

ANALYZING DAILY INTERNET USAGE PATTERNS AND DATA
SECURITY AWARENESS AMONG GENZ IN SELECTED AREAS OF
DHAKA CITY

Mango Teleservices Limited

Prepared by

Anjuman Islam Neha

ID: 221011111

Supervised by

Shawkat Tanveer Rahman

Senior Lecturer

School Of Business

Submitted in Partial Fulfillment of the Requirements for the Degree

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Internship Report Approval Form

Student Name: Anjuman Islam Neha

ID: 221011111

Major: Marketing

Year: 2025

Mobile Phone: 01534874698

Email: anjuman.islam.bba@ulab.edu.bd

Internship Information

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Remarks _____

Name: Shawkat Tanveer Rahman

Title: Senior Lecturer

E-mail: shawkat.rahman@ulab.edu.bd



Phone: 01621240000

Date: 13-12-25

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Name: ANJUMAN ISLAM NEHA

ULAB ID #221011111

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Letter of Transmittal

December 2025,
Shawkat Tanveer Rahman,
Senior Lecturer
ULAB School of Business (USB)
University of Liberal Arts Bangladesh (ULAB)
688 Beribadh Road, Dhaka 1207

Subject: Submission of Internship report on “Analyzing Daily Internet usage patterns and Data security awareness among Gen-Z in Selected Areas of Dhaka City”

Dear Sir,

With utmost respect, I would like to inform you that I have finished writing my Internship Research Report on “Analyzing Daily Internet usage patterns and Data security awareness among Gen-Z in Selected Areas of Dhaka City” for the fulfillment of my undergraduate program Bachelors of Business Administration (BBA) in University of Liberal Arts Bangladesh (ULAB).

In this report, I have given my best to incorporate my educational theories along with the experiences gathered from my internship period, to write the information in the most illustrative manner. I would like to express my deepest gratitude and sincere appreciation for your invaluable guidance, continuous support, and insightful feedback throughout the entire research process. Your mentorship has been instrumental in allowing me to carry out this study successfully. Please let me know if you need any additional information.

Best Regards,
Anjuman Islam Neha
ID: 221011111
ULAB School of Business (BBA)
University of Liberal Arts Bangladesh (ULAB)

Acknowledgement

I would like to give my heartfelt respect to all the people who showered me with unwavering support throughout my internship period and in finishing my internship report. There have been ups and downs, but the motivation and support I received helped me overcome all the obstacles effortlessly. I am forever grateful to Almighty Allah for giving me utmost patience and determination to complete my report within due time.

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Last but not the least, I am forever thankful for my family and friends for always being the pillar of my strength. Their faith, constant motivation has elevated my effort level in completing the report writing. Despite my limited experience in the corporate field I tried my level best to write a meaningful and elaborative report as possible. I am grateful for this strong support system that shaped my journey into a memorable one.

Ethics Statement

This study has been conducted following the ethical research principles stated below:

- 1. Informed Consent and Voluntary participation:** All the interviewee were given complete information about the research being carried out before their participation. Consent form was signed by them, confirming their understanding of the nature of the study. Each participant was informed of their will to withdraw from the interview session at any time without any consequences.
- 2. Confidentiality:** Personal identification details have been kept strictly confidential; participant codes have been assigned for each interviewee to address them. No names or any identifiable information is mentioned in the report to maintain anonymity. All forms of data that have been collected, have been safely preserved and accessed by the researcher only for academic purposes.

Ethical Laws and Regulations: This research complies with all the relevant guidelines of the institution, academic code of conduct has been maintained, and ethical standards have been applied to all aspects of this research. Data protection and privacy law was taken into consideration while collecting and handling the data.

- 3. Research Integrity:** This study has been carried out with transparency, honesty, and academic diligence. All data that has been collected are authentic and has been analyzed without fabrication. All the findings have been reported relevantly, and as elaboratively as possible. This research has been conducted only for academic purposes and will not be published or used commercially without proper authorization.

I confirm that this research has been conducted ethically and in accordance with the ethical integrity principles stated above.

List of Abbreviations

IIG	International Internet Gateway
ITC	International Terrestrial Cable
ISP	Internet Service Provider
BTRC	Bangladesh Telecommunication Regulatory Commission
CSL	Communication Solutions Ltd
SMW4	South-Middle east-Western europe 4
SMW5	South-Middle east-Western europe 5
CDN	Content Delivery Network
BSCPLC	Bangladesh Submarine Cable Company
NOC	Network Operations Center
CRM	Customer Relationship Management
CEO	Chief Executive Officer
FOMO	Fear of missing out
EU	European Union
GDPR	General Data Protection Regulation
CICAF	Cyber Crime Awareness Foundation
SDG	Sustainable development goals
LOL	Laughing out loud
GDP	Gross domestic product

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Part A

Chapter One: Internship Preparation

1.1 Motivation and Expectations

“A butterfly flitting from flower to flower ever remains mine, I lose the one that is netted by me.”- Rabindranath Tagore. My introverted personality made me spend my entire life inside the cocoon, where I found strength in solitude. I have been someone who speaks less and observes more, preferring listening over talking. My entire academic journey passed within the quiet comfort zone with nights of deep research, brainstorming ideas, and understanding the depth of the contents for clarity. As an observant, it always made me wonder why there was a constant chaos of social interaction?

There was an internal echo in my mind that wanted clarity and the only way out was to test my ideas and knowledge. I watched life from a safe distance, analyzed situations instead of engaging, considering my comfort zone as a drawback and restricting myself from exploring. When my last semester approached, I knew I had to break off this cage since it was limiting my potential and make a willing choice for my own growth.

I developed depth, focus, and the ability to sit comfortably with complexities and it was the time I implemented my learning into the professional setting. Just like the butterfly, I conserved my energy these years and decided to invest my true potential and knowledge into the resources that would have immense effect on the depth of the quality in a professional setting. While I created an image of how a corporate world could be, I realized that I don't need to abandon my fundamental nature, instead invest it somewhere where it can have the maximum impact.

I made a choice, a choice to struggle and explore the unknown where every moment would teach me valuable lessons, will allow me to grow professionally, get clarity with communication instead of analyzing and wondering, and utilize the qualities that I have developed over these years. Mental preparation is the foundation of making a manifestation come true, it requires strength, determination and courage to step into the unknown and I knew without risk I could never learn my true potential. So, I myself was my true motivation and my own competitor and I knew I had to deal with situations with the practical setting and get myself to the place I always dreamt off.

1.2 Internship Search Process

“You shouldn't put all your eggs in one basket”- a genius said. I decided to follow it. In order to get into an organization, I had to prepare myself, one step at a time. I began my search process mid-July in between my ongoing summer semester. I combed through my academic life, and wrote down all the skills and interests I have developed over the years. From that, I figured out how I could utilize them in the corporate world. I identified all the target industries and organizations that would align with my professional field. I prepared some documents like Cover letter, CV and made a schedule with deadlines for tasks to be done.

The major platforms that I used while looking for internships were LinkedIn, Facebook groups, and BDJobs. I dropped off my CV at the ULAB career service office to speed up the search process. I went through the websites of the organizations I was interested to be a part of, and collected contact information. I monitored the platforms regularly and gathered the application forms and made a list of them.

Each company had different requirements for the application process, so I made a draft of emails and cover letters to modify the specific parts according to each company's needs. I applied through career portals and official email addresses of the preferred organizations, even when no formal internship advertisement was posted.

The search process was really a tense phase, filled with uncertainty. I sat for all the interviews I was called for to gain experience and get a snippet of the corporate world. I turned down many offers due to location concerns and many turned me down because apparently, they expect to work overtime regularly and get field work done and they believe it won't be possible to extract the same quality from a woman.

After months of wait, I finally saw a ray of hope. I learned about Mango Teleservices Limited from my uncle, and with his referral I learned about this telecommunication company that matches perfectly with my area of interest. Their head corporate office is located at Gulshan 1 Police Plaza. The commute time is comparatively less, and they have their own transportation system for the employees. They maintain a proper time schedule for the interns and provide structured learning experience that helps professionally in the long run. My expectations and interest area aligned with this company and therefore I decided to join this.

