The Power of Social Media in Driving Political Change: A Case Study on Bangladesh's Regime Change in 2024

Md. Amran Hossain[1*], Md Mahady Hasan[2], Neel Wasantha[3]
[1]University of kelaniya, Sri Lanka
[2]University of Liberal Arts,Bangladesh
[3]Uwa Wellassa University, Sri Lanka

Abstract.*Social media is one of the most powerful tools brought into new opportunities not only for the marketing sector but also in the political sector for establishing networks within society, sharing information, and making awareness within the communities. SMN provides an exclusive platform for independent discussion for everybody. The former Prime Minister Sheikh Hasina was the head of the state and ruling the country under her power. The country was run consecutively for 3 terms, nearly 16 years without holding a free and fair election. This empirical case study is conducted to examine the power of social media in driving political change in Bangladesh. Secondly, how does the social media networking (SMN) platform impact changing the Gen Z mindset? Thirdly, how the social media tools has been used by the celebrity to mobilize the mass protest to remove the autocrat government in Bangladesh. On the other hand, to evaluate the opposition party like BNP gets benefit from the social media to get enough public strength to remove the autocratic government in Bangladesh. The survey was conducted to collect data through the questionnaire and 495 samples collected from all across Bangladesh. Meanwhile, non-random sampling techniques were also applied to get sample units in this research. The data was analyzed by using the SPSS software to get actual output. The collected all data was summarized to find out the frequency, percentage, correlation between the variables, and mean score of the research. The participant of respondents indicates the social media platform has influence on mass mobilization to change the regime in Bangladesh. The finding of the result shows that Facebook, Messenger, WhatsApp and TikTok are the favorite platforms used during the student movement. The significant of the result shows that social media was playing a vital key role in mobilizing all parties together and shaping the public opinion in one path to remove the Prime Minister of Sheikh Hasina on August 5th 2024.*

Keywords*: Social Media, Political Discourse, Political Conflict, Autocratic Leader, Gen Z, Celebrity, Bangladesh,*

1. BACKGROUND OF THE COUNTRY

Bangladesh is a densely populated country where 173 million people have been living in Small Island. The country got its birth in 1971 from Pakistan. East Pakistan (Bangladesh) was a part of West Pakistan. The country of Bangladesh got independent from Pakistan in 1971 after a bloody 9-month war. The authority in Bangladesh claims 3 million people were murdered and 3 million of women raped during the liberation war in 1971. There has been historic controversy regarding the herald of independence. The Awami League party claim Sheikh Mujibur Rahman was the herald of the independence; on the other hand, the Bangladesh nationalist party (BNP) also claims that President Ziaur Rahman is the main herald of the independence. Still, both parties are rivals due to the herald and play violent roles in Bangladesh politics between the two major big parties. Basically, both parties have been claiming the protectors of the independence legacy. The Awami League government intensified its crackdown on all opposition leaders, including human rights activist defenders, journalists, intellectuals, and Islamic scholars. The Digital Security Act (DSA) was adopted by

the autocratic government to put pressure on citizens and opposition parties, human rights organizations, press outlets, etc. The authorities used the law against targeted people and cracked down on freedom of expression in the whole country. The fascist government abducted the rising voices who are criticizing the government for doing corruption, illegal money laundering, enforced disappearances, extrajudicial killing, and the death penalty to innocent Islamic scholars in Bangladesh. (Ammesty 2023). One of the examples of a local leader of opposition party from Bangladesh national party (BNP) Mr. Golam Kibria Aupo was forcibly abducted from his residence in Cumilla on 04th December 2011 due to his involvement in opposition party and criticizing to Hasina Govt. policy. He was actively engaged to mobilizing during student protest held in Cumilla. Bangladesh Police was shoot him on 4th August 2024 but he was not surrender to save the democracy. Sheikh Hasina destroyed every government institution, including the judiciary. She was appointed the highest rank position by her own choice, such as chief justice, Army chief, IGP, Navy chief, and Air Force chief (Al Jazeera 2024)

The Awami League party introduced a job quota of 50% government jobs for the freedom fighters after the liberation in 1971. Bangladeshi students started to feel that this quota system is absolutely unfair for the merit candidates who are perusing for government jobs in Bangladesh. In the year 2018, students started to protest against the quota system, triggering mass anti-government rallies across Bangladesh. The supreme iron lady, Ms. Sheikh Hasina, abolishes the entire quota system in Bangladesh 2018. In June 2024, the Supreme Court of Bangladesh reinstated the 30% quota of descendants of freedom fighters with the support of an autocratic authoritarian government in Bangladesh. There was no transparent election held from 2014 to 2024. The people are oppressed, and unemployment has been roaring in every year. The country was run by the iron lady Sheikh Hasina's administration, and her cabinet members were not concerned about the people's demand, along with reckless decisions made by some ministers that put the country into a reputation crisis.

