

Social Media Scandals: Audience Perception of Bangladeshi Film Celebrities and Industry Amidst The Surge of Hate Speech

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ARTICLE INFO	ABSTRACT
<i>Article history:</i> Date of Submission: 01-09-2024 Date of Acceptance: 08-12-2024 Date of Publication: 30-10-2025 <i>Keywords:</i> Social media, Scandals, Bangladeshi Film Industry, Celebrities, Hate Speech	Various pieces of evidence indicate that a scandal involving a film star's personal life sets off a cascade of online attacks against that star. When people criticize or gossip about another person, they often paint an unfavorable picture of them. This research examines the growing phenomenon of social media scandals and hate speech targeted at film celebrities in Bangladesh. This research conducts a quantitative analysis involving 180 university students aged 18-30, focusing on three primary aspects: the types of scandals and hate speech prevalent on social media, public comprehension of the lives of frequently scandalized celebrities, and the influence of scandals on perceptions of the film industry. The results indicate that marriage and relationship-related scandals constitute 65.4% of social media discourse, while relationship-based hate speech constitutes 75%. Pearson correlation (r) analysis indicates weak yet significant correlations between scandalized lives and perceptions of film quality ($r = .210, p = .009$) as well as industry image ($r = .175, p = .030$). Participants exhibit an understanding of the influence of scandals on celebrities' personal lives ($M = 3.69, SD = 0.92$); however, this understanding has a negligible effect on their interest in films ($M = 2.92, SD = 1.02$). This indicates that audiences are capable of differentiating between personal controversies and their careers. The findings illustrate the intricate relationship among social media scandals, celebrity lives, and industry perception within Bangladesh's film sector, emphasizing the need to improve online discourse and hate speech management.

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Introduction

Social media has emerged as the most effective platform for people to represent themselves. While the internet offers increased ways for social engagement, it has faced scrutiny for its potential invasion of people's privacy. People exhibit greater involvement in activities within the online sphere compared to those in traditional public sphere settings. Consequently, the potential for animosity persists to a greater extent in the digital realm. Erjavec and Kovačič (2012) noted that the Internet's ability to facilitate interactive features, maintain confidentiality, and foster a sense of trustworthiness creates a powerful medium for persuasive communication, which includes both constructive messages and the spread of biased and hateful speech (Erjavec & Kovačič, 2012, p. 900). Hate speech is prevalent due to the absence of limitations on expression under the guise of freedom of speech. Furthermore, the apathy among people and their efforts to protect themselves from detrimental content significantly contribute to the prevalence of hate speech.

In Bangladesh, the rise in social media engagement and the ambition to gain prominence over rivals can lead to media celebrities becoming targets of hate speech. This illustrates a hidden competition within social media platforms. People exhibit a heightened interest and curiosity towards media celebrities, especially regarding film stars' personal lives and preferences, compared to other media-related subjects. When events, whether negative or positive, occur in the relationships or marriages of beloved actors, many people engage actively on social media to express their criticisms or support regarding differing perspectives. The number of social media users is rising daily, with a growing focus on information about celebrities, and their engagement in criticism has become more apparent than ever. When a scandal arises in the life of a film celebrity, it appears that a relentless barrage of criticism directed at that individual persists across social media platforms. The study aimed to identify the various types of scandals and hate speeches that individuals perceive on social media.

Another area of debate is that whenever new information about a film is made available, audiences often look to media critics for their evaluations or commentary. Producers engage in similar activities. They utilize social media platforms to share film trailers or teasers to promote their film. Consequently, all elements within social media are interconnected. The current dynamics of the film industry are readily observable, with ongoing developments that capture attention. It operates similarly to any controversies surrounding film celebrities. Individuals often engage in discussions that involve gossip or criticism, which can create an unfavorable perception of others. This prompts an inquiry into the public's perception of the lives of film celebrities, particularly in light of the harsh criticism they face on social media due to frequent scandals.

The overall depiction of the film industry may appear unfavorable to individuals who are engaged with films from the younger generation. There is a possibility that should this happen, and it may hinder audiences from engaging with other films or those linked to controversial figures. This study aimed to investigate the impact of controversies surrounding film actors on public perceptions of the film industry as a whole.

