

THE DEFINITIVE  
**YOUTH**  
MAGAZINE

# SHOUT

DHAKA THURSDAY MARCH 12, 2020, FALGUN 28, 1426 BS

A PUBLICATION OF *The Daily Star*



WHY CAN'T WOMEN  
HAVE POCKETS?

PG 3

DAWN

PG 7



# HOW DO WE SLEEP?



PHOTO: ORCHID CHAKMA

# EDITORIAL

I've been thinking about this and the last time I slept well was probably early 2014. What I mean by sleeping well is a prolonged period of time where one sticks to their usual routine, does things that are expected of them, and maintains a level of productivity that is acceptable to themselves. So, early 2014 was the last time I didn't have a board exam looming, a commute that had to take traffic into account, or a job/extra curricular activity that demanded extra attention. Not to mention, that was a time when the bulk of my socialising didn't occur on social media. Literally all of those things have changed since then, and as a result I have to make do with 4-5 hours of sleep on weekdays. I end up sleeping 10-12 hours on weekends, of course, but I'm certain that this cycle isn't sustainable. Yet, that's how most people I know handle their sleep so I guess this is how it's going to be for the foreseeable future. Unless...

- Azmin Azran, Sub-editor, SHOUT



## PLAYWATCH

### GAME MUSIC REVIEW

# The Magic of Adaptive Music in Video Games



#### ARAF MOMEN AKA

Background music has long been a staple in video games. From the shorter and more cheerful version of Korobeiniki being played in the classic *Tetris*, to the sombre boss music in games like *Dark Souls*—appropriate music gives the game an emotion that the player should be feeling. Keep in mind, we are writing about games that are not primarily music-based.

Often, the game music reflects to bring an emotion to either where the player is, or what the player is doing. Games like *Dark Souls* and *Hollow Knight* usually indicate where the player is, while exciting and high-octane games like *Doom* (2016), *Deus Ex*, etc. usually reflect what you are doing.

Nowadays, layering of music into multiple chunks of every track within the game gives a feeling of progression that have us, the players of video games, begging for more. To give a fine example for this, look into *Doom* (2016)'s single-player campaign and its tracks.

When you're exploring the map for secrets, or just looking around without getting into fights, slow and ominous music continues to keep playing the entire time. When you get into a fight, the music starts with the least exciting layer of the music. The more spawned demons you kill and the closer you get to clearing a particular spot (while more powerful demons spawn), the music crescendos

into the more exciting layers of the designated track.

Not only that, you will also notice that the music comes into a dramatic pause when you glory kill a demon, or chainsaw it. The music packs a punch for the player as you continue ripping and tearing through hordes of enemies. And Mick Gordon certainly knew the intensity he would have to deliver the punch to the players.

The music in the game *World of Tanks* is an example that adapts by reflecting on where you are, despite being a high-octane game. Andrius Klimka and his ensemble have made a brilliant collection of tracks for every map in the game—one for the intro of the map, and another for the in-battle music of that very map. And it pays well. The tracks blend really nicely with the atmosphere in each of the map; the music feels native to the map it belongs to. Also, it is understood that the in-battle music really sets the tension you would want in the last few moments of every match you play.

Music sets moods for players in the easiest and effective ways possible, and adaptive music sways the player the most. Ignore it, the people will ignore you. Embrace it, and the people will love you.

*Aka is a tiny bleep on the world's radar, and he finds peace in knowing it. Ruin his peace by poking him at akaaraf@hotmail.com*

# Why can't women have pockets?

HIYA ISLAM

When was the last time you bought something that had actual pockets? A dress with pockets is a gem as rare as the dodo. It takes you to a realm where you walk freely with your belongings safely tucked inside. It's 2020 and what do we still not have yet? Flying cars, cyborgs, space trips, and pocket equality.

A study has revealed that on average, women's jeans have pockets that are 48 percent shorter and 6.5 percent narrower than men's. The back pockets perform much better but we all know they are never as convenient. The struggle is real for every woman out there and they know that their pockets are downright ridiculous.

In present day, the norm is that you cannot fit an entire fist in it or have nowhere to put them in the first place. Everyday items like receipts, loose change, pens, cosmetics etc. need a place to be put into. Purses and bags are great, but carrying one isn't always convenient. They are an inseparable appendage—a burden that often slows us down and restricts free movement.

One argument that supports the lack of functional pockets in female fashion is that these tend to ruin the



ILLUSTRATION: NOOR US SAFA ANIK

aesthetics of the clothing when worn. Is that a legitimate reason? There has been a lot of talk regarding the need of utilitarian clothing for women. But the fashion industry

only emphasises on the aesthetics. This is why we have either no pockets or fake ones.

