

USAGE OF WHATSAPP BY THE RESEARCH SCHOLARS OF BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY, LUCKNOW (INDIA): A STUDY

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The development of innovative improvements has changed the way of life of the general public. It tends to be seen in numerous ways that incorporate the manner in which people communicate with others in the general public. For a long time, the technology has advanced, people have moved to using cell phones, email, text messages, audio and video and so on. We performed a broad factual and numerical investigation of the data and discovered considerable contrasts in WhatsApp utilization across individuals of various genders and ages. The study adopted a survey method, and for the purpose of this study, a structured questionnaire was framed and distributed to 153 regular research scholars, of which 130 questionnaires were received back. The major findings of this study were that most of the respondents were more likely to use WhatsApp applications than all other social media applications. Most of the respondents were using WhatsApp at home, and the least number of respondents were using the library. At present, WhatsApp is being used by youth for making, sharing, and exchanging information.

KEYWORDS: Technology, WhatsApp, Applications, Research scholars, BBAU, Lucknow etc.

INTRODUCTION

Since the evolution of human life, numerous changes have occurred, and one of the most significant changes is the development of gatherings where people live and experience various features of life. Among different perspectives, the most significant perspective is that of communication between two people. Hence, communication is the process between two or more individuals in the general public. Internet informal networks have become a universal application, permitting individuals to easily share information, i.e. audio, video, text, images, contacts, location etc. Some of the most popular

networks are WhatsApp, Facebook, Instagram, LinkedIn, etc., which keep up sites that encourage individuals' information sharing. Due to the advancement of mobile technology, the world is progressively changing. Nowadays, it is practically impossible to maintain a strategic distance from the existence of mobile applications. In their everyday lives, the majority of people can admire the different mobile applications they use. In the recent past, the major change in the mobile communication apps was one among WhatsApp's clients. Its clients are becoming extraordinarily fast on cell phones as well as on PCs.

WHATSAPP

The word 'WhatsApp' is an English phrase origin. "What's up" means 'something new' that is generally asked with respect to what is updated. It is a texting application which offers users a surfing internet connection to share text, audio, videos, pictures, location, contact, documents, and also group conversations. In 2009, Brian Acton and Jan Koum established WhatsApp Inc., which was previously represented by Yahoo. WhatsApp Messenger is an instant free messaging application for different smartphones and iPhones. An Internet connection or Wi-Fi connection is available on your mobile phone for using the WhatsApp application to communicate with friends, family, and others.

To date, WhatsApp has released many features that users can use for messaging. Aside from the messaging features, there are a few changes and tricks that users can do with WhatsApp. Almost all of the 40 features, tricks, and tips that users could use with WhatsApp to turn into a WhatsApp racer.

FEATURES OF WHATSAPP

Some of the features of WhatsApp are as follows:-

- **Chats:** The most important functions of this application are the chat functions. Users can send and receive texts from family, friends, and others, start group messages, and even advise friends to go on WhatsApp so users can chitty-talk everything on a similar stage. In case users are worried about protection issues with regards to WhatsApp and the discussions, don't stress in light of the fact that the application makes sure of start-to-finish encryption messages, which implies that WhatsApp and outsiders can't peruse or tune in to any of the messages.
- **WhatsApp Web:** Use your computer to send and receive messages from your contacts. With the help of WhatsApp contacts to load in the main window, you can use the WhatsApp web on the computer for chatting.
- **WhatsApp Status:** This segment of the WhatsApp application permits users to refresh status with photos, audio, videos, or add a caption with emojis. They can also add filters and post to WhatsApp Status where it will be accessible for 24 hours before it's gone. You can also customize the privacy settings to see who's updating the WhatsApp status.
- **Group Chat:** Start the different contacts with an enormous or little group chat and hold a discussion with friends, family, and others.
- **Camera:** This is the place where users can take a picture and send it directly to update the status of a contact or share it with others. Users can

snap a photo, take a video on the spot, or drag one out of the camera. This area likewise gives access to camera settings, for example, spark and dull light modification, so users have to do somewhat more when they snap the WhatsApp perfect work of art.