Literature Review

Hate Speeches

Emotions, feelings, or attitudes of hate have been the definition of hate speech (Brown, 2017; Marques, 2022, p. 2). Hate speech entails expressions of hatred, aggression, and offensive conduct directed at particular groups and their actions. Online hate speech refers to the use of violent, intolerant, or abusive language aimed at specific groups defined by shared characteristics, including gender, race, ethnicity, beliefs, or political views (Watanabe, Bouazizi, & Ohtsuki, 2018; Castaño-Pulgarín et al., p. 5). Akintola and Ayantayo (2018) assert that impoliteness among individuals contributes to the proliferation of hate speech, resulting in hostility directed not only at specific groups but also affecting various other groups victimized by issues related to ethnicity, gender, religion, and race, among other disparities (Akintola & Ayantayo, 2018, p. 98). Erjavec and Kovačič (2012) articulate a similar concern, defining hate speech as a statement that is threatening, demeaning, daunting, bullying, and/or incites aggression, intolerance, or prejudice. It targets individuals based on race, ethnic origin, religion, age, socioeconomic status, physical condition, disability, sexual orientation, political beliefs, and similar factors (Leets, 2002; Matsuda, Lawrence, Delgado, & Williams Crenshaw, 1993; Whillock & Slayden, 1995; Erjavec & Kovačič, 2012, p. 900).

People possess the right to express themselves freely. A hateful attitude may result in societal violence. Cassim (2015) contends that the right to freedom of expression is not absolute; it excludes the incitement of immediate violence or the promotion of hostility based on ethnicity, gender, race, religion, or any actions that provoke harm (Cassim, 2015, p. 311). Marques (2022) says, “The effects of hate speech undermine social cohesion, erode shared values, and can lay the foundation for violence, setting back the cause of peace, stability, sustainable development, and the fulfillment of human rights for all” (Marques, 2022 p. 3). Sentiments of hate among individuals are analogous across different groups and exhibit shared beliefs and opinions. Halperin et al. (2012) highlight that hatred in inter-group contexts is a compatible and recognized emotional attitude. A persistent feeling of hatred serves as a foundation for uniting the in-group and offers a common belief to reconcile contradictory perspectives (Halperin et al., 2012; Marques, 2022, p. 11). Shepherd et al. (2015) identified the prevalence of hate speech in online discourse, which escalates from minor issues to trolling and subsequently to cyberbullying. The prevalence of online hostility exacerbates social

threats and fosters negative sentiments among individuals. The study highlights concerns regarding hate speech in online environments and advocates for formulating new strategies to address such discourse.

Social Media and Hate Speech

Kaplan and Haenlein (2010) argue that social networking sites have unified people into a single community, leading to increased tendencies for self-presentation and self-disclosure. Researchers have indicated that self-presentation involves the act of revealing oneself, encompassing both intentional and unintentional sharing of confidential information, including beliefs, emotions, preferences, and aversions, that correspond to the desired image one aims to project (Kaplan & Haenlein, 2010, p. 62). Social media enables self-presentation (Johnson & Ranzini, 2018, p. 149). People utilize social media to portray their identities, both intentionally and unintentionally. Personal characteristics affect self-presentation. According to Johnson and Ranzini (2018), personality traits have mitigated the effects of motivations for distributing commonplace, highly regarded, and guilty-pleasure media (p. 154). People's emotions, convictions, and actions shape their online language and behaviors. The prevalence of hate speech comments on social media has become a significant concern. The unrestrained and hostile conduct of individuals online has resulted in significant intensity.

