

USE OF FACEBOOK AND WHATSAPP MESSENGER BY PARTICIPANTS OF 144TH ORIENTATION PROGRAMME AT ALIGARH MUSLIM UNIVERSITY, ALIGARH: A CASE STUDY

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Professionals use technology for their routine communication to provide higher education in a disciplined atmosphere and produce skilled youth with high moral and spiritual values for sustenance and service of the society. Use of social networking sites like Whatsapp (Wa) and Facebook (Fb) through smart phone/mobile has become an important part of personal, professional and educational life. A survey was conducted using a well-designed questionnaire circulated among Participants of 144th Orientation Programme at Aligarh Muslim University, India for the training session 2016-2017. It was explored that the faculty member are in favour of using social networking sites like Facebook and Whatsapp for communication purpose. Majority of the trainees were found to use Facebook (63.3%) and Whatsapp (69.4%) for communication quite frequently. However, 18.4% and 16.3% trainees use Facebook and Whatsapp at times with 18.4% and 14.3% not using them at all. Half of the participants (51%) were found to be comfortable in using Whatsapp for family conversations, whereas only 32.7% participants were comfortable in using Facebook for the same. On asking about the effect of social networking sites on professional platform, 63.3% participants strongly believe that Fb has positive impact of their professional platform whereas 75.5% participants believe Wa has positive impact on the same. However, very few faculty members reveal that Fb and Wa have negative impact on their professional platform.

Keywords: Smart Phone; Mobile Apps; Facebook; Whatsapp; Professionals; Social Network and Orientation Programme.

INTRODUCTION

In the present electronic age, communication has become very fast. Thanks to Information and Communication Technology (ICT), People use technology for their routine matters. Social network applications allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system [1]. Social media has set off as a group of online discourse where individuals create content, share it, bookmark it and network at a phenomenal rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and entertainment industry[2]. Smartphones are indispensable part of modern life enabling access to the internet through 4G, personalized directions via GPS, and the ability to share pictures and videos on instant messaging applications. The social networking sites; Facebook and Whatsapp Messenger both facilitate innovative teaching, fulfil communication and information sharing needs of faculty and researchers alike in their professional and educational life. Professionals are using technology for their routine communication and educational activities.

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Loving and Ochoa [3] comment on the use of Facebook as an online course management software solution for their research methodology class. Parveen [4] reports that Facebook and other social networking sites are increasing awareness even among Library and Information Science (LIS) professionals. Bhatt and Kumar [5] reveal that most of the students are in favour of using the Social Networking Sites (SNS)/tools by the libraries and they expect the services should be provided to them by libraries using these tools. Connecting and sharing feature of Social Networking tools like Facebook and Whatsapp made it a favourite online platform for networking among users to connect with each other. Even institutions are joining this platform for disseminating the useful information and services related to them. Many institutions have integrated this platform to their websites.

Facebook

Facebook, an American for-profit social networking service, was launched on February, 4, 2004 by Mark Zuckerberg. It is the world's largest social network, with more than 1 billion active users worldwide followed by Twitter, LinkedIn and Google+ [6]. This computer-mediated Social Networking System has become one of the most popular means of communication and is very famous among professional as well as other communities. Connecting and sharing feature of Facebook made it a favourite online platform for networking among its users. Even institutions are joining this platform for disseminating useful information and services related to them.

Whatsapp

Whatsapp is one of the modifications in technology that is commonly used on specific mobile phones and computers. Since the Smartphones became prevalent, many messaging services were launched but Whatsapp has become very popular among them. The service is free of cost and besides all; this application is highly addictive and can create a great impact on regular users by leaving a trace that becomes difficult to control and cure [7]. Compatible smartphone or tablet with a SIM card, and internet connection is all needed to use this user friendly application. The app uses phone number as a username, and the account is

synced with the contacts in the device. In January 2015, Whatsapp introduced a Google Chrome plugin to allow users to access their WhatsApp chats on their desktops. Users of Whatsapp can share their location in real time over messages. They can also organise lists of contacts so that they can quickly send messages to lots of people in group chats through Whatsapp. Probably the best feature of Whatsapp is that it allows users to keep in touch with people living abroad, without incurring the international charges associated with text messages.

OBJECTIVES OF THE STUDY

- To find the extent of use of Facebook and Whatsapp messenger by teachers participating in the 144th orientation programme.
- To find out the purpose of use of Whatsapp and Facebook messenger.
- To gauge out the impact Whatsapp and Facebook have on the professional life of participants.

SCOPE OF THE STUDY

The study is focussed on participating teachers of 144th Orientation Programme conducted under Academic Staff College/UGC Human Resource Development Centre of Aligarh University, Aligarh.

METHODOLOGY

The study used the questionnaire employing three-point Likert scale, which was administered among the 52 faculty members who participated in the 144th Orientation Programme of Aligarh Muslim University, Aligarh, India. 49 participants responded back indicating a response rate of 94%.

