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A Sociological Perspective of the Excessive Use of Whatsapp by the Students in the College Campus (With Special Reference to Kamla P.G. College, Dholpur)

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Abstract

Whatsapp is an internet application that allows an individual to have a verbal chit-chat with his friends, and to share pictures, audios and videos to his friends and relatives. It is probably the most popular app being used by the people of the different age groups for various purposes. Despite the prescribed laws and provisions of privacy, it is used excessively. No doubt, it is useful for various purposes, but the fact that it is deviating the youth from their goal of life, cannot be denied. With the launch of the Android Mobile Phones, whatsapp is growing more and more popular all over the world. At present it is within the access even of the children who are not capable even of understanding themselves. Positively speaking, whatsapp is useful in studies if notes and other study material is exchanged; in the field of business if details about the products, price and terms and conditions are shared; in the field of medicines if prescriptions, medical examination reports and pictures of X-Rays etc. are shared; in the field of nationalism if the ideas about nationalism are circulated. On the contrary, whatsapp is harmful if it is used for vulgar chatting, sharing of obscene pictures, audios and videos. Knowingly or unknowingly, these days every student whether capable or incapable of maintaining an Android mobile, wants to maintain one and wants to be active on whatsapp for several purposes.

Conducted on the 100 male and female students of Kamla P.G. College at Girraj Colony in Dholpur in perfect observation and through the interview method, the research paper is an empirical study on the various aspects of Whatsapp and its uses. It highlights the causes and effects of the popularity of whatsapp among the students in the schools, colleges, universities. Its findings can help the policy makers reframe the policies about the use of whatsapp by the individuals.

Keywords: Whatsapp, Social Transformation, World of Technology, Updation, Social Sites, Facebook; Instagram; Messaging; Mobile.

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Introduction

WhatsApp is one of the best and one of the fastest growing messaging platforms that have ever existed. With millions of users worldwide this applications offers numerous benefits to all of its users all around the globe. The mobile messaging platform WhatsApp is getting more popular. Whatsapps is a cross-platform mobile messaging app which allows the people to exchange messages without having to pay for SMS. WhatsApp Messenger is available for iPhone, BlackBerry, Android, Windows Phone and Nokia. Because WhatsApps Messenger uses the same internet data plan that you use for email and web browsing, there is no cost to message and stay in touch with your friends. WhatsApp has become the largest messaging platform all around the world. WhatsApp was founded by Jan Koum and Brain Acton, who was the former employes at Yahoo Inc. WhatsApp, was initially started for Android mobile devices. In addition,to basic messaging WhatsApp users can create groups, send each other unlimited images, video and audio media messages with your friends.

WhatsApp Messenger is a freeware and cross-platform instant messaging and Voice over IP (VoIP) service. The application allows the

sending of text messages and voice calls, as well as video calls, images and other media, documents, and user location. The application runs from amobile device though it is also accessible from desktop computers; the service uses standard cellular mobile numbers. Originally users could only communicate with other users individually or in groups of individual users. In September 2017 WhatsApp announced a forthcoming business platform enabling companies to provide customer service to users at scale.

Whatsapp has become the need of everyone. It is both advantageous and disadvantageous. It is used by the people of every age group in all the spheres of life, but it is most popular among the young students in colleges and universities. Its impact can be seen on all, but especially on the students who have detached themselves from the traditional modes of entertainment, and who now like to use whatsapp more and more. They use it for exchanging notes, supplying and providing important information about studies, social chit-chat etc. The excessive use of whatsapp adversely affects the academic career of the students. The current scenario is that every students with an Android Phone is in the grip of the world of technology that has deviated him from the academic tastes and that is leading him towards something undesirable.

Objectives of the Study
1. To study and observe the need of the use of whatsapp by the students in the colleges
2. To be familiar with the government schemes meant for the facility of WIFI in the colleges
3. To know how the college administration takes the use of whatsapp by the students in the college campus
4. To observe the academic scenario in the study area, and to interpret it in the context of the socially transformed environment when every student in the college maintains an Android Phone
5. To compare the current educational and academic environment with the educational environment in the colleges in the past
6. To learn about the students' inclination to the modern world of technology, and the causes and effects of this joining
7. To be familiar with why the college students use whatsapp in the college campus
8. To explore the positive effects of the use of whatsapp in the college campus
9. To explore the negative effects of the whatsapp in the college campus
10. To provide some valuable suggestions about how the use of whatsapp in the campus can be controlled and checked in the interest of the students and how the academic environment in the campus can be enhanced.