People often employ hateful language and content on social media under the guise of freedom of expression. Romim et al. (2021) argue that the expression of liberty has continuously increased hate speech and inappropriate language on social networking platforms (p. 1). Atikuzzaman and Akter (2022) claim that people across all age groups can be impacted by online hate speech at any point in their lives. Various factors may be deemed responsible, including the proliferation of fake profiles and comment sections on social media, which contribute to disseminating hate speech (Atikuzzaman & Akter, 2022, p. 12). Furthermore, researchers identify a significant factor: the duration of social media usage does not influence the spread of hate speech. Castaño-Pulgarín et al. (2021) concur with previous researchers that social networking sites are often utilized to spread threatening inquiries, critiques, and harsh speech (p. 1). Guiora and Park (2017) say that social media serves as a pivotal arena for hate speech, which is characterized as both regulated and unregulated discourse, in contrast to expressions of resistance or genuine threats (Guiora & Park, 2017, p. 963). Guiora and Park (2017) express concern that hate speech undermines beneficial elements, significantly complicating their maintenance. It achieves this by indicating prejudice and abuse and evoking vivid recollections of the harsh realities present in this environment or in other cultures from the past (Waldron, 2012; Guiora & Park, 2017, p. 959).

Schmid et al. (2022) indicate that social media facilitates the dissemination of hate speech. While hate speeches possess distinct characteristics, they are also shaped by the behaviors of social media users. Hate speech is readily identifiable on social media platforms. Schmid et al. (2022) indicate that most participants briefly halted their scrolling during the detection of hate speech. Their awareness was sometimes demonstrated through grumbles, head tilts, and head tossing (Schmid et al., 2022, p. 10). Siapera and Viejo-Otero (2021) examine the response of social media to digital racism and hate speech in their research. The discussion centres on the role of social media in the detection of hate speech. Siapera and Viejo-Otero (2021, p. 124) highlight that Facebook is progressively employing automated systems to detect and remove content. The Artificial Intelligence system is emerging as an effective tool for improving the quality of discourse in social media newsfeeds. Mondal et al. (2017) suggest that although online hate speech may lack criminally offensive components, it can still inflict harm. If it remains online, individuals will face targeted attacks. Researchers argue that it is essential to swiftly remove hate speech from social media platforms, as the data discarded during this process may provide significant insights into the factors contributing to offline hatred (Mondal et al., 2017, p. 94).

Research by Saba Naz and Shafiq (2021) indicates that South Asian nations exhibit the most severe conditions regarding hate speech. Online slander is identified as a factor that promotes the spread of extremism within South Asian society (p. 347). Over time, it promotes societal stereotyping. The outcome may be considerably worse than societal expectations. It has been asserted that the dissemination of hate speech contributes to extremism within the environment and poses a threat to societal peace. Occasionally, these speeches incite violence in individuals, while at other times, they inhibit the expression of inner positivity” (Naz & Shafiq, 2021, p. 330). Bangladesh, a country in South Asia, faces a comparable situation. According to Das et al. (2021), in Bangladesh, 73% of women and 49% of students report experiencing online cyberbullying (p. 579). The study employed a Bangla Emot Module and the Facebook Graph API to gather instances of hate speech from social media, revealing that no Facebook pages were devoid of such content.

The Film Industry and Hate Speech

Films constitute a significant aspect of our existence, influencing how we allocate our time and potentially impacting our decision-making processes (Rushton, 2013, p. 107). People consistently engage with the domain of film. People frequently engage in the dissemination of gossip regarding the lives of others. This topic is particularly contentious in the online sphere. SNS users typically engage in discussions regarding events in their friends’ lives, seeking new, entertaining, or even controversial stories about them (Rosnow & Foster, 2005; Nadeem et al., 2016, p. 78). Actors in film hold

a distinctive role in both performed and unperformed contexts (Kracauer, 2004, p.19). As a result, people exhibit increased interest in the personal lives of actors, prompting actors to accommodate media expectations. Muntean and Petersen (2009) indicate that technological advancements have altered the trend of celebrity personal exposure.

The emergence of advanced media tools, including digitized photography, video production, rumor writing on social media platforms, and online video streaming, has significantly increased the number of voices that express and define the public image of celebrities (Muntean & Petersen, 2009, para. 1). Modha et al. (2020) conducted a study on comments made on Facebook pages and tweets. An alarming result was identified in the entertainment industry. It is stated that numerous celebrities frequently utilize social media platforms to engage with their followers. However, they may also fall prey to trolling and hate speech (Modha et al., 2020, p. 8).

