

Whatsapp- Messenger Fever on Students

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Abstract — WhatsApp is mobile application which allows exchange of messages, videos, audio's and images via Smartphone. The increased use of IM on phones has turned to be goldmine for mobile and computer age. This paper focuses on understanding experimental viewpoint about the intensity, usage of whatsapp messenger and its impact on the academic performance of students in institutions. Instead of fast communication and enhancing effective flow of information and idea sharing among students, whatsapp has actually impacted in some pessimistic performance of students. For instance it takes up much of the students study time resulting in procrastination related issues , destroys students' linguistic skills, leads to lack of concentration during lectures, results in difficulty in balancing online activities (whatsapp) and intellectual preparation and distracts learner from completing their assignments and adhering to their private studies time table.

It is very userfriendly and easy to get initiated. Simply enter the telephone number of the device into the app. It then sorts through the contacts (with your permission) on the phone to figure out who else also has the app already installed. Users can then invite more contacts or go ahead and start sending messages to the ones that the app discovered. Brian Acton and Jan Koum (2009) invented Whatsapp messenger for easy and fast communication and distribution of multimedia messaging.

Whatsapp is one of the trend and fashion in technology that is commonly used on specific mobile phones and computers. Since the Smartphones became popular, many messaging services were launched but Whatsapp has become widespread among them. The service is available free for one year and later user has to pay very less annual amount. Besides all, this Application is highly fanatic and can create a great impact on regular users, and apart from that it can leave a trace that becomes difficult to control and cure.

With whatsapp messenger, communication through mobile phones has become easier, faster and cheaper. It is less expensive as compared to the normal phone messaging. An individual can chat with friends and family overseas through whatsapp without having to incur global SMS charges.

Keywords — WhatsApp, IM, Smartphone, SMS, app-store, etc.

1.0 Introduction

Recent advancements in technology have changed our lives significantly. Most noticeably, they facilitate our living, as evidenced by more effectiveness, efficiency, convenience, and ease which result from their proper application. With the aid of recent advanced technologies, difficult tasks can be accomplished in less time with less effort and energy than they were in the past. Many people praise their technological gadgets that they use in their everyday lives. Many of us depend on it to get us through the day, to do our job, to get around, and to find certain things.

Besides all, this Application is highly addictive and can create a great impact on regular users, and apart from that it can leave a trace that becomes difficult to control and cure.

Whatsapp Messenger has been around for a while but recent updates have improved the functionality of the application since its release date. The main purpose behind this application is to replace SMS with a crossplatform mobile messenger that works on an internet data plan. If you have unlimited text, it is still beneficial as it is a convenient way to skip international fees that carriers may charge.

It is currently available for iPhone, Android, Windows Phone, Nokia Symbian60 and S40 and Blackberry. WhatsApp uses your 3G or WiFi (when available) to message with friends and family. In addition to text messaging, users can send each other images, video and audio media messages. According to Financial Times, WhatsApp “has done to SMS on mobile phones what Skype did to international calling on landlines.

