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## USAGE AND IMPACT OF WHATSAPP ON YOUTH

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**SHABNAM SHAIKH**

Student, NCRD's Sterling  
Institute of Management  
Studies, Navi Mumbai

shabzshaikh78@gmail.com

**PROF. IFTIQAR MISTRY**

Asst. Professor,  
NCRD's Sterling Institute of  
Management Studies, Navi  
Mumbai

iftiqarmistry@hotmail.com

**PROF. DR. N. MAHESH**

Professor,  
A.C. Patil College of  
Engineering and Management,  
Navi Mumbai.

nadiminty.mahesh@gmail.com

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### ABSTRACT

*WhatsApp is a popular mobile application for providing instant messaging service in smart phones. It uses Internet services to communicate different type of text and multimedia messages between users or groups. Its users worldwide have crossed the figure of one billion in February 2016. The effect of WhatsApp on our lives, culture, and society keeps on increasing. It is also becoming popular tool for marketing in businesses and publicity in politics. This growth has also drawn the attention of researchers to understand the implications and effect of WhatsApp.*

*We investigated the usage and effect of WhatsApp in the area of Nerul Navi Mumbai. We performed a survey and obtained responses. Total 70 responses had been received in which only 50 responses were considered for analysis those have completed all questions and having 18-25 years of age. The users made a slow shift from all social networking sites to WhatsApp in a quick span of time. This survey results show that there is a significant impact of WhatsApp on its users. Around 66% of WhatsApp users believe that WhatsApp has improved their relationship with friends. More than 63% of its users think it is not harmful for them. There are several other analyses presented in this paper based on age-groups and features provided by WhatsApp to its users. This survey analysis may be useful for academicians and researchers for understanding the behavior of WhatsApp users and reflect the possibility of using WhatsApp in education, social services and governance.*

**Keywords:** *WhatsApp, Impact, Effect, Usage, Social Media.*

## INTRODUCTION

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features.

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Users typically access social media services via web-based technologies on desktops and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or pre-made content.

The idea that social media are defined simply by their ability to bring people together has been seen as too broad, as this would suggest that fundamentally different technologies like the telegraph and telephone are also social media. The terminology is unclear, with some early researchers referring to social media as social networks or social networking services in the mid 2000s.

A more recent paper from 2015 reviewed the prominent literature in the area and identified four common features unique to then-current social media services:

social media are Web 2.0 Internet-based applications.

User-generated content is the lifeblood of the social media organism.

users create service-specific profiles for the site or app that are designed and maintained by the social media organization.

social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

In 2016, Merriam-Webster defined social media as "forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc."

The heavy usage of Smartphone's among young people relates to the significant percentage of social media users who are from this demographic.

**Mobile social media** refer to the use of social media on mobile devices such as Smartphone's and tablet computers. Mobile social media are a useful application of mobile marketing because the creation, exchange, and circulation of user-generated content can assist companies with marketing research, communication, and relationship development. Mobile social media differ from others because they incorporate the current location of the user (location-sensitivity) or the time delay between sending and receiving messages (time-sensitivity). According to Andreas Kaplan, mobile social media applications can be differentiated among four types.

Space-timers (location and time sensitive): Exchange of messages with relevance mostly for one specific location at one specific point in time (e.g. Facebook Places WhatsApp; Foursquare)

Space-locators (only location sensitive): Exchange of messages, with relevance for one specific location, which is tagged to a certain place and read later by others (e.g. Yelp; Qype, Tumblr, Fishbrain)

Quick-timers (only time sensitive): Transfer of traditional social media applications to mobile devices to increase immediacy (e.g. posting Twitter messages or Facebook status updates)

Slow-timers (neither location nor time sensitive): Transfer of traditional social media applications to mobile devices (e.g. watching a YouTube video or reading/editing a Wikipedia article)

The following list of the leading social networks shows the number of active users as of July 2018.