1.3 Interview Experience

10:05 am, almost an hour early. The moment I stepped out of my car, my world froze for a second. Everyone dressed formally, holding files, bags and briefcases instilled a sense of pride in me, as I waited for the elevator alongside them. Honestly speaking, I was nervous as I walked past those glass doors and waited alongside other interviewees in the lobby.

While sipping my coffee, my eyes took snaps of the surroundings amidst the warm strings of steam from my cup. I overheard the subtle discussions over the cubicles, the rhythmic clicks of keyboards and the employees walking around with documents felt like the characters of a film I was trying to comprehend. I imagined this moment a thousand times, yet nothing could prepare me for the actual feeling of being there. The bright golden yellow logo of Mango Teleservices and the dim yellow lights around the corner was soothing, least did I expect the first impression would be as interesting as the interview itself.

“You only have 10 mins left to finish the aptitude test”, the HR said. One section of the test was entirely in Bangla language, filled with words I never heard of. After much struggle, I managed to finish it within time. The final round was the intriguing part, the interview session. The interviewer asked me questions regarding my preferred working field, trying to get as many details as possible. He mentioned that this company emphasizes more on the sales part and majority of their efforts goes there.

They tested my communication skills by asking me to convince him to make a purchase. I remained calm and maintained posture even when I felt nervous. He asked me questions like how am I planning to implement my area of expertise to suggest solutions for any problems, and why did I choose marketing among other subjects. I explained all the interesting contents of marketing that I learned and he was most impressed by a course called Digital Marketing. He asked me what I would do if I didn't get selected for this internship program. I said I would do a SWOT analysis on myself and find out the parts for improvement. I'll take this interview as a lesson and try to find ways to minimize my flaws and gain knowledge.

Surprisingly, the interviewers were impressed by my determination and resilience and praised me for dealing with the different situations both of them interchangeably asked even though I had minimal expertise in some business terms and processes. The entire 30mins interview session ended with a very sweet note, “Learning to accept and handle rejections is a virtue, the professional world is unpredictable and if you do not show the willingness and strength to overcome those you will struggle. In the corporate world, each department plays a crucial role and if one falters then a domino effect takes place. This training phase shall determine and shape your future corporate role. So, are you ready for it?”.

1.4 About the Organization

Mango Teleservices Limited is a Public Limited company incorporated in the year 2007. Mango is Bangladesh's first private sector International Internet Gateway (IIG). Mango is a profitable organization and has captured a large market share in the telecommunication sector of Bangladesh.

Mission: to introduce environment friendly, efficient & sustainable transforming technology for betterment of the people of Bangladesh.

Vision: to Take Bangladesh to new heights with technology & innovation for societal happiness.

Corporate philosophy: CLIC (Connect, Learn, Innovate & Collaborate) and Empower Customers.

Mango Teleservices Limited was founded in 2007, but operations started in mid-2008.

The current chairman Mr. A Mannan Khan and Managing director Mr. Mir Masud Kabir is the founder of Mango Teleservices Limited. Over years, the business has expanded to other major business sectors like Manufacturing, Automotive, Renewal energy and Education. Mango has two sister concerns a) Purple Telecommunication and b) Platinum Communication, that serves as two additional pillars of strength for Mango Teleservices.

Mr. Mannan graduated from Tianjin University, People's Republic of China in Computer Engineering specializing in Telecommunication with a full scholarship from the Government. Mr. Mannan started his career as a businessperson at Communication Solutions Ltd (CSL) in Technology sector as the Chairman and made significant contributions towards the nation through accomplishment of innovative projects like Air to Ground Communication System. He also served as the founder and chairman of Baira College, Singair, Manikganj, which was established in 1994. His substantial effort went behind ensuring quality education to the poor rural residents, especially the females.

Mr. Mir Masud Kabir is the founder and Managing Director of Mango Teleservices Limited. He passed SSC and HSC with distinction and graduated from Middle East Technical university, Ankara, Turkey in Petroleum Engineering with a scholarship from the Turkish Government. His career started with Schlumberger and earned the title of Youngest Country Manager within four years. Afterwards, he served as the Country Manager for Cable & Wireless-Schlumberger JV OMNES and did extensive market research on Bangladesh.

The core services of Mango Teleservices are International Internet Gateway (IIG), International Terrestrial Communication (ITC), Internet Service Provider (ISP), Digital Signature Certifying Authority (CA), which extends to Cloud and Management based services as well. Mango has their own data Centre and NOC activities run 24/7. Their beneficiaries are both national and international clients that expand over major geographical locations over the country.



Mango has 7 major key departments:

1. Business Development
2. Operations and Planning
3. Finance
4. Audit
5. Production
6. Research and Development & Quality Assurance
7. HR Admin and Logistics

Mango has been a Tier-1 Transit provider of Bangladesh since 2008. It has given them an upper hand advantage since they are the first IIG licensed operator in Bangladesh who successfully established and entered the market early on. Mango has rights to all submarine cables like SMW4, SMW5 etc. while having direct peer connection with major

CDNs like Google, Facebook, Amazon, Akamai, Equinix etc. A service uptime of 100% is ensured since its establishment and maintains 300-500Gbps traffic with extensive coverage by IPv4 and IPv6.

The major competitors of Mango are Bangladesh Submarine Cable Company (BSCPLC) which is controlled by the government with 55% ownership, Summit Communications which is one of the largest private IIG operators of Bangladesh, four active terrestrial cable operators that are connected via India and 35 others licensed IIG operators.

Mango has maintained a premium position in the market through their excellent technical services and reliability. Their direct partnerships with global CDNs have earned customer assurance, their 24/7 technical and NOC team ensures responsiveness and shows empathy by listening to customer concerns. Their diversification into related ventures has portrayed dedication to maintain sustainable development goals. They have a pioneer data center, designated working space for meetings and plannings and own high-quality equipment to support their infrastructure frameworks.

Organizational Hierarchy



Mango Teleservices Limited has 150 employees working under them.

Mango is undergoing some major Projects/Expansion:

1. Bangladesh Auto Industries Limited (BAIL)- Electric Vehicle Manufacturing
2. Sunamganj HKGE consortium ltd
3. Nationwide charging infrastructure and battery swap stations for EV vehicles
4. Bangladesh Lithium Batteries Ltd (BLBL)-Lithium batteries
5. Cox's Bazar Sea-Me-We-3

Ethical standards and Certifications:

1. Maintain guidelines provided by Bangladesh Telecommunication Regulatory Commission (BTRC)
2. Quality Management System ISO 9001:2015 certificate
3. Bangladesh Labor Act 2006
4. Customer Data Protection aligned with international standards
5. Corporate Code of Conduct

Chapter Two: About the Internship

2.1 Internship Position and roles

I joined as a Marketing Intern, at the Business Development department of Mango Teleservices Limited. The duration of this internship period was 3 months. I was assigned a work supervisor who currently is the manager of the business development team, who provided thorough guidance and assistance. I was asked to report to my assigned supervisor regularly and keep him updated about my ongoing work activities.

2.2 Work environment

The office culture is collaborative, supportive, and hierarchical. The atmosphere is respectful and friendly; everyone addresses another colleague with “Bhaiya or Apu” rather than typical sir or madam. Even though everyone has a busy schedule, they never hesitated to offer help or provide guidance when I required it. The communication method varies depending on the kind of work, for discussions and suggestions they approach each other and for official tasks or approval they communicate using email.

The office hours are 10am to 6pm, and the workstation is in cubicle form for the departmental heads and open desks for other employees. All executives and senior management have their own room, there is a waiting room, dining room, a meeting room, map printing space, their own data center all at the Gulshan office. I was placed right beside the planning and operations team, and I had to carry my own laptop. Every single day passes with loads of work while having tea/coffee and snacks served at the desk.

2.3 Duties and Responsibilities

My duties weren't fixed, rather I was given an opportunity to work with different departments that helped broaden my learning and allowed me to explore the different aspects of work and gain hands-on-experience. Even though I am a marketing major student, I was assigned tasks beyond my area of expertise. I learned and understood the preliminary aspects of different software tools like CRM, how to run computer systems, and a bit of coding. Through observation I took as much knowledge as I could, I tried interacting with my colleagues and tried to get as many queries addressed as I could.