Review of Literature
Miller, Parsons and Lifer (2010) conducted a survey among students, about the use of social networking sites and the appropriateness of the content that they post. The responses indicate that students routinely post content that is not appropriate for all audiences, especially potential employers. Considering how extensively the press has covered the negative impacts of inappropriate posting, the fact that students know of continuing the practice is surprising.

Park (2010) explores the usage of Social Networking Sites by different university users. He studied three groups of users' (undergraduate, graduate and faculty) at Yonsei University in Seoul, South Korea. The analysis indicated that the three groups of users demonstrated distinct patterns of use of social networking sites. The study stipulated that undergraduates used the profile service more than the community service while graduates used the community service more than the profile service. Yet most of the faculty members were not active users.

While using SNSs, issues of privacy, identity protection, and e professionalism must be paid attention as proposed by Mattingly (2010) but a contrasting finding was given by Sengupta and Chaudhuri (2010) that SNSs memberships are not correlated with online abuse of teenagers.

Madhur, Palak and Nitika (2012) in a joint research work examined how college students employ Social Networking Sites to discuss and express their views on such social issues. Their research (2012) was conducted on college students between the age group of 18-30 years with the motive to know the level of awareness on the social issues and how far Social Networking Sites awakened today's youth in expressing their views on current and burning issues like corruption, human rights and etc. in India. In addition, companies have begun to use Social Networking Sites as a medium of communication with the users.

Jothi, Neelamalar and Prasad (2011) reviewed and analysed the contents of three Social Networking Sites to study the effectiveness of brand communication strategy followed in these sites which are mainly accessed by Indian users. The study attempts to find out the effectiveness of brand communication strategy in promoting and advertising their brand in social networking sites. They suggested some method to make advertisement—more interactive among the target audience.

Mishra (2011) discussed the legal implications of social networking sites in USA and India, impact of Social Networking Sites on social life, legal issues raised in Social Networking Sites in Indian region, laws pertaining to social networking sites in India and USA and legal obligations for social networking users and sites. The facts revealed that Indian are less aware regarding the legal implications of these sites than USA.

Mohamed Haneefa K and Sumitha E (2011) attempted to explore the perception and use of Social Networking Sites by the students of Calicut University, Kerala. The study finds that majority of the students are aware about these sites and used for communication purpose with friends. Orkut is the most used site among the respondents. The students' activities on these sites are sending messages and meeting new friends. Lack of security and privacy is the main hindrance in using these sites.

Kumar (2011) investigates the response of young Indian adults to advertising on online social networking sites. The study finds that majority of users avoid advertisements which are not useful to them, but they pay attention to those which are relevant.

Singh and Gill (2011) investigated the usage of Social Networking Sites among the researchers of GNDU, Amritsar through describing- the basic concept of web 2.0, overview of social networking, definition, etc. The study finds that Facebook is the most popular SNS used for communicating and find useful information. Time consumption is the main hurdle in accessing Social Networking Sites. The study suggests that Social Networking Sites can be applied on library websites for providing information their client about recent happenings and keeping up-to-date them.

A study by Krishna (2011) analysed the importance and benefits of social networking to library and information professionals. The study analysed the US communities which have been developed on the Orkut site for sharing professional information and problems. It also identified some problems which hinder in the way of communication among LIS professionals.

Parveen (2011) explores the usage of Facebook in creating awareness among library and information science professionals. The study investigates purpose and main hurdles in using Facebook. It found that Facebook is the most used site, it uses for keep abreast with 70 current news and information. Lack of time is main hurdle in using the way of Facebook.

Biswajit Das and Jyoti Shankar Sahoo in their study (2010) entitled "Social Networking Sites – A critical analysis of its impact on personal and public life" clearly stated the danger of the impacts Social Networking Sites pose. The Social Networking Sites allow people to have virtual communication. A person defines himself through what kind of friends he/she has. Consequently this peculiar behaviour of people raises many questions that impact on the personal and public life. It also traces back the history of Social Networking Sites. People use SNS for many purposes primarily because SNS give an opportunity to express their views and provide independence and connects a person to million others in the world.

Krishnamurthy and Ashwath (2010) explore the emerging technology ie. web 2.0 and its application in libraries particular focuses on the social networking aspect. They analysed the social networking concept, structure, types of social networking sites, its application; in libraries and the issues and challenges which are being faced by the libraries while implementing these technology. They argued that Social networking sites are new—platform for information sharing and communication. They also find that libraries and librarians used these sites by personal and professionally use.

