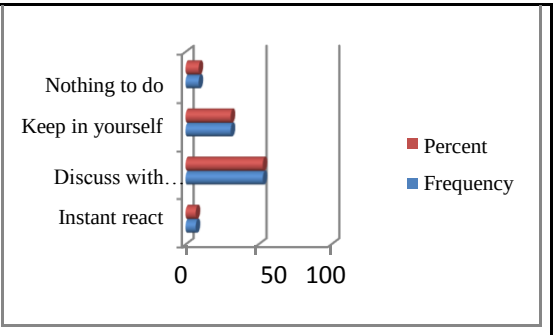


Source: Field survey, Khulna University, 2018

Most of the respondents said when they get time they use new media and it stands 48 percent. In their leisure time 38 percent use. On the other 7 percent use in between their working hour and rest 7 percent have said there is definite time they use new media all the time.

Table 6: After Getting Information from New Media, What Do You Do?

	Frequency	Percent
Instant react	7	7.0
Discuss with others	53	53.0
Keep in yourself	31	31.0
Nothing to do	9	9.0
Total	100	100.0

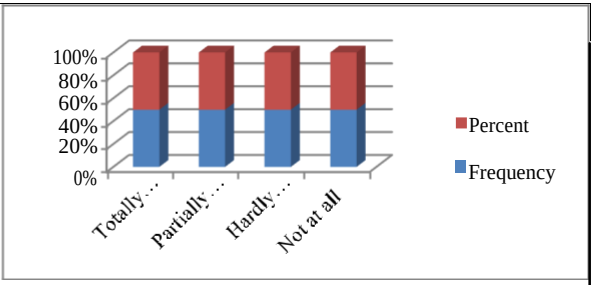


Source: Field survey, Khulna University, 2018

In response to the question, after getting information from new media 53 percent respondent discuss with others, instantly react 7 percent. While 31 percent they kept in their self and the rest 9 percent nothing did.

Table 7: How Much Reliable of These News Which Get from New Media?

	Frequency	Percent
Totally reliable	12	12.0
Partially reliable	57	57.0
Hardly reliable	26	26.0
Not at all	5	5.0
Total	100	100.0

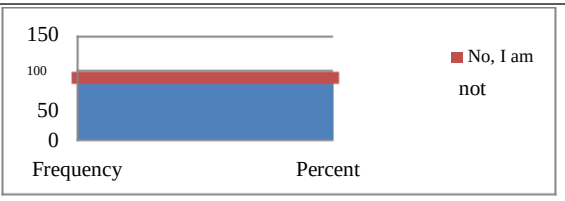


Source: Field survey, Khulna University, 2018

What is the news we get from new media in question 57 percent respondent said partially reliable, 26 percent it seems hardly reliable. Whereas 12 percent respondents said it's totally reliable and the rest 5 percent think not at all.

Table 8: Do You Believe This New Media can Enhance Issue Based Movement?

	Frequency	Percent
Yes, I do	83	83.0
No, I am not	17	17.0
Total	100	100.0

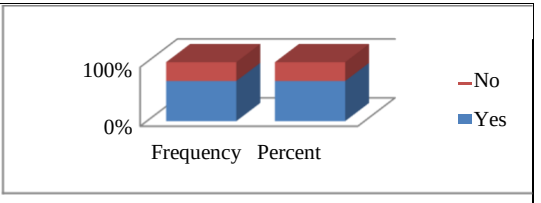


Source: Field survey, Khulna University, 2018

To know how many people believe that new media can enhance issue based movement. 83 percent respondents do believe while 17 percent said they don't believe that new media can enhance issue based movement.

Figure 9: Have You Reacted Any Recently Issue Based Movement?

	Frequency	Percent
Yes	68	68.0
No	32	32.0
Total	100	100.0

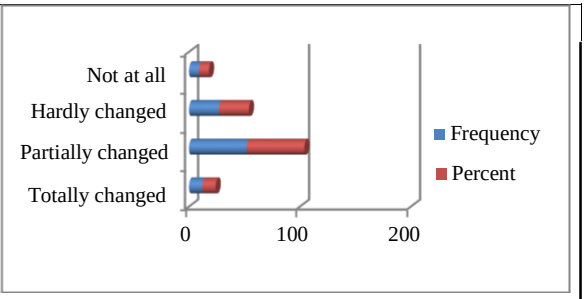


Source: Field survey, Khulna University, 2018

In the recent issue based movement 68 percent participants answered they have reacted. Whereas 32 percent respondent said they don't react in recent.

