

USE OF WHATSAPP INSTANT MESSENGER AMONG UNDERGRADUATE DEGREE STUDENTS OF D.A.V. COLLEGE PUNDRI (KAITHAL) HARYANA: A STUDY

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Abstract

Whatsapp is a social media application for social networking among people including students. It is highly acceptable technology for collaborative learning in an educational setup for educational discussion, messaging, sharing knowledge etc. The paper discuss about the introduction of whatsapp as a social media tool and its benefits. The study is based on a survey of undergraduate students of, D.A.V. College Pundri (Kaithal) Haryana, which identifies UG students' usage of WhatsApp Messenger.

Keywords: Social media , Social Networking, Instant Messaging , WhatsApp, , D.A.V. College Haryana (Pundri)

1.0 Introduction : “Media use provides an important backdrop for the social, emotional, and cognitive development of youth, accounting for a large portion of their time. (Roberts, Foehr, & Rideout, 2005). Social media is a platform for students today for sharing their ideas by using social networking applications like Instant Messaging. Students are communicating with ease as these platforms provide them to post their profile information including photographs, sending messages or sharing event photographs of families, friends and others online. Rapidly accepted such online Instant messeging communication systems through computers and smartphones are Facebook, MySpace, Skype, Instagram, whatsapp, etc. The use of this media in education is very helpful for sharing academic information among students. Rather these social tools are dominating the information society these days.

1.1 What is WhatsApp Messenger ?

WhatsApp is originally taken from an English phrase “What’s up?”, meaning “What’s new?”. It is an instant messaging application for smartphones. Through this application users can share and exchange photos, videos, and audio or written text messages using their Internet connection. It has almost replaced earlier SMS messaging. But it needs active Wi-Fi network to run and send data. It is available on the new generation smart phones like iPhone, Android, Blackberry, Samsung, Sony etc. that allows users to send text messages to each other for free. Users are not charged for a text sent through WhatsApp.

“WhatsApp is a cross-platform instant messaging service for smartphones that relies on the internet for the transmission of messages. Based on a low-cost subscription model, WhatsApp is a [cheap](#) alternative to [carrier-billed](#) text messaging via SMS, especially for international or group messaging. The mobile messaging app enables users to share text, image and video messages – the service handles more than [600 million photo](#) and [64 billion overall messages everyday](#). In February 2014, social network Facebook acquired WhatsApp for 19 billion U.S. dollars.” (<https://www.statista.com/>, 2017)

WhatsApp messenger is used by a large number of users for its cost effectiveness, efficiency, ease and usage. Administrative groups are formed by a community of friends to communicate within the group. In education environment, this digital technology is a gift for its instant talking, sharing notes, classroom discussions, notices, important dates of examination, searching web, listening music, movies and so on. The list of activities is not

limited. In view of this, a study has been conducted to find out attitude of under graduate students towards the usage of WhatsApp messenger.

1.2 Benefits of Whatsapp

“The WhatsApp instant messaging system is simplistic, intuitive, and very easy to use.”(Amry, A. B.,2014)

- WhatsApp is a free application that is easy to use in populating contact list.
- Groups connected to WhatsApp instant messaging can share digital and online learning objects easily .
- It does not require to sign up through emails or add friends etc.
- Students can create a class publication and publish their work in the group.
- It is cheaper than traditional text messaging

2.0 D.A.V. College, Pundri (Katithal), Haryana:

(<http://davcpundri.com/>)

D.A.V. College, Pundri was started in April 1969 under DAV College Managing Committee, New Delhi. Pundri is an ancient historical place, even older than Mahabharata. It is situated on Karnal-Kaithal road. Ch. Bansi Lal, the then Chief Minister, Haryana laid down the foundation stone of this college. The college is catering to the needs of rural area and weaker section in the field of higher education in the faculties of Humanities and Commerce. The college possesses eight acres of land in the heart of the town. It has sufficient class rooms, Computer laboratory, Library, Language Lab, spacious playgrounds, beautiful canteen, splendid grassy lawns and other facilities required for the college. The college is affiliated to Kurukshetra University, Kurukshetra for Arts and Commerce faculties. The college is coeducational. In the current session i.e. 2016-17 the strength of students are 606. The strength of female student is 68.

