Exercising WhatsApp Messenger at Educational Institute: Hype or Hope?

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Abstract:

The study researched on the Worlds famous app called WhatsApp Messenger. The use of WhatsApp Messenger at Educational Institutes for communication with the students. Theoretical relationship were tested empirically thorough a study carried on 90 Head of the Departments of Post Graduate Educational Institutes in Pune City of Maharashtra. The study demonstrated how WhatsApp Messenger is changing the face of 21st century communication and getting its popularity as a next generation communication channel at institutes. The research signifies from the data collected that WhatsApp Messenger is positive channel perceived by the educational institutes now a days for better communication with students and faculties for faster interaction.

Keywords: WhatsApp Messenger,Communication Channel,Social Media,Educational Institutes,Social Network.

1 Introduction

The term social media alludes to electronic and portable applications that permit people and associations to make, connect with, and share new client produced or existing substance, in advanced situations through multi-way correspondence. By and large, the utilization of social media is keeping on becoming quickly among all demographics, with especially substantial use among people of color and millennial users. Utilization of social media has stretched out past customary interpersonal interaction destinations; all things considered such locales still include the greater part of online movement. Clients are drawing on the differing choices to connect with each other and with brands, business, and organizations alike.

Regardless of the across the board utilization of social media, little is pondered the benefits of its usage in postsecondary associations and for specific purposes like advertising, learning and/or understudy engagement. Social media is regularly upheld as a perfect apparatus for encouraging engagement among different partners.

1.1 Social Media, People and Marketers

Predominantly, people are creating and spreading online content on behalf of companies. These people are 'concerned' citizens who want to passionately promote the brands which they are strongly associated with. Overcome by an internal sense of duty to publicize the brand, they innovatively open up newer channels of promotions. It is easier for people to take the opinions from fellow citizens as they are not observed as originating from the companies. Thus, it follows the credibility to the opinions supported by authenticity as word-of-mouth influences most purchase decisions these days.

Discovery of the reasons why people pursue unpaid / free service to market brands and companies covers the following motives:

1. Being fan of brands, people desire to share their passion with as many people as possible;
2. People see themselves as evangelist, promoting good products or brands;
3. People cannot keep unspoken when a brand they consider great, slides down;
4. People want to guide the company into corrective actions;
5. People like to connect to others with similar thinking and establish online communities;
6. People witness social media as rallying points for personal works.

Marketers have embraced social media for participatory engagement with their stakeholders. Even as marketers bask in the glory of passionate brand endorsers, it is true that consumer wrath also spreads wildly on the internet. People generated content provides a voice for both promoters and detractors. Web-enabled people are posing fresh challenges to firms accustomed to stage managing their reputation. As social media spreading participatory collaboration driven by free content, people participating in it are changing the corporate-stakeholder interface rapidly.

1.2 Social Media Today

Social media today contains vast social media stages. All the present social media destinations are especially around one particular thing, or they have some kind of novel quality that has made them standard. Disregarding the way that some social media stages are more standard than others, however even the little ones get used by a touch of the people in light of the way that everybody considers an out and out various sort of person. Like, Instagram outfit to the kind of person that gives through photographs best, and stages, for instance, Twitter are ideal for the people who pass on in short impacts of information. Today, associations are using social media to propel their things and organizations in a sparkly new way. In this way, every sort of social media fills a need that the others available specific contraptions may not.

3.Social Media and Education:

Social Media in education can be defined at different levels .It can be used for Marketing for the prospects ,It can be used for the Communication tool for the current students and Faculty Member.It also can be used as learning tool.In this paper author has analysed the use of social media for communication purpose at educational institute .

2. Statement of the Problem

Social media is becoming all grown up. It plays central role in most the strategies of most media players. Today, social networking accounts for more than a quarter of time people spend on the internet each day. Social media utilization contrast by area furthermore strives by gadget. Undoubted, social media utilization keeps on growing over the globe and over the distinctive stages.

Most of the educational institutes are now days using social media for various purpose. But really these social media use is helping them or it is making their communication misunderstandings? Negative feedback on social media can harm the reputation of the activity performed by the educational institutes. Most of the popular social media networks like facebook, twitter,google+,WhatsApp messenger etc are being used by the institutes now dayz.here in this research paper researcher has taken only one social network called WhatsApp messenger under study .Most of the institution are using WhatsApp messenger for communication everyday; communication with students, faculty members and academic fraternity .Does it really boosting the communication effectively or its only an Hype?