Framing Theory

Todd Gitlin introduced the concept of framing in his research. Subsequently, Christian Burgers, Elly Konijn, and Gerard Steen further developed this theory. Framing theory explains narratives' arrangement, composition, and depiction within media contexts. Media framing emphasizes particular elements of an issue, directing attention accordingly. Framing aids people in defining, clarifying, and evaluating their observations. Frames are formed through the interaction of media outlets, people, and cultural elements. The media message may utilize various elements of these cultural and psychological frameworks (Littlejohn et al., 2021, p. 152). The elements of framing and reasoning devices enable individuals to comprehend the presentation and construction of news across different components of a story, facilitating the audience's perception of implicit information to interpret the message effectively. Littlejohn et al. (2021) claim that storytelling employs metaphor, hyperbole, and irony. Hyperbole refers to the excessive exaggeration of an event or issue. Irony interrogates established norms and critiques the perspectives of others. Littlejohn et al. (2021) say framing is grounded in three domains. Framing the building employs metaphor and hyperbole to introduce a new topic while arguing for established concepts. Framing pertains to the transfer and influence of viewers, whereas personal-level effects concern the topic's impact on viewers' attitudes, beliefs, and behaviors. Littlejohn et al. (2021) assert that figurative framing significantly influences the audience, prompting a reevaluation of the issues at hand. Changes to any event or problem may influence public opinion, as posited by the theory. According to Chong and Druckman (2007), framing is the cognitive process through which individuals develop a particular understanding or modify their viewpoint regarding a specific issue (Chong & Druckman, 2007, p. 104). People typically disseminate news or information that elicits emotional responses. Conflict often serves as a significant motivator for individuals to engage in sharing.

Valenzuela et al. (2017) assert people are not captivated by platforms such as YouTube, Twitter, or Facebook but rather by their interactions with one another. Tools and services are transient; however, the fundamental human inclination to share endures (Hermida, 2014; Valenzuela et al., 2017, p. 805).

This study examines the various types of scandals and hate speech involving film celebrities that are commonly framed and encountered on social media. This framework is based on the interactions among individuals and social media, focusing on how they articulate and assess their experiences within the framework, interpret meanings, perceive the messages of others, and subsequently provide their comments on the content. Social media users often employ hyperbole or metaphorical language to amplify the perceived severity of events or issues, occasionally utilizing ironic questioning in their comments. Social media users often employ metaphor and hyperbole in constructing narratives that emphasize scandalous issues, thereby illustrating the impact on other commenters. This type of content on social media and comments from the comment section typically influence individuals' attitudes, beliefs, and behaviors, motivating them to share their thoughts as comments. People frequently engaging with social media can readily infer the dynamics of this issue by observing the content and the reactions in the comment section. This is particularly true in cases involving scandals, where users may express disapproval and form quick judgments regarding the broader context of the film industry.

Research Questions

The study explores the answers to the following research questions,

RQ1: What types of scandals and hate speeches do people encounter when film celebrity scandals are published in the media?

RQ2: If any celebrity's life became constantly scandalized with hate speeches, what would be the people's understanding of the film celebrities' lives?

RQ3: How does film celebrity scandalized life reflect people's perception of the overall film quality and industry?

Based on the Q2 and Q3, there are two hypotheses this study focuses on,

H1: There is an association between film celebrity's constant-scandalized lives and people's perception of the overall film quality.

H2: There is an association between film celebrities' constant-scandalized lives and people's perception of the overall film industry.

Study Method

This study seeks to evaluate public perceptions of Bangladeshi cinema superstars and the business in light of the rising hate speech associated with social media controversies. This research has established several indicators to assess study objectives. This study has created a series of questionnaires to identify the types of scandals and hate speech encountered in the media and a scale to assess people’s comprehension of film celebrities’ lives and their perceptions of the film quality and industry when a celebrity’s life is frequently sensationalized.

Participants and Response Rates

All participants in this study are students from public universities in Dhaka, Bangladesh. The participant age range generally ranges from 18 to 30 years. This study selected 180 participants (n=180) who regularly watched Bangladeshi films and followed news and topics related to celebrities. The survey was conducted online via a Google Form questionnaire from October 1 to November 30, 2023, targeting around 200 students from various public colleges. The survey successfully garnered responses from 180 students, resulting in a 90% response rate, as indicated in Table 1.