There are certain theories that explain why females cannot have pockets. For starters, promoting pockets would reduce the need for clutches, handbags, purses and so on—a major loss to the bag industry. Just a plot to keep women purchasing bags of different sizes and colours.

It started with carrying tiny pouches which eventually got sewn onto clothing. Thus, pockets were born and came into style around the 17th century. However, these still weren't as easily accessible due to layers of garment, unlike men. Fast forward to the 19th century when they were gone due to reasons various, some patriarchal. Enter: figure hugging dresses and purses. And since men were mostly involved in money matters, women never had the option to carry cash. Twentieth century saw the rise of pockets after years of campaign and finally here we are at the 21st century, still wondering why men can shove entire kingdoms into their pockets whereas women can barely fit a debit card in the age of huge phones.

Hiya is currently struggling to reach her book-reading goals. Find her at [hiyaislam.11@gmail.com](mailto:hiyaislam.11@gmail.com)

# Celebrating women through **basketball**

MOHUA MOULI

Deshi Ballers returned this year with the event "Ball for Equality 3x3 Basketball Tournament". The event was held on March 6, 2020 at Gulshan Youth Club, with title sponsor Save & Serve Foundation, official sports partner Decathlon, media partner SHOUT, adventure partner Ground Zero BD, and radio partners ColoursFM and Dhaka FM.

Twelve teams participated in this year's tournament, welcoming young women from diverse backgrounds and age who are passionate about the sport.

Marsha Binte Siddiq, a member of the team Sunny Ballers gushed over how exciting the tournament was for her team, "Our team played together back in school 10 years ago. It was exciting to have the same level of coordination with one another even after all this time."

"The competition this year has been a lot more fierce because all the teams are

PHOTO: TANVIR ALI PHOTOGRAPHY



better trained than they were last year," said Ashreen Mridha, Co-founder of Deshi Ballers.

After the final against Bengal Ballers, team B23 consisting Aryah Jamil, Manar Tanvir, Sana Noor Manzur and Syeda Ariba Haque took home the championship.

"It's been a surreal experience for us. We grew up playing in our school and we were always inspired by our seniors. It was amaz-

ing to play with them in this tournament," said Sana Noor Manzur.

Armina Hok from team Bengal Ballers was recognised as the top scorer of the tournament. Manar Tanvir from team B23, Umama Zillur from team Malteasers and Mashiyat Tanvir from team B20 won the title of MVP, Free Throw Queen and Skills Challenge Winner respectively.

The champion and runner-up teams

were awarded with special gift hampers and coupons by Decathlon. The top 4 teams were provided with team tickets to play paintball by Ground Zero BD and were also provided with free tickets to the Joy Bangladesh concert on March 7 by chief guest Nahim Razak, Member of Parliament, Convener, Young Bangla, Advisor Save & Serve Foundation.

Other guests during the closing ceremony included Md. Showket Hossain Jibon, General Secretary, Gulshan Youth Club; and Sayeda Kabir, EC Member, Gulshan Youth Club.

Deshi Ballers is a female-led organisation that was founded to create a platform that could empower women in Bangladesh through sports, specifically basketball.

The organisation was founded by Ashreen Mridha and Gulnaha Mahbub Monika. Other organisers of the event includes Ibrahim Mohammad, Uzma Ahmed, and Md Fahad Yasin.

To find out more about Deshi Ballers, visit [www.facebook.com/deshiballers](http://www.facebook.com/deshiballers)



## Bangladesh University of Business and Technology

Established in 2003

**BUBT**

**Admission Ongoing for Summer 2020**

**Undergraduate Programs**

- BBA
- B.S c. (Hons.) in Economics
- B. A. (Hons.) in English
- L.L. B (Hons.)

**Faculty of Engineering and Applied Sciences**

- B.S c. in CSE
- B.S c. in Textile Engineering
- B.S c. in EEE

(Weekend and evening class & special tuition fee waiver for diploma holders)

**Graduate Programs**

- MBA
- M.A in ELT
- M.Sc. in Economics
- EMBA
- Masters of Arts (M.A) in English
- LL.M
- MBM

- ▶ Quality education at an affordable cost
- ▶ International collaboration/Credit transfer facility
- ▶ Career guidance and job placement
- ▶ Free medical facility
- ▶ Free internet and WiFi facility
- ▶ Large playground
- ▶ 42 Highly-equipped labs and workshops

