

# Whatsapp: A Trend Setter In Mobile Communication Among Kashmir University Students

IKHLAQ UL REHMAN MIR

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## ABSTRACT

*The mobile application Whatsapp has become a part of one life. It is now a reality that today's youth can't imagine themselves living without this messaging application whether they agree or not. To be in contact with friends and family or fulfilling information needs, for entertainment and educational purposes Whatsapp has made it all possible. Students use Whatsapp mostly for the exchange of emotional, intimate content and also to co-ordinate their everyday life with friends, colleagues. The groups that youth create with friends and colleagues help them to share their ideas, thoughts and emotions. The youth in Kashmir have made a gradual shift from all social networking sites to Whatsapp in a short span of time. To investigate the popularity and uses of Whatsapp, a survey was conducted using Questionnaires among 60 Kashmir university students. It was found that students spent more than 3 hours per day on Whatsapp .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 this messaging application. It was also found that it helps them to maintain their relationship with friends.Further studies will be on the problems and consequences of using whatsapp .*

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## I. INTRODUCTION

The world of communication is changing day by day due to the advancement in the field of science and technology. People feel so proud that they are depending upon technology in their day to day life. Right after getting up in the morning till their last work before sleep, they make use of technology. To fulfill their need of communication, the most often used technology driven media are computers and mobile phones. Today's generation is too much obsessed with luxury and their life is literally taken away by the use of new media.

Gone are the days when every youth was seen struck to face book or other Networking sites which were offering access to limited functions .With time, new social networking sites were developed with more features. The common among them are Whatsapp, instagram, snap chat .Among all, Whatsapp has gain popularity within no time.

Whatsapp has now become a trend setter in mobile communication. This application has become more preferable for youth and almost everyone is seen engaged with this app(Jisha etal,2014). With evolving technology every person wants to know and try the best and latest applications available in App stores. People are becoming technology oriented by every passing day. It's easier to communicate with others through web rather than calling or visiting them for specific purposes. Whether it's for professional concerns or to watch a movie or even if you want to hang out with friends, mobile based applications serve the purpose well.

Whatsapp has been derived from the English phrase "what's up" meaning "what's New. It is an instant messaging application for smart phones which allows you to communicate with your friends and family, share images, videos and links using network access(wikipedia ,2018). It's a simple and easy app that works on androids,Windowphones,Blackberry,etc

It is also defined as a cross-platform instant calling and messaging application that allows iPhone, BlackBerry, Android, Windows Phone and Nokia Smartphone users to exchange text, image, video and audio messages for free.

The application is especially popular with end users who do not have unlimited calls and text messaging. Nonetheless, youths are in a mad-rush to purchase Smartphone's, in order to get this mobile application.

Today the mobile application, Whatsapp has become a part of youth's life. It has become a communication application that youth find it difficult to be without, whether they agree it or not. They get in touch with friends and family, and use it for fulfilling their information, entertainment and educational purposes. They use it for the exchange of emotional intimate content and also to co-ordinate their everyday life. The groups that youth create with friends and colleagues help them to share their ideas, thoughts and emotions.(Tanjum et.al,2015 ). "It has become exceedingly obvious that our technology has exceeded our

humanity." -Albert Einstein .The trend of multi-tasking, an activity of instant messaging while doing homework or during class lectures has become a usual phenomenon in youngsters' life today. The trend of using new media 24/7 was a phenomenon seen in the foreign countries, but now this has become a part people in Kashmir too. Today, it's rare to see a youngster without a gadget in hand. They are completely involved in using new media in one form or the other. The performance and capability of mobile phones have changed a lot. The use of smart phones among youth in Kashmir has increased in a short span of time. The reason for this is the element of interactivity and the varieties of application that it provides for the youth. Some of the smart phone Apps that youth uses today are games, navigation software, e-book readers, services providing news, weather feeds, and other apps that need internet connectivity like facebook, viber, YouTube , Whatsapp etc. Out of all these applications, Whatsapp has become more popular among youth.