Kuppuswamy and Narayan (2010) studied the impact of social networking sites on the education of youth. The study finds that social networking websites have both positive as well as negative impact on the education of youth, depending on one's interest to use it in a positive manner for his or her education and vice versa.

Sardar (2010) while conducting a survey having pafameters such as age groups, common used SNSs, purposes of using SNSs and the factors influence the respondents to access social networking websites. The study finds that 25-30 age group most active on Social Networking Sites. Facebook is the most commonly used network and finding new friends is the factor most responsible for using Social Networking Sites.

Faisal (2010) discussed the numerous benefits of Ning social networks and its applications in various fields. The study evaluates the general features and activities on Ning platform.

In a recent study on Social Networking Sites Preeti Mahajan (2009) tried to look at the impacts of SNS in the Indian society, through linguistic and cultural perspectives. The article entitled "Use of social networking in a linguistically and culturally rich India" describes some of the top Indian SNS and pinpointed some instances where people have used such sites to raise their voice against the bad elements harming people's culture. The study helps us to enhance the current situation about social networking in India. According to the study Indians are utilizing the power of social networking like Facebook to combat a rising vigilantism against activities that certain groups feel are not keeping with the spirit of Indian culture.

Hypothesis
1. The process of social transformation in India is at its peak
2. India is on its way to be globalized through the world of technology
3. Everyone is now in the grip of the modern world of technology
4. The academic and educational environment in the colleges is all changed now
5. The government wants every student in the colleges and universities to link himself with internet, and for it the government provides free WIFI facility to the students
6. The students have a passion to be active on the social sites
7. Whatsapp is the most popular app among the college students
8. Whatsapp is positive so long as it helps them keep themselves update with the studies
9. Whatsapp is negative when it has an adverse effect on the studies and career of the college students
10. In the college selected for the study, most of the students make an excessive use of whatsapp
11. It requires a serious concern in the interest of the students, administration and enhancement of the educational environment.

Research Methodology
The study is an empirical one based on the controlled observation. The researcher observed all the steps of scientific method and social research while conducting the study. For the purpose both the primary and the secondary data were collected. The

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primary data were collected through the interview of 50 units of information that included the students, teachers, members of administration and others in Kamla PG College, Dholpur. The participant and non-participant observation helped the researcher get more and more information on the problem, such as, why there is a craze for the android phone, social sites, facebook and whatsapp among the students; the causes of their excessive inclination to whatsapp; academic and social causes of being active on whatsapp; positive and negative impact of the excessive use of whatsapp on the studies, career and personal social life of the students; how the students can be led in a directional way to the building of career; the impact of the excessive use of whatsapp on the administration of the college; the reaction of the administration etc.

Analysis & Interpretation

Kamla PG College Dholpur, situated in Girraj Colony Dholpur is one of the most reputed colleges in the city. The college is co-educational and provides the facility of teaching arts and science subjects to about 1000 students of the district. With the popularity of the social sites, most of the students in the college are active on the various social sites. Obviously, whatsapp is a very important app among them. These days almost every boy and every girl in the college may be seen active on whatsapp. Only a few of them use whatsapp for the purpose of updation of knowledge while most of them use it for several other purposes other than their updation with knowledge relating to the course they have offered. The excessive use of whatsapp by the students in the college campus in particular reveals a tremendous social transformation with an entirely changed academic and educational scenario.

It has been observed and found that of the 50 units of information selected for the study, mostly use whatsapp and are active on it while in the classroom, outside the classroom in the campus. During these hours, they are found chatting privately, exchanging meaningless messages, taking selfie and sending pictures.

Conclusion

As a result of the excessive use of whatsapp by the students, the educational and academic environment in Kamla PG College Dholpur is changing horribly causing disturbance to all, that is, to the students, teachers, members of the administration, visitors and others who are associated to the college directly or indirectly. In the interest of both the college and the students and for the sake of the enhancement of the academic and educational environment in the college it is essential to make counseling of the students and to divert their attention from the use of whatsapp to the studies. It may be possible if the government policies are restructured and revised, and when the parents, students, teachers and administrative staff in the college jointly make efforts in this field. The study based on the observation and interview of the selected units of information says that some change must be there in this regard, otherwise the problem is going to be more and more severe day-by-day, and the students are going to deviate from the social, cultural, moral and educational values. Hence, under a planned policy, the excessive use of whatsapp needs to be checked in the interest of both the students and the college.

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