3. Literature Review

One distinguished characteristics of social media is that the content is also generated by people themselves. People are simultaneously generators and consumers of social media content. Some agencies are incorporating consumer generated content into their campaigns, and entering into partnership with social media specialist, to reassure skeptical marketers.

Internet is the backbone of today's society. Far reaching access to gadgets like PCs, advanced video and sound recorders, webcams, and cell phones guarantees that customers who live in for all intents and purposes any part of the world can make and share content. As expressed by creators, data doesn't spill out of huge organizations to whatever remains of individuals however every individual speaks with immense quantities of individuals by a tick, and hence data streams crosswise over individuals also. Creators have likewise concurred that social media advertising has quickened over most recent couple of years and the significant goal identified with utilizing social media showcasing for advancement is to help with moving the shopper through the buy procedure (Tracy L. Tuten and Michael R. Solomon2014).

Shoppers are effectively associating with each other and looking at everything from autos to pool chemicals. Creator is likewise informing that, customers are either fortifying promoting endeavors or beating advertisers at their own particular systems by straightforwardly sharing their own particular encounters and considerations on social web. Dave is also focusing on substantial consumer attraction to social media and their frustration with traditional media. As claimed by him, the combine use of social media and traditional media will certainly be significant to business or organizations(Dave Evans,2012)

Fan page of facebook ,followers on facebook pages has impact on the changing the way people looking at sports (Marina Bartoletti,2013). social Networking Sites have already penetrated the academic community, and are being recognized as valid marketing communication tools in University Marketing strategies.Electronic Word-of-Mouth and Social Commerce are powerful forces that are increasingly putting pressure on vendors and consumers alike to constantly reinvent the way we communicate with each other, and participate in various forms of trade. Nevertheless, in recent years implementing the two theories has proven to be more of an art than a science (Haze Caraganis,2012).

Though there are a bundle of instant messaging applications that can function on mobile devices, it is seen that WhatsApp application is most popular application (see SimilarWeb, 2016; Statista, 2016). Church and de Oliveira (2013) in their study highlighted this fact and state that WhatsApp has become popular due to low cost,easy sms function and faster process

However, in studies on the use of different instant messaging platforms in education, it is also firm that these applications have prospective to boost knowledge (Smit, 2012), activeness if learners in studies (Cifuentes & Lents, 2010), communication between students on personal, school, and syllabus related topics (Cifuentes & Lents, 2010; Smit, 2012), generate sense of belonging (, Veletsianos, Doering, Lewis and Nichols-Besel, 2008; Sweeny, 2010), eliminate social barriers (Veletsianos ,Doering, Lewis, Nichols-Besel, 2008), and increase students' inspiration (Plana et al., 2013). By the help of these settlement, which are also supported by the survey conducted on WhatsApp (Bouhnik & Deshen, 2014; Church & de Oliveira, 2013; Nguyen & Fussell, 2016), it is noted that the application can be a useful tool within the scope of learning anytime and anywhere, and collaborative learning

It is supposed to cause revolutionary changes when social network designed in accordance with the needs of knowledge science and information (Zaidieh, 2012), and their control on the learning surroundings is increasing quickly every day, particularly with the help of the internet supported cellular phone technologies.

This potential, which enables cooperative synchronous and asynchronous communication together with their multimedia support, and cover the features of social networks on a large scale, should not be disregarded. Recently, instant messaging has become a top-priority and popular for children (Cetinkaya & Sütçü, 2016; Harrison & Gilmore, 2012; Lenhart, Purcell, Smith, and Zickuhr, 2010),

3.1 About WhatsApp and Team

In excess of 1 billion individuals in more than 180 nations utilize WhatsApp1 to keep in contact with loved ones, whenever and anyplace. WhatsApp is free and offers straightforward, secure, solid informing and calling, accessible on telephones everywhere throughout the world.
WhatsApp began as other option to SMS.It now bolsters sending and getting an assortment of media: content, photographs, recordings, archives, and voice callsthese messages and calls are secured with end-to-end encryption, implying that no outsider including WhatsApp can read or hear them out.
WhatsApp was founded by Jan Koum and Brian Acton who had previously spent 20 years combined at Yahoo. WhatsApp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world.

4.Methodology

The study was executed using explanatory and descriptive study design to boost understanding and provide detailed account. Primary data was assembled using structured questionnaires and secondary data was obtained through various books, articles and dissertations. The questionnaire was administered through random sampling to 121 Head of the departments of educational institutes mainly Post Graduate courses providing institutes in Pune City (Affiliated to Pune University) out of which 90 responded. The overall response proportion was 74.3%. Respondents are mainly decision maker at institutes with highest qualification Based on this,

their responses were highly reliable and valid. Data presentation is by way of tables, bar graphs and pie charts.