**PERMANENT CAMPUS**

Plot No. 77-78, Main Road, Rupnagar, Mirpur-2, Dhaka-1216

Phone: 9020132-4, Website: [www.bubt.edu.bd](http://www.bubt.edu.bd)

10%-100% Tuition fee waiver/scholarships for poor and meritorious students

25%-100% Tuition fee waiver for the first 3 semesters based on the results of the SSC and HSC Examinations

10%-100% Tuition fee waiver based on the semester results at BUBT

Special tuition fee waiver for siblings (25% each)

Special tuition fee waiver for spouses (25% each)

WhatsApp/Viber

**01845734337**

0168080630, 01741129235

01967169189, 01554882075

Admission Office is Open Everyday

# HOW DO YOU SLEEP?

FAISAL BIN IQBAL & SYEDA AFRIN TARANNUM

*It's 2 AM and you mindlessly go through social media, contemplating your day. Suddenly, you realise you forgot to set the alarm and as you do, your phone tells you that you only have four hours and 23 minutes to sleep. Hurriedly, you put your phone aside; if only you could do that to your mind too.*

Nowadays, many people struggle to fall asleep. Once they do, though, they struggle to have enough of it.

"I usually feel terrible after waking up. I roughly get about four to five hours of sleep when I have classes. I go to sleep around 3 or 4 AM and have to wake up around 7. Hence, I feel like I have no energy and I often miss classes," says Farhan Kabir, 21, student of University of Dhaka. While the average circadian rhythm may vary from person to person, most people nowadays do not seem to be getting good sleep.

So what is good sleep? According to sleepfoundation.org, sleep without any interruption for seven to nine hours in a 24-hour period and falling asleep within around 15 to 20 minutes of lying down is "good sleep". It also includes the ability to sleep well, meaning that they must wake up feeling refreshed and alert, and capable of being fully productive.

To explore the current situation and sleeping patterns of young individuals, SHOUT conducted an online survey last week. The survey had over 250 respondents and in the process, we received some valuable insights into the topic.

## THE SURVEY

The participants of the survey—their age ranging from 14 to 33—were mostly university and school students with about 57 and 25 percent respectively. Of them, just over half said that they go to sleep between 12 AM and 2 AM, while just over a quarter responded they go to sleep between 2 AM and 4 AM. Hence, not only are majority of people going to sleep extremely late, but they are also waking up really early. According to our survey, over 30 percent of the participants wake up between 6 AM and 8 AM and almost 50 percent wake up between 8 AM and 10 AM.

If this wasn't bad enough, upon further analysis, we found out that about 30 percent of people who go to sleep between 2 and 4 in the morning also have to wake up between 6 AM and 8 AM, giving them only about six hours of sleep on an average. We further went on to find out the percentage of people who sleep after 2 and have work or school before 9—the number was a staggering 64 percent. What this says is that young people who work, study, or do both barely get the opportunity to sleep for five or six hours which is significantly lower than the average amount young people require.

Since the average duration of sleep is different for each individual, the survey asked participants to rate their sleep on a scale of 1 to 5. The average rating for school students was 3.4, and for university students was 3.5. Interestingly, the survey shows that while students might not be getting enough sleep, they are

somewhat content with the amount they do.

## WHY WE CAN'T SLEEP

Economists Branco Milanovic and Christoph Lakner published an "elephant graph" as a result of their research in 2015, which shows that the middle-classes have been the big winners of open and globalised markets, and have grown in size and income gains. However, the increase in number of people in the middle-income segment of the society, especially in developing countries also points to the fact that people now work harder and start doing so at a much younger age, often causing increase in stress levels. An easy way to tell if you're not being able to sleep because of stress is when you feel like you cannot turn your mind off, your muscles feel tense, and your heart is racing.

"As a working student, I have to make time for my education that goes deep into the night. And often times, pending work causes anxiety issues, not letting me sleep well," comments Naushin Tabassum, 25, a tutor currently doing her master's at North South University.

Other factors that could impact a proper sleep cycle include lack of exercise, mental health issues, poor diet or food consumption, and engaging in stimulating activities before bed. A major contributor is the presence of blue light in most of our electronic devices such as mobile phones and laptops or even LED lights that illuminate our rooms and workspaces. Blue light can suppress the secretion of melatonin, a hormone related to the natural sleep-wake cycle of humans, more so

than other types of light.

## WHAT HAPPENS WHEN WE DON'T SLEEP

According to epidemiologist Richard Stevens from the University of Connecticut in USA, night-time physiology depends on darkness and not sleep. Ever since human beings first came to be, the shift between day and night ruled our physiologies as light striking our retinas trigger reactions that ultimately stimulate the melatonin-producing pineal gland. Melatonin production increases during sundown and peaks at around midnight to prepare us for slumber.