## **II. UNDERSTANDING WHATSAPP**

Whatsapp started in the year 2009, with the tag line "Simple, Personal, Real time messaging," is a mobile messaging app which allows the users to exchange messages without having to pay for SMS (wiki). The Whatsapp messenger was purposely created by Brian Acton and Jan Koum (2009) to make communication and the distribution of multimedia messaging more easily and faster. Whatsapp works with internet connectivity and helps its users to stay in touch with friends and relatives in the contact list. Apart from making its users getting connected with each other, it also helps them to create groups, send unlimited images, video and audio messages. Studies have proved that Whatsapp is the most popular instant messenger service used by youth today. Young people who give more importance to friendship, social lives and family relationships make use of Whatsapp in a large scale. The popularity of Whatsapp among youth has brought a huge profit among service providers since it works on internet data plan. The reason why Whatsapp is so popular among youth is because, it allows them to send unlimited texts to their friends and family members without any cost other than their internet data plan that they already uses in their smart phones. The application is so easy to use after downloading. It shows you who all are using Whatsapp in your contacts and also helps to invite their friends who are yet to download and use. Then they can start messaging, sharing audio files, video files, updating status, etc.

### **Features of Whatsapp**

1. Easy to chat: Whatsapp makes chat easy with friends and relatives because you did not need to invite them.
2. Easy to use: It is easy to use because it does not require login and reduces the users' time.
3. It can communicate instantly at anytime and anywhere.
4. It can express feeling, emotions and can help in arousing entertainment.
6. It can be used to send multimedia messages like images, audio files, video files in a second's time.
7. It can help in fulfilling personal needs and can help in improving relation with friends.

### **Popularity of Whatsapp**

As of February 2018, Whatsapp has 1.5 billion monthly active users (MAUs) , who are exchanging nearly 60 billion messages on a single day ,face book CEO Mark Zuckerberg .(Financial express).

According to a monthly Newsletter 'Statistic Brain 'whatsapp has 680 million active users worldwide as of February 2018 and 1.2billion users globally.

As of 3<sup>rd</sup> quarter of 2017, according to a survey data, Saudi Arabia had the largest share of its population to be the most active users of Whatsapp ,with reported population share of 73 percent ,followed by Malaysia with 68% ,Germany 65 %.(statista 2018).

In August 2014, Whatsapp was the most globally popular messaging app, with more than 600 million active users .By early January 2015, Whatsapp had 700 million monthly active users with over 30 billion messages being sent every day. In April 2015,Forbes predicted that between 2012 and 2018 ,the telecommunications industry will lose a combined total of \$386 billion because of OTT services like Whatsapp had over 800 million active users .By September 2015,the user base had grown to 900 million and by February 2016 it had grown to one billion .( Forbes,Business magazine )

Whatsapp in India was launched in mid of 2010 and it soon gained the interest among Indians. With over 70 million active users, which are about 10% of total worldwide users, India has emerged as the largest market for Whatsapp. The no. of Whatsapp users in India is more than any other nation in the world. (Wikipedia).

But what made it so popular? Why is it that most people think of WhatsApp as the first IM app to install on their new smartphone?

The question is very pertinent since when we compare WhatsApp and other apps of the same type on the market, like Viber and Kik, it lags behind in features and many other respects. Besides, Whatsapp isn't completely free as the other apps.

We are not here to be advocates of Whatsapp because we have a lot to complain about it, but many want to know why despite all we have to

Complain, it is still the most popular IM around for mobile. An analysis that travels back through time gives us the following reasons.

### **Whatsapp as a Pioneer**

When Whatsapp came around in 2009, it was the first of its kind. If today we can compare it with others which seem to have surpassed it on features and bells and whistles, such comparison could not have been done back then. At that time, there was Skype, which excelled for its voice and video calling. But Skype was more for the PC and made a very late entry into mobile phones.

WhatsApp was more for messages; it was for messaging what Skype was for free calling.

Young people were and still are very much into the message thing, more than with calls. Viber came only in 2011, and other VoIP apps present at that time were solely for cutting cost on international calls, which was not at all the market for WhatsApp.

Yes, at that time, Whatsapp wasn't a VoIP app as such. It was just for messaging. So Whatsapp came on the market with a new communication model and came among the first.

### **WhatsApp Killed SMS**

So youngsters, even as young as those in their 50s, are very much into texting. When WhatsApp came around, people were complaining about the price of SMS. SMS is expensive, limited, very limited indeed. WhatsApp came to solve this. You could send messages without counting words, without being deprived of multimedia content, and without being restricted to the number of contacts, for free; while in some parts of the world, one SMS could cost as much as a dollar!

### **WhatsApp Came for Messaging**

When the app was launched, it was not for calling. It was for texting. So, instead of being perceived as alternative to then-popular apps like Skype, where people would have to choose, it was welcomed as a new way of texting that could be there along with Skype. So there was always a place for it on smart phones irrespective of whether to use Skype or not.