Table 10: How Much is Your Life Changed after Using New Media?

	Frequency	Percent
Totally changed	12	12.0
Partially changed	52	52.0
Hardly changed	27	27.0
Not at all	9	9.0
Total	100	100.0

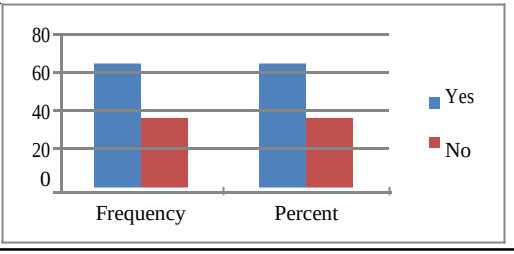


Source: Field survey, Khulna University, 2018

By using new media 52 percent participants said that partial changed has been occurred in their life. On the other hand 27 percent said new media can hardly change, 12 percent participants said total change has come in their life. But the 9 percent respondent said not at all changes their life.

Table 11: Do You Encourage Others to Engage with New Media?

	Frequency	Percent
Yes	64	64.0
No	36	36.0
Total	100	100.0

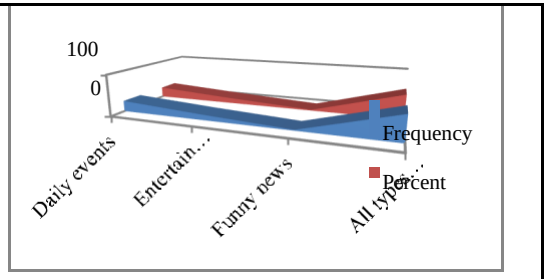


Source: Field survey, Khulna University, 2018

Do you encourage others to engage with new media? In this question 64 percent respondents have said they encourage others to engage new media, whereas 36 percent said they don't do this.

Table 12: What Types of Information Do You Collect from New Media?

	Frequency	Percent
Daily events	26	26.0
Entertainment news	13	13.0
Funny news	2	2.0
All types of news	59	59.0
Total	100	100.0

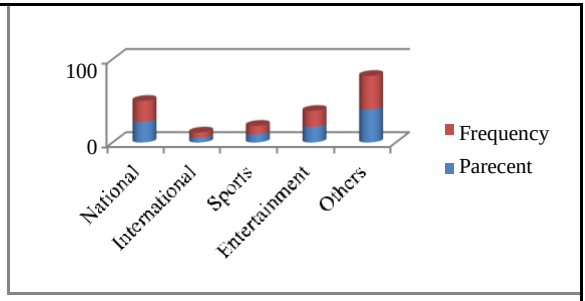


Source: Field survey, Khulna University, 2018

From New Media most to the respondent collect all types of news which stands 59 percent. 26 percent search for daily events while 13 percent participants collect entertainment items and 2 percent only funny items.

Table 13: In Online News Portal What Types of Information Do You Read?

	Frequency	Percent
National	25	25.0
International	6	6.0
Sports	10	10.0
Entertainment	19	19.0
Others	40	40.0
Total	100	100.0

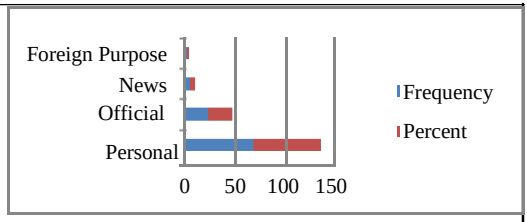


Source: Field survey, Khulna University, 2018

In Online news portal what types of information do you read? In this question 40 percent respondents said they read all types of items there is no defined choice while 25 percent read national news. To get entertained 19 percent of respondents read entertainment. Whereas 10 percent read sports news and 6 percent read international news.

Table 14: Which Type of Information Do You Exchange Mostly in E-mail?