#	Network Name	Number of Users (in millions)
1	<a href="#">Facebook</a>	2,270
2	<a href="#">YouTube</a>	1,900
3	<a href="#">WhatsApp</a>	1,500
4	<a href="#">Facebook Messenger</a>	1,300
5	<a href="#">WeChat</a>	1,040
6	<a href="#">Instagram</a>	1,000
7	<a href="#">QQ</a>	806
8	<a href="#">QZone</a>	563
9	<a href="#">Tik Tok</a>	500
10	<a href="#">Sina Weibo</a>	411
11	<a href="#">Twitter</a>	336
12	<a href="#">Reddit</a>	330
13	<a href="#">Baidu Tieba</a>	300
14	<a href="#">Skype</a>	300
15	<a href="#">LinkedIn</a>	294
16	<a href="#">Viber</a>	260
17	<a href="#">Snapchat</a>	255
18	<a href="#">Line</a>	203
19	<a href="#">Pinterest</a>	200
20	<a href="#">Telegram</a>	200
21	<a href="#">Tinder</a>	100

WhatsApp is the most popular chat app for smartphones. In today's world when the position of application keeps changing on the popularity chart of apps, WhatsApp remains in the top positions since its start. The user base of WhatsApp has gone beyond half a billion and still many new users install it daily on their devices.

We all have WhatsApp on our phones and we prefer it to send text, photos, and videos to our friends and loved ones. But have you ever see any advertisement on or for WhatsApp? Well, I haven't seen any ever because WhatsApp never made any advertisement. Isn't this surprising that without any advertisement WhatsApp became so successful that it became as common in all smartphones as their OS!

The idea of creating WhatsApp came into Koum's mind in 2009 when he bought an iPhone. In 2009, the app store of iPhone was just a few months old and Koum saw a new industry of app creation. The app store of iPhone gave Koum an idea of creating a hassle-free instant messaging app. From here the seeds of WhatsApp were sown.

WhatsApp was acquired by Facebook in 2014. It is the largest acquisition by Facebook and the biggest one so far in the technology field. When Facebook announced to acquire WhatsApp in February 2014, WhatsApp team demands \$16 billion: \$4 billion in cash and \$12 billion remaining in Facebook shares. Later on, Facebook paid \$19.6 billion. Facebook added \$3.6 billion to the original price as compensation to WhatsApp employees for staying on board with Facebook.

This was a huge amount that the core team of WhatsApp got. The founder and co-founder both became rich and they proudly share their experiences and story of their success to motivate others.

Zuckerberg spent one-tenth of his company's market value to buy the text messaging app. Facebook almost pay double of the google's bid to WhatsApp. Now, one question may arise in your mind that why Facebook acquired WhatsApp? The reason behind the biggest acquisition so far is the growth of WhatsApp. Facebook understood its way to enter mobile market, and the number of users WhatsApp can have in future, the power of user engagement, and chances of monetization, are other factors they might have thought about.

## **REVIEW OF LITERATURE**

Various studies and analysis has been done on the usage and impact of WhatsApp. Some of these studies are for finding the impact of WhatsApp on the students and some are based on for the general public in a local region. However, any widespread survey analysis for general public is not found during our literature review. Some of these papers details are discussed below.

According to Financial Times, "WhatsApp Messenger, an app which allows unlimited free text-messaging between users, has done to SMS on mobile phones what Skype did to international calling on landlines. It has become a top-selling iPhone, Android and BlackBerry app in dozens of markets, without a penny spent on promotion or

advertising.”<sup>2,3</sup>. In a paper entitled “What Makes Smartphone Users Satisfied with the Mobile Instant Messenger?: Social Presence, Flow, and Self-disclosure”<sup>5</sup> Author has studied and analyzed factors affecting user satisfaction by conducting a survey on 220 users of mobile instant messengers in smartphones. The survey results showed that self-disclosure, flow, and social presence significantly affected user satisfaction.

In a study of southern part of India (Chennai region) was conducted on the age group of between 18 to 23 years to investigate the importance of WhatsApp among youth<sup>9</sup>. Through this study, It was found that students spent 8 hours per day on using WhatsApp and remain online almost 16 hours a day. All the respondents agreed that they are using WhatsApp for communicating with their friends. They also exchange images, audio and video files with their friends using WhatsApp. It was also proved that the only application that the youth uses when they are spending time on their smart phone is WhatsApp.

Authors of “Privacy Implications of Presence Sharing in Mobile Messaging Applications”<sup>7</sup> conducted a user study with two independent groups (19 participants in total), in which we collected and analyzed their presence information over four weeks of regular WhatsApp use and conducted follow-up interviews. Their results show that presence information alone is sufficient to accurately identify, for example, daily routines, deviations, times of inappropriate mobile messaging, or conversation partners.