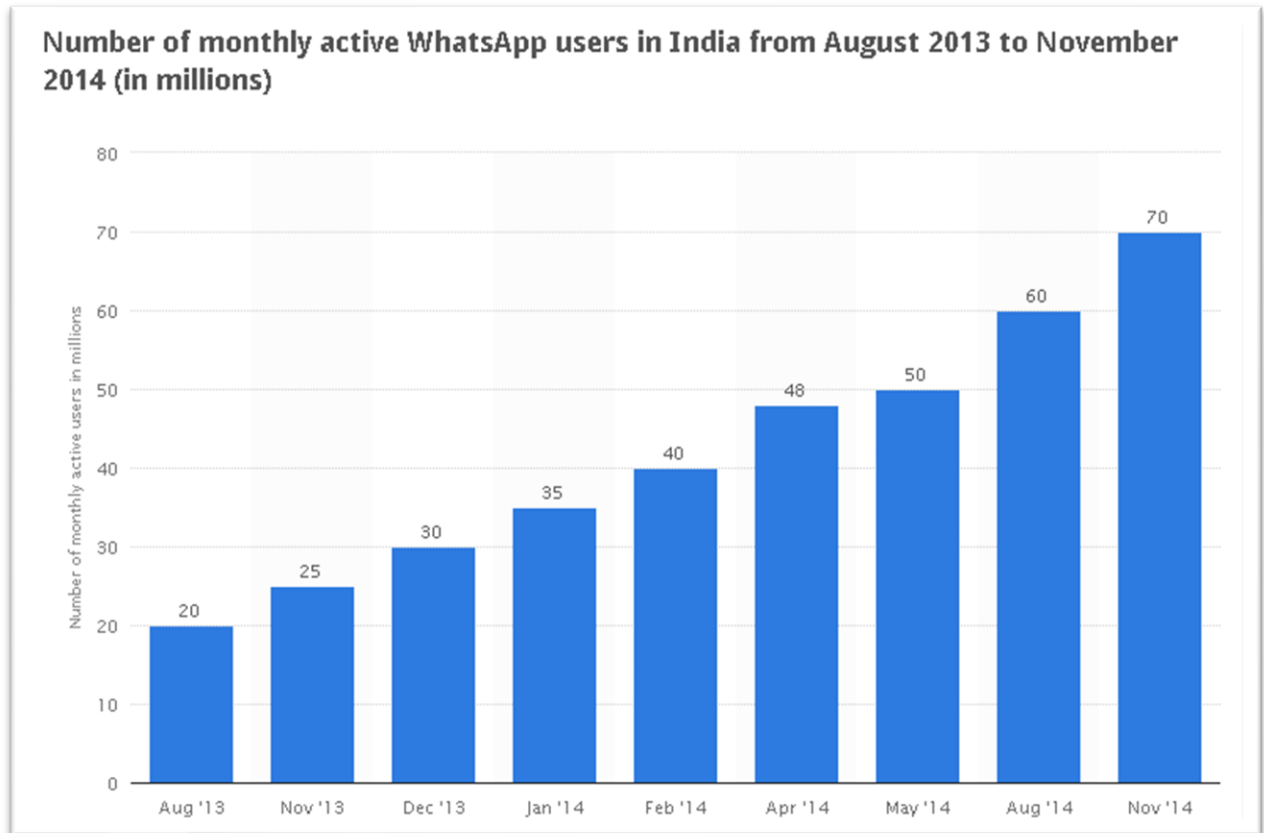
It is popular because there is no cost to message friends and family other than the internet data plan that users already have on their phones. It is easy to get started. Simply enter the telephone number of the device into the app. It then sorts through the contacts (with your permission) on the phone to figure out who else also has the app already installed. Users can then invite more contacts or go ahead and start sending messages to the ones that the app discovered.

1.1 Objectives

The preliminary study examines the use of Whatsapp Messenger amongst college students in Mumbai. The researchers attempted to understand the perceived high-level of usage of social Whatsapp Messenger amongst the students by looking at the intensity of it usage and how it affects their academic performance.

- The main objective of this paper is to evaluate the degree of the negative impact of the use of Whatsapp Messenger on students performance in Graduate/Post Graduate colleges, institutions in Mumbai

- Also to determine the relationship between the use of the application and academic performance.
- And finally, some recommendations for overcoming these problems will be discussed.



This statistic shows a timeline with the amount of monthly active WhatsApp users in Mumbai as of November 2014. During that month, the mobile messaging platform announced more than 70 million monthly active users in the country.