Moreover, staying up at night brings us closer to health risks associated with lower levels of melatonin and circadian disruptions, including obesity, heart disease, diabetes, depression, and even cancer.

## WHAT WE CAN DO

If you're looking to get a good night's sleep, you need to start by bringing changes to your sleep schedule by maintaining a consistent routine and avoiding any sort of deviation.

"Having a regular routine that you do every night helps signal the body that it's time to go to bed," says Dr. Lawrence J. Epstein, Instructor in Medicine, Harvard Medical School and Associate Physician, Division of Sleep and Circadian Disorders, Brigham and Women's Hospital. "The ritual tells your body and mind that it's time to slow down, which can make falling asleep easier."

The most important step in maintaining a consistent sleep routine is to go to bed every night at exactly the same time, and avoiding distractions like watching TV, or using your mobile phones. If you must work on your devices late at night, you should consider wearing glasses or goggles that block out the blue light coming from the devices' screens, or installing apps that filter out blue/green wavelengths during the night. You could also use nightlights of warmer tone.

Another measure to ensure a good sleep is a perfect sleeping environment. Health experts believe that the ideal sleep environment is a cool, dark, and quiet one. Taking a lukewarm shower about 40 to 60 minutes before going to bed can also help. You can also try meditating, yoga, or even stretching your body before going to bed as these exercises help relieve stress. However, you should avoid high intensity exercises before going to bed as they increase your heart rate, core body temperature, and make our brains more active and alert leading to further difficulties in falling asleep.

## WHAT TO AVOID

For many of us, using mobile phones in bed is a common practice, especially during the late hours of night. This ends up taking a toll on our sleep cycle and disrupts our overall routine. Besides this, our sleep is also affected by what we eat and drink. For instance, the consumption of caffeine late in the day, or having beverages less than an hour before going to bed can degrade our sleep.

Stress is another thing you must let go of if you want to enjoy a good sleep. There are people who stress out over the fact that they can't go to sleep on time and that leads to the accumulation of even more stress. If you're occupied with the thoughts of not getting enough sleep or lack of quality sleep, you're probably suffering from something called "insomnia-phobia", a phenomenon dubbed by Harvard sleep specialist Dr. John Winkelman. Such negative thoughts will only make sleeping more difficult for you.

For occasional cases of insomnia, professional help isn't mandatory. However, for frequent or prolonged cases, you should definitely seek medical attention. For serious cases, the doctor might prescribe medicine to help you sleep. Dependency on sleep drugs is something you should try to avoid as it can have multiple side effects on your health. Hence, make sure you clear out your concerns with a doctor.

## A PIECE OF ADVICE

Insomnia or any other type of sleeping disorder can hamper our health as well as our day-to-day activities to a great extent, and anything that can cause such kind of disruptions is not to be taken lightly. If you're suffering from the same, you should let your institution or workplace know about it. Talk to your

teachers, course instructors, or colleagues, and let your dear ones help you out.

Students should try their best not to keep their work until late as that may induce more stress; setting up a routine for a healthy and balanced lifestyle will help them for years to come. Given how sleep is integral for the proper functioning of our mind and body, we must take care of it, and follow all the steps necessary in order to ensure its quality.

## References

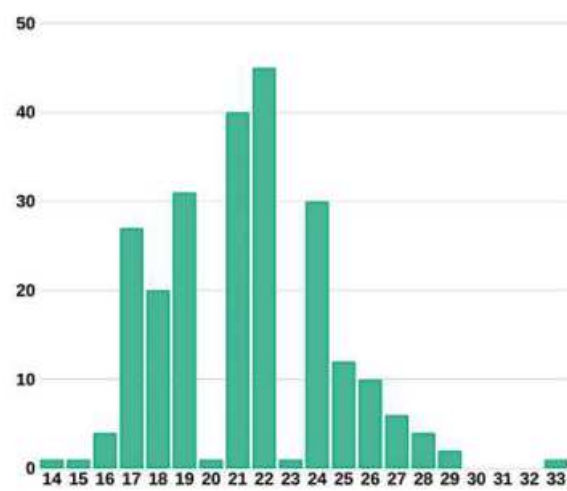
- <https://www.sleepfoundation.org/articles/what-healthy-sleep>
- [https://www.health.harvard.edu/staying-healthy/blue-light-](https://www.health.harvard.edu/staying-healthy/blue-light-has-a-dark-side)