### **You Are Your Number**

But it went one step further than Skype in a certain direction, that of identifying users on the network. It started what was a new model of identification, and one that is more accessible and easy.

It identifies people through their phone numbers. No need to ask for a username. If you have someone's phone number in your contacts, it means they are already in your WhatsApp contacts if they are using the app. This made it easier for texting than Skype. On WhatsApp, you are easily found, since anyone having your number has you on the network, and you cannot choose to be offline. You also cannot hide behind a fake identity. These could stand as weaknesses for WhatsApp, but these have contributed to its popularity.

### **Getting Everyone On Board - Many Platforms**

Soon after the launch, WhatsApp has managed to get an app to users of all popular platforms, ranging from Android and iOS to Nokia phones, the latter being the most common phone in developing countries back then.

So it has been able to gather people around every corner of the globe. It could even work on very old phones.

### **The Snowball Effect - Millions of Users**

Which brings us to the huge number of users WhatsApp has gathered in a relatively short period of time? This number is actually the number on reason for bringing more people on board. As is the case with nearly all VoIP apps and services, you communicate for free with other people who are using the same service and app. So, you want to use the app that carries the largest number of users so as to increase your chance of finding people you can communicate with for free. As a result, what happened to Skype some years before happened to WhatsApp too.

### **New Features**

WhatsApp's features are not new anymore, and even compare negatively with those of other apps, but when WhatsApp launched in 2009, these features were new and pleased the new generation of texters. Among the features that made people happy are the group chat and the ability to send pictures and other multimedia elements along with messages. Now, new features are contributing to its success even more, like the free calling feature.

### **Whatsapp is for Mobile**

You could carry WhatsApp in your pocket or bag, which was hardly possible with the others. More importantly, WhatsApp was made for mobile devices and not for computers. So it had the advantage of not having to adapt to the mobile environment, like its competitors which were PC natives. Moreover, as mentioned above, it could run on so many platforms.

This came at a time which knew a boom in smartphone adoption and an unprecedented shift from the computer to the tablet PC and Smartphone. This also came in a context where 2G and 3G data were getting more accessible and cheaper in many places.

### **No Ads**

Everyone knows how annoying ads can be. WhatsApp hasn't imposed ads on any of its users. This is because they too are annoyed with ads on the other side. If they show ads, they have to invest resources in data mining, tuning and everything that comes along with it. So by keeping ads away, they made everyone happy.

#### **10. The Time Advantage**

Remember how the tortoise won the race by taking advantage of the hare's slumber? WhatsApp launched at a time when people needed what it had to offer and offered it somewhat unchallenged for a couple of years before real competition came around. By then the snowball effect had already started, which is the most important factor in its success. (Nadeem unuth )

### **User statistics**

As of February 2018, WhatsApp has 1.5 billion monthly active users (MAUs) ,200 million users in India who are exchanging nearly 60 billion messages on a single day ,face book CEO Mark Zuckerberg .(Financial express).

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### **Positive and negative effects of Whatsapp**

Everyone is well aware of Whatsapp .This messaging app has taken the world to a new height. From the ease of creating an account to making a video call, it has everyone moving around it in a short while .A Ukranian American internet inventor,Jan Kuom ,Created this end to end encrypted cross platform messaging app .with the use of internet ,you can send the messages ,pictures, audios and videos .This wonderful app was acquired by face book in February 2014 in USD 19 billion. Whatsapp has both positive and Negative impacts.

### **Positive Effects of Whatsapp**

**1. Reduces Expenses:** Unlike SMS that are charged, WhatsApp messaging is free. You can also make national, roaming and international voice and video calls on any WhatsApp number for free using the internet. You can also find the internet packages through various mobile service providers offering to invoke WhatsApp application.

**2. Advertisement Free:** Annoying pop up advertisements is all over the internet and social networking sites. However, WhatsApp have offered a welcoming change by making it free of advertisements, creating great user experience.

**3. Seamless operation:** Whatsapp is inundated with lots of features such as uploading of the files like images, audio, videos .Once the application is installed, it can automatically import the contacts from the Smartphone of the user .With the help of Whatsapp, and you can not only share status but also send the information pertaining to location.

**4. Facilitates Connectivity:** You can also create a chat group and share creative ideas, event and work related information and study materials over the app. The business person and their customers can also easily stay connected with WhatsApp.

**5. Forming a community:** Information about the events can be shared by creating groups of any kind on Whatsapp .It is the fastest way to difacts related to a particular topic. Moreover, you can also share the jokes and memos to bring smiles to your friends.