Below is a list of the tasks that I did:

- Customer Data entry
- Customer onboarding record keeping
- Email drafting
- Data Compilation
- Client agreement drafting
- Client meeting schedule
- CV/Resume/Cover Letter Digitization
- Printed official letters/notices on company Letterheads
- Photocopied documents and submitted to Administration department
- Assisted in map studies and printing
- Made list of home clients
- Prepared CVs for executives and senior colleagues
- Tender application drafts
- Created Presentation slides
- Compiled customer data from different FB groups
- Assisted in customer Acquisition and Sales

2.4 Contributions towards the company

A few tasks felt overwhelming but I had to get them done. I was told to type a formal letter in Bangla within 10mins, typing in Bangla is something I have never done. Although my nervousness elevated, I realized I had to get it done anyhow. Firstly, I wrote the letter in English and then translated the entire letter from English to Bangla. “I have never seen or heard such critical Bangla words in my whole 17 years of corporate life”, my senior uttered ironically. I felt embarrassed as I failed this simple task but he asked me to re-do it. I surfed the internet and found a web that automatically converts any English or Banglish texts to the exact Bangla words. I finally managed to complete this intriguing task.

Additionally, a senior engineer asked me to make a Roster, which was basically a critical arrangement of NOC and Technician members into groups for different shifts. I had to make sure that the experts did not get the same shifts, as there were trainees under them therefore maintaining a balance was necessary. After 4 hours of hard work, I managed to make the roster.

Last but not least, the company profile of Mango Teleservices Limited had an outdated profile which was made 5 years ago, so I was asked to update it with my marketing knowledge and technical skills. So, I gave my utmost effort into that which took me around 3 weeks to complete, as there were many aspects to cover and precisely add the relevant data to make it look appealing. My Canva/PPT skills came handy as the HR took help from me to update the company organogram. Initially, access to Mango website was denied, and minimal to no extensive details were available online. With my request, they fixed this issue and are quite impressed by how eager I am to implement all the knowledge I gathered.

2.5 Implementation of educational learning

My academic courses helped me understand the functionality of a business. The theories showed me the pathway of identifying gaps and amplifying working processes in a professional setting. I would not say that the theories were 100% incorporated in my internship phase because real world scenarios and problems are not quite similar to the bookish concepts.

However, it helped me think outside the box and come up with solutions I didn't know existed. My thinking process has changed, now I look at one problem from different perspectives and analyze them deeply. The time I spent on course content analysis, making posters, slides and the presentation all gave me a head start for my professional life. My analytical skills were explicitly implemented and the hours I put behind my course case studies made me patient enough to go through all the 70-80 documents I was given to study.

Chapter Three: Self Reflection

3.1 Feedback on the internship

Observation has always been one of defining traits, whether being actively engaged in tasks or simply just absorbing the present, I always noticed details others might overlook. My internship at Mango Teleservices Limited has shown me the various aspects of corporate life. My feedback addresses both challenging and interesting aspects that shall significantly contribute to my professional growth.

Appealing factors:

One thing that surprised me was the interpersonal culture at Mango teleservices Limited. Every department team has genuine respect and great communication skills. They avoid flaunting their position as a source of authority, this approach made me feel welcomed and valued regardless of my professional experience and position.

During my spare time, I visited the data center where my curiosity about the rackmount and flat servers were met with enthusiasm. One personnel over there explained the entire operation, making the experience both educational and fascinating. They allowed me to enter the restrictive area of the data center, to accommodate my inquisitiveness with generosity. The friendly staff helped me operate the printers and photocopy machine with ease.

Being one of the youngest members of the Mango family, I received exceptional guidance from peers. Despite my unintentional mistakes, my efforts were consistently acknowledged with constructive feedback. A particular experience involved a direct conversation with the CEO, because I was highly disappointed and sad regarding a task. His motivational support helped me gain invaluable insights that strengthened my knowledge with practical applications.

Improvement factors:

Mango Teleservices demonstrates commendable collaborative spirit, however there are scopes for improvement when it comes to workload management. On several occasions, I noticed that workloads remain relatively light during early hours followed by extreme rush during the end of the shift. This creates unnecessary stress and reduces the quality of the work which could have been improved with better task management.

A situation arose where some individuals were not included in email CC, generating confusion whether they were informed about the certain task or process. Lack of that minor consideration led to project delays. The data center employees did not follow this information forwarding protocol, which resulted in preventable confusion.

So far, my internship experience at Mango Teleservices Limited has radically molded my professional capabilities and personal opinion. I truly appreciated their human centric corporate culture, the collaborative spirit, mentorship quality, and motivational aspects which has outweighed the challenges. I learned that effective communication is the foundation of an organizational success alongside maintaining a strong professional outlook ensures better work quality even on the tough days.

3.2 My potential and how the organization could leverage it

My introspective nature could be utilized to recognize patterns and potential risks and benefits of a project. While other people are discussing their thoughts, I could process the data at a deeper level, noticing things that the vocal team fails to notice. The concentration leads to better decision making and enhances independent work ability with minimal to no supervision.

Research, analysis and documentation-based roles would fit my personality traits. My observant skills could notice errors, provide deep attention to detail and bring better output with writing-based tasks. They could assign small group collabs instead of large groups to make my introverted qualities shine brighter.

Nevertheless, my active listening skills are underutilized, every business need people who actively listens to what clients are expressing and what their concerns are, this could become an asset to the organization if properly implemented.

3.3 Recommendation

I would like to enhance my verbal communication skills for better interaction with my colleagues. For the next step of my corporate life, I will invest a substantial amount of time on expanding my network by meeting new people. I would like to conduct SWOT analysis on myself to figure out how to improve myself in a professional setting. In corporate life, problems cannot be solved in a systematic chronological manner like the way it's mentioned in the books, things do go out of control and one needs to stay proactive and calm.

I would like to recommend some ways Mango Teleservices could improve their internship program. They could create a sequential activity list to ensure each intern gains hands-on-experience in a particular area and gets an overall idea of its implementation. A weekly meeting could be arranged for tracking down progress, and assign small interactive group or individual tasks to enhance communication skills. Evaluation criteria could be made flexible so that interns could be assessed based on different skills they demonstrate.

Chapter Four: Personal Development Plan

4.1 Personal Development Plan

Warren Buffett said, “The best investment you can make is in yourself.” Every step I take from now on shall be the turning point for my professional growth. In order to reach my ultimate goal, I need certain skills, qualifications and good planning. I want to pursue a Master’s degree abroad, and my country preference would be the UK, Australia, or USA. I need to get my IELTS and other paperwork done before application which will take around 6-8 months. However, I don’t wish to sit idle during that period therefore I have decided to accept the permanent placement offer that I received from my host organization.

Till I am good to go, I shall invest my time and energy to shape my professional career. During my internship period I developed a certain enthusiasm towards research-based activities, so I want to have a research background and would love to become a professor someday. In the next 10 years, I want to have at least 2 more degrees: Postgrad and Doctorate degrees. I want to see myself as a researcher at a reputed institution or as a professor in a renowned university abroad. Failure is also a part of life without it; life would lose its traction. I do acknowledge the fact that the road might get challenging but it’s not impossible. As I see it, determination and resilience shall help me overcome all the obstacles life throws at me, and I am ready to face the music.

4.2 Technical and Personal Skills

Hard Skills:

This is essential for showcasing expertise in my concentrated area, it ensures that I know my job and have necessary qualifications to fulfill the requirements. It is vital to work on hard skills as it assists in task completion.

Below are the skills I want to master:

- Google Analytics
- CRM tools
- Adobe photoshops and Illustrator
- Brand Strategy development
- Content creation

Soft Skills:

These skills are vital for personal growth and development. It assists in building interpersonal relationships and maintains harmony in the workplace.