*has-a-dark-side*

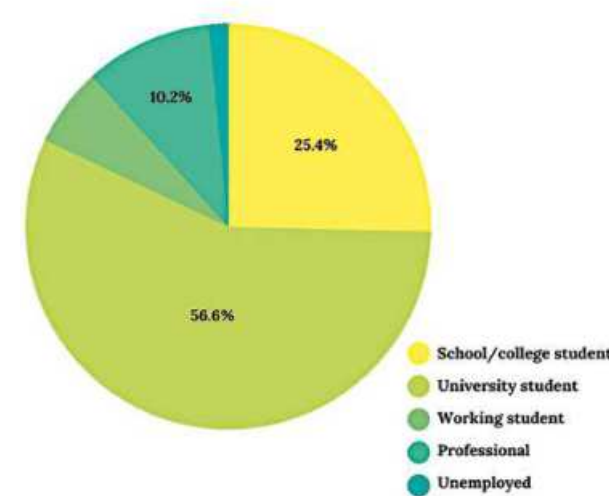
- [https://www.cdc.gov/sleep/data\\_statistics.html](https://www.cdc.gov/sleep/data_statistics.html)
- <https://www.nationalgeographic.com/science/2019/04/nights-are-getting-brighter-earth-paying-the-price-light-pollution-dark-skies/>
- <https://www.health.harvard.edu/sleep/awake-at-3-am-strategies-to-help-you-to-get-back-to-sleep>
- <https://www.health.com/condition/sleep/expert-lawrence-epstein-md-gives-advice-on-light-at-night-mattress-care-and-more-sleep-tips>
- <https://www.health.harvard.edu/staying-healthy/how-to-sleep-through-the-night>

ILLUSTRATIONS:  
KAZI AKIB BIN ASAD & TALAT AHMED

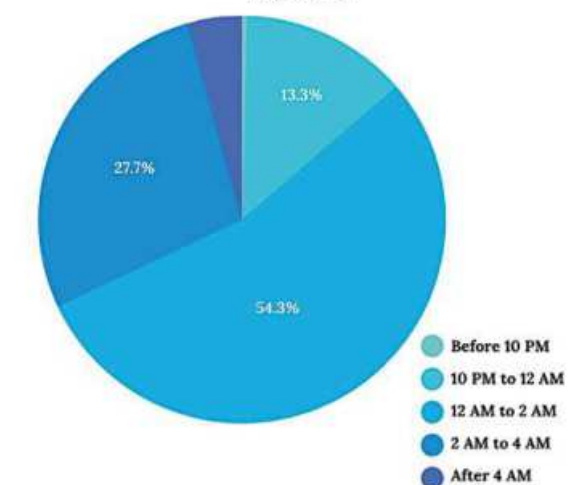
WHAT IS YOUR AGE?



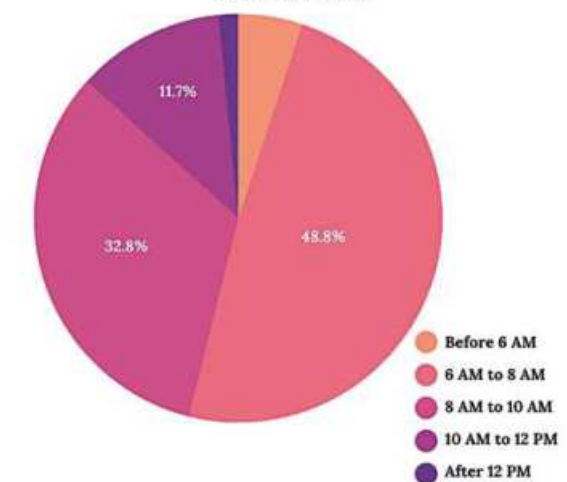
WHAT IS YOUR OCCUPATION?



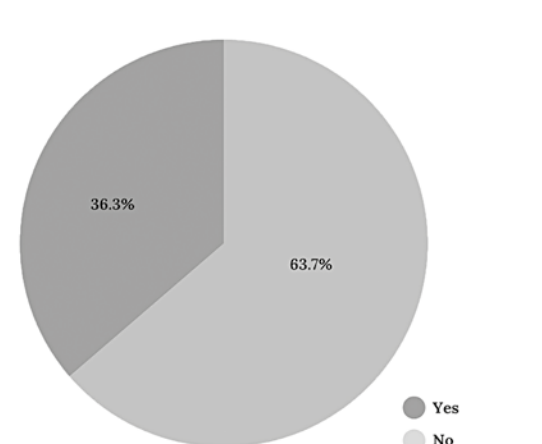
WHEN DO YOU USUALLY GO TO SLEEP AT NIGHT?



