Use Of Whatsapp As Information Desimination Tool In The Rural Colleges Of Nagpur District: A Study

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Abstract :

WhatsApp is a free and very popular facebook own instant messenger application that enables users to send text messages, pictures and video files. This study was undertaken to analyze to measure usability of WhatsApp for information dissemination by arts, commerce and science students in rural college. Numerous aspects like faculty-wise, gender-wise distribution was taken into consideration to conduct the study. Survey methodology was used to conduct the study.

Keywords: WhatsApp, Social Networking, information Dissemination, Social Media, internet, messenger Application.

Introduction:

In today's day to day life, web and WhatsApp became basic need of human being. It's being employed as information dissemination and communication tool in day to day life. WhatsApp has become the first basic want among today's young generation. This application is additional noted among the other social networking application. It connects the individuals in touch with you from any corner of the worldwide freely and quickly, so it's extremely famous for immediate communication purpose. WhatsApp has become the fundamental want of everybody's life in today's quick and feverish world. it is the very first thing that is seen within the morning and last before closing the eyes. Various electronic messaging apps are employed by the people however it's the foremost noted amongst all of them. The present study is undertaken to analyze the use of WhatsApp as a information dissemination tool that is employed by students for sharing information which too what proportion it's used for educational purpose.

WhatsApp:

WhatsApp was developed in 2009 by two former Yahoo employees, Brian Acton and Jan Koum. It provides the messaging facility on smartphone. It can be used to send text messages, photos, videos, audio, video calls, voice calls and documents sharing. This service was started as an alternate to SMS for causation messages that are utilizedby quite one billion folks across one hundred eighty countries of the world freely through the internet connection. WhatsApp is a 'cross-platform messaging application that permits users to exchange messages while not having to buy SMS. WhatsApp is compatible with

Phone, Black Berry, Android, smartphones. WhatsApp options embody one-on-one chat, group chat, push notifications, causation and receiving each video and audio files.. The service is one in every of the foremost widespread mobile apps worldwide. . This app is widely used by people for communication purpose. It's easy to use, cost effective which provides instant messaging service. Group service provided in this app stands as a mass communication tool where one message can be shared with lots of people at one time. In the education field, this app has become very popular where various groups are formed by students and teachers to send messages, notices, notes, timetable, exam dates, web links, etc.

Highlight of WhatsApp:

1. Text Messages: WhatsApp allows you to send text messages individually and on a group at the mass level.
2. Group Messeging: It allows you to send text messages, photo and video up to 256 people at a time.
3. Voice and Video Calling: It allows you to make voice and video calling.
4. WhatsApp web: It allows you to use WhatsApp on your Computer.
5. Phots and Video: It allows you to captured and share your moments easily.
6. End to end encryption: It providessecurity by default.
7. Document Sharing: It allows to share documents such as pdf, word, excel files.
8. Group Calling: It allows you to calling up to 4 people at a time.

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9. Block unwanted people and spam: It allows you to block unwanted or promotional contacts as a spam.

Advantage of WhatsApp:
- It's free and easy to use.
- You can use instant messaging service insist of regular SMS service. User comes to know that the message has reached to the other

party and its read by the receiver or not.
- Send facilities like photo, text messages, video, document, voice and video calling.
- Group calling and group chatting facilities.
- Facility to save your message through backup to goggle drive.
- WhatsApp breaks geographical boundaries with no charges.

Disadvantage of WhatsApp
- It consumes more space for downloading media files.
- It has decreased the concentration in the classroom among students.
- Student spends their lot of time on it.
- Decreased face to face communications in personal relations.

Literature reviews

Madu, Uwaebuka Wisdom undertook a study entitle "Evaluation of WhatsApp Usage and Impact on Library and Information Science (LIS) Students' Academic Experience."[1] The study highlighted to use of whatsapp among LIS student. The study resulted into the comparative analysis of various features of using WhatsApp as a communication tool in students. The students massively believe that the app enriches their academic experience; increases social contacts and relations; has positive impacts on their academic performances as well as fosters communication with their lecturers.

Kaur, Simerjit undertook a study entitled "Use of WhatsApp Instant Messenger among Undergraduate Degree Students of D.A.V. College Pundri (Kaithal) Haryana: A Study"[2]. The study resulted into the Comparative analysis of various features of using WhatsApp as a communication tool in students where they share images, messages and videos in festival times more and it is less used for sharing job vacancies.

