WHATSAPP AND ITS IMPACT ON SOCIAL LIFE OF YOUNGSTERS : A PERSPECTIVE

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ABSTRACT

Technology has always been fascinating the humans and they have always found various techniques that make it more useful to lead an easy lifestyle. The various innovations and advancements in technological field have paved way for faster and better way of living. Whatsapp is one such advancement that has drastically altered the way youngsters communicate with each other. This paper examines the effect of Whatsapp usage on youngster's relationships among themselves and their friends and family. The dependency on Whatsapphas led to a number of social, physical and psychological problems among youngsters. The addiction has altered the behavior and influenced their relationships. This paper has tried to focus all such aspects and youngsters social behavior too which has now created fake sense of belongingness, nearness and intimacy with their friends and relatives.

Keywords : Whatsapp, Social media, problems with youngsters, usability, real time messaging

INTRODUCTION

Online organizations may allude to web-based social networking as consumer generated media (CGM). A consistent idea going through all meanings of online networking is really a mixing of innovation and social cooperation for the re-production of qualities. Clients can discover data, instruction, news, and other information from electronic and print media. Online networking are particular from mechanical or customary media, for example, daily papers, TV, and film as they are relatively economical and effectively available all over the place. One post shared by web-based social networking holds the ability to achieve little or substantial gatherings of people; for instance, a blog entry may contact no individuals or a large number of individuals.

SOCIAL LIFE OF A YOUNGSTER

Youngsters prefer to stay with their peers that allow them to lower the risk of being left alone, feeling of sadness, worry and jealousy as stated by a recent study conducted by Pew research (2015). In general youngsters prefer to seek advice from parents and siblings especially in their growing years. As they grow and become independent the closeness is further associated with the friend circle they belong to and comparatively less when it comes to family. This is psychologically also seen as a healthy part of growing up as they can learn to achieve a stability between the both family and friends. This need of interaction is the same even in today's technologically savvy world just the tools have

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evolved over the time. Social media has become an important tool for facilitating the interaction and conversation with their friends. Pew research has also highlighted that in US 76 percent of all the teens are using social media to connect with their friends and understand them better. In another study conducted by MacArthur foundation in the year 2014 it is revealed that youngsters can learn basic social skills through their online activity on social media. Skills like maintaining a relationship and improving negotiation abilities get a boost as they continue to use the social media platform for a longer period of time. Common sense media in the same year have conducted a research that proved that 25 percent of the social networking users who fall in the bracket of 13 years to 28 years have emphasized that constant use of social media makes them feel less shy and more outgoing, 20 percent have underlined that social media makes them more empowering, confident, more popular and enhance the feeling of empathy towards others. 15 percent have stressed on the fact that the interactions over social media platforms makes them feel better about themselves. Meager percentage of respondent's i.e. 5 percent, 4 percent and 3 percent have stated the opposite of above respectively. The report by Pew's has also emphasized that 70 percent of youngsters strongly believe that they are able to connect more efficiently to their friends feelings over social media platform and almost 68 percent have even received moral as well as emotional

support during challenging times. There will definitely be the risk associated with using online platforms but awareness and education will be helpful in mitigating the risk to a great extent.

Social media have also been recognized for the way they have changed how public relations professionals conduct their jobs. They have provided an open arena where people are free to exchange ideas on companies, brands, and products. Not only to professionals, it has also induced the youngsters regarding its uses i.e. whether sharing of notes or messages or important documents any time anywhere.

Some of the properties that help to describe the social media are as follows:
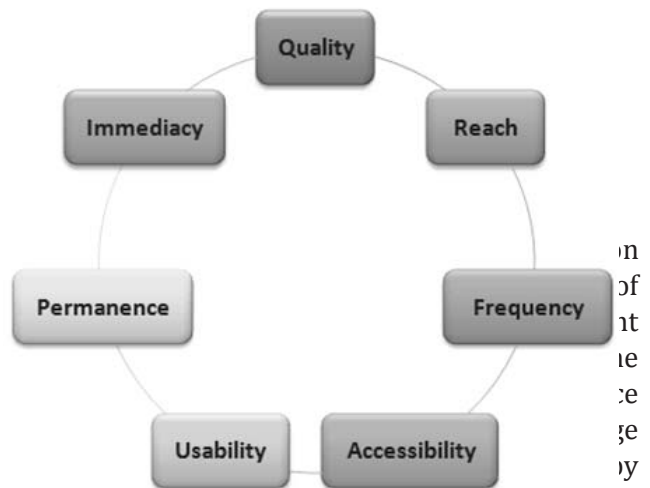
multiple touch points in terms of utility. Another important aspect is its frequency, which encourages multiple advertisers to display their ads on these platforms allowing them to reach a consistent viewer segment. The free of cost nature makes it more appealing and accessible to users. Usability is another aspect that requires minimal technological skills for anyone to start using social