### **Negative effects of Whatsapp**

**1. No Cross Compatibility:** It's a restrictive platform, meaning you can only connect to those people who have the same application installed in their Smartphone. Also, you can't use WhatsApp without the internet connection. And you cannot transfer the data to your phone inbox. Once the chat is lost, you can't retrieve it.

**2. Addictive:** It is not unknown that WhatsApp has caused many addictions and distractions. Unconsciously or consciously you keep checking your phone for the WhatsApp messages, hence losing the concentration over the job at hand. It has also known to give sleepless nights to teens as they keep talking to their friends and sweethearts through the night causing immense fatigue and then illness.

**3. Disconnection from the Real World:** You become so lost in the virtual world of WhatsApp messaging that you often tend to lose connection with the real world. You talk to the person on the other side of the application but not to the one sitting with you.

### **Negative effects of Whatsapp on students**

WhatsApp messenger has been around for a while but recent updates have improved the functionality of the application since its release date.

It has made communication through mobile phones has become easier, faster and cheaper. The provision and access to learning materials with this instant messaging application from anywhere, anytime, and in various formats have a potential to enhance deep student learning capabilities.

It has made communication through mobile phones has become easier, faster and cheaper. The provision and access to learning materials with this instant messaging application from anywhere, anytime, and in various formats have a potential to enhance deep student learning capabilities.

However, it has also got its flaws that are currently causing more harm than good among the students today. Here we have listed out few ill effects of Whatsapp on students.

#### **1. Aloofness from Social Gathering**

These days' kids tend to chat on WhatsApp even when they are hanging around with real world friends. This way either it left back at their studies or they are left alone gradually by their real world friends when they don't get your required response.

#### **2. Unwelcome Distraction**

Students tend to check or chat on WhatsApp during an ongoing lecture or while studying. This ultimately harms their concentration and grades at studies.

#### **3. Creates Watchdog**

This person is online and then why is still S/He not replying back? This is a common question comes in mind if there are no ping. It breaks their concentration even when they are studying or talking with parents or other people.

#### **4. Imaginative Gossip Collection**

No need to talk or chat. Only one status is enough to create a gossip collection. They peep into your status so that they can ask, "What happened? Is everything okay?" It creates unwanted classroom and corridor discussions of one's life.

### **III. Review Of Literature**

Literature review is a body of text that aims to review the critical points of current knowledge on a research topic. A good literature review is characterized by a logical flow of ideas, appropriate referencing style, proper use of terminology and an unbiased view of previous research on the topic. A literature review discusses published information in particular research area and sometimes information in a particular subject area with a certain time period. A crucial element of all research degree is the review of relevant literature. So important is it that its omission represents a void or absence of major element in research (Afolabi, 1992).

Today the mobile application, Whatsapp has become a part of youths' life. It has become a communication application that youth find it difficult to be without. There are many studies done on Whatsapp and youth both in Indian and international scenario.

Many studies conducted in world by taking the youngsters as respondents have revealed that smart devices and unprecedented levels of online access are making the present generation the most connected. Previously, only friends and lovers tend to have strong relationships with intimate conversations. But now whoever you chat through Whatsapp, you develop intimate conversations. Whatsapp has created a sense of belongingness, nearness and intimacy with friends and relatives (Jisha et.al, 2014).

That study has also revealed that Whatsapp has become cozy application among youngsters. It has become one of the reasons for smart phone penetration in India.

The perceived high level of usage of social networking applications amongst students of tertiary institutions is inevitable. However; little is understood from empirical view point about the intensity, usage of Whatsapp messenger and its impact on the academic performance of students in tertiary institutions. To

empirically identify the impact of Whatsapp on the performance of tertiary students ,”A study entitled “The impact of WhatsApp messenger usage on students performance in tertiary institutions in Ghana” by Johnson Yeboah and George Dominic Ewur published in the journal of Education & Practice in the year 2014, has concentrated on the negative aspects of WhatsApp. Their study proved that the usage of WhatsApp has impacted negatively on the performance of students in Ghana. Some of the findings of the study were the following. WhatsApp usage has led to lack of concentration during lectures, consumes much of students study time, distracts students from completing their assignments, destroys students’ spellings and grammatical construction of sentences.