1.2 Research Questions for Students

- ❖ What is your Name?
- ❖ What is your age?
- ❖ What is your gender? (e.g. Male or Female)
- ❖ What is the year of your study (or equivalence)?
- ❖ Is your phone connected to the Internet anytime?
- ❖ How many hours do you use Whatsapp a day?
- ❖ How frequent you use the Whatsapp Messenger on their phones?
- ❖ Why do you use Whatsapp ?
- ❖ With whom do you chat with Whatsapp (Can choose 3 options at maximum)
 - Friends
 - Colleague
 - Family / Relations

- ❖ Do you feel anxious when you can't use whatsapp.
- ❖ Does Whatsapp has affected your rest time.
- ❖ Do you use Whatsapp during your work and study time (e.g. sharing of notes etc).
- ❖ Do you agree that using Whatsapp reduces the opportunity of face-to-face communication with my friends and family. How does whatsapp messenger affect academic performance among students in Graduate/Post Graduate institutions?
- ❖ What are the common activities that students undertake when using whatsapp messenger?
- ❖ Whether the technology affect their social behaviour and interactions on campus?

3.0 Methodology

3.1 Introduction

The idea behind this particular section is to reveal the rationale for the research methodology, the method and Strategy adopted in collecting data for the research. This part also seeks to reveal how the researchers conducted the research to be able to investigate the impact of social networks on the performance of Graduate/Post Graduate students in Mumbai with particular emphasis on Whatsapp usage.

3.1 Research Methods

The researchers made use of both primary and secondary data, which were gathered from diverse sources, including, archival sources, text books, journals/articles (both publish and unpublished), and internet sites.

3.2 Primary Research

The questionnaire for data collection, it was pilot tested. A strategy was adopted in the course of carrying out the research work. The questionnaires were pilot tested on 100 students from IMCOST, 25 from Bedekar college, and 15 from SPIT, 15 from TIMSAR college respectively using the online and telephone survey. The reasons were;

- i. To ascertain whether the questions chosen will be relevant in addressing the set objectives of the research, and this led to rephrasing of some of the questions and discarding some of the questions as well.
- ii. To address errors before the actual questionnaires go out to the real respondents.
- iii. To make sure the structure, layout and instructions to be followed are clear and finally
- iv. To assess the average response rate in the use of various medium for data collection.

We have prepared closed-ended and semi-open ended questions were developed. The semi-open-ended questions placed no restrictions on how research participants could respond to the

questions. Participants responded in their own words and were not constrained to select their responses from a list of choices like the closed ended questions.

Another set of interview questionnaires were personally administered to the students. The personally administered questions were meant to allow the researchers to probe further on issues relating to this research although not captured in the questionnaire. Although slightly different set of questions, the interviewing method was to complement the mailed questionnaires and to cross-check the data whether there are similarities. Random sampling was used to select 50 interviewees from five Graduate/Post Graduate institutions.

3.3 Sample Size

The population under-study which consists of students in Graduate/Post Graduate institutions in Mumbai is vast, making it impossible to interview and administer questionnaire to the whole population. As a result, a part of the population referred to as sample was taken for the study. Five hundred (550) representatives from five Graduate/Post Graduate institutions were surveyed. The number included fifty (50) students interviewed. The data was analyzed through the use of frequency tables.

3.4 Summary

This Chapter analyzed the methods adopted in gathering data necessary to achieve the research objective. It's obvious that using a secondary (desk) research as a preliminary step in gaining insight into what the research entails helps put the research into perspective, which set the tone for the subsequent primary research that needed to be done to suit the set research objectives.

3.5 Results and Discussion

This chapter analyses the responses given by respondents through the administration of structured questionnaire and interview conducted. In order to make interpretation and analysis easier, tables are presented first, followed by its interpretation and analysis.

Table 1

GENDER DISTRIBUTION OF INTERVIEWEES	GENDER NUMBER OF RESPONDENTS	PERCENTAGE
MALE	20	40%
FEMALE	30	60%
TOTAL	50	100%

Source: Survey data (2014)

The table above represent the number of students interviewed on various campuses. Ten students were interviewed from each of the five Graduate/Post Graduate institutions under study. Out of these, 40% represent male students while 60% were female.