media platforms. The prompt response provided to any query on social media also adds to the remarkable feature possessed by these platforms. The responses mostly are from the trusted sources that is our own peers and family members who can be trusted. The facility of editing a response makes it more permeable in nature and thereby making users more empowering.

In a current report led, secondary school understudies ages 18 and above were inspected with an end goal to discover their inclination for getting news. In light of meetings with 61 adolescents, directed from December 2007 to February 2011, a large portion of the youngsters announced reading print daily papers just "sometimes," with less than 10% of them reading it day by day. The young people rather revealed in the study that they prefer to get information from online networking locales, for example, Facebook, MySpace, YouTube, and sites. Another study has demonstrated that web-based social networking users prefer adifferentsequenceof news that is unique in relation when compared to what daily paper editors highlight in the print press.

Information propose that members utilize web-based social networking to satisfy apparent social needs, yet are commonly disillusioned. Desolate people are attracted to the Internet for passionate help. This could meddle with "Genuine Socializing" by decreasing up close and personal connections. A portion of these perspectives are summed up in an Atlantic article by Stephen Marche titled, Is Facebook Making Us Lonely? in which the writer contends that web-based social networking gives more broadness, however not the profundity of connections that people require.

Sherry Turkle investigates comparable issues in her book Alone Together as she examines how individuals befuddle web-based social networking use with genuine correspondence. She states that individuals tend to act diversely on the web and are less hesitant to offend each other. Some online practices can cause pressure and tension, because of the presence of online posts, the dread of

being hacked, or of schools and managers investigating web-based social networking pages. Turkle additionally guesses that individuals are starting to lean toward messaging to eye to eye correspondence, which can add to sentiments of forlornness. A few studies have likewise discovered that lone trades that included direct correspondence and response of messages to each other expanded sentiments of connectedness. Be that as it may, inactively utilizing web-based social networking without sending or accepting messages to people does not influence individuals to feel less forlorn unless they were desolate in the first place.

Recent studies have on WhatsApp have statedthat it is a novel online networking interface that became functional in the year 2009, with the slogan "Basic, individual, continuous informing". It is a versatile informing application which enables the clients to trade messages without paying for SMS. The WhatsApp delegate was intentionally made by Brian Acton and Jan Koum (2009) to make correspondence and the dispersion of mixed media informing all the more effectively and speedier. This application works in relationship with web and acclaimed working frameworks of cell phones which enable its users to keep in contact with companions and relatives in the contact to list. Users can likewise create groups, can send boundless pictures, video and sound messages to the group members and also people.

Studies have demonstrated that WhatsApp is the most famous instant messaging service utilized by youth today. Youngsters who give more significance to friendship, social lives and family connections make use of WhatsApp in a substantial scale. The prominence of WhatsApp among youth has brought an immense benefit among specialist co-ops since it allows them power at utilizing web information in a customized manner. The motivation behind why WhatsApp is so prevalent among youth is that, it enables them to send boundless messages to their loved ones with no cost other than their web information system data plan for that they as of

now utilizes as a part of their advanced mobile phones. The application is extremelyconvenient to use subsequent to downloading. It demonstrates to you all's contacts that useWhatsApp in your phone and furthermore welcomes them who are yet to download and utilize. At that point they can begin informing, sharing audio records, video documents, refreshing status, and so forth.