Below are the soft skills I want to attain:

- Persuasive Communication
- Negotiation
- Conflict Resolution
- Networking

Executive Summary

The internet has revolutionized the way people interact, and Genz is positioned as the digital natives with the internet being the central part of their daily life. However, the extensive use of the internet raised concerns about data privacy especially in the digitally progressing areas of Dhaka city. This study undergoes exploratory research to investigate the patterns of daily internet usage of Genz and their awareness level for data privacy. For this purpose, in-depth semi-structured interviews were conducted with 10 participants residing in the Gulshan area using simple random sampling. This study is subjected to thematic analysis to understand the essence of this qualitative study. The findings reveal that there are 3 main themes: internet necessity, escapism, and privacy precautions. The study indicates that Genz has high dependency on the internet for everyday tasks, spending a substantial amount of their time online. Additionally, Genz showed a more digital proactive personality due to past negative digital experiences. These outcomes suggest a need for regulatory institutions to develop some appropriate measures to protect these digital natives from cybercrimes and provide a groundwork for future research into long term digital protection in Bangladesh.

Part B

Chapter one: Introduction

1.1 Background of the study

Every minute, Genz internet users in Dhaka city generate millions of digital interactions, leaving a comprehensive digital trail that reveals more about them than they know about themselves. Even after spending a substantial amount of time online, a rift exists about the daily internet usage rate and the data privacy awareness level. This research shall address these two factors that shall reveal what the digital future of Bangladesh would be.

In Dhaka city, since the accessibility and affordability of the internet has become easier, understanding the data privacy awareness level can help identify the loopholes that may cause data breach, identity theft, monetary fraudulence, or cyberbullying.

Every kind of action done online is noted and studied to understand the behavioral aspect of the user. The digital platforms connect the dots by reading their communication style, purchase they make, post they share and the contents they like, which reveals hidden information by forecasting intimate details about the individual's personalities, relationships, health, finances and their ideologies.

According to a report from BTRC, Bangladesh has 136 million internet users and among them 65% are Genz, where the majority percentage belongs to Dhaka city making it the central hub of internet users. Dhaka has witnessed a drastic change in the development of the digital economy as it faced a surge in smart devices and accessible internet connection. Most digital activities by Genz are left unsupervised due to increasing numbers of personal devices. Dhaka city is selected for this study due to its mixture of diverse socioeconomic status of the Genz user that heavily relies on the internet providing a legitimate essence of digital experiences.

1.2 Problem Statement

“Surveillance is the business model of the internet”, said Bruce Schneier; Security Technologist. Digital world holds a parallel identification of its user, that is constructed from the data trail sprinkled by them. In Dhaka city, Genz spends hours online and the contents they receive are the algorithms of their activities.

Bangladesh lacks data privacy protection laws like the EU GDPR protection laws. Genz in Dhaka are a highly vulnerable group as they don't have any standardized laws to protect them as they are using platforms that are controlled by international laws.

The entire system is functioned in a way that the user has less understanding of how data extraction works. Genz will continue to be exploited as their private data are being extracted and sold to other entities without their consent. The major concern is beyond just simple cluelessness.

Due to lack of evidence of potential threats, development of appropriate protective measures remains under low priority and the problem remains unresolved. It's about the entire Genz demographic who is considered to be the future of an economically dominated group will face severe losses in the future due to lack of digital protection laws, as the digital world gets tremendously complicated.

1.3 Research Question

- What is the purpose, time length, and platform preferences of using the internet by Genz in selected areas Dhaka city?
- What is the data privacy awareness level among Genz in selected areas of Dhaka?

1.4 Research Objectives

The key objective of this study is to determine Genz daily internet usage patterns and their awareness level of data protection at Mango Teleservices Ltd.:

- Determine the purpose, duration, and platforms preference for internet usage by Genz in selected areas of Dhaka city.
- Assess the level of data privacy awareness among Generation Z in selected areas of Dhaka.

1.5 Significance of the Study

Over the past decade, Bangladesh has witnessed a massive leap in Digital expansion. Dhaka city observed Genz embrace the internet effortlessly into their everyday life while there are rising threats from data breach and surveillance. The core user of the internet is Genz who has the most digital exposure, faces inadequacy when it comes to understanding their daily internet usage pattern and data privacy awareness level.

Bangladesh is swiftly moving forward to a technology-based economy; therefore, policies are required to effectively navigate through the digital world. Alignment of internet usage, and awareness could guide the legislation to provide protection law and ensure safety in the digital world.

Even though Gen Z has an extensive knowledge about the internet ecosystem, the long-term consequences are yet to be explored. Protective measures are needed for these digital natives that will shape them into a better internet explorer.

This research will contribute to finding ways to protect these young demographics from the complexities of the digital world. Therefore, this study shall provide evidence on the digital consumption and their perception on data privacy which can provide beneficiary details to shape the digital future of Bangladesh.

This study is the preliminary ground for establishing a research outlook based on internet consumption patterns and data protection awareness over time. In this technologically advanced era, every other day a new platform emerges, so having the current ones documented will give a trend for future comparative analysis for Gen Z of different cities of Bangladesh or the following demographic named Gen Alpha. This will strengthen the digital protection measure of Bangladesh and provide guidance on how to safely navigate the digital world.

Chapter Two: Literature review

2.1 Genz Daily Internet usage

Daily internet usage refers to the amount of time Genz spend online every day, the frequency, the time length, the nature of their activities they carry out being online. The usage extends to the platforms being used by them and the intensity of dedication towards some actions and what kind of devices they prefer and why they choose that particular medium also falls under the radar.

In Dhaka city, the reliance on the internet has increased since the Covid 19 era, and the usage pattern is essential to understand some unique factors and how the Genz adopt and utilize it differently than the other age groups may bring an interesting outcome. The urban Genz of Dhaka faces different circumstances like connectivity issues, the platform preferences that may differ from the global trends and western context.

This generation expects externalities to respect their wish to keep their personal life free and not to judge them on the basis of their social media identities (Yadav & Rai, 2017). Every single moment, Genz are exposed to enormous amounts of content online and use various digital platforms for multiple purposes. A study revealed that variations in platform usage depends on the gender, as behavior and activity are dependent on who the user is.

On the spectrum internet usability, on one end younger Genz has minimalized online activists due to parental supervision and on the other side older Genz has no usage restrictions due to owning multiple devices and having freedom. The existing research papers do not explicitly focus on Genz residing in different areas in Dhaka rather it covers a small portion by targeting school or university students. Internet usage has changed over time, COVID-19 has elevated the dependency on the internet as it was the only escape route during lockdown. Therefore, people figured out ways to stay connected and leverage the usage of the internet as much as possible.

2.2 Genz Digital behavior

Internet users portray several negative symptoms like anxiety, depression, psychological issues, and insecurity. 40 % of teens said they check social media within 5 minutes before sleep and 36.0% said they do the same thing first thing in the morning (Kamruzzaman Khan et al., 1 C.E.). Several studies indicate that due to a spike in smart devices and internet accessibility, young people are getting more

inquisitive about exploring digital platforms. Due to reduction in traditional entertainment and engaging activities, young people are leaning more towards digital platforms for entertainment. High dependency on the internet has caused a significant change in lifestyle and behavior.

There are several factors that trigger this compromising issue such as the convenience of using different platforms, blindly trusting apps with personal data, not keeping a track of how each app could break through the protective bubble, or by getting used to exposing information in order to present oneself as genuine.

2.3 Genz Proactive measures

The authorities of Cyber Crime Awareness Foundation (CICAF) Dhaka revealed that social media and online account hacking tops the list of cybercrimes in Bangladesh. The cybercrime investigators emphasize the frightening spike in cybercrimes that leads to numerous unpleasant actions, including self-harm, financial losses, social shame and stigma. This highlights the need for creating a safety system for the digital users through partnerships, training programs, and awareness campaigns.

The rise of environmental consciousness among Gen Z in Bangladesh is another critical element of their redefinition of social values (Rahman, 2024). Genz has low tolerance and expects immediate outcomes in all aspects of their lives. Therefore, services like instant messages, real-time notifications, online shopping, and ease of information access have made their lives easier. A study reveals that when it comes to financial matters Genz are highly proactive. Due to the rise in the online banking system, Genz gets a seamless experience that aligns perfectly with their expectations. This way of connectivity has influenced them to get student loans, optimize their health status, and invest in cryptocurrency.

