

Impact of WhatsApp on Teenagers: Pune City

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Abstract: *The main aim of this research is to find out the potential use of WhatsApp. Teenagers are more aware about the WhatsApp and its uses. By the rapid use of WhatsApp and the regular updates in it. It is very much easier for the teenagers to spend their time through exchange of information videos, messages, and calling by video in WhatsApp. As per the data collected by the researcher most of the teenagers came to know about WhatsApp through friends and they know that how to operate it. Most of the WhatsApp users spend half an hour to one hour every day on it. As per the survey more Teenagers found that WhatsApp is convenient and user friendly app. It helps to manage the time well. As per the overall interpretation Teenagers liked the WhatsApp is a beneficial app.*

Keywords: App, Impact, Interpretation, Student, Teenager

1. Introduction

Since its introduction in 2009, WhatsApp, a mobile instant messaging application, has reached 500 million users worldwide, sharing 700 million photos and 100 million videos daily (Acton & Koum, 2014). Built as an alternative to short messaging service (SMS), WhatsApp offers real-time texting or communication, including the ease of sharing information (e.g. contact list) or media content (e.g. audio, video files, images, location data). In recent years, while a growing body of literature has investigated the use of WhatsApp (Church & Oliveria, 2013; Soliman & Salem, 2014; O'Hara, Massimi, Harper, Rubens & Morris, 2014; Devi & Tevera, 2014), there is little research on the effects of WhatsApp use towards student's learning and performance (Bere, 2012; Yeboah & Ewur, 2014). Nur Kholisoh¹; Ria Sulastris² (2017) WhatsApp has been one of the most popular mobile phone messenger applications in Indonesia from the time it was officially released until present days. It is considered to be a very supportive messenger application on mobile phone where its users are able to instantly send message to each other. WhatsApp application enables Teenagers using it to interact easily and effortlessly as if they are in the same area, standing face to face, and talking to each other. WhatsApp has just launched its newest feature called Broadcast Message. This broadcast feature enables users to communicate and disseminate information not only to one single user, but also many other users. Ms. Anshu Bhatt, Dr. Mohd. Arshad (2016) WhatsApp handles more than 10 billion messages per day³. It is easy to use; simply enter the mobile number in the device into this app. Then search all the contacts (with your permission) on the phone to figure out who else has the app already installed User can invite more contact or go ahead. WhatsApp messenger was purposely created by Brain Acton (2009) to make communication and the Distribution of multimedia messaging more easily and faster. This kind of platform was designed as a way of communication for friends, family and strangers to have discussion and interaction. It helps the Teenagers to explore new opportunities and experiences. Social networking allows youth to express them by uploading their profiles that highlight their talent and experience of life. A social networking can be affected by cost, time, culture, geography and many other features in

which WhatsApp is one of the most popular application which emerges like the culture of MacDonald that create a new taste in social networking market and majority of youth crazy for this. It enables users to have multimedia downloads text messaging without having to pay short messages service (SMS). This is the feature that makes WhatsApp quite popular among youth. With the help of this application, an Individual can chat with family, friends beyond the limit of seas and creates familiar environment for it. It also helps to keep contact to everybody at one time. No doubt, this amazing app is useful for us from many ways. One instance can be given in respect of this; we are buying something and have confusion about the item. Then to remove confusion we can take the picture of this and send it to our dear one on WhatsApp to get suggestion. Thus, this study aims to extend the current knowledge on the use and effects of WhatsApp,

2. Objectives

- 1) To Study The Use Of WhatsApp Among Teenagers.
- 2) To Study The Impact Of WhatsApp On Teenagers.
- 3) To know The Likes and Dislikes of WhatsApp.
- 4) To Explore The Ways To Increase The Significance Use of WhatsApp.

