

# Impact of WhatsApp on Teenagers: Mumbai City

Rahul Parchure and Anjali Sheetiyyar

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, India

**Abstract:** *The main aim of this research is to find out the potential use of WhatsApp as according to me Teenagers are more aware about the WhatsApp its uses and its features According to me It is very much easier for the teenagers to spend their time through exchange of information videos, messages, and calling by video in WhatsApp. As per the data collected by the researcher most of the teenagers came to know about WhatsApp through friends and they know that how to operate it. Most of the WhatsApp users spend half an hour to one hour every day on it.*

**Keywords:** App, Impact, Interpretation, Student, Teenager

## I. INTRODUCTION

Since its introduction in 2009, WhatsApp, a mobile instant messaging application, has reached 500 million users worldwide, sharing 700 million photos and 100 million videos daily (Acton & Koum, 2014). It is developed as an alternative to (SMS), vWhatsApp offers real-time texting or communication, including the ease of sharing information (e.g. contact list) or media content (e.g. audio, video files, images, location data). In recent years, while a growing body of literature has investigated the use of WhatsApp (Church & Oliveria, 2013; Soliman & Salem, 2014; O'Hara, Massimi, Harper, Rubens & Morris, 2014; Devi & Tevera, 2014), there is little research on the effects of WhatsApp use towards student's learning and performance (Bere, 2012; Yeboah & Ewur, 2014). Nur Kholisoh1; Ria Sulastri2 (2017) WhatsApp has been one of the most popular mobile phone messenger applications in Indonesia from the time it was officially released until present days. It is considered to be a very supportive messenger application on mobile phone where its users are able to instantly send message to each other. WhatsApp application enables Teenagers using it to interact easily and effortlessly as if they are in the same area, standing face to face, and talking to each other. WhatsApp has just launched its newest feature called Broadcast Message.

## II. OBJECTIVES

- 1) To analyse The Usage Of WhatsApp by the Teenagers.
- 2) To analyse The Impact Of WhatsApp On Teenagers.
- 3) To know about the importance of WhatsApp.

## III. REVIEW OF LITERATURE

Nur Kholisoh, Ria Sulastri (2017) the author is trying to say that WhatsApp is a good way to communicate easily? It can also work as a messenger in the organization as an internal communication. This directly and indirectly saves your time. It's very convenient for the in-house Teenagers to communicate quickly. Without wasting time for taking notice and putting it on the notice board and again announcing for the go and read the notice. It's a kind of new method altogether in sending information through WhatsApp. It's breaking the old traditional method to send the information across the staff. Ashiyan, Zahra, Salehi, Hadi (2016) WhatsApp is an effective way of communication not only for the students but for everyone. It's a unique way of communication feature which is available in mobile. It is also useful as a learning tool for the students. WhatsApp is not restricted towards only male or female. It is useful for both the genders. It helps to boost your information and logical sense. It also promotes the social bonding amongst the students, friends and relatives. According to me that WhatsApp is one of the best modes of social media. Which helps to expand the knowledge and information? It harmful as well as beneficial also. When we talk about the advantage it gives a better way to communicate easily with any person in any one of the corner of world. As the other side, it is affecting the life of

youth in writing the English in a abbreviation form which is be coming a habit of them. Making an impact on study, behavior and spending most of the time on WhatsApp only.

It is also very much on emotional quotient which is restricted to the app only. Zahra Ashiyan, HadiSalehi(2016) With the help of WhatsApp Teenagers are coming more closer who are not contacted each other from long time. Its helps to communicate with long distance without any barriers. It easily exchanges messages, audio, videos, personal and professional messages. As per the research carried out by the author the use of WhatsApp is better for inlearning collocation that any other. With the help of mobiles you can easily upload and download the information easily.

**IV. RESEARCH METHODOLOGY**

Sampling Frame:

For this study the researcher would be collecting the information from various teenagers who frequently use WhatsApp.

Sources of Data:

- Primary data shall be collected from the universe mentioned above. Students are the nerve part of this. Maximum data shall be collected from the students who frequently use WhatsApp.
- Secondary data shall be collected from published/unpublished literature on WhatsApp. Latest
- references available from the journals, newspapers, research publications and magazines, and other relevant sources like internet.

**V. FINDINGS**

Are you aware of Whatsapp

Options	Yes	NO
%	100	0

How you came to know about Whtsapp

Options	Radio	Television	Newspapers	Friends
%	3	3	4	90

As per interpretation most of teenages came to know about whatsapp through friends as medium

Do You Know how to operate it ?

Options	Yes	NO
%	100	0

As per the interpretation of data all the Teenagers know howto operate it.

Do You Like Whtsapp

Options	Yes	NO
%	98	2

As per interpretation Most of the Teenagers like WhatsApp

According to you is the App beneficial for use

Options	Yes	NO
%	94	6

As per the interpretation Teenagers found that WhatsApp as a beneficial app.

**VI. CONCLUSION**

Teenagers are more aware about the WhatsApp and its uses.As per the data collected by the researcher most of the Teenagers come to know about what’s app through friends and they know that how to operate it. Teenagers have found that WhatsApp is a excellent tool for sending messages, video calling and chatting, Teenagers are spending more time

on what's app for sending messages, photos, videos because of that parents are advising them to use less what's app . As per the survey more Teenagers found that what's app is convenient and user friendly app, it helps to manage the time well. As per the overall interpretation Teenagers found that what's app is a beneficial app.

#### **REFERENCES**

- [1] (AichaBlehchAmry, 2014), The Impact of WhatsApp Mobile Social Learning On The Achievement And Attitudes Of Female Students Compared With Face To Face Learning In The Classroom, European Scientific Journal August, Edition Vol.10, No.22
- [2] (Ms. Jisha K1, Dr. Jebakumar2, 2014) WhatsApp: A Trend Setter in Mobile Communication among Chennai Youth, IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 19, Issue 9, Ver. VII (Sep.), PP 01-06
- [3](Nur Kholisoh1; Ria Sulastris2 2017) NEW MEDIA TECHNOLOGY IN DEVELOPING EFFECTIVE ORGANIZATIONAL INTERNAL COMMUNICATION, HUMANIORA Vol. 8 No. 1, 21-29
- [4](Simerjit Kaur, Librarian 2017)USE OF WHATSAPP INSTANT MESSENGER AMONG UNDERGRADUATE DEGREE STUDENTS OF D.A.V. COLLEGE PUNDRI (KAITHAL) HARYANA: A STUDY International Journal of Information Movement Vol.I Issue X Website: www.ijim.in ISSN: 2456-0553 (online)