When it comes to entrepreneurship, Genz has harnessed the proactive attitude by incorporating AI and digital tools to give a fresh outlook to entrepreneurship. In this aggressive marketplace, innovation is necessary for competitive advantage, therefore enterprises are embracing Genz proactive approach to navigate through the digital workplace. Due to having proactive personality traits, motivation and performance has significantly enhanced as revealed by many studies. Research from the field of education shows that PP significantly affects the career variables of university students by raising their academic self-efficacy, boosting their confidence in making career decisions and conducting job searches, and lowering their career uncertainty (Park, 2015)

In most cases, the privacy paradox exists because these GenZ individuals are highly concerned about their privacy yet do not engage in any kind of proactive measures to avoid privacy breach and carry on with activities that could constantly compromise their digital safety.

2.4 Data privacy awareness level

Data privacy awareness is something that surpasses the basic knowledge about privacy. This is about understanding how the digital platforms collect information and monetize the user's information although being aware of the privacy protection laws created for the user's protection. The platforms curated their own privacy terms and conditions that they must abide by considering the users rights and being aware of the digital law. Awareness of data protection must be a proactive behavior, such as reading the privacy policies properly, modifying the security settings, being cautious about what information to disclose and what output it might bring, and learning about platforms that could be trusted with personal data.

In this era of digitalization, maintaining confidentiality has become challenging. Health data are getting exposed due to the unprotective laws and digital safety. It also includes those having a reasonable basis to believe that the information can identify the individual (USA, 1996). According to US digital laws, misuse of personal health information is considered as an offense and is punishable both by financial and jail terms. Leakage of health data occurs due to lack of user's knowledge, unprotected servers, and other malicious attempts to hack the system to retrieve others data.

A theory has been developed called Privacy Calculus to understand how people make decisions on sharing their information. The theory suggests that a cost-benefit analysis should be before any information is revealed to understand the depth of internet functionality and the consequences of their actions. Information sharing has both positive and negative implications and this theory emphasizes on the importance of understanding the digital world before inserting any data. Regulatory institutions and governments can take this approach to develop an appropriate solution to privacy concerns and create tools for safer navigation in the digital world.

2.5 Globalization & SDGs

Through the “Digital Bangladesh” initiative, the government has been trying to align with some notable SDG goals to digitally transform the country, since GenZ demographic is the prominent one, their contribution towards this transformation plays a pivotal role.

Poverty and Inequality (SDG 1 & 10) Bangladesh has digitalized the financial sector by introducing online transactions at a low cost and making it accessible. This boosted the financial inclusion of all citizens. However, the Genz are taking more advantage of this opportunity and are the highly dependent group on digital transactions and contributing towards e-commerce growth.

Quality Education (SDG 4) was incorporated through introduction of multimedia classrooms and digital textbook contents to improve the quality of the education and make it accessible for people living in remote areas or is helpful during unexpected events. E-journalism, content creation, and online businesses evolved from this transition.

Good Health and Well-being (SDG 3) was incorporated through digital campaigns and marketing of different businesses. This took an incline growth during the Covid 19 where information and safety measures were published online for health awareness. Genz being the digital natives blended well with the sudden adoption and digital dependency. Amongst the other medium available, the online visibility and presence were most applicable due to its easy access and affordability.

Decent Work and Economic Growth (SDG 8) this is being followed by invention of apps, websites, and freelance work opportunities. Enhancement of technological capabilities and productivity was successfully accepted and implemented by the Genz as their tech dependency and online shopping boost has brought in generous growth for our economy in the best possible way.

Resilient Infrastructure and Innovation (SDG 9) development of telecommunication networks, including mobile and internet connectivity, is a core part of the digital infrastructure development under "Digital Bangladesh".

Chapter Three: Methodology

3.1 Research type and design

This study is being carried out using an exploratory research approach to gain preliminary insights into the daily internet usage patterns and data privacy awareness level among Genz in selected areas of Dhaka city. Exploratory research will help to identify key themes and patterns that will provide a strong foundation for understanding the depth and consequences of internet usage.

This research opts for a qualitative research design to have an understanding of the internet usage pattern and how aware Genz are when it comes to the digital platforms. This design shall be complemented by in-depth interviews that will consist of various opinions, concerns, and understanding levels based on individual experiences.

For the primary data collection, the interviews shall be in semi-structured format, which will open the floor for open ended answers, making sure that the focus remains on the research objectives. Qualitative research allows extensive detailed understanding on the topic, that will help structure the core element of the study and understand the depth of the information received.

3.2 Sample size and Sampling Techniques

The sample size for this research is 10-15 participants that consists of Genz individuals aged 13-28 years old who reside in Dhaka city and are regular users of the internet and can provide key elements and share their unique individual experiences. Considering the nature of this study, a sample size of 10-15 participants is suitable for receiving a concentrated data outcome till the point where no new patterns are noticed. This sample size aligns well with the exploratory qualitative research criteria for identifying themes and generation preliminary details about the target group.

The sampling technique chosen for this research is simple random sampling that means selecting individuals randomly from the large population group, this ensures that every individual has equal chances of being selected and biasness is minimized. The participants for this study are chosen by randomly selecting 10 individuals from the customer list [also known as sample frame] of the Gulshan 1 residential area.

The sample selection process involves gathering participants from my host organization Mango Teleservices Limited, from its ISP (Home clients) customer list. The Genz are selected by examining the ISP list by skimming and making a list of the individuals that fall under the chosen age group and live in the Gulshan area. The sample ensures that participants are from diverse internet package purchasers, and shall provide insights depending on their Internet usage patterns. The diversification of internet purchase behavior enhances the quality of the research and assists getting a saturated output.

3.3 Interview Questions

The interview questions are designed to ensure all aspects of the topic are focused. The interview will have 3 main sections:

Section A – Demographic details

It has some basic questions about their age, gender, residential area, and educational background. It is there to aid the ice-breaking session and get a general background idea of the participants.

Section B – Internet usage and routine

This section consists of their everyday digital routine on how, when and why they use the internet. It also aims to identify what platforms are preferred by the participants and for what purpose.

Section C- Data privacy Awareness & Understanding

This last section consists of open-ended questions to get an in-depth idea of their everyday digital profile and how they manage it. It will reveal their understanding of the pros and cons of the digital world and how they navigate it. Their expectations and perception will give an idea of how Genz of Dhaka city migrates in the digital ecosystem.

Last but not the least, questions will be added if new information or angle is perceived during the interview sessions. In terms of language, it is kept flexible so the participants feel comfortable sharing their point of view without any restrictions or barriers.

3.4 Data Collection

All the data shall be collected from the semi-structured in-depth interviews over a duration of 3-4 weeks, so each interview is expected to last 15-20 mins or more depending on the conversational flow and information collected. Interviews will be conducted by several methods considering each participant's availability, for instance both online and in-person meetings will be allowed. However, a calm environment will be preferred for making the data collection process easier.

Beforehand, each participant will be handed a consent form and the research purpose and topic will be briefed for transparency and ethical consideration. Each interview will be audio recorded to ensure every bit of data is collected and later on will help transcribe it accurately, plus field notes shall be maintained to address any non-verbal cues and observations. Just in case, any participant feels declined to the audio recording part for personal concerns a detailed note will be taken.

For the whole interview session, it will be ensured that the participant is not opting for biasness and giving vague information and also the additional questions added to the list doesn't have a provocative influence on the participant. All the data and observations gathered from the interview sessions will be transcribed and a relevant theme will be recognized.

3.5 Data Analysis

The data analysis will follow the six-step thematic analysis framework developed by Virginia Braun and Victoria Clarke. This analysis method is flexible and will help extract the core contents for this research. The inductive approach will be considered and maintained as it helps find the theme from the data sets.

Step 1 – Familiarization

Going through the data set collected and understanding the contents is a crucial step. The field notes, the audio note transcription must be reviewed to get an overall understanding of what the data sets are.

Step 2- Coding

Highlight the words or sentences and label them with words that describe the content. Every code is important as it denotes the important details the participants shared. Forming the interesting words or sentences into codes makes it easier to divide each similar content into a group.

