

The Effect of Whatsapp Messenger Usage among Students in Mangalore University: A Case Study

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Abstract - *The purpose of this study is to identify the effect of whatsapp messenger usage among students in Mangalore University. To achieve this, 200 questionnaires were distributed to students of various departments. Out of which, 188 filled questionnaires were received back. The survey method was employed. The findings of the study show that majority of users familiar with Whatsapp messenger and use Whatsapp for academic purposes on this basis, perception could be created between all the individuals irrespective of their age, academic background, sexual category, profession etc. If this may possibly be done, not only the higher education institution students but all the individuals could follow the advantage of using Whatsapp Messenger.*

Key words: Whatsapp, Social network, Mobile Application, messages, Mangalore University,

1. Introduction

The world of communication is still changing due to the advances of information and communication technologies, has led to studies and research to discover possible approach in its application. One of the vital functions played in new technology is the development of smart phones. The smart phones are utilized as a process of communication in today's world, because the social media plays a very important role in socialization, particularly through Whatsapp. It is one of the revolutionizes in technology that is normally used on specific mobile phones and computers. Since the Smartphone's became very popular, numerous messaging services were initiated but Whatsapp has become most popular among them (Ibrahim, Sulaiman and others,2014).These days Whatsapp has turn into a part of youth's life. It has developed into a communication application that individuals find it difficult to be without, whether they agree it or not. They keep in touch with friends and family members, and use it for the sharing of ideas, thoughts and emotions for satisfying their information, entertainment and learning requirements (Jisha and Jebakumar, 2014). Currently many people has started to utilize this application, not only for every day communication but also for discussion on their educational tasks.(Hashim, Mat, and Abdullah,2015).Today, simply click of a button offers users an possibility to communicate virtually freely via plentiful messaging platforms including Whatsapp messenger to exchange their knowledge with other users across the world. Whatsapp messenger offers free

texting and try to shift mobile consumers' preference from the conventional short messages service (Tawiah, Nondzor, and Alhaji, 2014).

2. About Whatsapp

Whatsapp is a globally popular instant messaging app for Smartphone. Whatsapp, founded in the year 2009, developed by former Yahoo employees Brian Acton and Jan Koum under the tag line "Simple. Personal. Real time messaging," is a mobile messaging app which facilitates the individuals to sharing messages without any cost to pay for SMS (Wikipedia, 2015).Whatsapp messenger works with internet connectivity and assists its users to keep on in touch with friends, teachers and relatives in the contact list. It helps users to create groups, send unlimited message, sharing images, video and audio messages, exchanging ideas, thoughts and emotions to any other user. Today Whatsapp is the very popular instant messenger service used by individuals. The Whatsapp supported on most iPhone , Android, BlackBerry windows smart phone and Nokia (Patel, 2014).The client software is available for Google Android, BlackBerry OS, and Apple Ios, selected Nokia series 40,Symbian,selected Nokia Asha platform, Microsoft Windows Phone and BlackBerry 10

3. Statement of the Problem

This study focuses on the "The Effect of Whatsapp Messenger Usage among Students in Mangalore University".

4. Review of Literature

Yeboah and Ewur (2014) conducted a study to identify the impact of social network (Whatsapp messenger) on the performance of tertiary students in Ghana. The study reveals that 48% of respondents spends over 8 hours every day engaged in using Whatsapp on their mobile phone followed by 4 % spent 1-2 hours,17%spent 3-5 hours per day, 31% spent 6-7 hours. The findings of the study reveals that majority of respondents 76% percent said the use of Whatsapp has more negative effect on their studies followed by only 24% of respondents said it has positive impact on their studies. It is found from the study most of the students wasted much of their precious on Whatsapp chatting with friends.

Amry (2014) carried out a study to explore the effect of using Whatsapp mobile learning activities on the achievements and approaches of online students by using mobile devices at the university. It was found from the study mobile learning based Whatsapp social networking has a high positive impact on the achievement test of students. In this study suggests that Whatsapp instant messaging makes learning easy ,favour problem solving and resolves learning difficulties related to the learning process or to learning content distributed through Whatsapp, knowledge sharing, etc.