Ghulam Shabir et al (2014), in their study on “The Impact of Social Media on Youth: A Case Study of Bahawalpur City”. The main objectives of the study is to evaluate the attitude of youth towards social media and measure the spending time on social media. A simple of 300 youngsters was selected and non e random sampling method was used to select the sample from all over population among youth including male and female in Bahawalpur City. Statistical package for the Social Sciences(SPSS) was used for the data analysis and interpreted. Findings show that the majority of the respondents show the agreements with these influences of social media. Respondents opine Face book as their favorite social media form, and then the like Skype as second popular form of social media, the primary place for them, 46 percent responded connect social media in educational institution computer labs, mainstream responded as informative links share, respondents face main problem during use of social media are unwanted messages,social media is beneficial for youth in the field of education. Social media deteriorating social norms,social media is affecting negatively on study of youth.

Another study entitled “Smartphone application usage amongst students at a South African University”,done in the year 2012 by Walter UYS, Aadilah MIA,Gary Jeffrey and other colleagues, assesses the usage of smartphone applications specifically social networking applications amongst the users in South African University. The study proved that students remain online for 16 hours a day and spends an average of 5 hours per day on their smart phones interacting with others through social networking applications. An article “Indian Youth prefers WhatsApp, Facebook over SMS” published on June 16, 2013, in ‘The Times of India Online newspaper’. The survey was conducted by Tata Consultancy Services in the years 2012- 2013. The study was conducted covering 17,500 high school students across 14 Indian cities. The study revealed that today’s youth are collaborating through social networking tools and building virtual communities aided by affordable bandwidth and smart devices. The survey proved that almost 70% of the students possess smart phones and have started utilizing the full potential of smart phones. The article titled “WhatsApp could help Facebook retain youth in countries like India” published online on The Indian Express.com, dated February 21, 2014, talks about the acquisition of WhatsApp by Facebook. The reason they state in the article is increasing number of smart phone users in India and the proliferation of cheaper smart phones and data plans in India. Recent reports suggest that the youth have been moving away from Facebook. WhatsApp, on the other hand, is the fastest growing messaging app. The acquisition is a way of future-proofing growth, especially in a young country like India. Youth in India have started spending more time on messaging apps.

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.

Whatsapp is an amazing application that connects us with outside world .It has revolutionized the world but it is also essential to know how it is effecting the life of youth and society at large .The study entitled “impact of Whatsapp on youth : A sociological perspective ” by Ms. Anshu Bhatt and Dr.Mohd .Arshad ( IRA, Vol.4,issue 02 ,2016) is an attempt to study the impact of Whatsapp with reference to youth of Agra, India .The study has found this app to be highly addictive ,which leaves a trace that becomes difficult to control. The impact is so powerful that users give up their real world interest and their entire emotional content is restricted to this app. Their happiness and sadness depend on the reply which they receive from other users; they cannot control themselves from constantly chatting, replying and sharing of ideas.

What motivates young people to use whatsapp .A Reaserch conducted by Ms. Tanjum kamboj and Prof. Manoj Dayal ,2015 on uses and Gratifications of whatsapp found the factors like Economic, Communication, Passtime, Diversion, Affection, Fashion, Sharing Problem and Sociability as motives for young people in using whatsapp . In a similar study by Abdul Karim Mohd Awaf (2015) among students of university of cape coast found that students use whatsapp tp connect with old and new friends, to establish relationships, to maintain business contacts, to ease boredom, among other reasons.

The present study will investigate the popularity and uses of Whatsapp among Kashmir university students using questionnaires .

#### **IV. Research Methodology**

Methodology refers to a system of broad principles or rules from which specific methods or procedures may be derived to interpret or solve different problems within the scope of a particular discipline .It is a collective term for a structured process of conducting research which is a systematized effort to find out the solution of a problem .These efforts require certain techniques to be followed properly.

##### **Method of Data Collection:**

The data for this study are two types: (i) Primary data (ii) Secondary data

**1. Primary Data:** Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions.

**2. Secondary Data:** Secondary data are collected from books, web sites etc., and both open ended & close ended questions are incorporated in the questionnaire for the collection of data.

##### **OBJECTIVES OF RESEARCH**

The study examines the usage of Whatsapp among the youth in Kashmir region.

The objectives for the study are

1. To analyze the popularity of Whatsapp among youth in Kashmir region.
2. To explore the various uses of Whatsapp among its users.
3. To find out the frequency and interactivity of Whatsapp among its users.
4. To explore the features of Whatsapp used most by the users.
5. To find out how it effects the personality development of users.

##### **QUESTIONNAIRE**

A method used for collecting data ,a set of written questions which calls for responses on the part of the client ;maybe self administered or group - administered (Grinnell,1990).