- **Calls:** WhatsApp also has calling features to call friends and family members. Users can decide to talk with somebody from that point for voice or video calls. The user's contacts that additionally use WhatsApp appear in the contact list. Users can also see the history of calls and any missed calls in the Calls segment as of late.
- **No Usernames or Pins:** WhatsApp works like SMS with your mobile number and flawlessly coordinates with the current location book of the user's mobile phones.
- **WhatsApp setting:** In WhatsApp Settings, users can change their profile picture, and the sky's the limit from there. By modifying the chat settings (about photos, wallpapers, notifications, chat backups, sound, audio, video, documents, data usage, storage, network, cell settings, and so on).
- **Always Logged In:** The capacity to consistently sign in is one of WhatsApp's extraordinary features, so you'll never miss somebody's message.
- **Quickly Connect:** WhatsApp works admirably at weaving out contacts that don't have the app in your location book, so you don't need to stress over looking through your enormous contact list to locate the correct person. Users can share their location with

WhatsApp, set up custom notifications like sounds, wallpapers, etc., exchange contacts, chat history, and also get offline messages and send several contacts at a time, etc.

- **Privacy, Terms and Conditions:** According to WhatsApp's terms and conditions, users must be at least 16 years old to use the app. Of course, WhatsApp will naturally set the privacy settings so any WhatsApp user can see the last view, profile picture, and status. Consider changing to restrict who right now observes your profile. To change the profile settings, simply go to: menu button > settings > account > confidentiality. Users can set the accompanying security alternatives for records from Everyone (Public) to My Contacts or Nobody (Private).

ADVANTAGES OF WHATSAPP

The following are the advantages of using WhatsApp, which are as follows:

- Users can send messages instantly to their friends and send the location, pictures, videos, etc.
- Users don't need to spend any money with friends to chat and share.
- The WhatsApp service is totally free.
- The usage of WhatsApp tools is very easy.
- There are no promotions on the screen.
- It is allowed to send messages to any part of the world with no problem at all.
- This application naturally imports contacts from mobile and discloses what number of your companions use WhatsApp to send 100

messages every month to any of friends who don't utilize WhatsApp gratuitously.

LIMITATIONS OF WHATSAPP

- The profile picture is visible to each individual having the user's contact number.
- Users have to share the number in case they need to add a person and communicate.
- WhatsApp is addictive. When you get dependent on it, it's hard to get over the WhatsApp compulsion.

REVIEW OF LITERATURE

Ansari and Tripathi (2019) surveyed "a case study of WhatsApp for effective delivery and library and information services". Findings revealed a positive attitude towards getting library services over WhatsApp. In this study, it was found that information technology had changed the nature of library services and that there was really a golden opportunity for the libraries to implement mobile-based services for their users and scholars. There were many (mobile instant messaging) available like: WhatsApp, Line, Hike, Nimbuzz, Wechat, Viber, Skype, but WhatsApp was one of them for favourite SNS & it could be used in libraries for delivering various services for better satisfaction. Sornam and Joicy (2018) Another study, found that students had switched to smart phones for WhatsApp, and since it's a viral basic tool of communication, youth were implementing these social sites to make their education easier. They shared videos, picked help from the students who had just taken courses, and organised meetings with classmates in a limited range of time.

Rosenfeld, Sina, and Sarne (2018) present a broad investigation of the utilisation of the WhatsApp social network, an Internet information application that is rapidly supplanting SMS messaging. So as to more readily comprehend individuals' utilisation of the system, we provide an examination of more than 6 million messages from more than 100 clients, with the goal of building segment forecast models utilising action information. The study performed a broad factual and numerical investigation of the information and discovered noteworthy contrasts in WhatsApp use across individuals of various sexual orientations and ages. The study found that various genders and age demographics had essentially unique use propensities in practically all message and gathering traits. As a result, we had the option of anticipating various types of gathering uses. The study presents a point-by-point conversation about the particular properties that were contained in every single prescient model and recommends potential applications dependent on these results.

Borgohain (2018) surveyed "the use of social networking sites by research scholars of Dibrugarh University" and revealed that the majority of research scholars of the university prefer to use social networking sites for their research purposes. Facebook and WhatsApp were the most accessed social networking sites among the scholars. They also used SNS to find relevant research materials and also to connect with fellow research scholars. Kumar and Sharma (2017) conducted another study analysis on the usage and impact of WhatsApp and found that it was a popular mobile application for providing instant messaging on smart phones. By using open source

lime surveyed software, the result shows that WhatsApp was used extensively for education and research in education, social services, and governance. It was also discovered that it had created a way of belonging distance and intimacy with friends and relatives. Youth were using WhatsApp to create, share, and exchange information.

