# Analysis and Impact of WhatsApp Messenger usage among students

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***Abstract:*** *This paper explains about the usage level of WhatsApp. Now-a-days WhatsApp is popular mobile application for smart phone and android mobiles.It use the internet to communicate hypermedia messages between the user and group. The WhatsApp effect is increase on our lives, culture and society. WhatsApp is also used for marketing in business and publicity in politics. WhatsApp user and even we believe that WhatsApp has improved their relationship with friends and user thinks that it is not harmful to them. There is a possibility of using WhatsApp in education, social services and governance. WhatsApp was started to interchange SMS with a cross platform feature. WhatsApp uses mobile network or local area network to send and receive messages. WhatsApp regular updates have been improving its functionality since its release date.*
***Keywords:*** *WhatsApp, marketing, education*

## I.    Introduction

WhatsApp is an instant messaging app which serves communication online. Communication is a process where sending and receiving messages take place. Jan koum (Russian) was an co-founder and the CEO of WhatsApp, a mobile application which was bought by FACEBOOK in February 2014 for US$19.3 billion. Brian Acton & Jan Koum were able to perfect and produce their final product –A communication app  called WhatsApp after popular expression ,”WHAT'S UP!” .It is used for send & receive audio, video, images, GIF,& location .WhatsApp currently has over one billion monthly active user. In India over 70 million people use the service of messaging in Jun 2018. These days it is almost impossible to avoid the presence of mobile application. WhatsApp is one of the major changes in mobile apps communication in the recent past years. Its user is growing very fast on mobile phones & also on computers. WhatsApp has become highly popular among other social media. WhatsApp is getting used by youth for creating sharing and enclosing info.

## II.    Topographies

- Text chat
- Send and receive images
- Send and receive video
- Send and receive audio
- Group chat
- Sharing V-cards & contact info
- Send and receive location information

## III.    Postulate Objectives

- To study the usage of WhatsApp among the youth
- To know what motivates them to use WhatsApp
- To explore whether WhatsApp fulfils their needs of maintaing their social relationship
- To find whether WhatsApp fulfil their expectations

## IV.    Specialities of Whatsapp:

- WhatsApp is user friendly,
- Sharing views & gossips at any time
- Maintain relationship
- Better then SMS
- Real relax &comfort while using it
- Data usage cost is very few MB whole day
- Easy to use, take away whole day tension
- To be social balanced

## V.    Whatsapp In Education

Student use WhatsApp for communication with friends and family members. They share their information, pictures, video in familiar way. Not only share material on campus they also use it for communication outside of their campus as well. New way of communication has been laid by WhatsApp which help students to share the content of their use in the limited duration of time

## VI.    Random Sample Methodology

In this paper we explain the WhatsApp usage level among the students .There period choice to use WhatsApp. Their time surfing WhatsApp and to the know how much ratio of response use WhatsApp. We asked the students about the time spending in WhatsApp and we receives 76% responds from the student 28% of students use WhatsApp more than 1hour,28%  use WhatsApp more than 2hour,17%  use WhatsApp 3hour,9% use 4hour,and only 2% use more than 5 hour per day(in a day)as compare to all other apps.
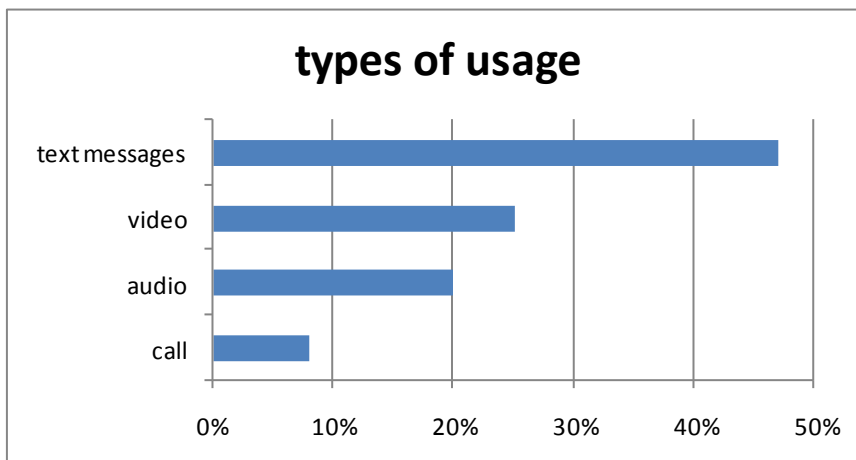
| %of people use WhatsApp | Hours they spend on WhatsApp |
|---|---|
| 28% | 1 hour |
| 20% | 2 hour |
| 17% | 3 hour |
| 9% | 4 hour |
| 2% | Above 5 hour |