Johnson Yeboah & Georg Dominic Ewur Takoradi Polytechnic, Ghana (2014) conducted a research to find out the Impact of WhatsApp (application of social networking) messenger on academic performance of youth and data was collected from 550 students of territory institutions of Ghana. The result indicates that WhatsApp has negative impact on the study of youth. It engendered procrastination related problem, error of spellings and grammatical construction of sentences. Therefore it is difficult to balance simultaneously the online activities and academic performance with WhatsApp.

Another study is done on the WhatsApp Usage on the Students Performance in Ghana<sup>8</sup>. The results of this study showed the following: WhatsApp takes much of students study time, results in procrastination related problems, destroys students' spellings and grammatical construction of sentences, leads to lack of concentration during lectures, results in difficulty in balancing online activities (WhatsApp) and academic preparation and distracts students from completing their assignments and adhering to their private studies time table.

Said Fathy El Said Abdul Fattah (2015), carried out a study entitled, “The Effectiveness of Using WhatsApp Messenger as One of Mobile Learning Techniques to Develop Students' Writing Skills”. The purpose of this research is to study the effectiveness of using WhatsApp Messenger as one of mobile learning Techniques to develop students' writing skills. The quasi-experimental design was used in this study. Statistical tools such as percentage Analysis and Chi-square Test were applied to interpret the data to draw meaningful inferences. Based on the findings above, WhatsApp technology can also enhance students' active participation in the EFL classroom.

Kuan-Yu Lin and His-Peng Lu (2011) applied network externalities and motivation theory to understand the usage of Social Networking Sites among college students. After conducting an empirical research involving 402 samples, using Structural Equation Modelling (SEM) Approach, Lin and Lu (2011) found that “Enjoyment” was the most influential factor for the increasing usage of Social Networking Sites among the college students. In a paper “Smartphone application usage amongst students at a South African University”, a study is performed to evaluate the usage of social networking applications in South African University. According to this study, it is proved that students spend an average of five hours per day on their Smartphone's communicating with others through social networking applications.

As Won Kim and Sang-Won Lee (2009) rightly pointed out that today the college students use numerous Social Networking Sites, to stay connected with their friends, discover new “friends” and to share users – created contents, such as photos, videos, blogs and etc. In order to explore factors affecting college students' motive for using Social Networking Sites.

Miller, Parsons and Lifer (2010) conducted a survey among students, about the use of social networking sites and the appropriateness of the content that they post. The responses indicate that students routinely post content that is not appropriate for all audiences, especially potential employers. Considering how extensively the press has covered the negative impacts of inappropriate posting, the fact that students know of continuing the practice is surprising.

## **RESEARCH GAPS/ LIMITATIONS**

Limitations of the Research: In spite of best of efforts to minimize all limitations that might creep in course of the research, there were certain constraints within which the research was completed. These are discussed below

- Sample size
- Lack of available and/or reliable data
- Lack of prior research studies on the topic
- Measure used to collect the DATA
- Accessibility to resources
- Longitudinal effects
- Cultural and other type of bias
- Time constraint

## **SCOPE OF THE STUDY**

WhatsApp as a separate service, just as it did with Instagram, which it bought for about \$715.3 million in two years ago. The deal provides Facebook entree to new users, including teens who eschew the mainstream social networks but prefer WhatsApp and rivals, which have exploded in size as private messaging takes off. WhatsApp instant messaging facilitates online collaboration and cooperation between online students connected from school or home in a blended mobile lecture. WhatsApp is a free application that is easy to use. Groups connected to WhatsApp instant massaging can share learning objects easily through comments, texting and messaging. WhatsApp provides students with the ability to create a class publication and thereby publish their work in the group. Information and knowledge are easily constructed and shared through WhatsApp messaging.