DATA ANALYSIS

Usage of Facebook and Whatsapp Messengers

69.4% of the respondents make use of Whatsapp messenger quite frequently whereas 63.3 % of the respondents make frequent use of Facebook messenger as well. Percentage of using Facebook messenger sometimes and never is same (18.4%) whereas percentage of respondents using Whatsapp messenger sometimes is 16.3% and never use is 14.3% (Table 1).

Table 1: Usage of Facebook and Whatsapp Messengers

Variable	Frequently use Fb*	Sometimes use Fb	Never use Fb	Frequently use Wa*	Sometimes use Wa	Never use Wa
No. of Respondents using Fb and Wa	31	9	9	34	8	7
(%age)	63.3	18.4	18.4	69.4	16.3	14.3

*Note: *Fb and Wa are Used As Short Forms For Facebook And Whatsapp*

Frequency of Usage on Daily Basis

77% of the respondents use Facebook Messenger 1-3 hours per day and 28.6% of respondents use it 3-6 hours in a day. Only 14.3% use it for six and more than six hours a day. In case of using Whatsapp messenger 81.6% use it 1-3 hours and 14.3% are using it 3-6 hours per day while the percentage of using it for six and more than six hours is only 4.1% (Table 2).

Purpose of using Facebook and Whatsapp Messengers

36.7 % make frequent use of Fb messenger for academic work and only 26.7% make frequent use of Whatsapp messenger for academic work. Other 6.1 and 18.4% of respondents have sometimes or never used Fb messenger respectively for academic work while as only 2% of respondents bring Whatsapp in use and 14.3% are those

respondents who never have used Whatsapp for academic work. For general information only 14.3% are using Fb messenger frequently and 2% use it sometimes for the same purpose while as 44.9% are those respondents who use frequent use of WA for general Information while as 2% use it sometimes for the same purpose. For administration work only 18.4% are making frequent use of Fb messenger and only 4.1% use it sometimes for this purpose in case of Wa messenger it is only used by 8.2% frequently and 2% respondents use it sometimes for the same purpose (Table 3).

Table 2: Frequency of Usage on Daily Basis

Variable	Respondents using Fb	Respondents using Wa
1-3 hours	38 (77%)	40(81.6%)
3-6 hours	14(28.6%)	7(14.3%)
6 hours or more	7(14.3%)	2(4.1%)

Table 3: Purpose of using Facebook and Whatsapp Messengers

Variable	Frequently use Fb	Sometimes use Fb	Never use Fb	Frequently use Wa	Sometimes used Wa	Never used Wa
Academic Work	18 (36.7%)	3 (6.1%)	9 (18.4%)	13 (26.5%)	1 (2.0%)	7 (14.3%)
General Information	7 (14.3%)	1 (2.0%)	0	22 (44.9%)	1 (2.0%)	0
Administration Work	9 (18.4%)	2 (4.1%)	0	4 (8.2%)	1 (2.0%)	0

Communication with the Group of People

Fb is used frequently by 67.3% respondents to communicate with both groups of people and 10.2% use it some time to communicate with the professionals and 4.1% use it sometimes for communicating with students. 18.4% are those respondents who have never used Fb to communicate with only professionals. In case of Wa

messenger 55.1 % use it frequently to communicate with professionals only and 18.3% use it frequently to communicate with both. 6.1% , 4.1% and 2% are those respondents who use it sometimes to communicate with professionals only, students only and to both respectively. 14.3% are respondents that never use WA messenger to communicate with professionals only (Table 4).

Table 4: Communication with the Group of People

Variable	Frequently use Fb	Sometimes use Fb	Never use Fb	Frequently use Wa	Sometimes used Wa	Never used Wa
Only Professionals	0	5 (10.2%)	9 (18.4%)	27 (55.1%)	3 (6.1%)	7 (14.3%)
Only Students	0	2 (4.1%)	0	0	2 (4.1%)	0
Both	33 (67.3%)	0	0	9 (18.3%)	1 (2.0%)	0

Types of Conversations

For family conversations 32.7% respondents use Fb messenger frequently and 10.2% use it sometimes for the same purpose as 18.4% never make its use for family conversations while as 51% of respondents use Wa messenger for this type of conversations and 6.1% use it sometimes and 14.3% never have used Wa messenger. For professional conversations 16.3% people use Fb messenger

frequently and 4.1% use it sometimes for the same purpose. Wa messenger is frequently used by 20.4% respondents for professional conversations and 2% make it's seldom use for the same. Fb messenger is used frequently by 18.4% respondents for photo sharing purposes. WA messenger is used by 4.1% for frequent photo sharing and 2% use it sometimes for that purpose (Table 5).