3.0 Objective of the Study

1. To find out the intensity of Whatsapp use among students.
2. To know the frequency and time spent in usage of Whatsapp.
3. To study the academic use of Whatsapp messenger by users.
4. To examine the level of satisfaction with the mobile app, Whatsapp.

4.0 Review of literature

Malecela (2016) carried out a study entitled “Usage of Whatsapp among Postgraduate Students of Kulliyah of Education, International Islamic University Malaysia”. The study explored the impact of using of whatsapp among postgraduate students’ learning at the Kulliyah of Education (KOED), at International Islamic University Malaysia (IIUM). The study resulted into that using whatsapp as learning tool is useful to both students and instructors. He suggested that electronic etiquette should be applied in teacher student learning process through whatsapp.

Alsanie, S. I. (2015) in his study, “ Social Media (Facebook, Twitter, WhatsApp) Used, and it's Relationship with the University Students Contact with their Families in Saudi Arabia” made a research to find out the relationship of the use of social media : WhatsApp, Twitter and Facebook, continuing university students with their families, among the students from the Faculty of Social Sciences at the University of Imam Muhammad bin Saud Islamic University in Riyadh. He resulted into the negative relationship between the use of social media and the relationship of students with their families.

Barhoumi, Chokri, 2015 in his paper, “ The Effectiveness of WhatsApp Mobile Learning Activities Guided by Activity Theory on Students’ Knowledge Management” explores the results of whatsapp mobile learning through an experimental study. It shows the results of WhatsApp mobile learning activities. He researcher made a comparative study between an experimental group of 34 students using Whatsapp and a control group of 34 students without using Whatsapp for a learning process. Applying T test the researcher compared the means of the control

and experimental groups and the students' attitudes at 0.05 alpha levels. The paper throws a light on effectiveness of online learning through whatsapp.

Patil (2015) in the paper, "Usage of whatsapp messenger amongst post-graduate students in a university environment: A study of Karnataka state women's university" based on a survey of post-graduate students of Karnataka State Women's University, Vijayapura identifies PG students' conceptualization and usage of WhatsApp Messenger. He explored that whatsapp messenger is used by a greater majority of post-graduate students quite regularly for educational purposes. He discussed the role of library in mobile learning. He suggested that university must integrate the mobile technology into learning process so that a platform can be created to share the digital information.

Yeboah and Dominic (2014) in his study titled, "The Impact of Whatsapp Messenger Usage on Students' Performance in Tertiary Institutions in Ghana " used quantitative methods among students from five tertiary institutions. They were interviewed and 500 questionnaires were administered to students from the same institutions. The study showed the negative impact upon students such as destruction of students' spellings and grammatical construction of sentences, lack of concentration during lectures, results in unbalancing whatsapp activities and academic preparation and distraction of students from assignment work etc.

5.0 Scope of the study

The present study focuses on the "Use of whatsapp Instant messenger among undergraduate degree students of D.A.V. College Pundri (Kaithal) Haryana: A Study. The population of the research study covers Under Graduate Students in D.A.V. College Pundri (Kaithal).

6.0 Methodology

The population under study was Undergraduate students of D.A.V. College Pundri (Kaithal). Total strength of students in current session 2017-18 is 606. The purposive sampling method was used to collect the data from the respondents. Students having the smart phone and using WhatsApp messenger are selected for the sample of the study. The data were collected with the help of a structured questionnaire. The respondents were students who were users of smart phones Instant Messaging service 'WhatsApp Messenger'. The questionnaires were distributed among 242 college students (40% of actual strength) in the age group of 18 and above. The investigator received responses from 178 students. The response rate was 73 percent. Analysis of the data was done by simple method of percentage calculation.

7.0 Data Analysis:

Table 1: Faculty wise distribution of the respondents

Faculty	No. of Respondents (178)	Percentage
Arts	135	76
Commerce	43	24
Total	178	100

Table -1 indicates the faculty to which the respondents belong to and it is found that majority 135(76%) of them were from Arts faculty and 43(24%) were from commerce.

Table 2: Gender wise distribution of respondents

Gender	No. of Respondents (178)	Percentage
Male	151	85
Female	27	15
Total	178	100

Table above shows that 151(85%) of the respondents were male and 27(15%) were female.