Step 3- Generating themes

Going through the codes created and identifying patterns among them and then finding a suitable theme for them. Themes are elaborative versions of codes, as several codes could be merged to form a single theme. There could be codes that might seem as an anomaly or vague, so those should be detected and omitted. In addition, only the relevant codes that form a meaningful theme should be considered for the research as it will have significant contribution and have the strongest characteristics to represent the best theme.

Step 4- Reviewing Themes

All the themes chosen should be systematically reviewed to ensure it is the valid image of the data. Afterwards, the themes shall be compared to the data sets and observe if any point is missing or if the themes actually serve the purpose of the data. In this stage, any modification could be made or the entire previous steps could be redone if needed. One thing that has to be verified is that the themes are clear and logical because any small confusion could hamper the output of the research.

Step 5- Defining and naming themes

Now each theme has to elaborate precisely what they mean and find out how they are related to the data and what intriguing details it uncovers. Afterwards each theme will be given an easy name that can be straightforwardly understood without much complication.

Step 6- Writing up

Ultimately, it brings us to our last step which is data analysis. It starts off with the introduction that aligns with the research questions, objectives and purpose. Inclusion of methodology and data collection method should be explained and how a theme is achieved. The findings of this research is a critical part; it consists of what each theme achieved means adding relevant examples from the collected data and providing relevant examples as evidence. Lastly, the conclusion describes the main elements and shows how the data analysis serves the purpose of the research.

Chapter Four: Findings and Discussions

4.1 Interview questions output

Section A revealed that the age group of the participants were mostly 13-17 years old students, and the lowest was 24-28 years old working professionals. All the participants of this study reside in Gulshan 1 residential area.

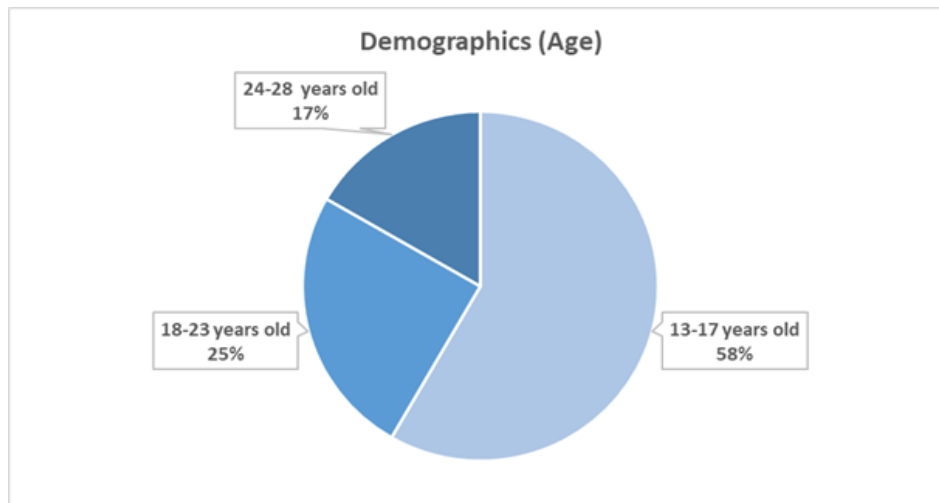


Figure: Age group of the sample

Section B reveals the platforms/apps preferred by the participants, the top 7 digital platforms are mentioned below depending on their usage duration.

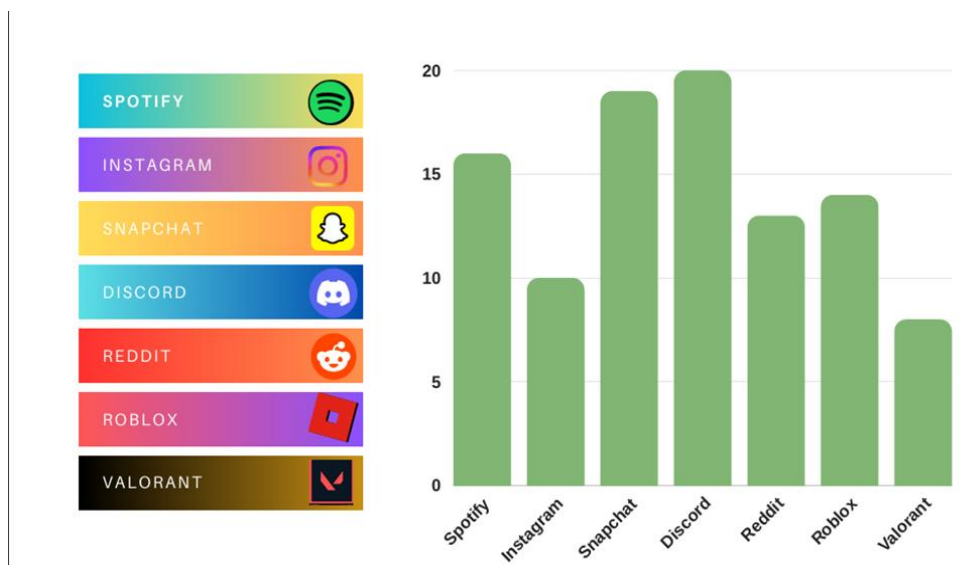


Figure: Apps preferred by Genz

Section C revealed the precautionary measures taken by Genz in the Gulshan area. These are the approaches Genz takes to keep their digital data safe. Genz claimed to have a higher awareness level, therefore they prefer these below steps that they believe will keep their data secure.

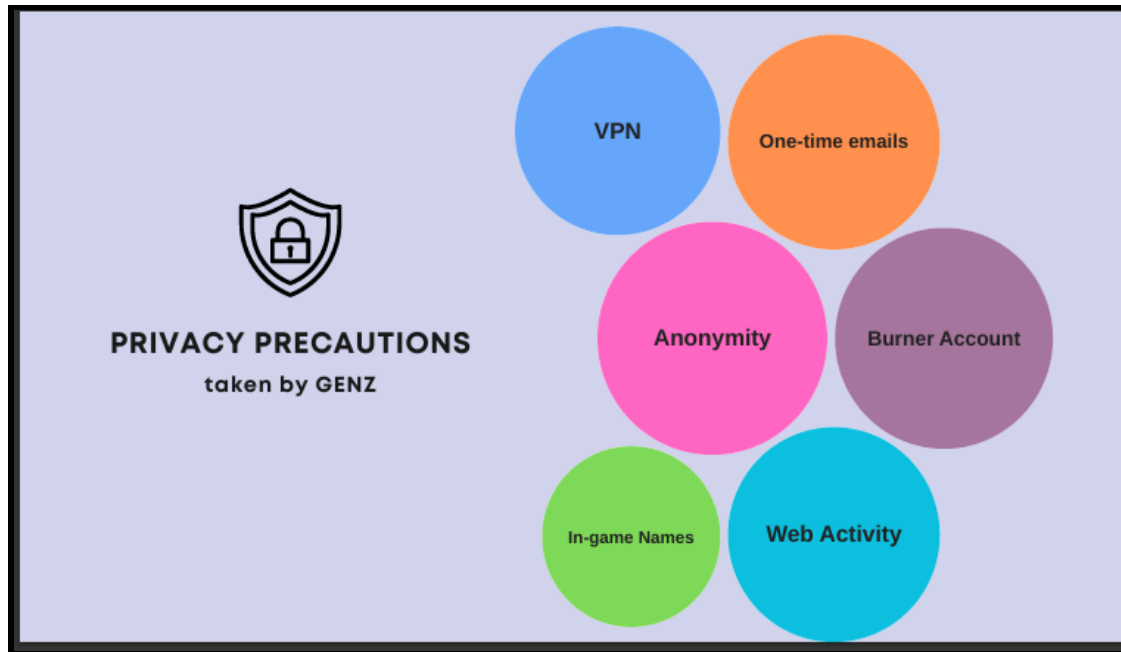


Figure: Precautionary measures taken by Genz

4.2 Theme generation

The findings of this research unveil some interesting aspects that reflect the digital behavior of Genz in Dhaka city. Genz is known as tech-savvy and the way they surf through the internet speaks volume for their current usage pattern and their consciousness regarding data safety. The major intriguing aspects are divided into themes for easy interpretation.

