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## USE OF WHAT APP APPLICATION AMONG COLLEGE STUDENT SPECIAL REFERENCE TO BED COLLEGE NAVAPUR DIST NANDURBAR

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### ABSTRACT :

**T**he present research paper focuses on awareness and use of whatsapp among the participants of college student. Purpose of whatsapp using among student and to what extent what app has been used for the research work, the present paper also focused on effects of whatsapp using at working place as well as increasing the academic efficiency. It is also focused on percentage of college students satisfied with the whatsapp using and advantages of whatsapp messenger, out of 110 (100%) of College Participants students 95 (86.36%) were using whatsapp.

**KEYWORDS :** Social Networking Sites, Whatsapp, Facebook, YouTube, Twitter.

### INTRODUCTION:

We are living in digital world, using I-Phone, smartphone, computers, and tablets are connected through social media like Whatsapp, Facebook, YouTube, and Twitter, etc. A social network service comprises a representation user's profile, with some additional services. It is a web-based service that permits people to create a public profile, list of users for sharing connection, viewing and crossing the connections in the system (Nadh, 2016). These SNS tools and services enable users to connect, contribute, share and get feedbacks of their posts. Though, different SNS tools and services differ each other but most common thing in these SNS tools and services is to provide platforms to connect, contribute, collaborate post and get reflections for their inputs free of cost (Kaushik, 2016). The social networking sites work towards the process of relationship building among a group of people (Jagannara, Shivaraman & Nagaraja, 2015). Today, simply click of a button offers users and possibility to communicate virtually freely via plentiful messaging platforms through 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 & Alhaji, 2014).

### BRIEF ABOUT WHATSAPP

Whatsapp Messenger is a proprietary, cross-platform, encrypted instant messaging client for smartphones. It uses the Internet to make voice calls, video calls; send text messages, documents, PDF files, images, GIF, videos, user location, audio files, phone contacts and voice notes to other users using standard cellular mobile numbers. Whatsapp Inc., based in Mountain View, California, was acquired by Facebook in February 2014. In February 2016, Whatsapp had a user base of over one billion, making it the most popular messaging application at the time.

### OBJECTIVES OF THE STUDY

The present study has been carried out with following objectives:

- To examine the period of using WhatsApp;
- To identify the purpose of using Whatsapp;
- To examine the level of satisfaction with the mobile app, Whatsapp;
- To ascertain the advantages of Whatsapp

### SCOPE & LIMITATIONS OF STUDY

The scope of the present study is limited to Bed College Navapur Dist Nandurbar College Student 95 (86.36%) has given response and 15 (13.63%) not given response.

### Statement of the Research Problem

The problem under investigation is "use of Whatsapp among Participants of the college Student

### Methodology

Survey method used for the study. The structured questionnaire was design for the study. The collected data and information analyzed by applying statistical method and certain techniques of research methodology.

### Data Analysis

The data collected using questionnaires for analysis. Percentage method is used to derive findings. The following tables and figures show the responses of the participants relating to the problem under study.

Table – 1 Do you Use What App ?

Sr. No.	Use	No. of respondents	Percentage (%)
1	Yes	83	87.36
2	Sometimes	12	12.63
3	Never	-	-
	<b>Total</b>	<b>95</b>	<b>100</b>

A question was asked to know the usage of Whatsapp among the respondents. It can be observed from table 1 that out of the 83 all the respondents specified they are familiar with Whatsapp mobile app.

Table – 2 Experience of using What app

Sr. No.	Experience	No. of respondents	Percentage (%)
1	Since its introduction	16	16.84
2	Less than 1 year	40	42.10
3	1-3Years	24	25.26
4	More than 3 Years	15	15.78
	<b>Total</b>	<b>95</b>	<b>100</b>