	Frequency	Percent
Personal	69	69.0
Official	24	24.0
News	5	5.0
Foreign Purpose	2	2.0
Total	100	100.0

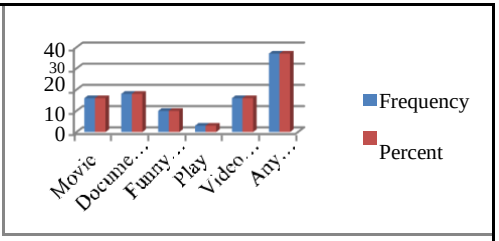


Source: Field survey, Khulna University, 2018

Mostly respondent responses, they use email for their personal purpose which percent stands for 69. Officially 24 percent people use email, while 5 percent use it for new and 2 percent use it for foreign purposes.

Table 15: What are the Most Viewed Program on YouTube?

	Frequency	Percent
Movie	16	16.0
Documentary	18	18.0
Funny Items	10	10.0
Play	3	3.0
Video song	16	16.0
Any types of video	37	37.0
Total	100	100.0



Source: Field survey, Khulna University, 2018

Most of the respondents said they watch any type of video on YouTube . It's not defined in one category which is 37 percent. While 18 percent people watch documentaries, funny items 10 percent, only 3 percent said they watch play and the others watch video songs. It stands 16 percent.

9. Discussion and Findings

After analyzing the result of this study, we have got some fantastic outcomes. Now we are living in the age of new media that means super technological era. So that's why the people are engaged with new media as well as getting updated in their arena. The people always want new and diversified information which has been filling up till at the early morning to deep night. Nowadays all over the world approximately 200 billion are the active users of new media as a result many experts called this is another world. Maximum of the respondent has shown the reason for easy access and can get a lot of information at one click. Majority of the respondents spend a lion share of time in a day with new media. All of the respondents engaged with new because they can remain connected broadly and immediately. There is an interesting point that maximum of the respondent uses new media at their leisure time not only for entertainment, but also getting necessary information of their daily lives. Moreover there are many traditional forms of communicating means write to letter for communication is becoming very obsolete today. Now, the people prefer to chat in online and send email.

So it is clearly proved that most people are now highly engaged with new media. They prefer to read news, articles and even portable document book in online. When they read

any news they can react instantly or comment their own opinion. Another point is that the highest number of respondents said they believe all types of news which they have got from new media even they took active participation by informing any social crisis issue movement. It has been seen that respondents encourage others to engage new media. Most of them use email as their personal purposes and maintain social communication through new media. In very few recent years people like to visualize things.

In our study, we have seen that the respondent is very much eager to watch any type video. YouTube is that platform which meets up the demands of people of all kinds of visual things. So, it is clearly seen that new media is a vast multifunctional platform of the twenty-first century. The participants are engaged with new media for multifactor reasons. Here are facilities and availability is the prime concern though at the same time privacy and security is the main hindrance of new media that's a critical issue. All over the respondent keeps engaging with new media because in the demand of need, in the demand of time.

10. Limitations of the Study

The limitation of the study faced by the researcher was that it was conducted under a short period of time and hence lacks the detailed analyses of the results. Sample size is very small due to lack of time and resources. The data collection method being a questionnaire does not provide a detailed analysis of the objective, however due to lack of resources and shortage of time other methods of data collection could not be used. However the researchers worked to the maximum of their capabilities to provide a comprehensive analysis of the research topic in the above mentioned restrictions.

11. Further Research

a. A sample size can be increased in order to have more accurate results.
b. Effects of new media can also be studied on youth.
c. Impact on the people of the overall country can also be studied.
d. Differences in the impact of influence between male and female can also be researched.
e. Content analysis is also the most important factor which can be studied.

12. Conclusion

After all, the complete assessment of the research result tells us that, new media are, collectively, an effective mechanism for the engagement of the general public. Public

engagement in new media requires communication effort and use of multiple channels and activities to create meaningful engagement. While intensive, face-to-face communication may be necessary for the engagement of citizens in various debatable issues, new media channels can be used as lower-cost options to create opportunities for the public to participate in different social movements. Where the traditional media comparatively slower, there new media go fast forward. The technological advancement has created this opportunity. Now- a- days in all corners of Bangladesh has reached the all amenities of digitalization. New media have captured the position of traditional media. Day by day the people are inclined to new media. In this new form of medium of communication the social structure has started to change and change in culture is vibrant change from post modern world to a world of cyber culture where new generations instead of chatting with friends sitting on the lush green grass under the blue sky prefer to sit and chat on the computers and instead of playing their sweats out they tend to play on their computers. To sum up, the new media can provide behavioral examples, facilitate greater participation of the public for exchanging knowledge, and build up a smooth and sound nation.