Hussain and Memon et al. (2017) surveyed “a case study of WhatsApp usage frequency by university students in Sindh”. The finding reveals that students use social media (twitter, email, yahoo, and WhatsApp) immensely. WhatsApp has rapidly been entering into every sphere of life and the rest of the social tools had different usage frequencies. A major number of the students prefer night as a selected period of 16 to 30 minutes, consuming on a daily basis more than four times a day. Hussain and Loan (2017) surveyed “used social networking sites by postgraduate students of the University of Kashmir, Srinagar”. The study found that students were aware of Facebook, you tube, and Twitter because of the increasing popularity of their social networking sites. The internet was the main source of information about their sites. They preferred Facebook, blogs, you tube, and Twitter for enhancing information through social networking sites.

OBJECTIVES OF THE STUDY

The following are the objectives of the WhatsApp:

1. To know the awareness of WhatsApp by the research scholars of Babasaheb Bhimrao Ambedkar University, Lucknow (India).
2. To identify the purpose of using WhatsApp by research scholars.
3. To investigate the time spent in a day while using WhatsApp.
4. To explore the period of using WhatsApp.
5. To find out the benefits of using WhatsApp.
6. To explore the types of information they received from WhatsApp for their research work.
7. To find out the impact of WhatsApp on their research work.

SCOPE OF THE STUDY

This study depends on the different perspectives identified with the usage of WhatsApp by the research scholars of Babasaheb Bhimrao Ambedkar University. The study inquires about the research scholars of the BBAU in Lucknow (India). For this reason, a questionnaire has been set up, with the goal of making sure all the related information is made accessible precisely and successfully.

An examination has been conducted after collecting the significant data, and some suggestions have been made for the improvement and better working of the WhatsApp users, with the goal that it can assume a significant job in achieving its objectives.

LIMITATIONS OF THE STUDY

The limitation of the study is that, though there are a number of universities in Lucknow, it only covered Babasaheb Bhimrao Ambedkar University of all Departments because it has a wide range of research scholars in Lucknow (India).

METHODOLOGY

The research has made use of a survey method. A survey was conducted on the usage of WhatsApp by the research scholars of Babasaheb Bhimrao Ambedkar University, Lucknow. A structured questionnaire was designed for the purpose and distributed to 153 regular research scholars, of which 130 questionnaires were received back. There are 22 departments going under the BBAU discipline. Collected data has been organised systematically using Microsoft Excel for simple calculations, tabulated and graphed forms.

SIGNIFICANCE OF THE STUDY

The significance of the study is clear from the ultimate aim of the study. The following are the study's implications:

- With the help of this study, the researchers are able to know about the usage of WhatsApp in Babasaheb Bhimrao Ambedkar University, Lucknow (India).
- To learn about the uses of WhatsApp for research work.

DATA ANALYSIS AND INTERPRETATION

The Table 1 depicts the gender-wise respondents. Out of 130 respondents, female respondents were more than 68 (52%), as compared to the male respondents' 62 (48%).

Table: 1 Gender-wise Response

Sl. No.	Gender	Response	Percentage
1.	Male	62	48%
2.	Female	68	52%
	Total	130	100%

Use of Social Media

The Table 2 shows that the majority of respondents, 123 (29%), were using the WhatsApp application, followed by 96 (23%) using Facebook, 53 (13%) using Instagram, 51 (12%) using LinkedIn, 26 (6%) using Twitter, 69 (16%) using Research Gate, and 4 (1%) using other social media.

Table 2: Use of Social Media

Sl. No.	Use of Social Media	Response	Percentage
1.	WhatsApp	123	29%
2.	Facebook	96	23%
3.	Instagram	53	13%
4.	LinkedIn	51	12%
5.	Twitter	26	6%
6.	Research Gate	69	16%
7.	Any Other	04	1%

Using WhatsApp

Table 3 shows that the majority of the respondents (129, 99%) were using WhatsApp regularly and only 1 (1%) of the respondents were not using WhatsApp.

Table 3: Using WhatsApp

Sl. No.	Using WhatsApp	Response	Percentage
1.	Yes	129	99%
2.	No	01	1%
	Total	130	100%

Time Spent in a day while Using WhatsApp

Table 4 reveals that 58 (47%) respondents were spending time on a day while using WhatsApp, i.e., 1-2 hours, 35 (28%) respondents were using 15-30 minutes, 18 (15%) respondents were using 2 hours to 4 hours, 7 (6%) respondents were using 4 to 6 hours, and 5 (4%) of respondents were always online.