Table 1: Demographic information

<i>Participants</i>	<i>Characteristics</i>	<i>Number of students</i>	<i>Percentage of students</i>
<i>Students</i>	<i>Young students</i>	<i>180</i>	<i>100%</i>
<i>Level of education</i>	<i>Public Universities</i>	<i>180</i>	<i>100%</i>
<i>Age</i>	<i>18-30</i>	<i>180</i>	<i>100%</i>
<i>N</i>	<i>180</i>		<i>100%</i>

Survey Instruments and Coding Categories

For research question one, this study searched for types of scandals and hate speeches. These two inquiries followed some coding categories. These are marriage and relationships, fan engagement, clashes, business relations and nepotism (as scandals), negative remarks on relationships and marriage, acting skills and performance, nepotism, rumors, and religion (as hate speech). For research questions two and three, the study created a scale that measures responses ranging from strongly agree to strongly disagree. The response options include strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). Additionally, a Google online form had been used to engage targeted participants, and the three research questions mentioned above were posed.

Moreover, this study employs Pearson correlation (r) as a statistical analysis to assess the association between the two hypotheses. Individuals frequently demonstrate an interest in the lives of film celebrities. This study posits that the scandalous nature

of the issue may influence public opinion, potentially fostering hate speech and a negative perception of celebrities’ lives, as well as the overall quality of films and the film industry.

Results

The age range of the survey participants is between 18 and 30 years. The distribution shows that 53.6% of the participants are male (n=97), while 46.4% are female (n=83).

This study reveals a significant finding regarding the tendency to seek out scandalous news or controversies on social media platforms. About 59.5% of the participants indicated that they typically look up the social media activities of Bengali film celebrities two to three times, particularly in response to scandalous or negative news reports. 20.3% of the participants indicated that they remained informed about this matter approximately five times. Following this, 11.8% of the participants indicated that they participated in the same activities, though the frequency was nearly ten times greater. A mere 5.9% and 2.6% of participants indicated that they engaged in social media searches around 16-20 times and 15 times, respectively, to collect information on scandalous news concerning film celebrities. Furthermore, a significant portion of the participants (44.8%) reported that they discovered scandals related to film celebrities via social media platforms. About 31.8% of the participants reported that they often come across sensational news. On the other hand, 18.2% reported that they rarely encountered this type of news. A mere 5.2% of participants indicated that they faced social media scandals almost daily. They took pleasure in meticulously observing and analysing each development regarding the celebrity.

Participants were asked about the common types of scandals and hate speeches (Table 2) that they frequently encounter on social media. In terms of scandals, a significant portion of respondents (65.4%) indicated a strong interest in those related to marriage and relationships. The second and third most significant issues they uncovered were related to fan engagement (12.3%) and clashes (11.8%). The last two scandals pertained to issues of business (5.6%) and nepotism (4.9%).

Table 2: Types of scandals and hate speeches in social media

Variables	N (%)
<i>Types of scandals</i>	
Fan engagement	22 (12.3)
Clashes	21 (11.8)
Business related	10 (5.6)
Nepotism	9 (4.9)

Marriage and relationship	118 (65.4)
<i>Types of hate speech</i>	
Rumors on relationship	135 (75)
Family name	5 (3)
Acting quality	25 (14)
<i>Religious</i>	15 (8)

The subsequent questions focused on the types of hate speech prevalent on social media regarding scandals. Respondents expressed considerable concerns over this matter. A considerable percentage of participants (75%) reported observing instances of hate speech on social media about rumors about relationships. Respondents also conveyed concern with the increase of hate speech on social media directed at the acting abilities and performances of celebrities (14%). Additionally, survey respondents reported encountering instances of hate speech on social media concerning religion (8%) and family-related issues (3%).

The results in Table 3 indicate that participants assess the hate remarks of celebrities with discernment. 24.8% think that both mainstream media and social media users are proficiently analysing celebrity controversies through the propagation of hate speech. 37.9% of respondents feel that discussing scandals through hate speech may be deemed relevant or irrelevant. Conversely, a significant percentage of people (37.3%) consider that discussing scandals through hate speech is irrelevant.