In the year of August 5th, 2024, the former prime minister resigned from the power and fled the country, reportedly landing in India with the support of pro-Awami League law enforcement agencies. The historic events were ended by the bloodbath of students, and an ordinary citizen has to sacrifice their innocent life. The university student, president, and other stakeholder formed an interim government and appointed chief advisory novel laureate Professor Muhammad Yunus on August 8, 2024. The entire population creates a most beautiful slogan: **"Bangladesh got new independence, will build new Bangladesh."**

The Impact of Social Media Use on Gen Z generation

The social media platforms are one of the main instruments to keep in touch with end users all around the world, including developing countries like Bangladesh. The social media network (SMN) has grown to be the most authentic and trustworthy source of alternative media. The "Hashtag" theory was developed to draw public attention locally and internationally all over the world (Chris Messina).

Social media caries positive and negative impacts in the favour of Gen Z, youth, adult's social life (Anthony, 2009). Sometime AI tools makes cool for the young generation to enjoy the use of the new technology. Basically youth and adults populations are mostly uses social media such as Facebook, WhatsApp, instagram, X and Snapchat, TikTok, YouTube, Telegram, IMO etc although older generation are using too. Social media user connected in online in every basis of daily life and using of social media might affected to any kind of political activities draw attention to Gen Z(Hossain, M. A., Hossen, M. S., Ahad, A., & Wasantha, H. N, 2024). The press media house and electronic media platforms doing manipulation in the favor of own political wills (Lie, Hossain A., 2020 & 2023). Now a day the social media becomes more popular due to mistrust with local media in Bangladesh. It's most recent platform of media having advance features included to communicate with each other such as live interaction, directing messaging, texting, images sharing, video sharing and public pages sharing, group communication messages sharing in single platform. (Chen, 2019). The Gen Z choosing this platform due to fastest way of communication with friends and family all around the world. Social media user has been increasing dramatically all around the work including like Bangladesh. Gen Z has been shifting very rapidly from traditional media to social media. The uses of social media have raised the concern of implications of society in every aspects of leading life. It does tend to believe the social media affects the life style of people and it's been identified a huge influence in every person of the society of the country. (David, 2019). This study focused on how social media influence to youth, Gen Z to mobilize the entire population to participated in mass protest against to the govt.

Social media marketing in politics of Bangladesh

Bangladesh is a tinny country situated in the South Asian region. But the country itself—173 million—is inhibited in this small nation. Basically, social media marketing is one of the important tools being used all over the world. It's one of the most effective strategies for the business to increase the growth (Hossain, A. 2023). Social media marketing (SMM) is the most powerful tool in the current technology era for business and other activities, such as

political campaigns. (Kahne, B, 2018). Basically, social media is having targeted options available to reach the targeted goal. The majority of Bangladeshi politicians are using social media such as Facebook, X, YouTube, Instagram, etc. to interact with their followers. (Glazier, 2019). In 2024, the political party Bangladesh Awami League spends huge money on political advertisements over the last few years. The meta's ad library report indicated that from 13th July to 30th July, the government spent around $33992 (40 lacks) for pro-government posts on social media platforms. There were 1860 political ads posted on social media, just on Facebook pages. During the student protest movement, the Awami League media cell has spread the propaganda with reference to the violations and vandalism done by the opposition parties.