Questionnaires are different on the basis of the type of response required which may be

1. Closed type
2. Open type
3. Mixed type

To achieve the above enumerated objectives and looking into the demands of the subject in hand the researcher found it convenient to develop the questionnaire method to collect the required data from the respondents. The research was restricted to university student's .A questionnaire was developed with both closed and open ended questions to assess the intensity of usage, impact, interactivity, ranking of features of Whatsapp and its effect on personality development among university students. The open ended questions gave the samples a chance to express their views, personal experience using Whatsapp and list out some of the features that they like the most in the app. This gave the researcher more information regarding Whatsapp and the use of its features among users. To obtain the results both qualitative and quantitative method of data collection was used.

##### **Sample size**

The population under study was students from Kashmir university .The questionnaire was distributed among 100 students using random sampling. Only 60 questionnaires were taken back from students .The sample consisted both Male and Female students with the age group ranging from 20-25.

#### **V. FINDINGS AND ANALYSIS**

The data collection and research form important part of any research study. The data was collected from the questionnaires using both quantitative and qualitative method. In quantitative, percentage method was used to obtain the results .Also the different kinds of charts were used to determine the results. The charts were obtained by using Microsoft office excel 2007.

##### **FINDINGS**

###### **Q 1 .Do you use Whatsapp?**

When the respondents were asked, 'Do they use Whatsapp?'

TOTAL	YES	NO
60	58	2
PERCENTAGE	96.66%	3.33%

It has been found from the above data that about 97% university students use Whatsapp and a mere 3% do not use Whatsapp.

**Q2. Where do you access Whatsapp?**

When respondents were asked ‘Where do they access Whatsapp?’

Total	Smart phone	Tab	Other
58	58	0	0
Percentage	100%		

It has been found from the above data that 100% university students use Whatsapp on Smartphone’s.

**Q3. How long have you been using Whatsapp?**

When the respondents were asked ‘How long they have been using Whatsapp?’

Total	Less than one year	1-2 years	More than 2 years
58	2	6	50
PERCENTAGE	3.44%	10.34%	86.20%

From the above data it has been found that 86.20% university students has been using Whatsapp from more than 2 years, 10.34% from 1-2 years and only 3.44% from less than one year.

**Q4.How much time on average a day you spend on Whatsapp?**

When respondents were asked ‘How much time on average a day they spend on Whatsapp?’

Total	0.5 -1 Hour	1.5-2 Hours	2.5-3 Hours	More than 3 Hours
58	18	6	6	28
PERCENTAGE	31.03%	10.34%	10.34%	48.27%

When analyzed the usage of Whatsapp in a day, around 48.27% use Whatsapp more than 3 hours in a day, 31.03% use between half an hour’s to 1 hour and around 21% use it for 2 to 3 hours respectively.

**Q5. How frequent do you check Whatsapp messages?**

When respondents were asked ‘How frequent they check Whatsapp messages?’

TOTAL	Less than 2 times	2-3 times	4-6 times	7-12 times	More than 12 times
58	4	14	8	5	27
Percentage	27.58%	24.13%	13.79%	8.62%	46.55%

It has been found from the data that around 46.55% university students check Whatsapp messages more than 12 times a day while 27.58% check less than 2 times, 24.14% around 2-3 times ,13.79% around 4-6 times and 8.62% around 7-12 times.

**Q6. For what purpose do you use Whatsapp?**

When respondents were asked ‘For What purpose do they use Whatsapp?’

Total	Chatting	Sending message	Sending videos	Sending audios	All
58					58
Percentage					100 %

It has found from the above data that 100% university students use Whatsapp for the purpose of chatting, sending messages, audios, videos, and means for all purposes.

**Q8. Why do you use Whatsapp (you can choose more than one option)?**

When respondents were asked ‘Why do they use Whatsapp?’

TOTAL	Free of charge	My friends Use it	Convenient And Use friendly	Communicate Instantly	Express my Feelings	Other reasons
58	10	8	58	54	55	5
Percentage	17.24%	13.79%	100%	93.10%	94.82%	8.62%

100% users use it because it is convenient and user friendly , 94.82% say it can express their feelings .93.10% are of the opinion that can help in communicating constantly. 13.79 % vote their friend's .17.24% think it as free of charge app while 8.62% has other reasons.

**Q9. From who did you came to know about Whatsapp?**

When the respondents were asked 'From whom did they came to know about Whatsapp?