3. Hypothesis

- 01- WhatsApp is not popular among teenager.
H1 – WhatsApp is popular among teenager.
02 – WhatsApp is not good for Teenager.
H2 – WhatsApp is good for Teenager

4. Review of Literature

Nur Kholisoh, Ria Sulastris (2017) the author is trying to say that WhatsApp is a good way to communicate easily? It can also work as a messenger in the organization as an internal communication. This directly and indirectly saves your time. It's very convenient for the in-house Teenagers to communicate quickly. Without wasting time for taking notice and putting it on the notice board and again announcing for the go and read the notice. It's a kind of new

method altogether in sending information through WhatsApp. It's breaking the old traditional method to send the information across the staff. Ashiyan, Zahra, Salehi, Hadi (2016) WhatsApp is an effective way of communication not only for the students but for everyone. It's a unique way of communication feature which is available in mobile. It is also useful as a learning tool for the students. WhatsApp is not restricted towards only male or female. It is useful for both the genders. It helps to boost your information and logical sense. It also promotes the social bonding amongst the students, friends and relatives. Ms. Anshu Bhatt & Dr. Mohd. Arshad (2016) the author is trying to say that WhatsApp is one of the best modes of social media. Which helps to expand the knowledge and information? It harmful as well as beneficial also. When we talk about the advantage it gives a better way to communicate easily with any person in any one of the corner of world. As the other side, it is affecting the life of youth in writing the English in a abbreviation form which is becoming a habit of them. Making an impact on study, behavior and spending most of the time on WhatsApp only. It is also very much on emotional quotient which is restricted to the app only. Zahra Ashiyan, Hadi Salehi (2016) With the help of WhatsApp Teenagers are coming more closer who are not contacted each other from long time. Its helps to communicate with long distance without any barriers. It easily exchanges messages, audio, videos, personal and professional messages. As per the research carried out by the author the use of WhatsApp is better for in learning collocation that any other. With the help of mobiles you can easily upload and download the information easily. The recent use of WhatsApp in school nowadays is more to provide the fast information to be circulated amongst the students. Dr. Avani Maniar, Ms. Aanal Modi (2014) as per the research done by the author about the use of WhatsApp among Teenagers. They realized that most of the Teenagers loved to be a part of WhatsApp group for as a member for quiz group. They believed that with the help of these kinds of group for various activities. It helps to increase the information and knowledge. It is one of best mode of medium to communicate with Teenagers with long distances. It helps to improve the better relationship with friends and relatives. Who are not in touch with us from long time? It also says that whats is not for only teenagers or youth it is for everyone, who knows how to use it. Aicha Blehch Amry (2014) Researcher is trying to say that WhatsApp can easily use for the online teaching to the students. To cut down the effect of face to face teaching. WhatsApp is a one mode of communication through which we can pass on the information regarding education and other relevant information to the students. It directly helps the students to acquire the information and knowledge within a short period of time. Students can also enjoy this new type of technique of teaching. It's a kind of learning for those students who are not leaving in remote areas. It will be

very easy for them to gain the knowledge easily. Ms. Jisha K, Dr. Jebakumar (2014) as per the study by the author came to know that most of the youth are using WhatsApp on regular basis. They are exchanging the information and other personal and professional message on WhatsApp. They are using it like a mode of communication for more than 8 hours a day. Some Teenagers are more towards the use of it. They are using 16 hours a day. It seems that youth are more dependent on this app. Its main advantage is that Teenagers are not seating in the computer lab or café. They are doing all sorts of communication through WhatsApp. If they want to send any message or Audio / Video, WhatsApp is the best source they felt. Annie Dayani Ahada*, Syamimi Md Ariff Lima (2014) WhatsApp sends real-time messages and is one of the world's most popular communication applications in the 21st century. While this study extends the current knowledge on the use of WhatsApp, it also highlights the challenges of WhatsApp use by young Teenagers. The purpose of this study is to examine the domestication of WhatsApp among young Teenagers, specifically the undergraduates. Results showed how young Teenagers perceive WhatsApp as a 'convenient' communication application in their everyday lives. Some of the critical issues arising from the use of WhatsApp included distractions and exposure to unregulated messages or information.

5. Research Methodology

Sampling Frame:

For this study the researcher would be collecting the information from various teenagers who frequently use WhatsApp.