Theme 1: Necessity of Internet

The Internet is a crucial part of Genz everyday life, it has been blended so well that without its life seems meaningless. Their morning usually begins with checking for notifications, when asked for clarification, they said it's a reflex action as they have "FOMO" due to which they constantly check their phones. The real purpose of internet connectivity is to stay connected with people and entertainment. The most time spent over internet activities happens during night, as they mentioned it is peaceful and the speed of the network stays smooth. All the participants claimed to have Wi-Fi connection at home, but their internet service packages vary depending on their needs.

A few people expressed that they play video games/Competitive games which requires higher internet speed and keeps a backup like Starlink (satellite network) for smooth gameplay. Others claimed that the regular speed packages are suitable for them and they use 4g or 5g cellular data when they are outside. “A life without the Internet would make me feel like a zombie”, said Participant 5. The location sharing feature has enabled them to enjoy hanging out in different places even when they are alone, as they are assured that they would be guided to their destination safely.

Some of them revealed that they feel comfortable sharing their location with friends because it gives them peace of mind knowing people will back him up or save him in case of uncertainty. They are able to access all kinds of information within a short frame of time, starting from restaurant reviews to hotel reviews for vacation spots. Although, most of them agreed to being fussier when they face internet disruption as it hinders their process of getting constant dopamine from scrolling through different platforms. The average time spent on the internet is calculated to be around 8-12 hours.

Theme 2: Escapism

Genz believes the internet is the best form of escape from reality. Most of them maintain a dual personality and identity; real life vs virtual life. Genz loves making new friends and meeting new people but they do make sure to keep the two different identities apart. The Internet has made it easier for introverts to express themselves without hesitating or feeling uncomfortable. They have managed to figure out the best platforms that work for them both entertainment and safety wise.

The Internet has allowed them to interact with people like never before and the connectivity is strong enough for them to stay engaged in it for a long time. Spending time with friends, playing games and enjoying life is what makes them content. For entertainment, the gaming platforms they use are Valorant, Among Us, Roblox, and many others. They have set an in-game name for each platform they use and they maintain a totally unique personality over the digital world. Most of the participants mentioned an app called Discord, which allows them to do multiple different actions like video calls while playing games as a group to build strategy, screen sharing to watch movies together in a large group, or to just share different contents as they please.

These gamers prefer buffer bandwidth which gives them the highest speed and smooth graphics with less ping and easy mobility for the characters in the games. The Internet has made it possible for them to overcome the communication barrier and connect like never before. The emergence of AI has made them more dependable on the internet, from participating in AI trends to collecting information on study

materials. The Internet serves as the backbone of their mental stability as it allows them to escape the real-world challenges and create a whole new world filled with fun and thrill.

Theme 3: Privacy Preservation

With every passing moment the Digital world is rapidly advancing, its fierce competitor is Genz. With every witty step digital platform takes to collect personal information from its users, Genz finds out ways to outrun them. Genz prefers keeping multiple devices for multiple purposes, and uses different communication platforms for different kinds of interactions. In order to prevent access to locations, they use VPNs, keep their web-activity off, and do not share any vital information. Few of them claimed that using a burner account has reduced their chances of leaving any digital trails.

Snapchat is their top used social media platform because its functionality of getting every single data auto deleted after the receiver opens the inbox, makes them feel safe. The gamers revealed using in-game names for gaming platforms to conceal their real identity, and used one-time emails to log into the platforms they feel aren't safe enough. A few of them mentioned regularly checking their web activity to avoid getting their location disclosed.

An intriguing aspect of this theme would be that few Genz prefer having two accounts on every social media platform they use, one account exclusively created for the family members and close friends only and the other is for acquaintances and friends they newly made. This ensures that both their identities are discrete, therefore less risk of getting their information stolen and avoiding getting scammed. However, several participants mentioned identity theft and they have to forward the fake ID to everyone and request them to report it. "My fake account has more followers than my real account does, LOL", mentioned one participant.

From the above themes we can infer that even though Genz is known as tech-savvy, there are loopholes in the digital world they are unable to overcome. They are trying their level best to overcome the difficulties but due to lack of actual preventive laws it has become difficult for them to take minor legal actions. The usage of the internet is vast and most people heavily rely on it, due to convenience and affordability.

The benefit outweighs the cons in some cases, but still in some cases issues remain unaddressed. Genz needs a safer digital ecosystem for carrying out their tasks.

4.3 Overall Findings

The findings of this study reveal that Genz participants were mostly students and a few working professionals. All participants reside in the Gulshan area. The average screen time per day was determined to be 8-12 hours, which varies depending on their usage rate. Among all the codes collected from the interview data, 3 main themes were identified.

Firstly, the internet was labeled as a necessary part of their daily life as it aids with connectivity and information. Their usage is mainly triggered by FOMO (fear of missing out), and the internet speed and data package requirement depends on their digital presence.

Secondly, the internet helps them create a virtual world for themselves where they can express themselves without hesitation and make new friends and enjoy life. They prefer participating in different AI trends for maintaining engagement with the digital community.

Thirdly, Genz uses multiple devices for different communication or entertainment purposes. However, they are highly concerned about their data privacy and therefore take some notable precautionary measures to protect themselves in the digital world. Even though they are making efforts to protect themselves, due to lack of effective digital laws there are a rising number of digital threats wandering around.

Every second, millions of digital trails are left by Genz and it is impossible to completely get rid of the digital footprints. Due to the rising number of digital platforms and higher usage rate, it has become difficult to control and measure their digital activities.

Chapter Five: Recommendations & Conclusion

5.1 Recommendations

The recommendation is based on the qualitative research done on the Daily internet usage pattern and data privacy awareness among Genz in selected areas of Dhaka city. While the findings are specific to my host organization Mango Teleservices Limited, they provide some valuable guidance for other Telecommunication industries and suggest important aspects for similar businesses and relevant stakeholders.

When it comes to daily usage of the internet, most participants emphasized on the importance of internet usage. Genz are highly dependent on the internet, so completely cutting it off is not even an option therefore a safer digital world is a must. Usage patterns vary among these users; some are heavy users who require higher speed of the internet and few are light users that are satisfied with a normal speed range.

Therefore, telecommunications industries should make restrictive laws to avoid bandwidth throttling; the reason for network congestion. This could directly address the speed issues that users face while using different platforms and requires additional internet backup for emergencies, it has been clearly identified from the conducted interview sessions. Establishing strict punishment for exceeding user range, this problem could be solved. This would allow the participants to browse smoothly without restrictions or issues reducing frustration and mental strain.

The research revealed a specific pattern; the internet usage rate is high among Genz in Dhaka. The average screen time per day is around 8hrs for the interviewees but their purpose and platforms used varies. The internet is mostly treated for entertainment purposes, and is a medium for passing time. The Internet is a community, and it has sub-groups made according to the requirements and usage reasons.

Lastly, an actionable recommendation would be to provide cloud storage and add steps to verification and rules for internet purchase. Educational materials and software could be made for better understanding. Notify this vulnerable group about digital platforms and how to safely navigate through even when danger is around. These precautions taken by Genz are temporary and it increases their screen time and does not meet their desired expectations. Even though awareness level is high yet digital threat lingers.

Mango Teleservices could become an example for other telecommunication companies. The change shall take time but it's doable and regulatory entity like BTRC could provide support. Other telecommunication industries could assess their consumer base relating to the context of this research. An overall idea for the future internet pattern and privacy awareness level could be estimated by studying the current pattern.

5.2 Limitations of the study

This study has some limitations:

- Due to a small sample size, generalization of the findings is not possible and is restrictive and may not represent the entire Genz internet users of Mango Teleservices Limited.
- The participants might have understated or overstated the contents which could have skewed the findings, and actual behaviors may differ.
- The study has been conducted within a short frame of time which isn't enough to collect substantial information regarding this topic.
- The themes generated from this study do not represent other internet user's demographic like Millennial or Gen Alpha.
- This study consisted of people with access to the internet only, people with connectivity issues were not considered so the output may be biased.