Table 4: Time Spent in a day while Using WhatsApp

Sl. No.	Time Spent in A day	Response	Percentage
1.	15-30 minutes	35	28%
2.	1-2 hours	58	47%
3.	2 hours to 4 hours	18	15%
4.	4 to 6 hours	07	6%
5.	Always Online	05	4%
Total		123	100%

Period of using WhatsApp

The Table 5 shows the time period of using WhatsApp. Most of the respondents (64, 51%) have been using WhatsApp for 3–4 years, followed by 36 (29%) respondents. 1-2 years, 22 (18%) of respondents were using WhatsApp since its introduction, and 3 (2%) of respondents were using WhatsApp less than a year.

Table 5: Period of using WhatsApp

Sl. No.	Period of using	Response	Percentage
1.	Less than a year	03	2%
2.	1-2 years	36	29%
3.	3-4 years	64	51%
4.	Since its introduction	22	18%
Total		125	100%

Place of using WhatsApp

According to Table 6, 37 (21%) of respondents were using WhatsApp at home; 33 (18%) were using it in the hostel; 26 (14%) were using it on campus; 7 (4%) were using it in the library; and 77 (43%) were using WhatsApp anywhere.

Table: 6 Place of using WhatsApp

Sl. No.	Place	Response	Percentage
1.	Home	37	21%
2.	Campus	26	14%
3.	Hostel	33	18%
4.	Library	07	4%
5.	Anywhere	77	43%

Features of WhatsApp

The Table 7 represents the features of WhatsApp. 188 (32%) were using text messages, 72 (19%) respondents use the photo feature, 48 (13%) respondents use the video feature, 37 (10%)

Table 7: Features of WhatsApp

Sl. No.	Features use mostly	Response	Percentage
1.	Text Messages	118	32%
2.	Photos	72	19%
3.	Videos	48	13%
4.	Voice Messages	18	5%
5.	Forwarding Information	37	10%
6.	Contact	35	9%
7.	Audio	24	6%
8.	Location	24	6%

use forwarding information, 35 (9%) use contact, 18 (5%) use voice messages, and 24 (67%) of respondents use audio and location features in WhatsApp.

Purposes of using WhatsApp

The Table 8 reveals the purpose of using WhatsApp. The majority of the respondents (90, or 20%) use WhatsApp for sharing photos and videos, followed by 85 (19%). They were connected with friends; 50 (11%) respondents were in group discussion; 48 (11%) respondents were video calling; 37 (7%) respondents were for entertainment and recreation; 32 (7%) respondents were getting current news; 27 (6%) respondents were updating status; 10 (2%) respondents were advertising; and 4 (1%) respondents were using it for any other purpose.

Table 8: Purpose of using WhatsApp

Sl. No.	Purpose of using WhatsApp	Response	Percentage
1.	Sharing Photos and Videos	90	20%
2.	Connect with Friends	85	19%
3.	Group Discussion	50	11%
4.	Video Calling	48	11%
5.	Competitive Exam Information	37	8%
6.	Job Related Information	38	8%
7.	Entertainment and Recreation	33	7%
8.	Getting Current News	32	7%
9.	Updating Status	27	6%
10.	Advertising	10	2%
11.	Any Other	4	1%

Educational Information received through WhatsApp

The Table 9 represents the educational information received through WhatsApp. The

majority of respondents (32%), receive information through online question answers, with the remainder of the information coming from links to lecture videos, educational documents, competitive examinations, and educational promotion information (17%, 21%, 15%, and 11%, respectively). And only 4% of respondents get any other type of educational information.

Table 9: Educational Information received through WhatsApp

Sl. No.	Information Received	Response	Percentage
1.	Online Question Answers	76	32%
2.	Link of Lecture Videos	41	17%
3.	Educational Documents	51	21%
4.	Competitive Examination	35	15%
5.	Education Promotional Information	26	11%
6.	Any Others	09	4%

Information usually forwarded on WhatsApp

The Table 10 reveals the types of information forwarded through WhatsApp. 81 (30%) of respondents shared news, while 75 (28%) shared academic or professional information. 42 (15%) people forward jokes, 25 (9%) people forward inspirational quotes, 21 (8%) people forward advertising/promotional material, 16 (6%) people forward puzzles, and 11 (4%) people forward any other type of information.