Table 3: Availability of Internet Connection

Internet Connection	No of Respondents (178)	Percentage
Yes	178	100
No	0	0
Total	178	

The table given above shows that all the respondents 178 (100%) had access to Internet connection.

Table 4: Awareness of different Instant Messaging Applications

Instant Messaging Application	No of Respondents (N 178)	Percentage
Yahoo Messenger	12	7
Google Messenger	35	19
Facebook	178	100
Twitter	167	93
Instagram	23	13
Skype	18	10
Google hangout	25	14
Viber	03	02
We chat	06	03
Voxer Walkie Talkie Messenger	20	11
Kik	11	06
WhatsApp	178	100

Note: Number of respondent for each variable is taken 178

Table No. 4 depicts the awareness of various Instant Messaging services among the respondents. It shows that 178(100%) respondents are aware of Whatsapp and Facebook services. It is revealed from the table that 67 (93%) respondents are aware of Twitter. The respondents' awareness about other Instant Messaging in the above table is shown as Google Messenger 35(19 %). A small percentage of respondents had also the knowledge of Google hangout 25 (14%), Instagram 23(13%), Voxer Walkie Talkie20(11%), Skype 18(10%), Yahoo Messenger12(7%), Kik 11(6%),We chat 6 (3%) and Viber 3(2%).

Table 5: Experience of Whatsapp Use

Experience	No. of Respondents (178)	Percentage
Less than 1 year	110	62
1-2 years	042	24
2-3 years	020	11
More than 3 years	006	03
Total	178	100

The above Table indicates that 110(62%) of the respondents have less than 1 years of experience in using the Whatsapp, followed by 42(24%) are having 1-2 years experience, 20(11%) of respondents have 2-3 years experience and 6(3%) respondents are using Whatsapp more than 3 years.

Table 6: Frequency of Whatsapp Use

Frequency No	No Respondents (178)	. Percentage
1-2 hours	122	68
3-4 hours	030	17
4 -5 hours	017	10
6-7 hours	006	03
More than 8 ours	003	02
Total	178	100

The above table indicated that most of the respondents 122(68%) spent 1-2 hours using Whatsapp per day, 30(17%) spent 3-4 hours per day, 17(10%) spent 4-5 hours per day and 6(3%) spent 6-7 hours and 3(2%) spent more than 8 hours.

Table7:General Purpose for using WhatsApp Messenger

Purpose	No. of Respondents	Percentage
Chatting	97	55
Sending Image/ Videos / Audios for general reasons	169	95
Voice Call	159	90
For up to date information on any topic	130	73
Group Discussion	95	53
Job Vacancies information	35	20
Latest News Discusssion	91	51
Social issue discussion	64	36
Event/Festival Greetings	105	60
Entertainment	137	77
Family talk	87	49

Note: Number of respondents for each variable is taken 178

The above table shows the purpose of using Whatsapp. It highlights that majority of students 169 (95%) use Whatsapp for sending Images , videos and audios for general reasons followed by 159 (90%) for voice calls, 137 (77%) for entertainment, 130 (73%) for up to date information on any topic,. The use of Whatsapp by 105 (60%) respondents is reported for Event/ festival greetings, 97 (55%) for chatting ,95(53%) for group discussion, 91 (51%) for latest news discussion, 87 (49%) family talk, 64 (36%) for social issue discussion, 35(20%) for sharing job vacancies information

Table 8: Type of Academic Information

Academic Information	No. of Respondents	Percentage
Class room related talk	95	53
Contents of Lecture	32	17
Assignments/Projects information	50	28
Language Learning	12	07
Subject content Learning	65	37
College Notice/News	11	06
Clipping of lessons etc.	45	25
Discussion of examination/Class test	145	81

Note: Number of respondent for each variable is taken 178

When analysed the type of academic information shared in whatsapp groups related to academic purpose it is found that majority of respondents 145(81%) use whatsapp to discuss the examination or class test related topics. WhatsApp was used for class room related talk by 95(53%) respondents. Subject content learning related communication was done through whatsapp by 65 (37%) of the respondents. Assignments/Project related information was shared by 50 (28%) of respondents followed by Clipping of lessons 45(25%) , Language Learning 12 (07%) and College Notice/News 11(6%)