5.3 Future Implications

- Quantitative study could be done for a broader population
- Comparison could be done between Millennial, Genz and Gen Alpha
- Long term study could be done to get better idea of the participant's pattern
- Replicate the research for other similar telecommunication companies to get a comprehensive pattern recognition.
- Extend the research for other geographical areas of Bangladesh.

5.4 Conclusion

Ultimately, the analysis of this study revealed that Genz in Dhaka city follows a curved pattern when it comes to their daily internet usage and the frequency and duration totally depends on the purpose of usage. Now, when the topic is about the awareness level of protecting one's personal data, Genz demonstrated an impressive result. Among all the different purposes of internet usage, this study highlights 3 key themes from the findings for internet usage.

Internet speed matters when it comes to heavy usage and low to moderate speed is acceptable for light usage, but many times the system isn't supported by the existing internet connectivity therefore an additional backup is kept. Genz are willing to pay more for their desirable speed range however they aren't aware or do not have the authority to identify whether that specific internet service provider in their area is strictly restricted access to unverified servers or not. Mango Teleservices Limited provides internet connection to the ISP home clients according to their requirements, however the clients sometimes allow more than required users to access their network which leads to slow internet and causes cyber threats.

Genz has harnessed the digital world and found out ways to outrun the advanced system that collects their information. However, these small steps aren't enough to completely cut off access to personal data, even though it works for the time being it won't sustain in the long run. Bangladesh is approaching the goal of creating a Digital Bangladesh and in order to attain it they have started to extensively use the internet. Even though the internet has been made accessible, protective measures lag behind and no real effective laws are created to protect the user from cyber threats.

Information spread has become uncontrollable in this era, as every second new information pops up either could be a trend or any random things. Due to no restrictions or specified laws, verification of the news remains unresolved, and unauthorized access of personal data or hacking the system keeps multiplying. There have been several incidents of money laundering and bank robbery through hacking the digital security system. If Bangladesh still fails to create laws to protect the system, it's going to be a huge problem. Genz is considered the working population and their contribution shall be fruitful and the turning point for Bangladesh GDP improvement.

The Internet is an infinite space that is brought to form connections from one end to the other. Wandering around different servers has become extremely easy, alongside unknown threats also lingers. These unknown attacks will cause permanent damage; some might not have the undo button therefore awareness

on protecting one's data is essential. In order to survive in the long-term, one must be aware of their usage pattern and take protective measures to safeguard their data in the digital platforms. While the internet has both positive and negative implications, having substantial knowledge on tracking their own activities is the key to successfully navigate through the digital world.

A balance must be made to ensure that negative consequences don't outrun the positive ones. The digital platforms used by Bangladeshi Genz are governed by foreign laws, so they are highly exposed to the unknown servers and can easily fall under the traps of the online harassers. Bangladesh has come a long way since the internet inclusion in our lives; local digital protection laws will assist these Genz in surfing the internet stress-free and be confident in competing in the global digital markets.

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INTERNSHIP PROPOSAL

Name:	Anjuman Islam Neha
ID:	221011111
Department:	School Of Business (BBA)
Supervisor's Name(faculty):	Shawkat Tanveer Rahman
Organization Name:	Mango Teleservices Ltd.
Internship Title:	Analyzing Daily Internet usage patterns and Data security awareness among Gen-Z in Selected Areas of Dhaka City

neha

Student's signature & date

Shawkat Tanveer Rahman

Supervisor's signature date



Ref: Internship/2025/09

October 01, 2025

Anjuman Islam Neha

Re: Offer letter to join Mango Teleservices Limited as an Intern- Business Development.

Dear Anjuman Islam Neha

We are pleased to offer you the position of Intern- Business Development in **Mango Teleservices Limited** with effect from 1st October, 2025. Your terms of employment are (but not limited to)

1. You must follow all present and future company rules and policies. You will be treated under **Mango Teleservices Limited** HR policy.
2. Your internship Period will be 3(three) months. During this period company will evaluate your performance. Company may terminate your internship during this period without serving any notice.
3. You have to report to your assigned trainer.
4. You will be terminated from the service of the company in the event of your Misconduct or inefficiency or Breach of Trust or Conviction by any court of law.
5. Your work station will be at the office of Mango Teleservices Limited, Police Plaza concord, 7th floor, Tower-2, Plot-Z, Road-144, Gulshan-1, Dhaka 7212 or to any other place assigned by the Management.
6. Your consolidated monthly allowance package will be BDT 5,000.00 (Five Thousand Taka only) for the internship period.

Please note that, no device will be provided by company. Intern must have their own device (Laptop, mouse etc.)

Looking forward to have you in our team.

Thanking you.

Md. Burhan Uddin
AGM-HR
Mango Teleservices Limited

Mango Teleservices Limited

International Internet Gateway (IIG) Operator, International Terrestrial Cable (ITC) Operator, Digital Signature Certifying Authority (CA), Nationwide Internet Service Provider (ISP)
Address: Police Plaza Concord, Tower- 02, Level- 07, Road- 144, Gulshan-1, Dhaka-1212, Bangladesh. Tel : (+880 2) 55045261, 55045262
E-mail: support@mango.com.bd, Web: www.mango.com.bd

RESEARCH CONSENT FORM

Study Title: Analyzing the Daily Internet Usage Pattern and Data Privacy Awareness of Gen Z in Selected Areas of Dhaka

Researcher: _____

Institution: _____

Contact: _____

Purpose of the Study: This research aims to understand the daily internet usage patterns and data privacy awareness among Gen Z in Dhaka city.

Voluntary Participation

- Participate in a one-on-one interview (approximately 15-20 minutes)
- Answer questions about your internet usage habits and data privacy awareness
- Your participation is completely voluntary. You may withdraw at any time or skip any questions without consequences.

Code of Conduct

- Your identity will be protected using participant codes (e.g., P1, P2)
- No sensitive questions will be asked
- This interview content will be used for academic purposes only and will not be published

PARTICIPANT CONSENT

I have read and understood the above information. I voluntarily agree to participate in this research study for academic purposes only.

Participant Name: _____

Signature: _____ **Date:** _____

Researcher Signature: _____ **Date:** _____

INTERVIEW QUESTIONS

Daily Internet Usage Pattern and Data Privacy Awareness of Gen Z in Dhaka

Demographic Information

Participant ID: P_____

Interview Date: _____

Section 1:

Age: ☐ 13-17years ☐ 18-22 years ☐ 23-28

Gender: ☐ Male ☐ Female ☐ Prefer not to say

Educational Level: ☐ School ☐ College ☐ University ☐ Working Professional

Area in Dhaka: ☐ Gulshan ☐ Badda ☐ Niketon

Section 2:

1. How many hours do you spend on the internet every day?

Estimated Hours: _____ hours/day

☐ Less than 3 hrs. ☐ 3-5 hrs. ☐ 6-8 hrs. ☐ 9-12 hrs. ☐ More than 12 hrs.

Primary Device:

☐ Smartphone ☐ Laptop ☐ Desktop ☐ Tablet ☐ Multiple devices

2. Mention your Top 5 Most Used Apps/Platforms.

1. _____
2. _____
3. _____
4. _____
5. _____

3. What do you mainly use the internet for?

☐ Social media ☐ Entertainment/Gaming ☐ Study ☐ Shopping ☐ News

☐ Work ☐ Other: _____

4. When do you use the internet most during the day?

☐ Morning ☐ Afternoon ☐ Evening ☐ Night

5. Has your internet usage changed over the last year?

☐ Yes ☐ No

Reason: _____

6. How often do you engage in "doom-scrolling" sessions?

☐ Very frequently ☐ Occasionally ☐ Rarely ☐ Never / Not applicable

6. What are your thoughts on the location sharing feature?

7. What do you do when you install a new app and it shows terms and conditions or asks for permissions?

8. Have you tried any AI photo trends recently? Tell me about your experience.

9. How do you feel about your privacy when using public Wi-Fi?

10. How much do you know about how apps and websites use your personal data?

Anjuman Islam Neha_Internship Report

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