Total	Friends	Family members	Self	Websites
58	36	2	16	4
Percentage	62.06%	3.44%	27.58%	6.89%

It has always been seen; most of us always follow the path of our friends .Same is true from the above data , 62.06% of Whatsapp users came to know about this app from their friends,3.44% from family ,27.58% from self and 6.89% from websites.

**Q No. 9. I always chat with \_\_\_\_\_ using Whatsapp?**

When the respondents were asked, with whom they chat using Whatsapp?

Total	Friends	Family	Colleague	Boyfriend/Girlfriend	Business Dealer
58	58	25	30	40	4
Percentage	100%	43.10%	51.72%	68.96%	6.89%

From the above data it has found that 100% university students use Whatsapp to chat with friends .In contrast only 43.10% chat with family on Whatsapp .51.72% also use it chat with their colleagues ,68.96% use it as a communication tool to remain in touch with their boyfriends/girlfriends while 6.89% university students use it for business purposes.

**Qno.10.Do you think Whatsapp is fulfilling your personal needs?**

When the respondents were asked, do they think Whatsapp is fulfilling their personal needs?

Total	Yes	No
58	36	22
Percentage	62.06%	37.93%

Whatsapp today has become a part of your life. Whatever comes to you be it information, News, Entertainment, etc you switch to Whatsapp. From the above data 62.06% users think that Whatsapp is fulfilling their personal needs while 37.93% think apposite of it.

**Q11. Do you use Whatsapp more than phone to communicate with people?**

When the Respondents were asked do they use Whatsapp more than phone to communicate?

Total	Yes	No
58	32	26
Percentage	55.17%	44.82%

From the above data that 55.17% of its users use it more than phone to communicate with people while 44.82% do not.

**Q12. Do you think using Whatsapp can improve your relation with family?**

When the respondents were asked, do they think Whatsapp can improve their relations with their family?

Total	Yes	No
58	12	46
Percentage	20.68%	79.31%

The relation with your family is intimate .As the Family relations are concerned, 79.31% of Whatsapp users are of the opinion that Whatsapp cannot help in bonding their relation with family while the rest 20.68% think that it can .It has been seen that 20 % constitute the people who are far away from their families, use Whatsapp to communicate with their family.

**Q13. Do you think using Whatsapp can improve your relation with friends?**

When the respondents were asked ,do they think Whatsapp can improve their relation with friends ?

Total	Yes	No
58	50	8
Percentage	86.20%	13.79%

From the above data 86.20% of Whatsapp users think that Whatsapp can help them to improve their relationship with friends while 13.79% do not think so.

**Q14. Have you ever been advised by your family members to concentrate more on studies and use less Whatsapp?**

When the respondents were asked, had they ever been advised by their family members to concentrate more on studies and use less Whatsapp?

Total	Yes	No
58	35	23
Percentage	60.34%	39.65%

60.34% students are of the opinion that they are advised by family members while 39.65% do not think so.

**Q15. Do you feel guilty if you do not reply Whatsapp messages instantly?**

When the respondents were asked, do they feel guilty if their messages are not replied instantly?

Total	Yes	No
58	32	26
Percentage	55.17%	44.82%

From the above data, it has been found that 55.17% of Whatsapp users fell guilty if they did not reply the Whatsapp messages instantly while 44.82% do not feel guilty.

**Q16. Do you feel anxious when others do not reply you instantly?**

When the respondents were asked, do they feel anxious when others do not reply instantly?

Total	Yes	No
58	32	26
Percentage	37.93%	44.82%

37.82 % students feel anxious when their messages are not replied back while 44.82% don feel anxious.

**Q No.17. I use Whatsapp because of its high quality?**

When the respondents were asked, do they use Whatsapp because of its high quality?

Total	Strongly disagree	Disagree	Agree	Strongly agree
58	5	5	28	20
Percentage	8.62%	8.62%	48.27%	34.48%

48.27% of the Whatsapp users agree and 34.48% strongly agree that they use Whatsapp because of its high quality while only 17.24 % do not think so.

**Q18. Using Whatsapp reduces the opportunity of face –to-face communication with family and friends?**

When the respondents were asked, do Whatsapp reduces the opportunity of face to face communication?

Total	Strongly disagree	Disagree	Agree	Strongly agree
58	8	6	26	18
Percentage	13.79%	10.34%	44.82%	31.03%

44.82% agree and 31.03% strongly agree that Whatsapp reduces chances of face to face communication while 13.79% strongly disagree with the view.

Q no. 7, 19 and 20 are open ended questions. Respondents have different opinions regarding these questions .It was not possible to present them graphically here .A General opinion was framed by the researcher keeping in view the opinions of the respondents regarding these questions.