Out of the total number of students interviewed, 40 of the students which represent 80% of the interviewees said they use the whatsapp messenger on their phones for chatting with their friends on different issues instead of academic purposes on campus. Only ten (10) students which represent 20% said it has positive impact on their studies.

Table 3.2

Gender	Distribution of Respondents on questionnaires	Gender FrequencyPercentage (%)
Male	142	34%
Female	276	66 %
Total	418	100 %

Source: Survey Data (2014)

A total of 418 questionnaires were returned out of 500 questionnaires distributed. About 34 % of participants were male (males = 142 and 66% female (females = 276). The total percentage represents the five Graduate/Post Graduate institutions that the questionnaires were administered to. These institutions include; Thakur College, Vivekanand College, University of Mumbai, Somaiya College and Dyansadhana college. It could be observed that female participation far outweighed the male counterpart. The reason being speculated by the researchers is that female students were found to be more likely to have expressions related to family relationships and romantic relationships by using Whatsapp than the male students.

Table 3.3

REASONS FOR USING WHATSAPP:

REASONS	FREQUENCY	PERCENTAGE
ACADEMIC WORK	28	7%
GENERAL INFORMATION	50	12%
CHATTING	300	72%
FAMILY	40	9%
TOTAL	418	100%

Source: Data survey (2014)

Students were asked the reasons why they most often use whatsapp on their mobile phones. The researchers were amazed at their responds. The results in the table above shows that majority of the students use the application for chatting with friends on different issues rather

than academic work on campus, and this is represented by 72% of the total number of respondents. The above table indicates that only 7% of the respondents use the application for academic work, 12% mainly for general information while 9% use it for family issues.

Table 3.4

TIME SPENT ON WHATSAPP:

TIME	FREQUENCY	PERCENTAGE
1-2	18	4%
3-5	70	17%
6-7	130	31%
OVER 8 hours	200	48%
TOTAL	418	100%

Source: Data survey (2014)

The respondents reported the number of hours they spent using Whatsapp per day 4 % spent 1-2 hours, 17% spent 3-5 hours per day, 31% spent 6-7 hours and 48% spent more than 8 hours per day. The study shows an average student spends over 8 hours every day engaged in using whatsapp on their mobile phone. We were able to discover that there is an inverse relationship between two factors which is, the more time a student spends using whatsapp, the less time he or she has to attend to academic matters such as class work, assignments, preparation for class test, mid-semester exams and end of the semester's examination which account for the student's lower or poor grade Points.

Table 3.5

Students were asked whether Whatsapp affect them positively or negatively in their studies

EFFECT	Frequency	Percentage
Positive	99	24%
Negative	319	76%
Total	418	100%

Source: Data survey (2014)

As indicated in the table above, 76% percent of the respondents said the use of whatsapp has more negative effect on their studies and only 24% percent said it has positive impact on their studies. Most of them explained why they said it affects them negatively. A student can be stacked on his/her phone for hours chatting with friends through whatsapp without noticing

the number of hours spent behind the phone not for any relevant reason. Little time is left for academic purposes since much of their precious time is wasted on whatsapp chatting with friends. They later become less equipped and inadequately prepared for quizzes conducted and major end of semester examination which makes them less productive and effective.

Procrastination-related problems are another negative effect on students' performance. One of the main questions that need to be asked is academic procrastination that might evolve as a possible outcome of Whatsapp usage.

Most students also feel lazy typing most sentences and words and retire to the short hand form of typing. This style of writing destroys the students' spellings and grammatical construction of sentences. For example, words like 'forward, come, tomorrow, goodnight' and others are being written as '4wrđ, kam, 2mrw, and gud9t etc,'

also phrases like 'Rest in Peace' is written as 'RIP' , 'happy birthday' is being written as 'H.BDAY', Talk To You Later is written as TTYL ,TG is written as ' That's great', WE THANK GOD is also written as 'WTG'. This has affected the way students write in English classes and in their examinations resulting in destruction of their grammar and the way they spell English words.

