

## A Study on Impact of Whatsapp on Youth in Thanjavur City

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### ABSTRACT

Due to technological advancement whatsapp is a trendy in the midst of the youth. Today's youth using the I-phone, android, windows phone and computer for the purpose of sending messages, studies etc. These applications are very important in their life. This study reveals that the importance of whatsapp among the youth and their behavior of their own life. The researcher used the questionnaire method.

**KEYWORDS:** WhatsApp, android, Network, Application, Youth.

### INTRODUCTION

In the technology world everybody tries to be the lead of their competitors, friends and social Circle. In fact that there are so many flaming problems around us which we want to consider upon and act. It's an panic for us to be conscious about the society and its issues. Current issues like violation of human rights, women's studies, global warming etc. societal communicational sites present a podium for argument on such issues as it is this media which mass rely on and extend warm support. Whatsapp is not only sharing educational things to discuss with the latest issues also. If the Youths were using the whatsapp they have to lose their touch with their relatives and the world. As a result, they become social unreachable and remote. Have not contact with the society prove harmful to the whatsapp addict. They are tremendously obsessed with sharing of selfies, videos, and audios files among the friends and generation.

### OBJECTIVE OF THE STUDY

- To evaluate of positive and negative of whatsapp messenger among youth
- To evaluate the satisfaction and experience of youth in using whatsapp.
- To evaluate the attitude of youth towards social media and measure the spending time on whatsapp.

### STATEMENT OF PROBLEM:

They transferring subject related material sent through whatsapp increasing day by day. Young People minds persuaded dueto awareness technology up-date, education and socio- cultural groups.

They can do positive and negative with whatsapp. So in this context it is very essential to study the Impact of whatsapp in young people's mind. This study focus the using behavior, how much, when, Where and to whom they are using, factors influencing, mode of usage of whatsapp. The important Of the study for a society to know the path of young generations where they are going, so it is very Much essential to study about impact of Whatsapp in thanjavur city.

## **RESEARCH METHEDODOLOGY**

### **Research design:**

The researcher was used descriptive and analytical study. 100 respondents selected on the basis of convenient random sampling..

### **Tools for analysis**

The primary data collected have been analyzed and interpreted using simple frequency, percentage and chi-square test.

## **REVIEW OF LITERATURE**

Akinolosotu (2016) the research explored factor the use of WhatsApp among undergraduate students of economic in Nigeria .the study explain cognitive needs affective needs, social integrative needs, tension release needs, influencing use of WhatsApp. The study included that students use WhatsApp was influenced by the desire to satisfy their needs.

Chris (2015) examined the impact of social media on the habits of UG student. The study dents Kenya University. The study investigated the type of social media popularly used and effect utilization of social network/media on the study hobbits of UG students in the university. The result started maximum both the male and female respondents disagreed that social media have any negative influence hobbits of the students agreed that social media habits have positively contributed to their studies.

Ms.Jisha k and Dr.Jebakumar (2014). The study on "WhatsApp; A Trend in mobile communication among Chennai Youth" The objectives of the study is the examines the usage of WhatsApp mobile application among the youth in Chennai region. The study uses online survey method and is restricted to youngsters in Chennai region. Questionnaire war distributed to 100 college students in the age of 18-23. The study was concluding that all the respondents agreed that they are using WhatsApp for communication with their friends. Then also Exchange images, audio and video with their friends using WhatsApp. It was also proved that the only application the youth uses when they are spending time our smart phone is WhatsApp.

## DATA ANALYSIS

S.NO	CATEGORY	SA	A	N	DA	SDA
1.	WhatsApp positive impact of youth	25	32	31	7	54
2.	WhatsApp affecting negatively on study of youth	11	19	27	29	14
3	Addict of WhatsApp user	22	32	17	16	13
4.	WhatsApp hobby of youth	25	49	7	8	11
5.	WhatsApp source to get knowledge and information	35	3	16	9	4
6.	WhatsApp necessary for youth now a day	41	44	11	3	1
7.	Future use of WhatsApp in learning English language	27	29	28	16	-
8.	WhatsApp chatting ,sharing in the wastage of time for youth	12	20	28	24	16
9.	WhatsApp creating awareness among youth for new friends	37	44	6	4	7

**SA**-Strongly agree, **A**-Agree, **N**-Neutral, **D**-Disagree, **SDA**-Strongly disagree.

### FINDINGS:

- 32% of the respondents have given positive impact
- More than 32% of the respondent agree that the addict on WhatsApp
- Majority of the respondents using WhatsApp is hobby of youth.
- 36% of respondents using WhatsApp is to get knowledge and information.
- Majority 20% of respondent are neutral to the WhatsApp chatting, calling, and sharing linking in wastage of time for youth.