WHATSAPP USES AND ITS EFFECT ON YOUTH'S SOCIAL LIFE

A number of studies conducted on effects of Whatsapphave highlighted the negative effects of it. There are many studies done on WhatsApp and youth both in Indian and international scenario. A study entitled "The impact of WhatsApp messenger usage on students' performance in tertiary institutions in Ghana" by Johnson Yeboah and George Dominic Ewur published in the journal of Education & Practice in the year 2014, has concentrated on the negative aspects of WhatsApp. Their study proved that the usage of WhatsApp has impacted negatively on the performance of students in Ghana. Some of the findings of the study were the following. WhatsApp usage has led to lack of concentration during lectures, consumes much of students study time, distracts students from completing their assignments, destroys students spellings and grammatical construction of sentences.

Another study entitled "Smartphone application usage amongst students at a South AfricanUniversity",done in the year 2012, assesses the usage of smartphone applications specifically social networking applications amongst the users in South African University. The study proved that students remain online for 16 hours a day and spends an average of 5 hours per day on their smart phones interacting with others through social networking applications.

The article titled "WhatsApp could help Facebook retain youth in countries like India" published online on The Indian Express.com, dated February 21, 2014, talks about the acquisition of WhatsApp by Facebook. The reason they state in the article is increasing number of smart phone users in India and the proliferation of cheaper smart phones and data plans in India. Recent reports suggest that the youth have been moving away from Facebook. WhatsApp, on the other hand, is the fastest growing messaging app. The acquisition is a way of future-proofing growth, especially in a young country like India where youth havestarted spending more time on messaging apps.

However, youngsters are getting highly impacted using Whatsapp in school work and social interactionand have been affected at the advent of these social media. Undergraduates spend more time on WhatsApp through smart phones that are now in loads among these youths. Now a days many youths cannot wait for two-three hours without checking and updating their status and display pictures (DP) on these social networks even at the detriment of other activities such as educational and career pursuit. Addiction to WhatsApp shall result to the failure of controllingits usage which seriously harms a person's life. Excessive mental preoccupation with internet usage, repetitive thoughts about limiting or controlling the use, failure to prevent the desire for access, continuation of using the internet though functionality is being ruined at various levels, spending more and more time on the WhatsApp, craving for using it when access is not available are the remarkable problems with its addiction.

REVIEW OF LITERATURE

In 2009, Brian Acton and Jan Koumhave developed Whatsapp for a purpose like chat with friends at no cost. Since it's a part of Social Media Campaign, youngsters of India found much familiar with the advantages and disadvantages of Whatsapp in our initial scrutiny and therefore it's a charm which every individual wants to grab

from the field of technology. Yalcinalp and Gulbahar, (2010) focus on need expectancy, collaborative efforts and efficacy from the learner's prospects.

Youth has widely adopted this application just because of its unmatchable attributes like accessibility; ease of communication, seamless connectivity, real-time messaging services and unique sense of belongingness along with zero costing and social connection. O'Hara et al. (2014)has studied on WhatsApp users i.e. in the age group between 17 and 49 yearat United Kingdom (UK) and observed attributes like social bonding and sense of belongingness amongst their friends and family members.Yeboah and Ewur (2014) concluded in his study that Students of Ghana, South Africa has tremendously degraded with their grammars and spellings. Not only this but they also looks non serious while attending faculty lectures because of this Whatsapp only. Devi and Tevera (2014) have observed that both major social media platforms i.e. Facebook and WhatsAppwere used by the students for information distribution and communication amongst them. Inclusive, though, most readings did not consider the challenges involved with the simplicity of use and communication via WhatsApp messaging. So, on the basis of above study, this study aimed to investigate the practice and effects ofWhatsApp messaging between university students, but alsothe range to which WhatsApp messaging is use to circulate information or media content, irrespective of its regulated or unregulated nature.

An article on "Indian Youth prefers WhatsApp, Facebook over SMS" published on June 16, 2013, in The Times of India Online newspaper. The research was conducted by Tata Consultancy Services in year 2012- 2013, which was conducted for high school students covering 17500 students across 14 Indian cities. The study concluded that more than 70 percent of the youth now days are using smart phones with its full utilization.