Table 3: People’s responses to the hate speeches

Variables	N (%)
Relevant	45 (24.8)
Irrelevant	67 (37.3)
Neutral	68 (37.9)

This study further advances the Likert scale to evaluate participants’ understanding of the scandalous lives of celebrities, their impact on film quality, and the broader film industry. Participants were asked about the continuous depiction of film celebrities in controversial scenarios and the impact of these portrayals on their daily lives. The data presented in Table 4 reveals a moderate degree of understanding among the participants. Participants were also asked if constant scandalized representation can devastate celebrities’ regular lives, and the results showed moderate findings with a mean of 3.69 and an SD of .92 regarding the persistent scandals involving celebrities and how these scandals affect their level of interest in the celebrities’ films. At this point, the participants demonstrated the lowest interest rates, recorded at 2.92 (mean) and 1.02 (SD).

Table 4: Film celebrity’s constant-scandalized life

Questions	Questions on the Likert scale	N	Mean	Std. Deviation
Q1	If any film celebrity’ life gets constant scandalized representation, will there be any chance that celebrities’ regular lives can also be devastated?	180	3.69	.92
Q2	If any film celebrity’s life becomes constantly scandalized, will people feel interested in their films?	180	2.92	1.02
	If any film celebrity’s life becomes constantly scandalized, will people raise questions or doubts about their acting skills?	180	3.08	1.00
Q3				
Q4	If any film celebrity’s life becomes constantly scandalized, will it be all celebrities’ lives as the same miserable?	180	2.83	.99
Valid n (Total)		180	3.13	.98

A significant inquiry emerged when respondents were questioned regarding the recurring controversies surrounding celebrities. The investigation indicated that the ongoing scandalization of a celebrity’s life could somewhat incite inquiries or doubts about their acting abilities, which are also recorded as 3.08 (mean) and 1.00 (SD). Furthermore, a significant percentage, with a mean of 2.83 and a standard deviation of 0.99, holds the view that ongoing controversies surrounding a celebrity can misleadingly represent the experiences of all celebrities as uniformly negative.

This study aims to assess the extent to which celebrity scandals adversely affect the quality of films and the overall film industry. In Table 5, the findings indicated that a significant percentage of participants demonstrated their support in this area, with a mean of 3.37 (SD = .87) for the film industry and 3.50 (SD = .93) for the film industry.

Table 5: Impact of scandals on people’s perception

Questions	Questions on the Likert scale	N	Mean	Std. Deviation
Q1	Do film celebrities’ scandals negatively impact people’s perception of the overall film quality?	180	3.37	.87
Q2	Do film celebrities’ scandals negatively impact people’s perception of the overall film industry?	180	3.50	.93
Valid n (Total)		180	3.44	.90

Correlations Between Film Celebrity’s Scandalized Life and People’s Perceptions

Table 6 and Chart 1 reveal, based on the H1, that “there is an association between film celebrity’s constant-scandalized life and people’s perception of the film quality.” Pearson correlation (r) results show that there is a small but statistically significant positive link between cinema celebrity’s scandalized life and people’s perception of film quality ($r = .210$, $p = .009$). The research indicates that approximately 4.4% of the variance in film quality perception is attributable to scandalized life ($R^2 = .044$). Both measures exhibit comparable mean values (scandalized life: $M = 3.13$, film quality perception: $M = 3.37$). These findings corroborate the idea that there is a correlation between cinema celebrities’ constant-scandalized lives and people’s impressions of film quality; however, this relationship is quite minor in strength.