Sources of Data:

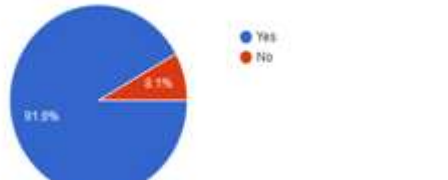
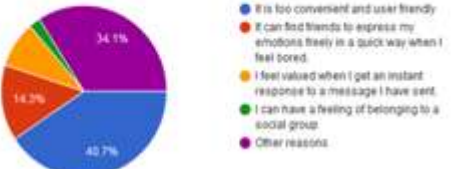
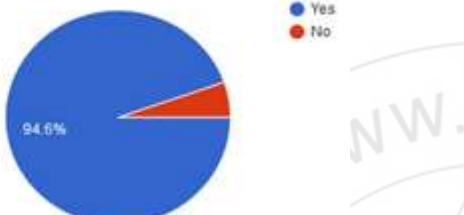
- **Primary data** shall be collected from the universe mentioned above. Students are the nerve part of this. Maximum data shall be collected from the students who frequently use WhatsApp.
- **Secondary data** shall be collected from published/unpublished literature on WhatsApp. Latest references available from the journals, newspapers, research publications and magazines, and other relevant sources like internet.

Scope of the Study

Scope of the study is to consider the maximum use of WhatsApp for becoming more social, Exchange of ideas, bridge the gap in communication. The researcher will focus on searching the information and solutions on the better use of WhatsApp, which would be more informative and beneficial for the teenager.

6. Findings

<p>1) Are you aware about Whats App?</p> <p>109 responses</p> <p>YES: 109 (100%) NO: 0 (0%)</p>	
<p>2) How you come to know about Whats App?</p> <p>115 responses</p> <p>60.9% Friends 32.2% Mobile 3.9% Parents 1.0% Television 1.0% Newspapers 0.9% Radio</p>	<p>Interpretation: -</p> <p>As per the survey by researcher most of the Teenagers come to know about WhatsApp through friends.</p>
<p>3) Do you know how to operate it?</p> <p>115 responses</p> <p>100% Yes 0% No</p>	<p>Interpretation: -</p> <p>As per the interpretation of data all the Teenagers know how to operate it.</p>
<p>4) Do you like Whats App?</p> <p>115 responses</p> <p>94.8% Yes 5.2% No</p>	<p>Interpretation :-</p> <p>Most of the Teenagers like WhatsApp</p>
<p>5) What you like about Whats App?</p> <p>107 responses</p> <p>70.1% Sending Messages 18.9% Reading messages 3.8% Sending Videos 3.8% Video calling 3.8% Voice calling</p>	<p>Interpretation :-</p> <p>As per the data received Teenagers found that WhatsApp is a convenient tool for sending messages.</p>
<p>6) How much time do you spend on WhatsApp every day?</p> <p>112 responses</p> <p>44.0% 0.5 – 1 hour 23.2% 1.5 – 2 hour 12.5% 2.5 – 3 hour 11.6% 0.5 – 1 hour 9% More than 3 hours 9% Less than 0.5 hour</p>	<p>Interpretation :-</p> <p>Most of the Teenagers spends half hour to one hour time on WhatsApp every day.</p>
<p>7) Have you ever been advised by your family member(s) to use less WhatsApp but concentrate more on your studies?</p> <p>112 responses</p> <p>68.8% Yes 31.3% No</p>	<p>Interpretation :-</p> <p>As per the survey more parents are advising their teens to use less WhatsApp .</p>

<p>8) Do you think you can manage your time well when using WhatsApp? 111 responses</p> 	<p>Interpretation :- 90 % Teenagers found that WhatsApp helps to manage the time well</p>
<p>10) Why do you keep using WhatsApp even though you know it harms you? (You can choose more than one option.) 91 responses</p> 	<p>Interpretation :- As per the survey more Teenagers found that WhatsApp is convenient and user friendly.</p>
<p>11) According to you it is beneficial for use. 112 responses</p> 	<p>Interpretation :- As per the interpretation Teenagers found that WhatsApp as a beneficial app.</p>

7. Limitation

- 1) The study is limited to the Pune City.
- 2) The study is restricted to study the impact of WhatsApp on Teenagers.

8. Conclusion

Teenagers are more aware about the WhatsApp and its uses. As per the data collected by the researcher most of the Teenagers come to know about what's app through friends and they know that how to operate it. Teenagers have found that WhatsApp is a convenient tool for sending messages, video calling and chatting, Most of the WhatsApp user spends half hour to one hour every day because they like it. Teenagers are spending more time on what's app for sending messages, photos, videos because of that parents are advising them to use less what's app . As per the survey more Teenagers found that what's app is convenient and user friendly app, it helps to manage the time well. As per the overall interpretation Teenagers found that what's app is a beneficial app.

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