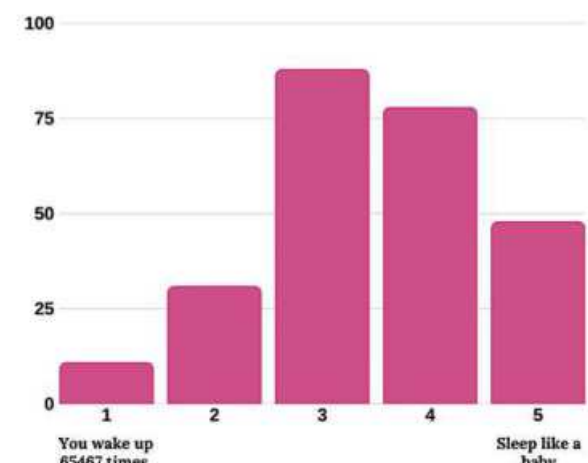
WHEN DO YOU USUALLY WAKE UP IN THE MORNING?



DO YOU THINK YOU ARE GETTING SUFFICIENT SLEEP?



RATE THE QUALITY OF YOUR SLEEP



## SUB arranges seminar titled "Way to Women Economic Empowerment"

Labaid Group and State University of Bangladesh (SUB) jointly organised a seminar on March 7, 2020 titled "Way to Women Economic Empowerment" in occasion of International Women's Day at Scholars Inn, Dhaka. Speakers of the seminar expressed their views that without independent and sovereign empowerment of women, the trend of social progress could not be accelerated at all. And in order to accelerate the pace of social progress, the first thing we need to do is increase the economic power and affordability of women, which will help them to stand firm in the decision making process of family and society.

Parisa Shamim, member of the Board of Trustees of SUB presented the keynote paper in the seminar. In her presentation, she said that a project called Swapdana has been launched to create new women entrepreneurs on behalf of the Labaid Foundation. Under this project, loan, grants and other assistance will be provided to the potential women entrepreneurs from the Labaid Foundation. On the other hand, the SUB will provide training and other skills development assistance to the women.

Prof. Robaet Ferdous, Advisor to the Department of Journalism, Communication & Media Studies of SUB moderated the seminar. Representatives of the civil society and senior officials and teachers from Labaid Group and SUB attended the programme.

## SEU students take part in 13th SAUFEST in India



A team of four students from Southeast University (SEU) participated at the 13th South-Asian Universities Youth Festival (13th SAUFEST) held from February 24-28, 2020 at Kurukshetra University, India. Association of Indian Universities (AIU) organised the Festival. The concept of organising SAUFEST is to make active collaboration and mutual assistance among the South-Asian countries in Educational, Social, Cultural and Economic field. The key objective of the fest is "Connect, Compete, and Celebrate" and is to strengthen the unity and harmony among the participating countries. The activities held during the fest included poster making, light vocal, mime, folk orchestra, folk dance, elocution, debate, clay modelling, classical dance, and seminars. During the fest, SEU student Md. Shakawat Hossain and Bidhan Chandra Dey performed folk dance and clay modelling, and Yeasin Arafat Omi performed music. Md. Mejbaur Rahamn Miju participated in debate and elocution competitions. About 700 student delegates participated in the festival from Bangladesh, Bhutan, India, Mauritius, Nepal, Afghanistan and Sri Lanka. SEU team received certificates, gold medal and memento for being part of 13th SAUFEST.

## BUFT organises Spring 2020 orientation programme

BGMEA University of Fashion & Technology (BUFT) organised an orientation programme for the newly admitted students of Spring 2020 semester at its main campus in the capital.

BUFT arranged the function on March 1, 2020 for students in the following programs: B.Sc. (Hons) in AMT, FDT, KMT, TE, TEM, IE, English, BBA, and Master's programmes.

VC Prof. Dr. S.M. Mahfuzur Rahman; Pro-VC, Prof. Dr. Engr. Ayub Nabi Khan; Treasurer Prof. Dr. Md. Abdur Jalil; Registrar Md. Rafiquzzaman; Dean of Faculty of Business Studies Prof. Md Muinuddin Khan; Dean of Faculty of Apparel Studies Prof. Dr. Mohd. Ekram Ali Shaikh; Dean of Faculty of Textile Engineering Prof. Dr. Engr. Abu Bakr Siddique; and Dean of Faculty of Engineering Studies Dr. Sirajul Karim Choudhury addressed the audience.