## VII.    Types Of Messages

The types of messages and average number of messages sent and received by the user per day. The diagrammatic shown below are the types of messages the user send and receive everyday
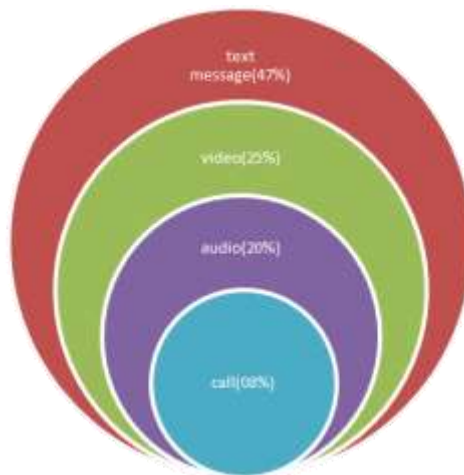


TYPES OF MESSAGES



The number of user increasing year by year as shown in figure as you can see that in 2012 there were only 3.8million active users of WhatsApp.in 2013 they were 6.4 million user increase as a result 10.2million

active user of WhatsApp further in 2017 we found out WhatsApp fulfils their expectation by his services. As result of June 2017 WhatsApp has 1.2 billion active user monthly user that send nearly 50 billion messages & over 3.3billion in ages and &80 million GIF daily. Now in 2018 it shows that people cannot live without WhatsApp by making it the most popular multi-media messaging app in the planet.

## VIII.     Conclusion And Future Scope

This paper has frame out that WhatsApp is an operative and reasonable platform of communication. WhatsApp is frequently used to remain in touch with friends and family.  WhatsApp is used in education by helping the students to send and receive messages, notes, and materials and so on. This paper explain about the usage level of WhatsApp, the types of messages and the time spending on WhatsApp.
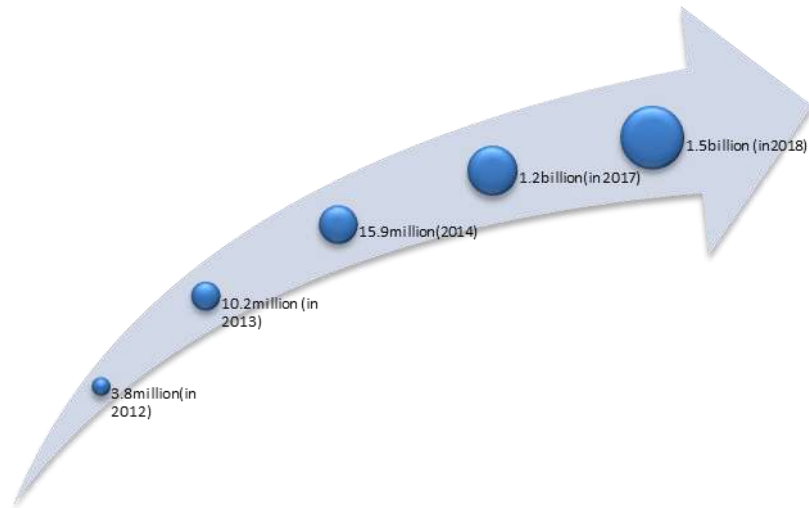


- ✓  New fonts ,size and style can be added
- ✓  Status duration can be extended
- ✓  App sharing facilities can provided
- ✓  Privacy for particular contact can be added
- ✓  Speech narrator can be update
- ✓  Archive messages  should be in archives even when sender send any messages
- ✓  Actionable emoji's with sound effects should be include

We hope that these and other issues will be discovered in greater details in future work. These days it is almost impossible to avoid the presence of mobile application. WhatsApp is one of the major changes in mobile apps communication in the recent past years. Its user is growing very fast on mobile phones & also on computers. WhatsApp has become highly popular among other social media. WhatsApp is getting used by youth for creating sharing and enclosing info.

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