Bouhnik (2014) attempted to study the effect of whatsapp on classroom communication between teaching faculty and high school students. The study identified that the main purposes of using Whatsapp groups are low cost, easy to communicating with Students, encouragement the social

atmosphere; creating dialogue and encouraging sharing among students. Findings of the study shows that teachers were not aware of using Whatsapp, they did not share their experience with other teachers. The study suggested that encouraged these teachers to participate in a Whatsapp group specifically for this purpose.

Maheswari (2014) conducted a study to analyze the frequency of using WhatsApp Messenger by college students in Salem District, Tamil Nadu. It was found from the study majority of respondents using Whatsapp Messenger usually send images, videos and do group chatting with minimum number of friends and long-time users usually send images, videos and do group chatting with maximum number of friends. The study identified that majority of respondents using Whatsapp Messenger usually do chatting through Whatsapp messenger. It is recommended that, awareness could be created between all the people irrespective of their age, educational surroundings, sex, profession etc. If this could be done, not only the college going students but all the people could reap the benefit of using Whatsapp Messenger.

Alsaleem (2014) carried out a study to find out the effect of Whatsapp electronic dialogue journaling on writing development as marked in a rubric specifically scoring vocabulary word choice and voice of undergraduate students at Allmam Mohammad Ibn Saud Islamic University in Saudi Arab. This study point out that Whatsapp electronic journaling showed significant improvement towards writing. The results of this study indicates that university EFL instructors need to be alert that Whatsapp electronic dialogue journaling methodology could be an useful method of helping their students to improve their writing scores. The study suggested that initiating training programs for less experienced teachers that centre primarily on ways of using new applications such as Whatsapp successfully in students' classrooms.

Shambare (2014) conducted a study to examine the factors influencing the acceptance of Whatsapp in a developing country, specifically between young South Africans. In this study majority (70 %) of the respondents indicated that they used Whatsapp. It found that almost half (47 per cent) of the respondents use Whatsapp for at least 3 hours a day, followed by 35% of respondents 1-3 hours and 33% spent less than one hour a day on Whatsapp. 70% of respondents reported using Whatsapp on a daily basis. 67 % of respondents reported Whatsapp to be useful.

5. Scope and Limitation of the study

The present study focuses on the “The effect of Whatsapp messenger Usage among Students in Mangalore University”. The population of the research study covers Post Graduate Students in Mangalore University, Mangalore, Karnataka. This study is limited to the only Post Graduate Students in Mangalore University.

6. About Mangalore University

Mangalore University was *set up* on September 10, 1980. University Campus, Mangalagangothri, is located on a picturesque hillock, spread over 350 acres of land, 20 kms away from Mangalore

city, enjoying the bounties of nature providing an ideal atmosphere for higher education. It has more than 25 postgraduate departments in the campus offering higher education in various disciplines. Provide Excellent Academic, Physical, Administrative, infrastructural and Moral ambience. Promote Quality and Excellence in Teaching Learning and Research (Mangalore University, 2015).

7. Objectives of the study

- To investigate the intensity of Whatsapp use among users.
- To know the frequency and time spent in usage of Whatsapp.
- To discover the advantages of using Whatsapp messenger by users.
- To explore the various uses of Whatsapp among its users.
- To identify the purpose of using Whatsapp messenger by the students.
- To examine the level of satisfaction with the mobile app, Whatsapp

8. Methodology

To fulfil the above objectives of the study, a survey method was conducted using a well structured questionnaire. In a total 200 questionnaires were distributed to students of various departments. Out of which, 188 filled questionnaires were received back. The collected data were classified, analyzed and tabulated by using statistical methods.

9. Data Analysis and Representation

Table 1: Gender wise distribution of respondents

Gender	No. of Respondents	Percentage
Male	73	38.82%
Female	115	61.18%
Total	188	100.00%

Table above table shows that 115(61.18%) of the respondents were female and 73(38.82%) were male.

Table 2: Familiarity with Whatsapp usage

Whatsapp User	No. of Respondents	Percentage
Yes	188	100.0%
No	0	.0%
Total	188	100.0%

It is shows from the above table out of the 188 all the respondents specified they are familiar with Whatsapp messenger.