Directors of Student Welfare, Planning & Administration, CFO, Head of Logistics, all Heads of the academic and administrative departments, faculty members, officials, staff of BUFT, the newly admitted students and their guardians were present at the function.

## PHIS students participate in leadership camp in Habiganj



helped prepare their own meals and wash up after they were done. Along with learning basic survival skills, the students were also able to explore the local area. They paid a visit to an orphanage where they learned about the lifestyle and education system in rural Bangladesh. On the third day, they visited Satchari National Park and took part in a two-hour trek through the amazing forest escorted by a local guide.

A total of 38 students from Pledge Harbor International School (PHIS), ranging from grades 6 to 12 took part in a three-day camp organised by Leadership Camp Jogodishpur. The students along with four staff members travelled to Madhupur, Habiganj and were welcomed by Camp Leader Adnan Chowdhury and his team.

The students were put into groups and received their itineraries for the three days, along with the camp rules, etiquettes and learned about the activities that they would participate in. Some activities the students engaged in were: climbing trees and fruit picking, preparing campfires, and setting up tents. The mornings started with yoga exercises; they also

The purpose of this trip was to allow the students to understand the importance of teamwork, self-dependence, appreciate nature, and know our obligation towards the world we live in. Instilling values as such is crucial to Pledge Harbor's ethos as we strive to build future leaders. The trip taught the students how to harbour new skills within their own arsenal to become both independent learners and cooperative workers. It allowed them to appreciate their privileges and what nature has to offer to become creative and compassionate thinkers. Expanding the realm of their experiences to the world around them helped equip our students to make the world their learning ground to become lifelong learners.



**UAP University of Asia Pacific**  
committed to excellence

**Admission : Spring - 2020**

<p><b>Bachelors Degree</b></p> <ul style="list-style-type: none"> <li>&gt; Bachelor of <b>Architecture</b></li> <li>&gt; Bachelor of <b>Business Administration</b></li> <li>&gt; B.Sc. in <b>Electrical &amp; Electronic Engineering</b></li> <li>&gt; B.A. (Hons) in <b>English</b></li> </ul> <p><b>Masters Degree</b></p> <ul style="list-style-type: none"> <li>&gt; MBA</li> </ul>	<ul style="list-style-type: none"> <li>&gt; <b>Executive MBA</b></li> <li>&gt; M.Sc. in <b>Civil Engineering</b></li> <li>&gt; M.Sc. in <b>Computer Science &amp; Engineering</b></li> <li>&gt; M.A. in <b>English</b> (1 Year)</li> <li>&gt; Master of <b>Laws</b> (Regular)</li> <li>&gt; Master of Pharmacy in <b>Pharmaceutical Technology</b> (Thesis &amp; Non-thesis)</li> </ul>
--	---

**Last date of Application : March 18, 2020**  
**Last date of collecting Admit Card : March 18, 2020**  
**Admission Test (2<sup>nd</sup> Slot) : March 21, 2020**

**Special Features**

- > Exquisite **permanent campus** at the **center** of the city
- > Privately owned hostel is available adjacent to the campus
- > All undergraduate programs are accredited by licensing **professional bodies**
- > All undergraduate programs have been ranked "**Very Good**" in Quality Education Assessment by **UGC**
- > Generous **Waiver** Policy up to 100% tuition fee (undergraduate program)

**National Prof. Dr. Jamilur Reza Choudhury**  
 Vice Chancellor

**Apply online : [www.uap-bd.edu](http://www.uap-bd.edu)**

**Admission Office: 74/A, Green Road, Dhaka-1205**  
**PABX: +88-02-58157091-4, +88-02-9126812**  
**Cell: 01714088321, 01768544208, 01731681081, Email: [admission@uap-bd.edu](mailto:admission@uap-bd.edu)**

# Online Shopping Hacks You Need To Know

MRITTIKA ANAN RAHMAN

Online shopping is frankly unavoidable these days because certain original or imported products are available strictly online, and our daily schedules often limit us from taking long shopping trips.

In the context of social media pages and website orders for fashion and lifestyle products, people commonly have many concerns. After countless orders of products that both satisfied and surprised me, here are some hacks to follow.

## VIDEOS OVER PICTURES

Many photos online do not truthfully represent the product being sold because of different camera quality, lighting, and angles. Videos are a lot more trustworthy because it gives a better representation of the feel and design of a product. It is also less likely to be distorted, purposely or inadvertently. If a product seems legitimate on video, it is less likely to disappoint you.

## MULTIPLE IMAGE SOURCES

Even if you are set to order a product from a certain page, check if similar pages sell the same product. You are more likely to get a clearer look of the product or even identify image distortions if you check more than one business. Then order from whichever business according to your judgement.