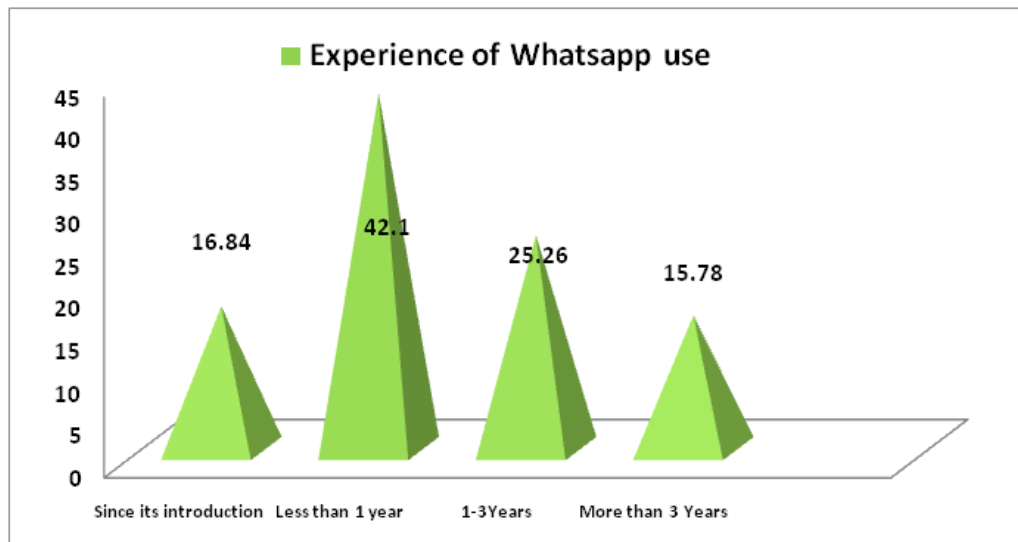


Figure – 1 Experience of Whatsapp use

It is clear from table 2 and figure 1 that majority 40(42.10%) of the respondents have more Less than 1 year experience in the use of Whatsapp, followed by 24 (25.26%) are using since 1-3Years, 16(16.84%) respondents have Since its introduction, 15 (15.78%) of respondents have More than 3 Years in the use of Whatsapp.

Table – 3 Time Spend on use Whatapp

Sr. No.	Frequency	No. of respondents	Percentage (%)
1	Always online	28	29.47
2	Many times a day	29	30.52
3	Once in a day	32	33.68
4	Occasionally	06	06.31
	<b>Total</b>	<b>95</b>	<b>100</b>

It is depicted from table 3 that majority 32 (33.68%) respondents use Whatsapp Once in a day. Followed by 29 (30.52%) respondents use Whatsapp at least Many times a day, whereas, 28(29.47. %) respondents say that they are use always online. 06 (6.31%) respondents say that they are use Occasionally.

Table – 4 Purpose of Whatsapp Use

Sr. No.	Purpose	No. of respondents	Percentage (%)
1	Academic Work and current news	25	26.31
2	For sharing Ms-word, Excel, Power point, PDF files	34	35.78
3	Chatting with Family member and to stay in touch with friends for sharing audio, videos, images etc	09	09.47
4	All the above	27	28.42
	<b>Total</b>	<b>95</b>	<b>100</b>

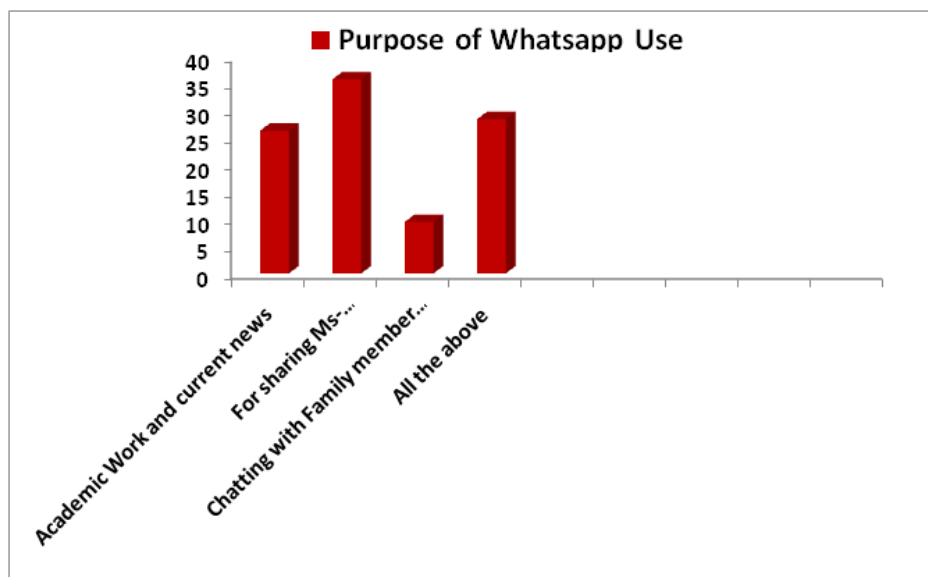


Figure – 2 Purpose of Whatsapp use

Table 4 and figure 2 shows that majority 34 (35.78%) of the respondents use Whatsapp for For sharing Ms-word, Excel, Power point, PDF files, respectively. Followed All the above to 27 (28.42%), respectively. to Academic Work and current news 25 (26.31%), to Chatting with Family member and to stay in touch with friends for sharing audio, videos, images etc File 09 (09.47%).

