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Microcelebrities in Bangladesh

Mohammad Rashidujjaman Rifat¹, Dipto Das², Najmul Islam³, Syed Ishtiaque Ahmed¹

1. Department of Computer Science, University of Toronto 2. Department of Computer Science, Missouri State University 3. Department of Future Technologies, University of Turku

1. rifat@cs.toronto.edu 2. dipto175@live.missouristate.edu 3. najmul.islam@utu.fi 4. ishtiaque@cs.toronto.edu

Introduction

- Who: microcelebrities in Bangladesh.
- What they do: commentator of cultural, political, social, and religious issues. Thus, initiate or change social perspectives.
- Trying to understand: power, practice and social relation
- Theories and inspiration: media and practice.

Method

- Semi-structured interviews with 14 participants.
- Participants selection: Facebook users with more than 10000 followers, currently active.
- Analysis: Inductive analysis



Findings

- The motivation for posting on social media: encouragement and support from the youth fanbase, availability of writings tools in local languages.
- Breakthrough events: criticizing public figures, writing about women pregnancy, posting about middle-class family struggle, and commenting on popular political issues.
- Roles of public pages: sharing posts on an appropriate page increases the visibility.
- Timing and frequency of posting: depends on the fanbase and their lifestyle

Current Challenges

- Low response rate of microcelebrities to participate
- Reluctance to open up while responding to any question
- Fewer participation of female
- Difficult to understand celebrities' motives

What is next

- Setting the followers' cup-up to 5000 to recruit more participants
- Recruiting more female participants and understanding their influences
- A deeper understanding of voice, agencies, and participation of microcelebrities

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