References:

Adria, Marco L. & Mao, Yuping (2016), Handbook of Research on Citizen Engagement and Public Participation in the Era of New Media, Information Science Reference, 1522510818, 9781522510819

Bennett, W. L. (2000). Introduction: Communication and civic engagement in comparative perspective. Political Communication, 17, 307–312.

Bennett, W. L., Wells, C., &Freelon, D. (2011). Communicating civic engagement: Contrasting models of citizenship in the youth web sphere. *Journal of Communication*, 61, 835–856.

Botha, E., & Mills, A. J. (2012). Managing the new media: Tools for brand management in social media. In A. Close (Ed.), Online consumer behavior: *Theory and research in social*

Berkowitz, B., & Hahn. (2003).What we talk about when we talk about interactivity: Empowerment in public discourse. *New Media & Society*. doi:10.1177/1461444815625944.

Brossard, D. (2013). New media landscapes and the science information consumer.

Proceedings of the National Academy of Sciences of the United States of America,110 (Supplement3),14096–14101.doi:10.1073/pnas.1212744110PMID:23940316

Blumler, J. G., &McQuail, D. (1969). Television in politics: Its uses and influence. *University of Chicago Press*.

Blumler, J. G., & Katz, E. (1974). The Uses of Mass Communications: Current Perspectives on Gratifications Research. *Sage Annual Reviews of Communication Research* Volume III.

Blumler, J. G., & Katz, E. (1974). The Uses of Mass Communications: Current Perspectives on Gratifications Research. *Sage Annual Reviews of Communication Research* Volume III.

Campbell, C., Pitt, L. F., Parent, M., &Berthon, P. R. (2011). Understanding consumer conversations around ads in a web 2.0 world. *Journal of Advertising*, 40(1), 87–102.

Duhé,Sandra C. (2017),New Media and Public Relations, Peter Lang, 2017, 1433132737, 9781433132735

Firmstone, JA and Coleman, S (2015) Public engagement in local government: the voice and influence of citizens in online communicative spaces. *Information, Communication* and Society, 18 (6). 680 - 695. ISSN 1369-118X

Hargittai, E., & Hsieh, Y.-L. P. (2010). Predictors and consequences of differentiated practices on social network sites. *Information, Communication, & Society*, 13(4), 515–536.

https://www.sheffield.ac.uk/polopoly_fs/1.328815!/file/PublicEngagementSocialMedia.p df

Kang, M. (2014). Understanding public engagement: Conceptualizing and measuring its influence on supportive behavioral intentions. *Journal of Public Relations Research*, 26, 399–416.

Karen Jones and James Whitaker (2014)Social Media and Public Engagement New Zealand

Katz, E., Blumler, J. G., &Gurevitch, M. (1973). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509-523.

Ksiazek, T. B., Peer, L., &Lessard, K. (2014). User engagement with online news: Conceptualizing interactivity and exploring the relationship between online news videos and user comments. New Media & Society. doi:10.1177/1461444814545073

Lupton, D. (2014). Twitter: Social communication in the digital age. *Information*

Communication and Society, *17*(5), 644–646. doi:10.1080/1369118X.2013.808366

Macey, W. H., & Schneider, B. (2008). The meaning of employee engagement. *Industrial and Organizational Psychology*, 1, 3–30.

Mitra, Archan (2012) "New Media and Convergence" published in the *Global Media Journal–Indian Edition*/ ISSN 2249-5835, Winter Issue / December 2012 perspective Global Media Journal – Indian Edition/ISSN 2249-5835 Winter Issue / December 2011Vol. 2/No.2

Authors: 1. Mamunor Rashid is an Assistant Professor of Mass communication and Journalism Discipline at Khulna University, Bangladesh. (Corresponding Author)

2. Menhazul Abedine is an Assistant Professor of Statistics Discipline at Khulna University. He is perusing PhD from Hokkaido University, Japan.