Table – 5 Use of WhatsApp for research work

Sr. No.	Use	No. of respondents	Percentage (%)
1	Participate in group discussion about research work	52	54.73
2	Professional interaction	15	15.78
3	Sharing useful websites links	19	20.00
4	Sending research related photos without scanning	09	09.47
	<b>Total</b>	<b>95</b>	<b>100</b>

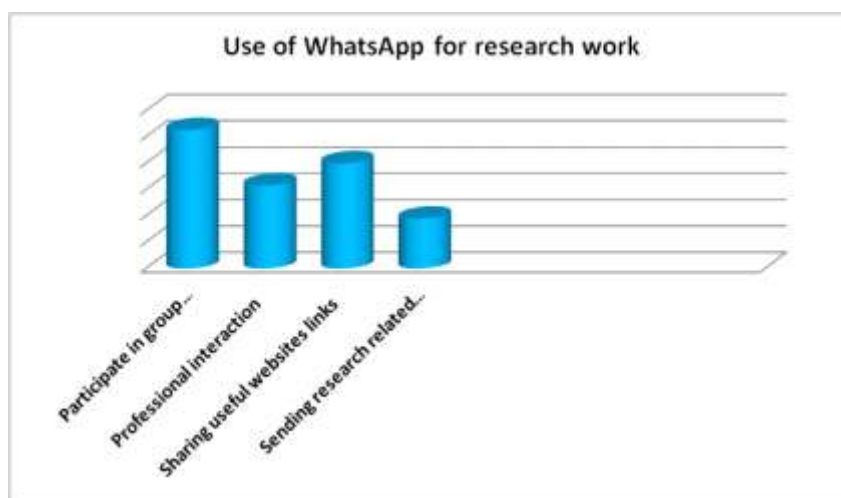


Figure – 3 Use of Whatsapp for research work

A question was asked about what research purpose Whatsapp is used. It can be observed from table 5 and figure 3 that maximum 52(54.73%) respondents use it to participate in group discussion about research work, followed by 19 (20.00%) using Whatsapp for Sharing useful websites links, 15 (15.78%) respondents use it for Professional interaction, 09(09.47%) respondents use for Sending research related photos without scanning.

Table – 6 Impact of What app use on Research work

Sr. No.	Effect	No. of respondents	Percentage (%)
1	Strongly agree	19	20.00
2	Agree	69	72.63
3	Disagree	06	6.31
4	Strongly Disagree	01	1.05
	<b>Total</b>	<b>95</b>	<b>100</b>

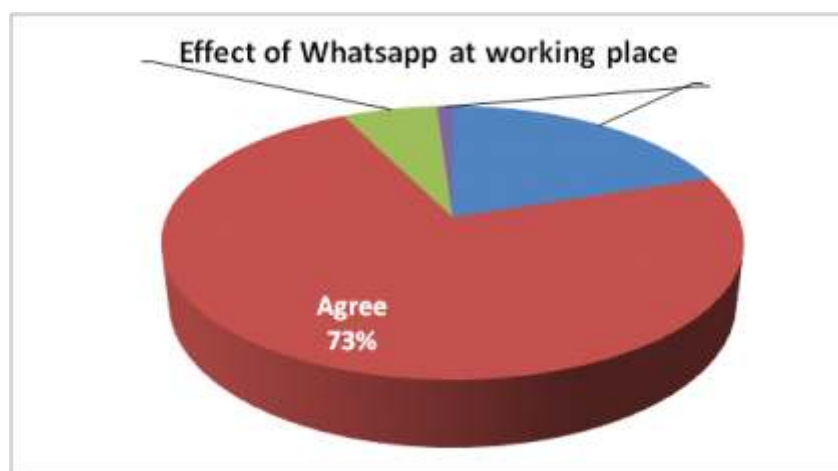


Figure – 4 Effect of Whatsapp at working place

Table 6 and figure4 shows that majority 69 (72.63%) of the respondents use Whatsapp for Agree, respectively. Followed strongly agree to 19 (20.00%), respectively. to Disagree 06(06.31%), to Strongly Disagree 01 (01.05%).