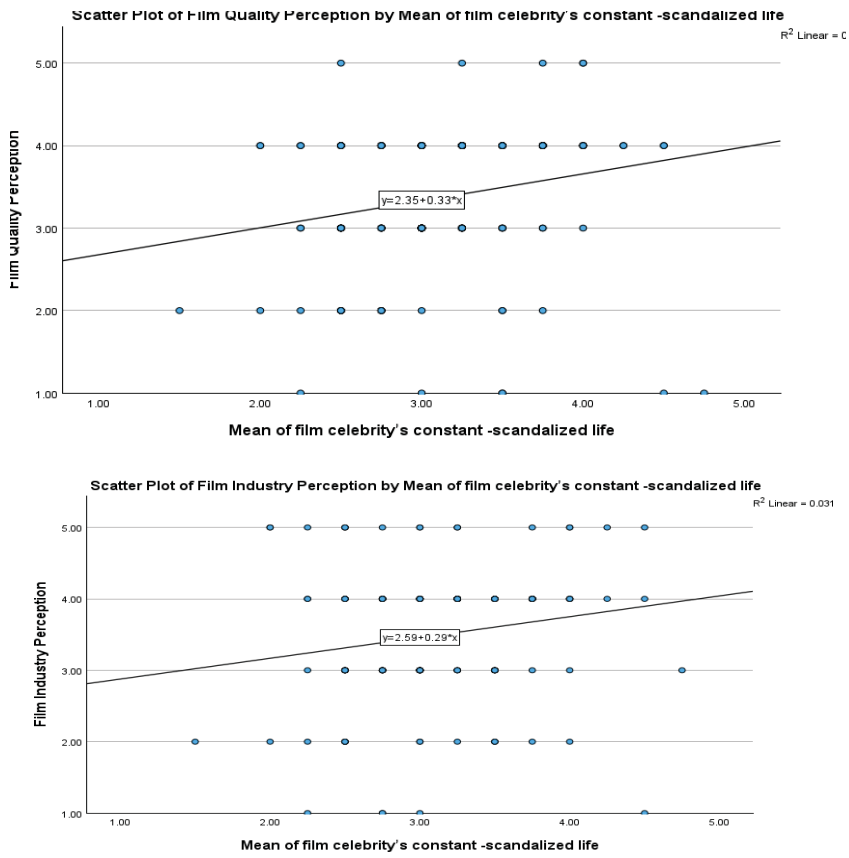
Table 6: Correlations Between Film Celebrity’s Scandalized Life and People’s Perceptions

Variable	M	SD	n	r	p	R ²	Regression Equation
Film Quality Perception	3.37	0.87	180	.210**	.009	.044	$y = 2.35 + 0.33x$
Film Industry Perception	3.50	0.93	180	.175*	.030	.031	$y = 2.50 + 0.29x$

Note. Independent Variable: Film celebrity’s scandalized life ($M = 3.13$, $SD = 0.98$, $n = 180$)
* $p < .05$. ** $p < .01$.

Also, H2 which is “there is an association between film celebrity’s constant-scandalized life and people’s perception of the film industry”, Pearson correlation (r) results indicate a small yet statistically significant positive connection between the scandalous lives of film celebrities and public perception of the film industry ($r = .175$, $p = .030$). The analysis indicates that merely 3.1% of the variance in perceptions of the film industry can be attributed to scandalous behavior ($R^2 = .031$). Both factors exhibit comparable mean values (scandalized life: $M = 3.13$, film industry perception: $M = 3.50$). The data substantiate the idea that a correlation exists between the perpetually scandalous lives of film celebrities and public perceptions of the film industry, but this relationship is of rather small strength.

Chart 1: Scatterplot of film quality and industry perceptions by film celebrity’s constant-scandalized life



Study Implication and Discussion

This study has been undertaken with three research questions and reveals significant challenges frequently encountered in the realm of film media. Following framing theory, the study’s first research question unveils an important fact about the most prevalent scandals people frequently encounter on social media when film celebrity scandals are made public. Regarding Q1, the study indicates a notable trend in the emergence of scandals and hate speech on social media. Marriage and relationship scandals dominate (65.4%), followed by fan engagement (12.3%) and clashes (11.8%). Similarly, hate speech primarily focuses on relationship rumors (75%), followed by criticism of acting quality (14%). This pattern indicates a concerning shift in media discourse, wherein personal lives eclipse professional accomplishments. The elevated engagement rate in scandal searches (59.5% conducting 2-3 searches) suggests the development of a culture focused on celebrity surveillance via social media platforms.