## **OBJECTIVES OF THE STUDY:**

- To know usage pattern of WhatsApp
- To know the various opinion of usage of WhatsApp.
- To study the impact of WhatsApp
- To analyze the intensity of WhatsApp usage and its popular services.
- To seek the frequency and interactivity of WhatsApp among its users.
- To explore the options of WhatsApp used the foremost by adults (18-25 years of age).
- To find out whether or not users are satisfied with the WhatsApp.
- To explore the impact of WhatsApp on individual personal and social life



## RESEARCH METHODOLOGY:

A form was developed with both close-ended and open ended questions to assess the demographics of users, usage of WhatsApp options, intensity of usage, reasons of using, and impact on social and private life of users. This study examines the usage and impact of WhatsApp mobile application among the users in the regions of Northern India. 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. Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

### Sampling Method

Simple random sampling is a sampling technique where every item in the population has an even chance and likelihood of being selected in the sample. Here the selection of items completely depends on chance or by probability and therefore this sampling technique is also sometimes known as a method of chances.

Sampling Size -50

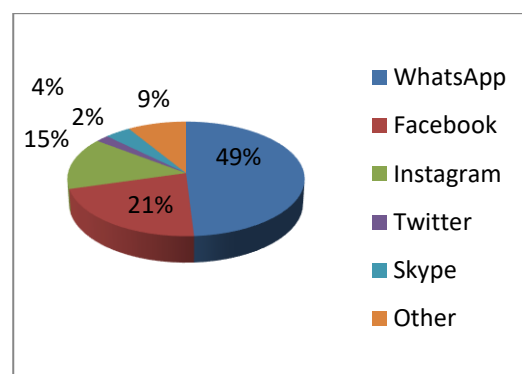
sample age group – 18-25 years

Questionnaire method with both open and close end questions

### Data Analysis and interpretation:

Q1. Which Social messaging app you use at most?

WhatsApp	49%
Facebook	21%
Instagram	15%
Twitter	2%
Skype	4%
Other	9%

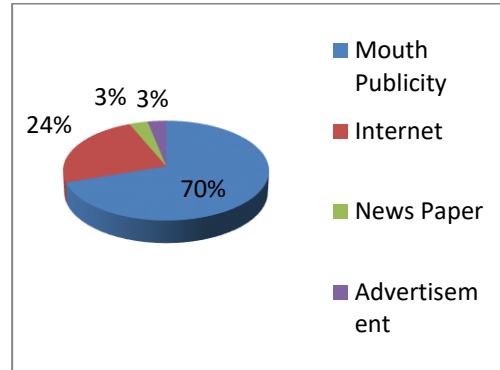


**Analysis:**

As observation says, 49% of people use WhatsApp mostly. And facebook is another most used social site. People do not prefer other sites at large. It seems WhatsApp is very much famous social site for people.

**Q.2 Medium by which you come to know about WhatsApp?**

Mouth Publicity	70%
Internet	24%
News Paper	3%
Advertisement	3%

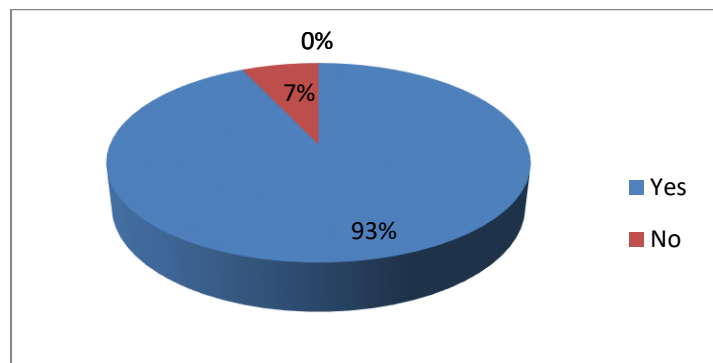


**Analysis:**

70% of people come to know about WhatsApp. Here the effectiveness of advertisement found less and by observation most of people like to trust on experiences of other people.

**Q.3 Do you want to be in touch with people by using WhatsApp?**

Yes	93%
No	7%

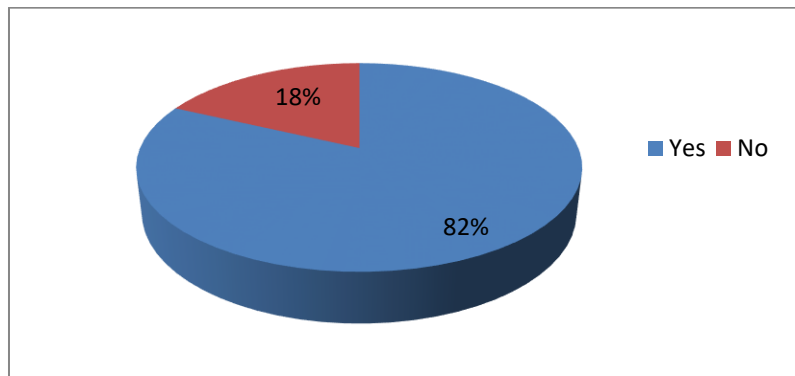


**Analysis:**

It is very interesting to know 93% of people want to be in touch with other people with WhatsApp . the observation shows that WhatsApp has less risk to get vanish from consumer's mind.