Conspiracy theory/Signs of regime change

The conspiracy news were circulated about the former prime minister sheikh Hasina's downfall due to geopolitics in south Asian region. The Awami league was having a strained relationship with the United State of America over the last few years. The Biden administration raises several statements regarding the concern human rights violation, ragging vote, enforce disappearance, extra judiciary killing and freedom press and so on. (The diplomat news 2024). Notably, the former prime minister has been blaming to the United State of America to behind the conspiracy to remove the power. There are some of Indian media calming that Sheikh Hasina was unable to deliver the speech before fled the county to India. In her undelivered speech was referring

"I could have remained in power as long as I want if I had surrendered the sovereignty of Saint Martin Island and allowed America for airbase" But her son denied the authentication of Indian media. But his son Sajeeb Wazed Joy was informing to the Indian media that foreign forces involved to remove from the power (India today 2024). The former prime minister was speaking to the Bangladesh parliament on April 2023 and stated that the United States of America can overthrow the government in any country, particularly Muslim countries. The controversy election was held on 7th January 2024, the opposition biggest party has boycotted the election due to vote ragging and irregularities found in the election. The United State of America expresses concerns over the reports of voting irregularities and poll were not free and fair. U.S was condemned the violence occurred during the election time. The U.S. ambassador in Dhaka met with the election commission to urge for transparent elections and request to arrange dialogue among all political parties. The U.S Treasury Department imposed sanctions on the Rapid Action Battalion (RAB) and several officials due to human rights violations, extrajudicial killings, and enforced disappearances on 10th December 2021. The former

Bangladesh Army chief Mr. General Aziz Ahmed was involved in significant corruption by interfering in public process and misused the democratic institutions. The U.S department of state imposed sanction to Mr. Aziz and his immediate family members were ineligible for entry in to the United States of America effective onward 20th May 2024. The U.S State Department has warned to Bangladesh authority on September 2023, those who are undermining the democratic election process in Bangladesh. He/she would be face visa restriction to entry in USA (The daily start 2023 and 2024)

The former prime minister has always accusing that she was receiving threat from the USA regarding the Saint Martin Island. In May 2024, while meeting with party members she was made shocking statement that there is conspiracy to create a Christian state like East Timor by using the territory from Myanmar and Bangladesh. Basically she was indicating the white nation – United State of America. But the U.S state department was denied such baseless statement as Sheikh Hasina made at the Ganabhaban. (Prothom Alo news 2024)

The event of student-led Movement

Bangladesh has witnessed an unexpected tragedy that a most powerful student-led movement held on 1st July 2024. This movement was catalyzed the regime change and signifying the powerful social media importance on societal transformation in Bangladesh. The student-led movement was emerged when the Supreme Court reinstated the most controversial government job quota allocated 30% for the descendants of freedom fighters. The Awami league administrations were not concern about the students demand but some of cabinet members made reckless statement against to demonstrator. The former Prime Minister Shiekh Hasina and her administration were misleading the job quota protesters who are demanding the constitutional rights to get access the state facilities such as merit base employment, rights for vote, right for freedom of expression, right to practice democracy. According to the current report nearly 32 million youth unemployed in Bangladesh. The 30% job quota reserved makes unhappy to Bangladeshi youth. The growing of arrogance came from the supreme leader of the Awami league party's, which makes the worst situation in Bangladesh. The former prime minister commented the most controversial statement referring to the student as a **Razakars** in the press conference on 14th July 2024, She was remarked " If the grandchildren of freedom fighter don't receive job quota benefits, who will get it? The grandchildren of Razakars?" then only escalated the student protest in Dhaka and all across in Bangladesh. The word of Razakar meaning is "Volunteers" but the society treats this word in negative way in Bangladesh. This Razakar word comment further angered to the students and ordinary citizen of the country

including universities, school and college teachers as well. They were retaliated with chat, "Tumi ke? Ami ke? Razakar, Razakar"(Who are you? Who am I? Razakar, Razakar). There were several opposition parties involved in the student movement such as **Bangla Blockade, Long March to Dhaka** and demanding the resignation of Prime Minister Sheikh Hasina. A serious of violence took place on the street with police, Ansar, BGB, RAB and other enforces and nearly 650 people martyred from 16th July to 11th August 2024 and 33,000 injured (reported by UN Human Rights Office 2024). Unofficially thousands of people killed by the security forces and The Human Rights Support Society (HRSS) reported 819 people had died during the protest in Bangladesh. There were 10,500 protestors and students detained by the Awami league government (The Daily Star, 2024).