Yaboah and Ewur studied the impact of whatsApp messenger usage on students performance in tertiary institutions in Ghana.[3] The study resulted that whatsApp instead of making communication easier and faster thereby enhancing effective flow of information and idea sharing among students, rather

have impacted negatively on the performance of students.

Tandale, Manisha studied the use of whatsaap as a tool for information Dissemination in the college of western region in Mumbai.[4] The study resulted that WhatsApp is used by all respondents for sharing academic information compared to other messaging applications such as Google, Yahoo, Facebook, Twitter, Google Hangout, Instagram, Skype, We Chat, Kik, Viber, Voxer Walkie-Talkie and Snapchat. Mostly timetable, notices and notes are shared at large scale by students.

Methodology

Survey method was adopted for the study. The study was undertaken in the rural college in Nagpur district only. A well structured questionnaire was use for data collection. 300 questionnaires were distributed to the respondents out of which 270 responses were received back. These responses were critically analyzed and data were evaluated.

Objectives of the Study
- To examine the application of WhatsApp in academic field.
- To explore the features of WhatsApp for students.
- To explore the various aspects of WhatsApp used in education for academic activities
- To find out views of students about WhatsApp in academic activities.

Data Analysis
Faculty wise Distribution

Faculty	Respondents	% age
Arts	90	33.33
Commerce	106	39.26
Science	74	27.41
Total	270	100

Table: 1 Faculty wise Distribution of Respondents

Table 1 shows faculty wise distribution of respondents that 33.33 % students are from arts, 39.26 % from commerce and 27.41 % are from science faculty.

Faculty wise Gender Distribution

Gender	Arts	% age	Commerce	% age	Science	% age
Male	52	19.26	50	18.52	34	12.59
Female	38	14.07	56	20.74	40	14.82
Total	90	33.33	106	39.26	74	27.41

Table: 2 Faculty wise and Gender wise Distribution of Respondents

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Table 2 shows faculty wise and gender wise distribution of the respondents. In arts faculty 19.26% students are male and 14.07% students are female. In commerce faculty 18.52% students are male and 20.74% students are female. In science faculty 12.59% students are male and 14.82% students are from female category.

Access of whatsapp

Faculty	Respondent	% age
From 1 year	24	8.89
From 2 year	64	23.71
From 3 year	102	37.77
From more than 3 years	80	29.63
	270	100

Table: 3 Access of whatsapp

Table 3 shows that 24 (8.89%) respondents are access WhatsApp from last one year, 64 (23.70%) from last 2 years, 102 (37.77%) from last 3 years, 80 (29.63%) from more than 3 years.

Use of WhatsApp for academic information Dissemination

Use of WhatsApp	Respondents	% age
Daily Notes	223	82.59
Notice	237	87.77
Question papers	150	55.55
Assignment	201	74.44
Time Table	80	29.62
Chapter Cliping	238	88.14
Subject Content	261	96.66
News Update	193	71.48
For Queries	148	54.81
Syllabus	136	50.37
Topic Discussion	258	95.55
Activities Photo sharing	249	92.22
Examination related news & guidance	268	99.25

Table: 4 Use of WhatsApp for Academic Information Dissemination

Table 5 shows various types of academic information shared by respondents with their percentage. Daily Notes are shared on WhatsApp by 223 (82.59%) students, notices by 237 (87.77%), Question papers by 150 (55.55%), Assignment by 201 (74.44%), time table by 80 (29.62%) students, , chapter clippings 238 (88.14%), subject content by 261 (96.66%), news updates by 193 (71.48%%), for queries by 148 (54.81%) for syllabus 136 (50.37%), topic discussion 258 (95.55%) activities photos sharing 249 (92.22%), and for examination related news & guidance by 268 (99.25%)%), students used WhatsApp as information dissemination tool.

Summary & Findings:

Male students(136) were more than female students (134). The ratio of participation of students is different from faculty wise. The large number of

students access and use WhatsApp from last three years. All students have the data connectivity to their smartphones. WhatsApp is used by all respondents for sharing academic information. Mostly examination related news & guidance, subject content and topic discussion are shared at large scale by students.

Conclusion

From the study it can be concluded that WhatsApp is used 100% as a communication and information dessimination tool for sharing academic information with the friends. Its is very popular messenger tool among the students. More researches can be conducted on this topic to find out the usability of WhatsApp messenger with respect to various aspects of the academic environment.

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