Q.4 Have you Purchased Android phone only because you can use WhatsApp?

Yes	18%
No	82%

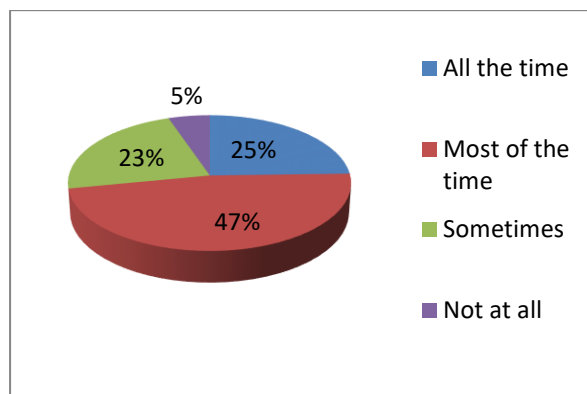


**Analysis:**

Large percentage of people said that they did purchased android phone only because they can use WhatsApp. It shows the people are interested in other functions of android phone after WhatsApp.

Q.5 Do you use WhatsApp on an active basis?

All the time	25%
Most of the time	47%
Sometimes	23%
Not at all	5%

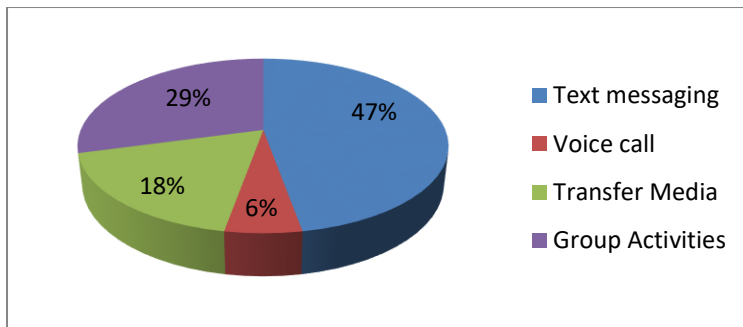


**Analysis:**

Most of the time people use WhatsApp on regular basis. Only 5% people are there who don't use WhatsApp at all. Nowadays WhatsApp is very much important in day to day life to be in connect with family, friends and professional contacts too.

Q.6 What do you prefer on WhatsApp?

Text Messaging	47%
Voice Call	6%
Transfer a media	18%
Group activities	29%

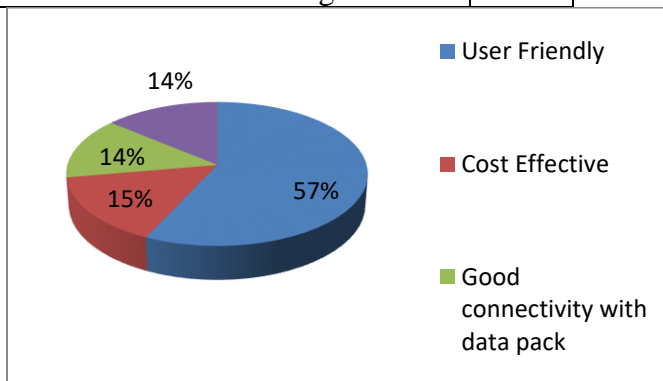


**Analysis:**

47 % people prefer text messaging from WhatsApp. Very few people are using WhatsApp to transfer media where I was thinking that it would be good in percentage if we will compare it with group activities .