Table 9: Advantages of using Whatsapp

Type of Advantage	No. of Respondents	Percentage
User friendly interface	178	100
Groups chatting	84	47
Speed	155	87
Cross-compatibility	104	58
no extra cost to message	178	100
Improvement in Educational competencies	129	72
Participate in social debate easily	165	93
Send message if in critical condition	169	95

Note: Number of respondent for each variable is taken 178

The above table discussed the advantages of whatsapp service. It revealed that 178(100%) respondents found it as User friendly interface and they had to pay no extra cost for sending message on it. The respondents 169(169%) felt that they can Send message if in critical condition. The advantage of whatsapp as Participate in social debate easily reported by 165 (95%) respondents followed by 155(87%) as Speed, 129(79%) as Improvement in Educational competencies and 104 (58%) as Cross-compatibility, and 84 (47%) as Groups chatting

Table10: Students' views on WhatsApp usage

Views	No. of Respondents	Percentage
Spend more time with mobile	78	44
Enjoying chatting with Friends	158	89
Sharing information for valuable use	171	96
Dependent on Whatsapp	75	42
Deattached with family issues	49	28
Trapped by fake information/People	67	38

Note: Number of respondent for each variable is taken 178

The above table revealed that 171(96%) respondents opined that they share information for valuable use, 158(89%) felt that they have been enjoying chatting with friends, 78(44%) viewed that they have been spending more time with mobile , 75(42%) have viewed that they have become dependent on whatsapp service. The fake information has trapped 67 (38%) respondents. The other view has been reported by the 49 (28%) respondents that they have been de attached with family issues.

Table11: User Satisfaction with the Whatsapp

Level of Satisfaction	No. of Respondents	Percentage
Highly satisfied	51	29
Satisfied	110	62

Dissatisfied	011	06
Highly dissatisfied	06	03
Total	178	100

The above table discussed the level of satisfaction among the respondents. The level of satisfaction with whatsapp service has been reported as satisfied by 110 (62%) and highly satisfied 51 (29%). The other 11(6%) respondents have reported as dissatisfied and 6 (3%) reported as highly dissatisfied.

Summary of the Findings

Majority of the students are male. More than half of the students are from Arts faculty. All of the students who took part in the survey had Internet connection. When asked about the awareness of various Instant Messaging services among the respondents, it was found that all were having knowledge of Whatsapp. Majority of the students are using whatsapp from less than one years. Majority of them use Whatsapp for sending Images , videos and audios for general reasons, making voice calls, entertainment, for getting up to date information on any topic. A good use of Whatsapp is for sending festival greetings, for chatting , group discussion, for latest news discussion, family talk, social issue discussion. But they use less for sharing job vacancies informations .

In academic use of whatsapp, users discuss the examination or class test related topics maximum. A good academic use of this service is for learning contents of a subject , assignments/project work. But academic work like sending clipping of lessons, language learning and sharing, College Notice/News was less.

WhatsApp is a userfriendly interface and free messeging service. Students take advantage of Whatsapp for Social participation in an event, and social debate. Speed is considered as a good advantage of using it. It is proved good for improvement in educational competencies. It is appreciated for its compatibility and Groups chatting are its advantages due to which it is used. The students opined that they can now share valueable information through whatsapp and enjoy chatting with friends through whatsapp, though majority of them are not dependent on whatsapp , spending more time , dattachment with family issues and trapping by fake information is less. Majority of the students are satisfied with Whatsapp Instant Messeging service.

Suggestions:

- The students must use Whatsapp regularly about the class discussion, difficulties in home assignments, discussion regarding college events.
- They can do it through forming classwise groups.
- Teachers can promote academic activities by using another available academic applications.

Conclusion:

In this study, the investigator has attempted to find the perceptions of undergraduate students of D.A.V.College Pundri(Kaithal) Haryana in using whatsapp as a learning tool. Although other services are available but whatsapp is more familiar among students for the advantage of its being userfriendly and free of cost. WhatsApp was more preferred by the students for general as well as academic use. WhatsApp is used among students for sending video, audio and images the most for general reasons. In academic setting the purpose of the use is for examination and classroom test discussion. Other academic work is discussed among good number of the students. The study showed a positivity in use of whatsapp in educational environment and they are satisfied with it. Thus it can be seen that the educational institute can integrate the mobile technology in learning process. Whatsapp provide platform to share the general and educational information promptly free of cost.

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