

## Social Media Consumption Habits within the Millennial Generation: A Comparison between U.S. And Bangladesh

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**Abstract :** The study was conducted to determine social media usage by the Millennial/young-adult generation in the U.S. and Bangladesh. It investigated what types of social media Millennials/young-adults use in their everyday lives; for what purpose they use social media; what are the significant differences between the two cultures in terms of social media use; and how the age of the respondents correlates with differences in social media use. Among the 409 respondents, 200 were selected from the University of South Dakota and 209 from the University of Dhaka, Bangladesh. The convenience sampling method was used to select the samples. A four-page questionnaire instrument was constructed with 19 closed-ended questions that collected 87 data points. The study considered the uses and gratifications and domestication of technology models as theoretical frameworks. The study found that the Millennials spend an average of 4.5 hours on the Internet daily. They spend an average of 134 minutes on social media every day. However, the U.S. Millennials spend more time (141 minutes) on social media than the Bangladeshis (127 minutes). The U.S. Millennials use various types of social media including Facebook, Twitter, YouTube, Instagram, Pinterest, SnapChat, Reddit, Imgur, etc. In contrast, Bangladeshis use Facebook, YouTube, and Google plus+. The Bangladeshis tended to spend more time on Facebook (107 minutes) than the Americans (57 minutes). The study found that the Millennials of the two countries use Facebook to fill their free time, acquire information, seek entertainment, and maintain existing relationships. However, Bangladeshis are more likely to use Facebook for the acquisition of information, entertainment, educational purposes, and connecting with the people closest to them. Millennials also use Twitter to fill their free time, acquire information, and for entertainment. The study found a statistically significant difference between female and male social media use. It also found a significant correlation between age and using Facebook for educational purposes; age and discussing and posting religious issues; and age and meeting with new people. There is also a correlation between age and the use of Twitter for spending time and seeking entertainment.

**Keywords :** American study, social media, millennial generation, South Asian studies

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