Table 5: Types of Conversations

Variable	Frequently use Fb	Sometimes use Fb	Never use Fb	Frequently use Wa	Sometimes used Wa	Never used Wa
For Family Conversation	16 (32.7%)	5 (10.2%)	9 (18.4%)	25 (51%)	3 (6.1%)	7 (14.3%)
For Professionals Conversation	8 (16.3%)	2 (4.1%)	0	10 (20.4%)	1 (2.0%)	0
For Sharing Pictures	9 (18.4%)	0	0	2 (4.1%)	1 (2.0%)	0

Impact on Professional Life

71.4% of the respondents believe Fb messenger has a positive impact on their professional lives and 77.5% believe Wa messenger also plays a positive role in their professional lives while as 10.2% believe Fb messenger has a negative role on their professional lives and 8.2% respondents believe Wa messenger plays a negative role in their professional lives (Table 6).

Table 6: Impact on Professional Life

Variable	No. of Respondents using Fb	No. of Respondents using WA
Positive Impact	35 (71.4%)	38 (77.5%)
Negative Impact	5 (10.2%)	4 (8.2%)

FINDINGS & CONCLUSION

Social networking sites are becoming very popular media for professional communication. They represent modern interactive communication channels that allow people to connect one another, share ideas, experiences, pictures, messages and information of interest [8]. The study shows that most of the trainees use Facebook (63.3%) and Whatsapp (69.4%) for communication quite frequently. While as, 18.4% and 16.3% use Facebook and Whatsapp at times with 18.4% and 14.3% not using them at all.

Most of the trainees use Facebook (77%) and Whatsapp (81.6%) for 1-3 hours per day followed by 28.6% Facebook users and 14.3% Whatsapp users spending 3-6 hours in a day. While as 14.3% and 4.1% spend more than six hours in a day using Facebook and Whatsapp respectively. This all specifies that participants are using Facebook and Whatsapp frequently

and substantiates the results of a study conducted by Mbanaso, Dandura, Ezeh and Iwuchukwu [9] in 2015 that Facebook and WhatsApp are most commonly used social networking channels.

Regarding purpose of using social networking sites, most of the participants' state that Facebook is frequently used for the academic work (36.7%) and Whatsapp is used for sharing general information (44.9%) and academic work (26.5%). Facebook as a preferred social networking site by the research scholars for academic purposes is also reported by Madhusudhan [10], who reports that 71.87% use it for academic purpose and the use of WhatsApp for academic/ research purpose is stated by Kenchakkanavar and Hadagali [11]. Besides, a small number of respondents indicate frequent use of Facebook (18.4%) and Whatsapp (8.2%) for sharing and communicating administrative work. However, 18.4% and 14.3% do not use Facebook and Whatsapp for academic purpose respectively. While as, 6.1%, 4.1% and 2% respondents use Facebook occasionally for academic work, administrative work and for general information, which is 2% each for Whatsapp users. This in turn underlines the importance of social networking sites particularly Facebook and Whatsapp for not only academic and educational communication but is also emerging as a powerful tool for administrative communication due to its ubiquitous presence and easy use.

The study also reveals that maximum respondents (67.3%) use Facebook frequently for communicating with both professionals and students and 10.2% use it at times with professionals only. However, over half of the respondents (55.1%) frequently use Whatsapp with only professional community and less than one quarter (18.3%) frequently use it for communicating with both professionals and students. 10.2% and 4.1% professionals use Facebook sometimes for chatting with professionals and students respectively. While as, Whatsapp also witnesses its occasional use with professionals (6.1%), students (4.1%) and both (2%).

Facebook is often used for family conversation (32.7%), professional conversation (16.3%) and storing pictures (18.4%) with 10.2% and 4.1% of participants use Facebook at sometimes for family conversation and professional conversation respectively. Whatsapp is also shown to be strongly used for family conversation (51%)

and professional conversation (20.4%). While as 6.1% and 2% each mention that they sometimes use Whatsapp for the family conversation, professional conversation and storing pictures respectively. The results support the findings that social media is changing public relations and is increasingly used to communicate, interact and share information [12].

Moreover, there is an impact of Whatsapp on the research work of scholars Kenchakkanavar & Hadagali [11] and on analysing the impact of social networks on the professionals, most of the respondents indicate that Facebook (71.4%) and Whatsapp (77.5%) have positive impact on their professional activities; while as small number of respondents believe it as contrary (10.2% & 8.2%). Whatsapp has negative impact on the performance of students is also put forward by Yeboah and Ewur [7] with the reasons that it take much of students study time, results in procrastination related problems, destroys students' spellings and grammatical construction of sentences and leads to lack of concentration during lectures.

So, it can be concluded that there is a need to draw attention towards regulating the use of social media more specifically towards professional and educational life, although it has brought lot of good things of engagement with enhanced effective flow of information and idea sharing, but the evil ones cannot be overlooked.

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