## **Analysis**

Today in rapidly moving world, we can see change in every moment. Therefore life is getting complicated in every phase but the technology has made life very convenient. It is evolving in the world at very fast pace and affecting people from various ways. And Whatsapp is one of the medium of such technology. Now-a-days it is becoming a popular word among youth, which is currently available in the various electronic items such as I-Phone, Android, windows phone and computer also.

Whatsapp is an amazing application, and with the help of it we can connect ourselves to the society and the whole world. It is an effective medium for the flow of information and ideas. This application is advantageous for us from many ways which occupies a major part of our day-to-day life. However, this app has emerged as an important medium for social networking and sharing of information and ideas, even it has some harmful effect on the life of youth.

Hence, it is essential to know how it is affecting the life of youth and the society at large. The present study is an attempt to study the popularity, impact of Whatsapp, with reference to university students of Kashmir. This study has been conducted upon 60 respondents and a questionnaire was used as tool of data collection.

The research showed that university students are heavy users of Whatsapp today. Most of the students spend more than 3 hours daily on Whatsapp and have been using this application from more than 2 years.

Smart phones provide them easy access to Whatsapp which enables them to check Whatsapp messages more than 12 times a day.

Whatsapp serves many purposes for students like chatting, sending audios, videos, messages, documents etc besides it also gives them options of audio and video calling .To share their feelings and emotions freely, a Whatsapp comes with the features of Emoji, status update.

The research also found that Kashmir university students use Whatsapp because they found it user friendly and convenient to use (e.g. sharing multimedia like videos, audios and photos easily).It can also help them to communicate instantly with groups at anytime and anywhere. Besides it maintains their privacy and persona.

From the research it also came to know that most users came to know about Whatsapp from friends and they mostly use it to chat with them.

Most of the students think Whatsapp is helping them in fulfilling personal needs and improving relationship with friends but when asked about relation with family members the responses were mixed.

Whatsapp provides users the option of privacy also .It is useful for those persons who are shy and are not comfortable with face to face communication.

It has been seen that Whatsapp has replaced the SMS, Email services because of its compatibility and easy access .Even Most of us today use it for calls because it gives you the options of both Audio and Video calls with no extra charge.

Some students also feel guilty and anxious when messages are not replied by them or when not being replied by others. They also agree that it reduces the opportunity of face –to-face communication with friends and family.

When asked about the personal experience of using Whatsapp, the respondents are of the opinion that although it is the time consuming app but at the same time it connects them to wider audiences.

## **Limitations & Scope for the Study**

1. The sample for the study was limited to 60 respondents in Kashmir University. The study can be extended to more universities with more respondents.
2. The current study has concentrated much on the positive aspects of Whatsapp. In future, researchers can do a study in both pros and cons of Whatsapp.
3. The study should have included app like instagram which is gaining popularity in today's scenario.
4. There is limited literature review available in Indian context, with reference to Whatsapp usage. Many studies were done on foreign context than in India.

## **VI. CONCLUSION**

Previously only friends and lovers tend to have strong relations with intimate conversations .But now the trend has changed, whoever you chat through Whatsapp, you develop intimate conversations.

Whatsapp has created a sense of belongingness, intimacy, nearness with friend's .It has also created a psychological experience of being close and caring. It has become one of the reasons for Smartphone penetration among youth .Whatsapp with its tagline 'simple, personal ,real time messaging' has provided that its tagline is very much apt for the brand .The main reason is its wide use and popularity among youth itself .

The present study was aimed at its popularity among Kashmir university students and also to analyze its features, usage, and impact on students.

It has been found through the study that Kashmir students are also heavy users of Whatsapp like the students in other parts of the world. Most of the students are using it more than 3 hours daily.

The Whatsapp is used by them for many purposes like sending and receiving documents, chatting with friends, sharing information about studies, gossips and for fun. The groups on Whatsapp are mostly used for sharing important information, notes, about class activities, assignments and feedbacks regarding important issues.

It has been also seen that university students chat more with friends and with their partners and a very few who are far from their families chat with family members occasionally.

Students found Whatsapp as Convenient, user friendly, highly communicable, free of charge as the valid reasons for using Whatsapp.

The features on Whatsapp like video calling, status update, emojis provide students a suitable platform for sharing their emotion, feelings and to remain close with friends, family and relatives.

The students are of the opinion that Although Whatsapp can do wonders for but at the same time it is time consuming which is affecting other activities.

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