Influence of celebrity activism on regime change

A celebrity is a public figure among all communities regardless of any kind of religion, race, or culture (Hossain, Md. Amran, 2017, 2023, and 2024). The power of the voice has deeply connected with followers and directly impacted the mobilization of all communities for any kind of event. So, mobilization is the most powerful tool to change the regime in Bangladesh. Exactly the celebrities were raising their voices against the Awami League and demanding the resignation of the prime minister of Bangladesh in 2024. They bring people together by using social media platforms such as Facebook, X, TikTok, YouTube, Instagram and WhatsApp. The celebrities were pushing the audiences to join the protest and inciting violence against regime change. According to the context of Bangladesh, celebrities were tried hard and soulfully to engage with massive fan followers to change the narrative of public opinions and directly bypass the traditional media.

Corruption and nepotism in politics

Corruption is the major problem in Bangladesh. It's an ongoing major issue and itself one of the most corrupt countries in the world. The majority of the government institutions have been involved in bribery and mismanagement of the funds, healthcare, education, public sector, services sector, banking sector, customs and tax sector, judiciary sector, and power sector; abuse the power to do the illegal money laundering in Bangladesh. A study found that nearly 97% of parliament members (MPS) were involved in corruption in the ruling party (AL) and opposition parties are corrupted too (2012). There are 17 family members involved in the politics all are belongs to the sheikh family. The former prime minister had created an autocratic regime and made a law for the protection of the Sheikh Family. All of her family

members are involved in every mega development project in Bangladesh. Her families were occupied in every department of the government institution. She was holding all of the power, and it seems that her family became the owner of the country. The Prime Minister Sheikh Hasina's son was involved in the corruption and alleged to pay him USD $ 1 billion from the power plant projects. The anti-corruption commission has found the allegation of embezzling Tk 60,000 crore ($600 million) from the Rooppur nuclear power plan. The money was illegally transferred by using the Malaysian banks to the USA (Prothom Alo News 2024). The reports found that all of the money was received by the prime minister's son Sajeeb Wazed Joy and some of her family members including the British minister Tulip Siddiq was also having tie with her aunt PM Hasina for money laundering from Bangladesh to UK. The Prime Minister family members were involved in corruption such as Dhaka metro rail projects, Padma bridge projects, Kornufulli turnel projects, Dhaka Chittagong high project, Dhaka Barisal high way project, Dhaka city corruption development projects, airport development project and so on. The interim government and Bangladesh central bank jointly investigated and found that around USD 100 billion illegally launders from Bangladesh to overseas over the last 15 years. The financial sector was completely destroyed by her own party members including the sheikh family (the business standard 2024)

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Social media is impacting the emotional nerves of humans as the cognitive brain is actively engaged with activities during use of it. The theory of social cognition is an approach too psychologically and motivated to knowledge acquisition and mapping the behavior for self-regulation. SCT theory was developed by Bandura and emphasizes to driven an individual path and self-actualization of outcomes. This SCT theory is being used widely to mapping the knowledge in management literacy and evaluating the behavior of youth more specifically the Gen Z generation (Bandura, 1986). According to Alexander 2021, social media users are driven towards participating in an observation to understand the impact of social media and sharing personal and public information on social media platforms. Sharing knowledge and informative news, sharing documentations and sharing emotions with one another suggest a significant positive relationship (Eid, M.I.M.; Al-Jabri, I.M. 2016 & Al-Rahmi 2018). Social media platforms have been collaborating to establish the factor that affects cognitive ability to get outputs (Al-Rahmi, 2018). As per the Hossain Md Amran 2023 &2024, the electronic devices such as mobile, laptop, computer and iPad are basically used for educational leaning purposes by university's students (Muca, E. 2022). The researcher has found an exclusive outcome that

the internet has evolved from creating a virtual network to communicating with one another for educational purposes, political purposes and social network building purposes (Eid and Al-Jabri 2016). The study indicates the social media uses in Malaysia, Norway, Singapore and Saudi Arabia brought positive associations between social media uses and educational knowledge sharing among students. The Facebook users are common around 67% are in the same patch like youth are expressing their concern in social media platforms (BBC, 2013). The use of social media is sometimes involved in bringing negativity by sharing images, video clips, and unethical information that causes bad relationships with other countries (Sekho, 2013).