4.0 Conclusion and Recommendations

4.1 Conclusion

From the preceding discussions, it is evidently clear that; whatsapp has been a necessary evil for students in Graduate/Post Graduate colleges and institutions in Mumbai. This stems from the fact that, it can enhance the performance of Graduate/Post Graduate students if used positively. In that, it makes communication easier and faster thereby enhancing effective flow of information and idea sharing among students.

However, if used negatively it has adverse impacts on the performance of students. Among the negative impacts we identified include the following: it takes much of the students studies time, results in procrastination related problems, destroys students grammar and spellings, leads to lack of concentration during lectures and difficulty in balancing online activities and academic preparation.

Although, framed within an academic context, the research can be utilized to investigate the use of Whatsapp not only at school, but also at home, workplace, and various other settings, and for a variety of different audiences such as teenagers, young adults, the elderly, or families.

For future research, it may be more helpful to examine how a student's psychological state influences motivations for the use of Whatsapp.

In summary, the purpose of this paper was to identify the impact of whatsapp on the performance of students in Graduate/Post Graduate institutions in Mumbai. The study found that, instead of making communication easier and faster thereby enhancing effective flow of messages and idea sharing among students, Whatsapp has rather impacted negatively on the performance of students in Graduate/Post Graduate institutions in Mumbai.

4.2 Recommendations

The authors therefore, recommend the following:

1. Management of Graduate/Post Graduate institutions should intensify guidance and counselling sessions in their respective institutions.
2. Time management should be incorporated into the curriculum of Graduate/Post Graduate institutions.
3. Unannounced quizzes should be conducted frequently by lecturers to compel students to sit-up.
4. Cell phones should either be forbidden in lecture halls or switched off if allowed in, instead of the prevailing practice of allowing them in but must be put on mute.
5. This allows the students to chat during lectures.
6. Students must be enlightened on the devastating effect of retiring to the short hand form of writing on their spellings and grammatical construction of sentences during their communication skills lessons in first year.

5.0 CONCLUSION: It is very difficult for minors who already use smartphones to stop using an app that allows them to communicate in such a simple, immediate and almost free manner. This is why it is important to explain these things to them and to warn them about the privacy status of their conversations and of the images they send using WhatsApp. In fact, if they wish to use WhatsApp, both adults and minors should behave as if their conversations were public. They should behave as if their pictures were going to be seen by people they do not even know, as if the information they put into the application was going to come out of the private sphere. They must avoid reproducing and sending certain type of data. They must also be careful with the pictures they send. Furthermore, both adults and minors should bear in mind that they have authorized someone they don't know to have access to their list of contacts, their messages, the photographs they send, etc.

Finally, it is equally essential to advise minors to periodically delete their conversations and photographs, as if their device is stolen or gets lost, other people will have access to a huge amount of personal information...

For Children

Following research Published in 2011 said that Social network has both negatives and positives in case of Children and Negatives are more severe than the positives

Positives::Helps Children getting off Shyness

Negatives::Concentration Disorder,Anxiety,Depression ,Sleeping Problems

For Adults In Young Adults

*Narcissism *Histrionic Personal Disorder *Antisocial Personality Disorder *Bipolar

(Mania) *Sadistic, Passive/Aggressive, Borderline, Paranoid, Somatoform

Pros:

- 1) It shows only those contacts whose phone number you have in the phone, hence no messages from strangers.
- 2) It's free (as of now), so there are no messaging charges, although they are going to start charging their users but the fee is very low (99cents a year).
- 3) It is available on every platform, so a person who doesn't have iMessage or BBM, doesn't feel left out.
- 4) You can send all kinds of media (text, images, videos) through WhatsApp.

Cons:

- 1) I can think of only one, but it's quite big and matters a lot to me: WhatsApp messages can be hacked easily, when used on an unsecured wireless network, like WiFi hotspots at Starbucks. So it's important that your kids know this and are careful when using it on public networks.

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