## CHECK ORIGINAL WEBSITE

In the case of an imported product, the original website of the brand as well as online retailers such as Amazon should always be checked. Beyond reviews, the price in dollars of the product should translate the same amount in taka. Certain importers do buy in bulk, which may reduce markup, but if the product is priced suspiciously close to the dollar value, then it is likely

to be fake. Do keep in mind that prices do fluctuate particularly around certain times of the year and during sales.

## CHECK COMPETITOR'S PRICING

Comparing prices of multiple pages allows you to identify a fake product. Certain pages have a reputation of a high markup but if a business prices their products significantly lower than all its competitors, this may be a red flag.

## COLOURS

The colour of a purchased product and its picture not matching is a very common phenomenon. If someone doesn't want to take risks, then ordering something black, white or off-white reduces your chances of disappointment by a big margin.

Ordering something in a colour such as blue creates a wide spectrum of disappointment.

## SIZES

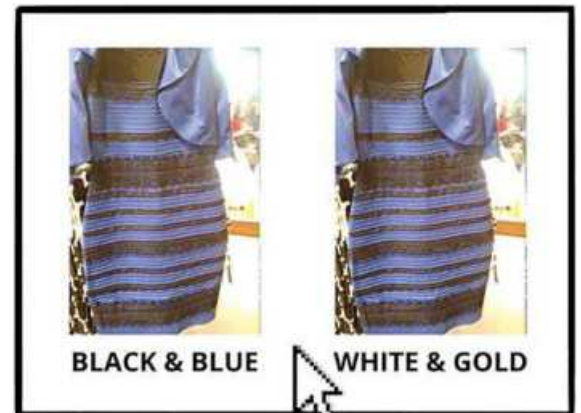
Size is another area of concern. Free size clothes and unstitched clothes are always safer buys. Jewellery with adjustable sizes (such as rings that are open in the back) are good options.

Many sellers stick to international size charts for shoes and clothes which makes life easier.

## TALK TO THE PAGES

Most importantly, ask as many questions as you want about the product to the sellers to clear all concerns and not leave any detail to chance or surprise. Successful pages almost always have good customer service. If a page is unresponsive or has bad customer service: abort mission. This only means they're not serious about selling and have little reputation to protect.

*Mrittika Anan Rahman is a daydreamer trying hard not to run into things while walking. Find her at [mrittika.anan@gmail.com](mailto:mrittika.anan@gmail.com)*



# HOW TO TURN YOUR PET INTO AN INFLUENCER



FATIMA JAHAN ENA

Have you ever gazed into your pet's eyes and asked, "Do you have what it takes to be an online sensation?" If no, disregard this article and move on. Otherwise, look no further. Following a few simple steps can ensure social media stardom for your beloved pet—cat, dog, and imaginary—setting them up for a life of mild celebrity status and free products.

Firstly, your top priority should be the account username, as it's the banner that will adorn your pet's online presence. It must ooze with quirkiness or possibly highlight your impeccable sense of humour with a pun. Most importantly, it should be catchy enough to imprint itself onto people's brains ensuring a lasting impression.

After taking care of the name, you need to focus on the posts themselves. The pictures are undoubtedly important but what will set your little companion apart are the captions. The captions reflect your pet's personality that you choose to assign to them. There's a wide variety of personalities to pick from: your pet can be a naughty flirt, or deep thinkers who always comment on how life is fleeting. They can even be like that one weird cousin you always avoid at social events. The possibil-

ities are truly versatile and endless.

Once the account gains some stability and a growing fan base, it's natural that your pet will receive products or offers from interested companies. This can be for reviews or endorsements. Regardless, this is a clear indicator that your pet is definitely on the right path. However, if you truly want to achieve peak influencer status, a few questionable sponsorships here and there might be necessary. After all, the road to fame is paved with immoral "detox" tea.

When the sponsorships have been dealt with, it'd be wise to release some form of merchandise for other household pets. This can include small hoodies, collars, bath water, cute sunglasses etc. If you're lucky, your pet will be in the middle of an online argument prior to the release of the merchandise. This will boost visibility and promote your products, all the while your pet's PR team tries to cover a scandal with one of the sponsorships. Regardless, your pet will emerge victorious with an arsenal of screenshots and high sales.

Finally, your pet will ascend from being influenced to influencing others and they wouldn't even have to lift a paw.

*Fatima Jahan Ena likes complaining about capitalism and her forehead. Find her at [mail2ena@gmail.com](mailto:mail2ena@gmail.com)*