Table – 7 Satisfaction with the Whatsapp

Sr. No.	Satisfaction	No. of respondents	Percentage (%)
1	100%	14	14.73
2	50%	54	56.84
3	40%	18	18.94
4	30%	9	9.47
	<b>Total</b>	<b>95</b>	<b>100</b>

It is clear from table 7 that of 54 (56.84%) respondents, 50 % with Whatsapp, followed by 14 (14.73%) were 100% and 18 (18.94%) 40% respectively.

Table –8 Satisfaction with the Whatsapp

Sr. No.	Satisfaction	No. of respondents	Percentage (%)
1	Certainly	22	23.15
2	Yes	64	67.36
3	No	7	7.36
4	Uncertain	2	2.10
	<b>Total</b>	<b>95</b>	<b>100</b>

It is clear from table 8 that of 64 respondents Yes Satisfaction with Whatsapp, 22 (23.15%) of were Certainly with Whatsapp, followed by 07 (7.36%) were No respondents, and only 02 (02.10%) were Uncertain.

Table – 9 Satisfaction with the Whatsapp

Sr. No.	Satisfaction	No. of respondents	Percentage (%)
1	Highly satisfied	18	18.94
2	Satisfied	72	75.78
3	Dissatisfied	04	04.21
4	Highly dissatisfied	01	01.05
	<b>Total</b>	<b>95</b>	<b>100</b>

It is clear from table 9 that of, 72(75.78%) of respondents were satisfied with Whatsapp, followed by 18 (18.94%) were Highly satisfied and 04 (04.21%) were Dissatisfied. there is no any respondents, 01(01.05%) highly dissatisfied, respectively.

Table –10 Advantages of using Whatsapp Messenger

Sr. No.	Advantages	No. of respondents	Percentage (%)
1	User friendly app, group chatting	41	43.15
2	Expressing feelings through emoji without seeing each other	18	18.94
3	It is convenient to share videos, photos, files etc	12	12.63
4	Only a d Both a and b	24	25.26
	<b>Total</b>	<b>95</b>	<b>100</b>

It can be seen from table10 that of 41 (43.15%) of respondents reported Whatsapp is User friendly app, group chatting (e.g., Only a d Both a and b), followed by 24 (25.26%) felt that Whatsapp is important for 'Expressing feelings through emoji without seeing each other' and with the help of Whatsapp, Whereas 18 (18.94%) stated that 'It is convenient to share videos, photos, files etc', 12 (12.63%) It is expressing feelings through emoji without seeing each other.

Table – 11 Advantages of using Whatsapp Messenger

Sr. No.	Advantages	No. of respondents	Percentage (%)
1	Network range problem	41	43.15
2	Required too much space in phone memory	27	28.42
3	Access denied by the college or No Wi-Fi connection	11	11.57
4	All the above	16	16.84
	<b>Total</b>	<b>95</b>	<b>100</b>



It can be seen from table 11 that of 41(43.15%) of respondents Network range problem Whatsapp, followed by 27 (28.42%) Required too much space in phone memory where, respectively. Whereas 16 (16.57%) stated that 'All the above', 11(11.57%) It is Wi-Fi connection.

### MAJOR FINDINGS AND CONCLUSION

- Out of 110 respondents 95 were familiar with Whatsapp mobile app.
- It found that majority 40 (42.10%) of the respondents has Less than one year experience in the use of Whatsapp.
- It is depicted that majority 32 (33.68%) respondents use Whatsapp Once in a day.
- It is observed that majority 34(35.78%) of the respondents use Whatsapp for For sharing Ms-word, Excel, Power point, PDF files.
- It can be observed that maximum 52 (54.73%) respondents use it to participate in group discussion about research work.
- Maximum 69 (72.63%) of the respondents stated the use of Whatsapp use on Agree.
- It is observed that 54 (56.84%) of respondents were 50% with Whatsapp.
- It is observed that 72 (75.78%) of respondents were satisfied with Whatsapp.
- It is observed that 64. (67.36%) of respondents were Yes satisfied with Whatsapp.
- It is seen that 41(43.15%) of respondents reported Whatsapp is User friendly app, group chatting (e.g., sharing multimedia like files, videos and photos easily).
- It is seen that 41 (43.15%) of respondents reported Whatsapp is Network range problem.

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