4.1 Data Analysis

Respondents were asked various questions related with WhatsApp communication and data recorded as follows

The study checked the status of the WhatsApp Account with Respondents and Shown in Tale 1 and Figure 1

Table 1

WhatsApp Account Status	Respondents	Percentage
YES	85	94.44
NO	5	5.56
Total	90	100

Figure 1 Analysis of WhatsApp account status
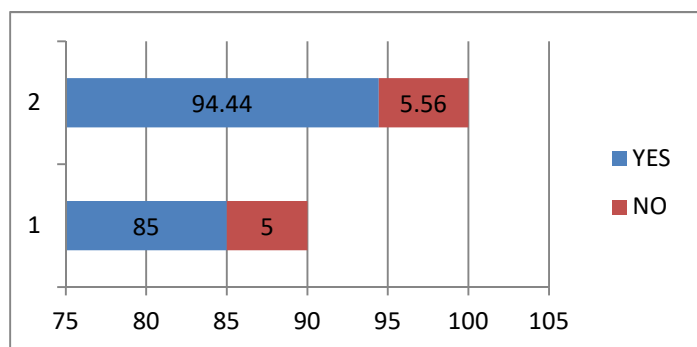
A large No of respondents are having WhatsApp account this translates to 94.44%are saying Yes and 5.56% are saying No. This results shows status of having WhatsApp account with HOD of the institutes is really great. The study investigate the status of the WhatsApp Group within Faculty Members and With Students and shown here in Table 2 and 3 with Figure 2 and 3

Table 2

WhatsApp Group Faculty	Respondents	Percentage
YES	78	86.67
NO	12	13.33
Total	90	100

Figure 2
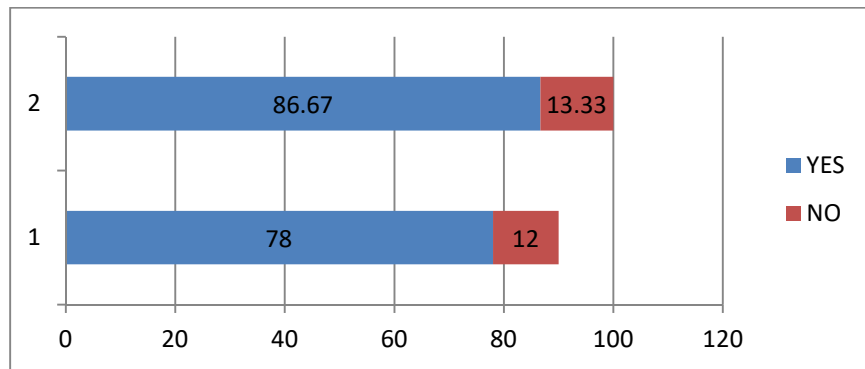
Table 3

| WhatsApp Group Students	Respondents	Percentage
YES	75	83.33
NO	15	16.67
Total	90	100

Figure 3
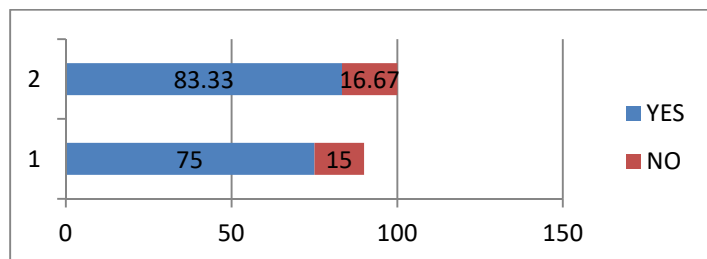
Above analysis shows that 86.67% of the faculties are having their own groups and 83.33% of Faculties are having group with the students which indicates the higher no for WhatsApp Group making with students.

The purpose for which Educational institutes are using WhatsApp group are shown in Table 4 and Figure 4

Table 4

| Purpose	Respondents	Percentage
Communication Academics Information	70	93.33
General Chat Purpose	4	5.33
Any Other	1	1.33
Total	75	100