How social media impacts turnout and voting outputs (Bond 2012). The researcher was examining an experiment on Facebook amplifications involving user participants in the US election (Bond et al. 2012).
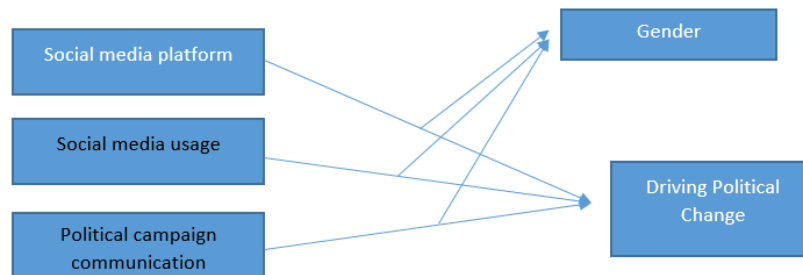
Political polarization

The political polarization has been increasing all over the world including country like in Bangladesh as well (Cryderman, J. (2013). The elite' society members have been involving in the politics and elected by the political parties as well (Gidron, 2019). There are two types of political polarization involved in the modern politics such as Ideological polarization and affective polarization (Motyl, M. 2017).The ideological polarization is referring to the support of political mutual opinions, norms and beliefs towards the political adversaries (Dalton, R. J. 1987). The affective polarization has been representing the role of work and dedication of work for the party (Mason, 2018). The people who have like their allies or dislike their opponents are referring to get benefits. (Lelkes, Y. (2012). But there are advantages and disadvantages carries in the polarization. For example, the high level of polarization might be good for society to turn over the voter in the form of participation and open up for electoral choice for the political participation (Wagner, 2021). Notably, the political polarization might have caused the actual democracy, to some extent, to be practiced by the central power holding it.(Lee, 2015). However, it is being making the citizens of the country less satisfied and unwilling to cooperate within society (Wagner, 2021 & Frimer 2017).

Basically, the people are losing the faith to interact with their own political adversaries and creating a bad impression of opposition through the traditional media. Interestingly, here the social media is shaping news and spreading to the community. Social media has been increasing for political campaigns and it becomes more fragmented in worldwide (Van Aelst, 2017). Now a day's people are becoming more polarized in both ways like ideologically and affectively (Redlawsk, D. P. 2017). Notable, some of the research suggests that social media

and traditional media don't impact to political polarization (Udani, 2023 and Valenzuela 2019). Other researchers suggest that political polarization has impacted depolarization in certain aspects of situations (Beam 2018 & Gray, K. 2021)

The influence of social media as a tool of political marketing in general election (Special reference Bangladesh election)

Statement of the problem

The empirical study was designed to investigate the effectiveness of social media to mobilized Gen Z and youth generation, how social media has influenced on them to various aspects of social life, Political awareness, religious practices, ensure security for communities, traffic management, corruption finding and educational awareness activities and so on

Significance of the Study

This study is pragmatic to apply on social media in the right direction for the Gen Z generation and create cognizance among Gen Z to use the righteous way of using social media. Social media has become one of the most trustworthy platforms among the new generation as an example of Gen Z. This platform becomes an authentic way to educate the new generation and passing information among each other and improving social aspects of life. Similarly, it's groomed the mentality and keeping standard level of Gen Z generation.

Hypothesis of the study

- H1: There is a significant relationship between Social media platform and Driving Political Change
- H2: There is a significant relationship between Social media usage and Driving Political Change

- H3: There is a significant relationship between Political campaign communications and Driving Political Change

Objective of the Study

1. Analyzing the overview of Social media as a tool of political marketing
2. Understanding the prospects of Social media usages in political marketing
3. To figure out the factors affecting to the political campaign and communication in social media

3. METHODOLOGY OF THE STUDY

This research survey was conducted through the questionnaire via online platform and descriptive way of methods being used for analyzing the primary data. The primary were collected from the public opinion by asking the questionnaire and perception was discriminate regards to how the effectiveness of social media to mobilized the communities to erase dictatorship government in Bangladesh- A case study on social media marketing impacted to fall down Hasina Regime 2024

Design of the Study

The research was designed in the descriptive way of methods and it was conducted by using the Google survey methods used for the primary data and SPPS was used for the data analyzing purposes. The confine of the area of population to this study been selected all over the Bangladesh. There was 495 Gen Z population selected from across Bangladesh. Basically the sampling method is being used from all over the Gen Z population in Bangladesh