The results for RQ2 focused on the persistent depiction of film celebrities in scandalous circumstances and their impact on their daily lives, encompassing inquiries into celebrities' personal lives, the public eye's fascination with their acting abilities and achievements, and general assumptions about all celebrities. Besides, the results indicate a complex public comprehension of the lives of scandalized celebrities. Participants exhibit a moderate awareness of the potential impact of constant scandalization on celebrities' daily lives ($M = 3.69$, $SD = 0.92$); however, this awareness appears to have a minimal effect on their interest in films ($M = 2.92$, $SD = 1.02$). The moderate skepticism regarding acting skills amidst scandals ($M = 3.08$, $SD = 1.00$) and the lower consensus that scandals depict all celebrities' lives as miserable ($M = 2.83$, $SD = 0.99$) indicate that audiences can differentiate between personal controversies and professional evaluations.

The RQ3 relates to the potential influence of hate speech stemming from scandals on people's views of both the overall quality of films and the film industry as a whole. The results concerning the influence of celebrity scandals on film perception indicate substantial ramifications. The somewhat favorable mean ratings for both film quality ($M = 3.37$, $SD = 0.87$) and industry impression ($M = 3.50$, $SD = 0.93$) show that scandals greatly influence public opinion of the entertainment sector. The elevated mean for industry impact relative to film quality suggests that scandals could have more significant repercussions for the industry's reputation than individual films.

The analysis of RQ3 and its related hypotheses indicates significant yet modest correlations between scandalized lives and public perceptions. For H1, a weak but significant positive correlation exists between celebrity scandals and film quality perception ($r = .210$, $p = .009$), with only 4.4% of variance explained ($R^2 = .044$). The mean values (scandalized life: $M = 3.13$, film quality perception: $M = 3.37$) and the linear relationship ($y = 2.35 + 0.33x$) suggest a modest influence of scandals on quality perception. Similarly, H2's correlation between scandals and industry perception is somewhat weaker ($r = .175$, $p = .030$), with an even lower explained variance ($R^2 = .031$). The comparable mean values (scandalized life: $M = 3.13$, industry perception: $M = 3.50$) and the linear relationship ($y = 2.50 + 0.29x$) indicate that the industry's overall image exhibits greater resilience to individual scandals compared to perceptions of specific film quality.

Finally, findings in this study suggest people generally believe that constant hate speech has the potential to significantly disrupt both a celebrity's personal life and the whole film industry. The total results also illustrate the precarious state of the film industry, particularly the lifestyle of film celebrities on social media, which is constantly subjected to scandals and hate speech attacks.

Conclusion

In the realm of social media, there is a widespread and unchecked occurrence of people expressing hateful speech aimed at film celebrities within the industry. Despite the apparent deterioration observed daily, this situation does not appear to signify a conclusion. Despite the minimal regulations surrounding hate speech, particularly on Facebook, individuals in Bangladesh persist in conflicts with each other or with film celebrities involved in recent controversies.

This study analysed celebrity scandals, the correlation between hate speech, and their effects on perceptions of the film quality and industry in Bangladesh. The study revealed that 59.5% of participants actively seek out celebrity scandals, with marriage and relationship-related scandals (65.4%) and relationship-based hate speech (75%) being the most common on social media platforms. The correlation analysis indicated weak yet significant relationships between scandalized lives and perceptions of film quality ($r = .210$, $p = .009$) as well as the industry ($r = .175$, $p = .030$). Participants demonstrated an awareness of the impact of scandals on celebrities' lives ($M = 3.69$); however, this awareness did not significantly affect their interest in films ($M = 2.92$), indicating a capacity to distinguish personal controversies from professional evaluations. The elevated mean scores for industry impact ($M = 3.50$) relative to film quality ($M = 3.37$) suggest that scandals potentially affect industry reputation more significantly than individual films.

The rise of social media has established a landscape that is both perilous and intrusive for media celebrities. The ongoing dissemination of insulting statements appears to communicate negative perceptions of the film industry to younger audiences. In light of the various circumstances, a comprehensive investigation in this area is essential to prompt authorities to address the most egregious cases of hate speech on social media, particularly in Bangladesh.

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