**Q.7 Why you are using WhatsApp as a social media?**

User Friendly	57%
Cost effective	15%
Good connectivity with data pack	14%
Because friends are using	14%

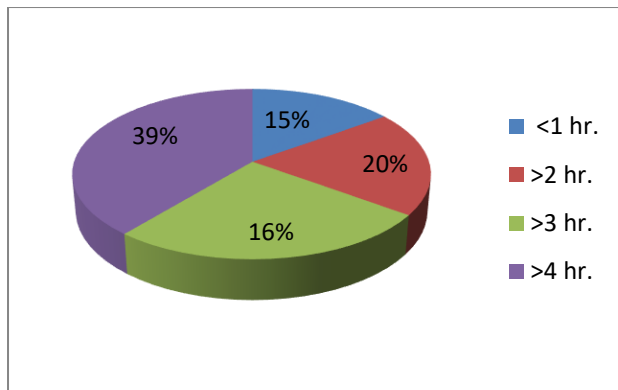


**Analysis:**

People are using WhatsApp because it is user friendly. Very few people are there who are using WhatsApp because it is cost effective. It shows that if WhatsApp come with charges, people are ready to pay for it.

**Q.8 Your total time spend on WhatsApp on daily basis?**

<1 hr	15%
>2 hr	20%
>3 hr	26%
>4 hr	39%

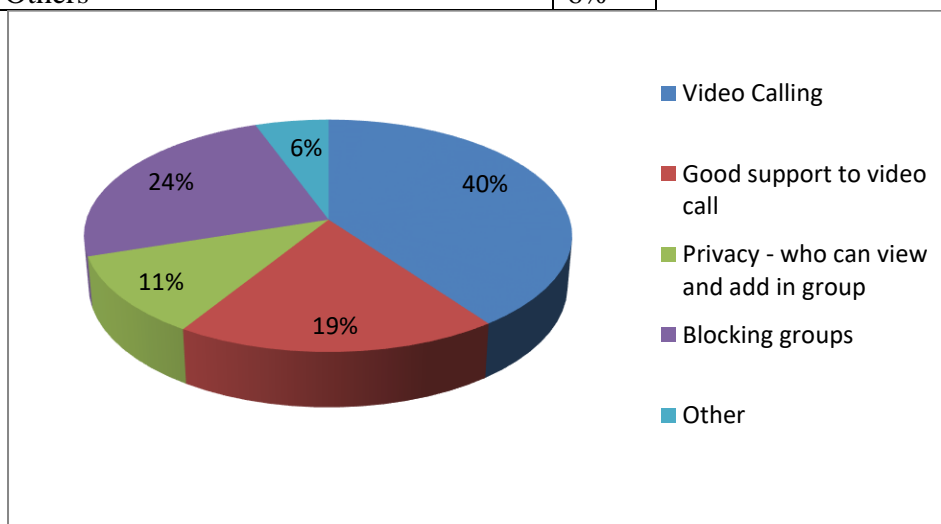


**Analysis:**

20% people are using WhatsApp more than 2 hrs. And 39% people are using WhatsApp more than 4hrs. If people are spending more than 2 or 4 hrs on WhatsApp then it a big success of it as people gets engage with WhatsApp.

**Q.9 Which features you would like to suggest in WhatsApp?**

Quality Video Calling	40%
Good support to voice call	19%
Privacy-who can view and add in group	11%
Blocking groups	24%
Others	6%

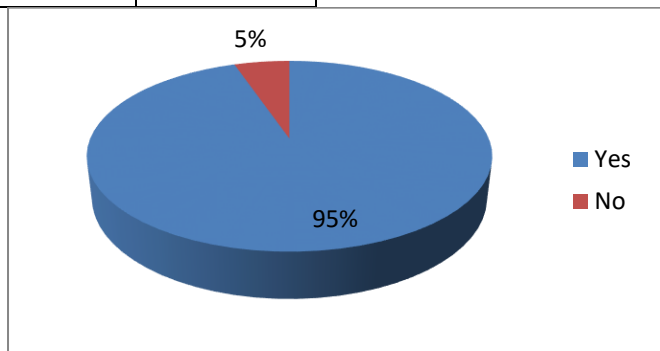


**Analysis:**

Forty two percent people like to suggest quality video calling to WhatsApp and just now it gets implemented with this app. Very few people wants to block the groups on WhatsApp. Blocking groups is another important feature which people want.