### ASSOCIATION BETWEEN REASON FOR USING WHATSAPP AND ADDICT OF WHATSAPP

ADDICT OF WHATSAPP	REASONS FOR USING WHATSAPP					
	Academic Work	General information	chatting	family	Education	Total
Strongly agree	-	4	11	-	1	16
Agree	3	6	11	4	-	24

<b>Neutral</b>	-	6	7	-	-	<b>13</b>
<b>Disagree</b>	-	6	5	1	-	<b>12</b>
<b>Strongly disagree</b>	1	2	5	1	1	<b>10</b>
<b>Total</b>	<b>4</b>	<b>24</b>	<b>39</b>	<b>6</b>	<b>2</b>	<b>75</b>

**Null hypothesis :(H0)**

There is no significant difference between the reason for using and addict of WhatsApp.

**Alternative hypothesis :( H1)**

There is a significant difference between the reason for using and addict of WhatsApp.

**Chi- square test:**

$$X^2 = \sum \frac{(O_i - E_i)^2}{E}$$

Where,

O<sub>i</sub>=observed frequency

E<sub>i</sub>=Expected frequency

$$E_i = \frac{RT \times CT}{GT}$$

GT

Where,

RT=Row total

CT=column total

GT=grand total

**Expected Frequency(E1)**

0.853	5.12	8.32	1.28	0.426	<b>16</b>
1.28	7.68	12.48	1.92	0.64	<b>24</b>
0.693	4.16	6.76	1.04	0.346	<b>13</b>
0.64	3.84	6.24	0.96	0.32	<b>12</b>
0.533	3.2	5.2	0.8	0.266	<b>10</b>
<b>4</b>	<b>24</b>	<b>39</b>	<b>6</b>	<b>2</b>	<b>75</b>

O <sub>i</sub>	E <sub>i</sub>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup>	$\frac{(O_i-E_i)^2}{E_i}$
0	0.853	0.727	0.852
3	1.28	2.958	2.310
0	0.693	0.480	0.692
0	0.64	0.409	0.639
1	0.533	0.218	0.409
4	5.12	1.254	0.244
6	7.68	2.822	0.367
6	4.16	3.385	0.813
6	3.84	4.665	0.214
2	3.2	1.44	0.45
11	8.32	7.182	0.863
11	12.48	2.190	0.175
7	6.76	0.057	8.431
5	6.24	1.537	0.246
5	5.2	0.04	7.692
0	1.28	1.638	1.279
4	1.92	4.326	2.253
0	1.04	1.081	1.039
1	0.96	1.6	1.666
1	0.8	0.04	0.05
1	0.426	0.329	0.772
0	0.64	0.409	0.639
0	0.346	0.119	0.343
0	0.32	0.102	0.318
1	0.266	0.734	2.759
<b>TOTAL</b>			<b>35.775</b>

$$X^2 = \sum (O_i - E_i)^2 / E_i = 35.775$$

**Degree of freedom**

$$V = (r-1)(c-1)$$

$$V = (5-1)(5-1)$$

$$V=4 \times 4$$

$$V=16$$

**Calculated frequency  $\chi^2 = 35.775$**

The table value  $\chi^2$  0.05 degree of freedom at 16 at 5% level of significance is 26.3

### **Conclusion:**

Since, calculated value of  $\chi^2$  is higher than the table value hence, null hypothesis is accepted. so, it concludes that there no significant reason for using and addict of WhatsApp.

### **SUGGESTIONS**

Youth should avoid other social Medias with the exception of WhatsApp because of privacy purpose. Youth should reduce their unnecessary use of WhatsApp. Youth should not use WhatsApp for illegal or unfair purposes. Tele communications companies should reduce their calling and SMS rates thereby to reduce the usage of WhatsApp. People should try to access WhatsApp through Wi-Fi but do not use it every time.

### **CONCLUSION**

The major aim of this investigate is to discover out the impact of WhatsApp on adolescence. WhatsApp is useful from many ways like to keep in contact from their dear ones, especially when they live far away from home. it is very helpful even for those people who feel shy in social communication. The most useful source of it is to share their opinion simply. There is a very thin line between the favorite's pastime and the addiction of WhatsApp on youth. They also involve others in their small decisions or forcing their thoughts on others decisions which can be proved dangerous and dangerous for personal liberty