Formulas Used to Find Average and Percentage

$$\|\bar{X} = \frac{((fSA * 5) + (fA * 4) + (fUnc * 3) + (fDA * 2) + (fSDA * 1))}{fTotal}$$

Formulas Used To Find Frequency

Overall frequency of each item was also calculated. These numbers were assigned to the abbreviation used in the questionnaire for data analysis

Strongly Agree	SA	5 points
Agree	A	4 points
Uncertain	UNC	3 points
Disagree	DA	2 points

Strongly Disagree	SDA	1 points

Frequency was calculated by using the below mentioned formulae:

=CONTIF (f2:f100, 5)

UNC = Uncertain, FSA= Frequency of strongly agree, FA= Frequency of agree, FDA= Frequency of disagree, FSDA= Frequency of strongly disagree,

Demographic of Respondents

The result of the demographic survey has carried out total 495 respondents from Dhaka, Bangladesh. Basically the data analysis results have been shown that 50.9 % of the respondents were Male and remaining 49.1% were female respondents participated in the survey. Following of the Age factors indicating the highest respondents from 18-25 ages has been presented 85.5%, age 26-33 presented 8.9% and age 34-41 5.7% in the demographic respondents. In the education sector mostly the undergraduate students has been participated 88.5% and post graduated presented 11.5%. The demographic result are shown in the table below.

Table 2: Respondents Demographic Profile (n=495)

Variable	Category	Frequency	Percentage
Gender	Male	252	50.9
	Female	243	49.1
Age	18-25	423	85.5
	26-33	44	8.9
	34-41	28	5.7
Degree	Bachelor degree	438	88.5
	Master degree	57	11.5

Validity and Reliability

Cronbach's alpha value 0.50 is the significant reliable and where 0.70 is the decent value of the reliable and 0.80 is an excellent (Hossain A 2023). According to the outcome of the research table, where the Cronbach's alpha values indicating the ranged **from 0.791 to 0.901, t**hat has showing the significant of the excellent reliability of the factors. According to Neel & Hossain (2024) has been approaching those factors loading values supposed to be (≥0.5), however the factors are carrying the high convergence in this study. The outcome of the research has been enlisted below of the table, where the factors loading such as the all variables of social media platform, political usages, Political campaign communication and Driving Political Change has been exceeded the value of 0.5. KMO is being varying from **0.767**, 0.867**, 0.824 and 0.767** so; this value represented the compatibility of the formulation of the output of the research.

Table 3: Reliability and Validity

Construct	Factor loading		KMO	Cronbach'sAlpha
Social media platform	SMP1	.841	0.767	0.791
	SMP2	.730		
	SMP3	.748		
	SMP4	.813		
Social media usage	SMU1	.773	0.867	0.878
	SMU2	.841		
	SMU3	.743		
	SMU4	.828		
	SMU5	.827		
	SMU6	.719		
Political campaign communication	PCC1	.913	0.824	0.901
	PCC2	.877		
	PCC3	.861		
	PCC4	.862		
Driving Political Change	DPC1	.841	0.767	0.791
	DPC2	. 730		
	DPC3	. 748		
	DPC4	. 813		
	DPC5	.840		

Correlations

The correlations among the variables are namely Social media platform, Social media usage, Political campaign communication and driving political change. The perception of the participants were achieved by the using the person correlation coefficient. Basically the data analysis indicated that there is correlation between social media platform and regime changes (p = 0.000), the significant positive correlation coefficient (r = 0.663), this value clearly suggesting an outstanding level of the values in the correlation. According the research outcomes social media has been leading to regime change and it's been increasing the mean in Bangladesh politics. The values of the study of correlation and variables are presented below of the table.

Table 4: Correlations Matrix

	Social media platform	Social media usage	Political campaign communication	Driving Political Change
Social media platform	1			
Social media usage	.663[**]	1		
Political campaign communication	.551[**]	.628[**]	1	

Driving Political Change	.550	.601	.627	1

**. Correlation is significant at the 0.01 level (2-tailed).

Hypothesis Testing

The regression analysis has been using to determine the factors of affecting the independent variables towards the dependent variables in the research. The testing of the hypothesis was investigated to find out the result of IV and DV which are presented in the below table. According to the regression analysis output of the research, **Social media platform** (IV) and DV have a significantly positive relationship. Where its **(t=10.545, β=2.267, P=0.000),** However **R 55.1%** was having dissimilarity towards DV by the social media platform. The hypothesis H1 has been supported by the result of the below table.