Table 3: Experience of Whatsapp Use

Experience	No. of Respondents	Percentage
Less than 1 year	89	47.36%
1-2 years	31	16.48%
2-3 years	35	18.61%
More than 3 years	33	17.55%
Total	188	100.00%

Table above table indicates that 45 of the respondents have less than 1 years of experience in using the Whatsapp, followed by 31(16.48%) are 1-2 years experience,33(17.55%) of respondents have more than 3 year experience in the use of Whatsapp. This revealed that most of the students were aware of Whatsapp and familiarized themselves with Whatsapp use before gaining admission for their respective academic programmes.

Table 4: Frequency of Whatsapp Use

Frequency	No. of Respondents	Percentage
1-2 hours	67	35.63%
3-4 hours	50	26.59%
4 -5 hours	28	14.89%
6-7 hours	27	14.38%
More than 8 hours	16	8.51%
Total	188	100.0%

The above table indicated that most of the respondents 67(35.63%) spent 1-2 hours using Whatsapp per day, 26.59% spent 3-4 hours per day, 14.89% spent 4-5 hours per day and 8.51% spent more than 8 hours daily. The study point out an average student spends 1-2 hours every day engaged in using whatsapp on their mobile phone.

Table 5: Purpose of Whatsapp Use

Purpose	Yes	No	Total
Academic Work	152 (80.85%)	36 (19.15%)	188 (100.00%)
To get General Information	135 (71.80%)	53 (28.20%)	188 (100.00%)
Chatting with friends	134 (71.28%)	54 (28.72%)	188 (100.00%)
Chatting with family members	81 (43.09%)	107 (56.91%)	188 (100.00%)
To share videos, images, photos, etc.,	134 (71.28%)	54 (28.72%)	188 (100.00%)
Keep up to date information	116 (61.70%)	72 (38.30%)	188 (100.00%)

Respondents were reported the reasons why they most often use Whatsapp on their mobile phones. The results in the above table highlights that majority of the respondents152 (80.85%) use the Whatsapp application for academic purpose, and only 36 (19.15%) are not use for academic purpose followed by 135 (71.80%) to get general information, 134 (71.28%) of

respondents use the Whatsapp messenger for the purpose of chatting with friends on different issues, 116 (61.70%) use it for keep up to date information and 134 (71.28%) of respondents use it to share videos, images etc.,

Table 6: Advantages of using Whatsapp Messenger

Advantages	Yes	No	Total
User friendly interface	125 (66.50%)	63 (33.50%)	188 (100.00%)
Groups chatting	134 (71.28%)	54 (28.72%)	188 (100.00%)
Speed	107 (56.90%)	81 (43.10%)	188 (100.00%)
Cross-compatibility (apple, android, blackberry's, windows phone)	107 (56.90%)	81 (43.10%)	188 (100.00%)
It is free of charge (no extra cost to message).	135 (71.80%)	53 (28.20%)	188 (100.00%)
It is convenient and user friendly (e.g., sharing multimedia like videos and photos easily).	135 (71.80%)	53 (28.20%)	188 (100.00%)
I can communicate instantly even with a group of people at any time at anywhere	107 (56.90%)	81 (43.10%)	188 (100.00%)
I can express my feeling through emoji without seeing each other.	119 (63.30%)	69 (36.70%)	188 (100.00%)

The above table highlights advantages of using Whatsapp messenger, out of 188 users , 135 (71.80%)of respondents reported Whatsapp instant messaging as considerably more useful when sharing videos, audio, photos, status, with others followed by 107 (56.90%) are communicating with a group of people at any time at anywhere, 135 (71.80%) of respondents reported it is free of charge (no extra cost to message), 125 (66.50%) are user friendly interface.

Table 7: Whatsapp Effect in student's studies

Effect	No. of Respondents	Percentage
Positive	132	70.22%
Negative	56132	29.78%
Total	188	100.0%

The above table indicated, 70.22% of the respondents reported the use of whatsapp has more positive effect on their studies and only 29.78% said it has negative effect on their studies. Majority of respondents elucidate why they said it affects them positively. Majority of the students use the application for chatting with friends on academic matters rather than different issues on campus.

Table 8: Influence of Whatsapp usage on Students Academic Efficiency.