Figure 4
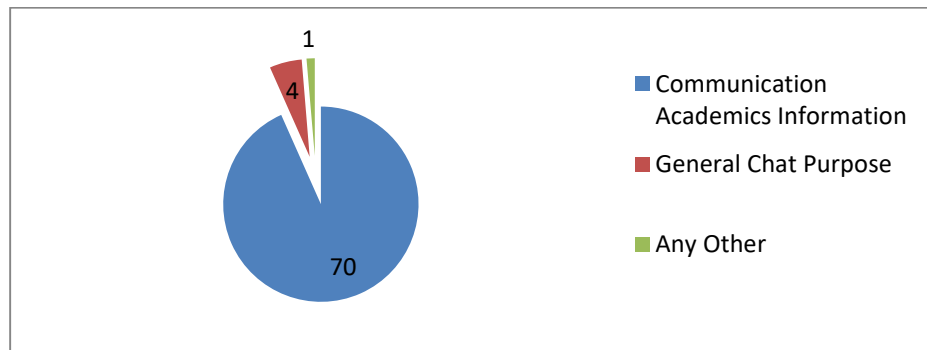
Most of the respondents, nearly 93.33% are saying they are using WhatsApp for Communicating the Academics Information Only. It means that WhatsApp has accepted as a official communication app.

Furthermore Researcher has identified the perception of educational institutes towards the WhatsApp and Table 5 and Figure 5 Explains it well

Table 5

| Perception	Respondent	Percentage
Great Communication Tool	40	53.33
Builds Credibility	18	24.00
Need of the Hour	10	13.33
Not Useful	5	6.67
Create Chaos	2	2.67
Total	75	100.00

Figure 5
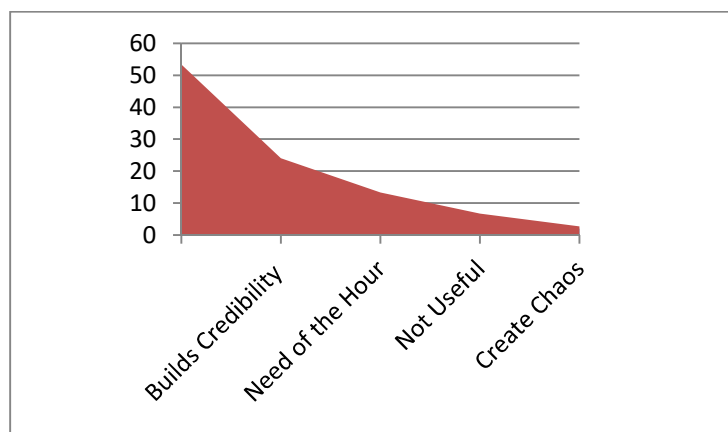
It has been observed that 53.33 % of the respondent saying it is a good communication tool whereas 24% are positively saying it builds credibility with 10% are saying it is an need of the hour Only 9% respondents are negative about its perception.To get more insight of the study researcher has asked some negative thing which someone would like to change upon so it has got interesting facts shown in Table 6 and Figure 6

Table 6

Negatives about WhatsApp	Respondent	Percentage
Time Consuming for message checking	20	26.67
Possibility of Misunderstandings	14	18.67
Wrong Message Posting	12	16.00
Negative Public Feedback	21	28.00
No Time Limits for Posting	8	10.67
Total	75	100.00

Figure 6
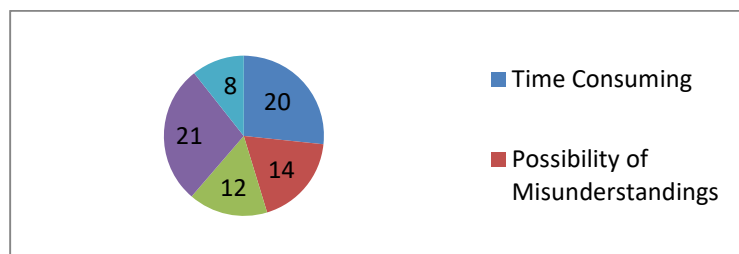
Very interesting to know that 26.67% of the respondents are saying it is time consuming, 18.67 % respondents are saying it can lead to Misunderstandings, Followed by 28% are worry about negative feedback and so on.

5. Results and Discussion

There is commendable awareness about WhatsApp group and functioning of group.Most of the educational institutes are sing WhatsApp group for the communication with the students also to communicate witthn the faculty group WhatsApp is preferable option. Circulating the academic information in easiest and fast way is the foremost purpose of the WhatsApp group with that Educational institutes are very positive about the groups as they are featuring it ia a great communication tool which provides the credibility of the content as some are really thinking it is an need of the hour.

Every Coin has two side in that way WhatsApp also has negatives too which really listed by the institution are It is a Time Consuming app , has possibility of misunderstandings, Wrong Message Posting, Negative Public Feedback, No Time Limits for Posting etc.

But in overall study indicated that positivity towards the use of WhatsApp hence it will not be exaggerating to say that Exercising WhatsApp Messenger at Educational Institute is really Hope for the next generation communication not the mere Hype.

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