Table 5: Regression Model for Hypothesis 1

Independent variable (Social media platform)	Dependent variable (Driving Political Change)			
	B	t	Sig	R
	2.267	10.545	.000	.551

As per the table, the social media platform (IV) was having a positive relationship with IV and DV. Following of the two variables were depended with each other. Basically, these variables has been found to be significantly positive results **(t=11.919, β=2.060, P=0.000),** the social media usage (**DV**) **66.3%** was having dissimilarity towards social media usage (**DV**) by the social media platform. The hypothesis H2 has been supported by the result of the below table.

Table 6: Regression Model for Hypothesis 2

Independent variable (Social media platform)	Dependent variable (Social media usage)			
	B	t	Sig	R
	2.060	11.919	.000	.663

The hypothesis H3 has been corresponding the regression analysis result has been mentioned in the table. The relationship between **IV** and **DV** is having positive and significant in the research output ((t=7.378, β=1.580, P=0.000). The Driving political change (**DV**) 62.8% was having dissimilarity towards by the political campaign communication (**IV**). The hypothesis H3 has supported and accepted by the result of the below table.

Table 7: Regression Model for Hypothesis 3

Independent variable (political campaign communication)	Dependent variable (Driving political change)			
	B	t	Sig	R
	1.580	7.378	.000	.628

As per the table, the social media platform (IV) was having a positive relationship with IV and DV. Following of the two variables were depended with each other. Basically, these variables has been found to be significantly positive results **(t=10.546, β=2.269, P=0.000),** the social media platform (**DV) 55.1%** was having dissimilarity towards Gender (**DV)** by the social media platform. The hypothesis H4 has been supported by the result of the below table.

Table 8: Regression Model for Hypothesis

Independent variable (Social media Platform)	Dependent variable (Gender)			
	B	t	Sig	R
	2.269	10.546	.000	.551

4. CONCLUSION

The objective of the study was designed to investigate the relationships between social media platform and driving political change, the relationships between social media usage and driving political change in Bangladesh. Secondly, the relationships between political campaign communication and driving political change happen during the student movement in Bangladesh. However, the result of the analysis of reliability and validity has been indicated positively. The findings of all IV variables were tested with DV and significantly confirmed the positive output of the research.

The student-led protest movement ousted the Prime Minister of Bangladesh. Sheikh Hasina was forced to resign from her power and flee the country. But she was cracking down on the protesters and killing her own citizen throughout July 2024 to 5th Aug 2024. The people of Bangladesh get back to democracy and form an interim government on 8th August 2024. The people's republic of Bangladesh declared "Students July Revaluation," recorded in the history of Bangladesh. According to the research, the social media platforms were extremely helpful to erase the authoritarian government. The people were oppressed and getting injustice over the last 16 years under dictatorial government. Basically the social media plays vital roles during the anti-government protest like mobilizing millions of people on street and it plays the function of bypassing media to bring whole people under one umbrella. Secondly, the research indicates that the celebrities were also played a crucial part during the protest by showing the strength and solidarity with students let movement.

Limitation and Future Studies

The power of the social media finds the importance of measuring in political efficacy in Bangladesh. The researcher further suggests exploring the variables for the future studies. However the researcher is proposed to focus on other factors to investigate the comparison the finding of the research. Furthermore studies Based on the regime change should be done by using different methods.

Recommendation of the study

Recently, the role of social media has becomes a potential platform for political campaign all over the world including in Bangladesh. This new trend has been adopted in everywhere. The researcher has been recommending some of the measures that have impacted using social media in the right direction to mobilize the massive protesters. The utilization of social media was favorable towards the appropriate users during the anti-government protest in Bangladesh. Gen Z uses social media such as Facebook, WhatsApp, TikTok, and YouTube in a positive way to believe, among other. They have used all of the useful tools for an essential purpose, like information sharing within their coordinator of the protesters and all over the world. Gen Z shared stories of the violence and gaining success, drawing attention from all over the world.

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