**Q.10 Do you think, WhatsApp will be in market for long time?**

Yes	95%
No	5%

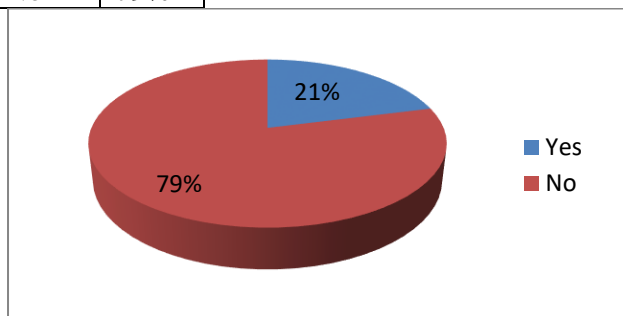


### Analysis:

A very positive observation we got by this question that people think that WhatsApp will be in market for longer time. They like to use it for longer time.

Q.11 Will competition affect WhatsApp in future?

Yes	21%
No	79%

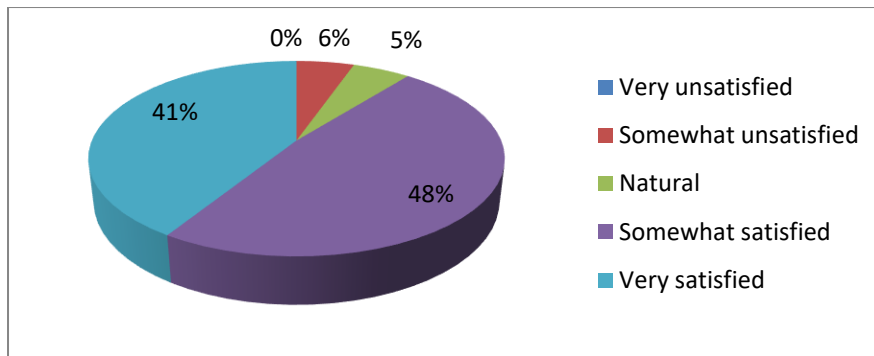


### Analysis:

After all positive results also people have something in mind about WhatsApp that competition of social site can affect WhatsApp. But this thought is leading with 21% only so that whatsapp can work a bit on it and this can change.

Q. 12. As a social messaging App, how you would rate WhatsApp?

Very Unsatisfied	0%
Somewhat Unsatisfied	6%
Natural	5%
Somewhat Satisfied	48%
Very Satisfied	41%



### Analysis:

48% of people are somewhat satisfied with WhatsApp and 41% are very satisfied with WhatsApp. Now WhatsApp become brand for people and they like to use it. Where other social sites are also there in market but then also people prefer WhatsApp to get connected with other people.

## CONCLUSION

As observation says, 49% of people use WhatsApp mostly. WhatsApp is very much famous social media App for people.

Mouth publicity is the major source by which WhatsApp has become more popular.

People normally now believe to be in touch with each other through WhatsApp normally, rather than calling.

The purchase of Android phone was majorly because of the WhatsApp app which can be used on Android phone.

When the phone is in hand, it's WhatsApp which is surfed more than any other app.

Mostly WhatsApp is used for personal texting. The second most use was for group activities.

The feature of WhatsApp which has attracted most people is its user friendliness which is very cost effective.

Major time spend accounts for the time phone is used by the users.

People want quality video calling and group blocking as the most desired features in WhatsApp.

The positive impact about WhatsApp is to a great extent. Competition or other Apps cannot compete with the App.

All the users are too satisfied with the WhatsApp.

The main goal of this paper is to find out impact of WhatsApp on youth. WhatsApp is beneficial from many ways like to keep in touch from their dear ones, especially when they live far from their home. It is very helpful even for those people who feel shyness in social interaction. The most useful source of it is to share their thoughts easily. It is also a boom for those who are disable and unable to go to the others homes. But through it, they can deal with world. As every invention has its pros and cons in its own sense, similarly WhatsApp has also, the greater drawback for its highly addictive nature. There is a very narrow line between the favorite pass time and the addiction of WhatsApp on youth. They delete WhatsApp but after couple of days, they again launch it. It is the major reason for having negative impact on youth's psychology. Most of the time, youth seems stick with their cell-phones for knowing each and every moment of other person's personal life. They also involve others in their small decisions or forcing their ideas on other decision which can be proved dangerous and hazardous for personal liberty.

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