Table 10: Information usually forwarded on WhatsApp

Sl. No.	Forwarded information	Response	Percentage
1.	News	81	30%
2.	Jokes	42	15%
3.	Puzzles	16	6%
4.	Inspirational Quote	25	9%
5.	Academic/Professional Information	75	28%
6.	Advertisement/Promotional	21	8%
7.	Any Others	11	4%

Share Relevant Information

Table 11 shows the relevant information. Most of the respondents (83%) share the relevant information, while 21 (17%) respondents do not share relevant information through WhatsApp.

Table 11: Share Relevant Information

Sl. No.	Relevant Information	Response	Percentage
1.	Yes	101	83%
2.	No	21	17%
Total		122	100%

Feel anxious when can't use WhatsApp

The Table 12 shows that information about the feelings of anxiousness about WhatsApp. 30 (24%) of respondents agree if they can't use WhatsApp, 7 (6%) strongly agree, a majority of 74 (60%) respondents disagree with the statement, and 12 (10) strongly disagree.

Table 12: Feel anxious when can't use WhatsApp

Sl. No.	Anxiousness	Response	Percentage
1.	Agree	30	24%
2.	Disagree	74	60%
3.	Strongly Agree	07	6%
4.	Strongly Disagree	12	10%
Total		123	100%

Social media use decreased after installation of WhatsApp

The Table 14 reveals data about the decrease in any other social media after the installation of WhatsApp. Most of the respondents (47, or 36%) say yes, and the rest of the respondents say no.

Table 13: Social media use decreased after installation of WhatsApp

Sl. No.	Decreased	Response	Percentage
1.	Yes	43	36%
2.	No	76	64%

WhatsApp will continue even though it becomes paid application

According to Table 14, 20 (19%) of respondents say they will continue to use WhatsApp if it becomes a paid app, while 84 (81%) say no.

Table 14: WhatsApp will continue even though it becomes paid application

Sl. No.	Use of WhatsApp if it paid	Response	Percentage
1.	Yes	20	19%
2.	No	84	81%
Total		104	100%

Impacts on Research Work

The Table 15 reveals that 42 (34%) respondents give a positive impact on research work, 27 (22%) respondents give a negative response, and 54 (44%) respondents give they don't know.

Table 15: Impacts on Research Work

Sl. No.	Impact	Response	Percentage
1.	Positive	42	34%
2.	Negative	27	22%
3.	Can't say	54	44%
Total		123	100%

Useful for Research Work

The Table 15 shows the data on the use of WhatsApp for research work. The majority of respondents 75(26%) use WhatsApp for stay in touch with research and supervisor, followed by 69(24%) discussed topic in a group, 54(18%) were communicated information about professional development activities, 51(17%) were shared photos and videos related to research, 44(15%) who shared useful scholarly web resources.

CONCLUSIONS

In this digital era, nobody can survive without information; it has become a fundamental human need. Nowadays, social media has become a popular past time and has quickly entered into each sphere of life. It now has a diversity of shapes like Facebook, WhatsApp, Instagram, Gmail, Yahoo, LinkedIn, etc. to work at the various stages like schools, colleges, universities, hospitals, banks, and entertainment and so on. WhatsApp is a notable and standard-advice application around the world. It allows the user to communicate audio, video, and pictures, text, etc.,

Table 16: Useful for Research Work

Sl. No.	Useful for research work	Response	Percentage
1.	Discussion about topic in a group	69	24%
2.	Sharing photos and videos related to research	51	17%
3.	Communicating information related to professional development activities	54	18%
4.	Stay in touch with researchers and supervisor	75	26%
5.	Sharing useful scholarly web resources	44	15%

to various friends that have WhatsApp as well. In the middle of 2011, WhatsApp was one of the main 20 applications in the U.S. Application Store of Apple. In December 2013, WhatsApp guaranteed in a blog post that the service was used each month by 400 million active users.

From this investigation conveyed by the researchers, the study found that most of the research scholars are using WhatsApp applications. At present, WhatsApp is being used by youth for making, sharing, and exchanging information. This study suggested making a library WhatsApp group for their research scholars to discuss their information. It also suggested that the remedy be to use WhatsApp, which is very useful because it does all the work, self-study, chatting, etc. It's a well experienced application in social media. WhatsApp can also be used to share information about institutional publications, reports, etc. There must be a WhatsApp group for research scholars in which updates regarding the latest journals can be provided.

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