

Student's Perception towards Social Media Responsibility With Reference to Whatsapp

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Abstract

The purpose of this study is to identify the student's perception towards whatsapp. To achieve these 150 questionnaires were distributed to students of various departments. Out of which, 100 filled questionnaires were received back. The survey method was employed. The findings of study show that majority of users waste their time in whatsapp rather than taking its advantages for academic purpose.

Keywords: whatsapp, social media, communication, mobile learning

1. Introduction

Communication is the process of passing information and understanding from one person to another. There is various method of communication like facial expression, writing touch.text message or through internet. The new era of 2020 like to communicate through internet because of its fast communication process. People like to use social media application to share their information, news and ideas. The social media applications are facebook, instagram, twitter, whatsapp, snapchat, linkedin etc. With the ease of internet access, the number of social media users in India stood at 326.1 million in 2018.nevertheless, the social network users in the country expected to be almost 448 million in 2023.

The Smart phones are utilized as a process of sharing information in today's world, because the social media plays a very important role in socialization particularly through Whatsapp. 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. Currently many people has started to utilize this application, not only every day communication but also for discussion on their

academic tasks. Today simply click 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.

2. About Whatsapp

Whatsapp is a globally popular instant messaging app for Smartphone. Whatsapp, founded in the year2009, developed by former YAHOO employees BRIAN ACTON and JAN KOUMN 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). Whatsapp messenger works with internet connectivity and assists its users to keep on touch with friends, teachers and relatives in the contact list. It helps 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.With over 1.5 billion monthly active users in whatsapp globally, India is not far behind it. There are 400 million users in India which is its largest market.

3. Review 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 phones 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. The study found that most of the students wasted much of their precious time

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.

Veena. G (2016) carried out a study on effect of whatsapp messenger usage among the students. The study suggested that, make use whatsapp application only to pursue teaching, learning and research activities, the results of 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

4. Objectives of Study

- To investigate the intensity of whatsapp use among users
- To know the purpose of use of whatsapp
- To know the frequency and time spent in usage of whatsapp
- To know the positive effects of whatsapp among users
- To know the negative effects of whatsapp among users.
- To know the level of addiction with whatsapp.

5. Research methodology

To examine the above objectives of the study, a survey method was conducted using a well structured questionnaire. In a total of 150 questionnaires were distributed to students of various departments out of which, 100 filled questionnaires were received back.

The collected data were classified, analysed and tabulated by using statistical methods.

6.Data analysis

Figure 6.1

<i>Gender</i>	<i>No of Respondents</i>	<i>percentage</i>
Male	51	51%
Female	49	49%
Total	100	100%

Figure6. 1 Gender wise distribution

Table above shows that 51 % of the respondents were male and 49 % of were female.

Figure 6.2

<i>Have account with Whatsapp</i>	<i>No of respondents</i>	<i>percentage</i>
yes	100	100
no	0	0
total	100	100

Figure 6.2 associated with whatsapp

This table shows that every student is very familiar to whatsapp

Figure 6.3

<i>Frequency of social media accounts</i>	<i>No of respondents</i>	<i>percentage</i>
1	11	11%
2	9	9%
3	25	25%
4	24	24%
5	19	19%
6	6	6%
7	2	2%
8	4	4%
Total	100	100%

Figure 6.3frequency of social media distribution

This table shows that mostly students have use 4 to 5 social media accounts.

Figure 6.4

<i>Years of using whatsapp</i>	<i>No of respondents</i>	<i>percentage</i>
Less than 6 months	8	8%
6 months to 1 year	31	31%
1 year to 5 year	44	44%
More than 5 years	17	17%
Total	100	100%

Figure 6.4 years of using whatsapp

This table explains that students are acquainted with whatsapp from 5 years.

Figure 6.5

<i>Spent hours on whatsapp daily</i>	<i>No of respondents</i>	<i>percentage</i>
1-2 hrs	20	20%
3-4 hrs	54	54%
4-8 hrs	26	26%
total	100	100%

Figure 6.5 daily spent hours on whatsapp

This table shows that average of students spent 43 to 4 hours daily in the social media.

Figure 6.6

<i>Purpose of using whatsapp</i>	<i>No of respondents</i>	<i>percentage</i>
Academic work	20	20%
General information	26	26%
Sharing videos, images	24	24%
Keeping whatsapp status	26	26%
others	4	4%
total	100	100%

Figure 6.6 purpose of using whatsapp

This figure showed that most of students use whatsapp for getting information.

Figure 6.7

<i>Positive impacts of whatsapp</i>	<i>No of respondents</i>	<i>percentage</i>
Sharing information	18	18%
Meeting new people	29	29%
Learning new technology	18	18%
Getting important information	34	34%
others	1	1%
total	100	100%

Figure 6.7 positive impacts of whatsapp

This table explains that there is a positive impact of whatsapp on student's life where they can access easily important notification.

Figure 6.8

<i>Negative impacts of whatsapp</i>	<i>No of respondents</i>	<i>percentage</i>
Eye problem	35	35%
Waste of time	26	26%
Reduced focus on studies	14	14%
No privacy in life	8	8%
Lesser physical activity	17	17%
total	100	100%

Figure 6.8 negative impact of whatsapp

This table shows that many students have face to eye problems, while some of students waste their for the addiction of whatsapp.

Figure 6.9

<i>Addicted to whatsapp</i>	<i>No of respondents</i>	<i>percentage</i>
yes	72	72%
no	20	20%
May be	8	8%
total	100	100%

Figur6.9addiction of whatsapp

This table shows that students are very much addicted to whatsapp

7. Results

The research work reveals that there is both positive and negative impact of whatsapp on students' life. While they can access important notification message on whatsapp, on the other side they don't focus on their studies, also they have eye problems due to spending more hours on smart phone screen. The study shows that they make friends very easily on whatsapp, but they don't think those friends are trustworthy. But overall it shows that whatsapp has negative impact on their social life, they only talk via internet connection but hesitate to face to face interaction with new peoples.

7. Conclusions

Whatsapp messenger is easy, quickly and reliable service of the social media applications on smart

phone. This study indicates that students are started sending photos, images and videos with help of whatsapp messenger. Further they are wasting their precious time by chatting for many hours. The results show a negative impact of whatsapp on students, because they indulged themselves with social media instead of books. Therefore it is suggested that, make use whatsapp application only to pursue teaching, learning, and research activities.

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