Influence	No. of Respondents	Percentage
Ease to sharing academic activities	54	28.72%
Exposure to global events	34	18.11%
Exposure to study	45	23.93%
Increased access to current information	30	15.95%
Increased in dependence on Whatsapp		
Improved professional competence	25	13.29%

Table above table exhibits that 54(28.72%) of the respondents believed that the use of Whatsapp has increased their sharing academic activities. From this finding, it is clear that the use of Whatsapp messenger have positively influenced the academic efficiency of the respondents. The results reveals that 25(13.29%) of respondents Influence of WhatsApp usage for improved their professional competence.

Table 9: User Satisfaction with the Whatsapp

Level of Satisfaction	No. of Respondents	Percentage
Highly satisfied	93	49.46%
Satisfied	64	34.06%
Neutral	28	14.89%
Dissatisfied	3	01.59%
Highly dissatisfied	0	.00%
Total	188	100.0%

It is shown above table that out of 188 respondents,93 (49.46%) of respondents are highly satisfied with Whatsapp ,followed by 64(34.06%) are satisfied, 28(14.89%) are neutral,3(01.59%) are dissatisfied and there is no any respondents who has shown the high dissatisfaction.

Table 10: Suggestions from Respondents

Suggestions	Yes	No	Total
Support sending Pdf files	134 (71.30%)	54 (28.70%)	188 (100.00%)
Support for pcs to pcs/phone vise versa	116 (61.70%)	72 (38.30%)	188 (100.00%)
Privacy who can view and add	152 (80.90%)	36 (19.10%)	188 (100.00%)
Increase group chat participation	107 (56.90%)	81 (43.10%)	188 (100.00%)
Others	143 (76.10%)	45 (23.90%)	188 (100.00%)

The above table indicates that out of 188 respondents, 134(71.30%) are suggesting support sending Pdf files,116(61.70%) are support for pcs to pcs/phone visa versa , 152(80.90%)are Privacy ,107 are suggesting increasing group chatting participation. And 143 are saying others.

10. Findings of the study

Major findings of the study are:

- Out of 188 respondents only 73(38.82%) of respondents were male while 115(61.18%) were females.
- A majority of the respondents familiar with Whatsapp messenger.
- About 89(47.36%) of the respondents have less than 1 years of experience in using the Whatsapp, followed by 31(16.48%) are 1-2 years experience, 33(17.55%) of respondents have more than 3 year experience in the use of Whatsapp.
- While examining the preference of using Whatsapp messenger, it was found that 67(35.63%) spent 1-2 hours using Whatsapp per day, 26.59% spent 3-4 hours per day. The study point out an average student spends 1-2 hours every day engaged in using whatsapp on their mobile phone.
- It is found from the study that 152 (80.85%) of respondents use Whatsapp for academic purposes, followed by 135 (71.80%) to get general information, 134 (71.28%) chatting with friends.
- About 70.22% of the respondents reported the use of whatsapp has more positive effect on their studies and only 29.78% said it has negative effect on their studies.
- Most of respondents 135 (71.80%) of respondents reported Whatsapp instant messaging as considerably more useful when sharing videos, audio, photos, status with others followed by 107 (56.90%) are communicating with a group of people at any time at anywhere.
- It is found from the study that 93 (49.46%) of respondents are highly satisfied with WhatsApp, followed by 64(34.06%) are satisfied, 28(14.89%) are neutral, and only 3(01.59%) are dissatisfied.
- About 54(28.72%) of the respondents believed that the use of W has increased their sharing academic activities.
- 188 respondents, 134(71.30%) are suggesting support sending Pdf files, 116(61.70%) are support for pcs to pcs/phone vise versa , 152(80.90%) are Privacy.

Conclusion and Recommendations

Whatsapp Messenger is easy, quick and reliable service of the social media applications on smart phone. This study clearly indicates that, students are started sending photos, images and videos with the help of Whatsapp Messenger. Further, they do chatting, with friends for academic matters regularly through Whatsapp Messenger. Therefore, it is suggested that, make use Whatsapp application only to pursue teaching, learning and research activities. The results of the study show that Whatsapp is a good tool for sharing academic performance over face-to-face, in-class discussion in regard to completing course activities. Based on the results of the study perception could be created between all the individuals irrespective of their age, academic background, sexual category, profession etc. If this may possibly be done, not only the higher education institution students but all the individuals could follow the advantage of using Whatsapp Messenger.

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