Gross (2001) found that excessive use of smart phones can lead to psychological & physical problems such as insomnia, fatigue, reduction in body immune system, lack of proper exercise, eye strain etc. more over it also effects the social life of the individual such as relationship problem, conflict with families, also effects the studies of younger generation like reduce in marks, concentration and other problems such as cyber crime, exposure to pornographic materials etc. It was also revealed from the study that excessive use to internet can cause technological addiction.

Kim (2008) in his study revealed that individual's personalities also affect the usage of internet. It stated that individual's tendency to experience positive emotions and social involvement in terms of extraversion whereas extravert individuals do not believe internet & cyber relationships as social support.

THEORETICAL FRAMEWORK

The theoretical framework used in this study is the domestication theory where it focuses on the users relationships with their friends and relatives. This concept initially fixescomplex structures for the users of Whatsapp in day to day life in contrast with interpersonal relationships, social backgrounds, digital convergence and media adoptability.Haddon (2006) insight with domestication theory and suggested that it is much into connection with research and its adaptation of technology, which signifies that what is the net gain and what is in loss category.

This mainly investigates interactions and negotiations within the wider social networks (Silverstone & Hirsch, 1994; Haddon, 2004, 2006). (Berker et. al., 2006) coined Domestication as 'taming the untamed' which provides few insights into technological innovations i.e. how it fits with structures and routines of individuals' daily lives. Since adopting technology is an innovative way to promote market whether directly or indirectly, it works in synchronization and harmony to integrate knowledge and wisdom likewise. (Lie and Sorensen, 1996), stated that we should adopt technology in such a way so that we can be shaped by them. Thus, below mentioned model works in connection with 'Domestication theory' and is therefore useful to examine the use and

challenges of WhatsApp in contrast with Youth of India.
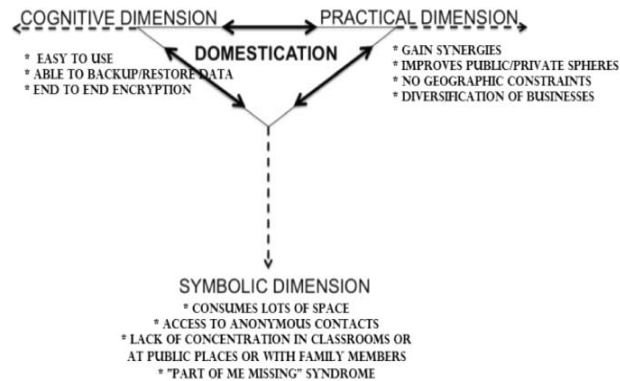
Whatsapp Adoptability amongst Youngsters

RESEARCH METHODOLOGY

The research methodology used in the present paper is secondary in nature. Secondary research methodology is mainly useful in describing original research question. The data is collected from research papers published in indexed journals, newspaper articles, magazines and other secondary data resources like company websites and white papers.

FINDINGS

In view with the domestication theory, which provides valuable insights into the findings i.e. how ICTs fits into the structures and routines of an individuals' daily lives. It has been observed that, the three dimensions of domestication theory in connection with WhatsAppare as follows:

Cognitive Dimension
- Easy to Use
- Able to preview/backup/restore data
- End to end encryption

Practical Dimensions:
- Gain Synergies
- Improves Public / Private Spheres
- No Geographic Constraints
- Diversification of Businesses

Symbolic Dimensions
- Consumes lots of space
- Access to Anonymous Contacts
- Lack of Concentration with Classrooms or at Public Places or with Family Members
- Part of Me Missing Syndrome

ADVANTAGES OFWHATSAPP:

The respondents listed out some of the advantages of WhatsApp which actually plays a vital role in the acceptance and popularity of this application worldwide, few of them are as follows:

1. **Free of Cost:**It comes with a free download and users can install it on their mobile phone as well as they can access it on their desktop or on laptops too.
2. **Can Share Image/audio/Videos/Text/ Animation:** This app can able to send images / texts / audio/ videos / animations to different contacts using its interface.
3. **User Friendly:**This application i.e. WhatsApp connects friends and relatives easily together and there is no need to be online continuously coz it can add the message in queue while offline and when it reconnects with internet, it sends the message to appropriate destination.
4. **Maintains Chat History:** It maintains chat history for ever and when a user deletes it, only then message disappears.
5. **Last Seen Feature:** WhatsApp enables its users to observe their friend's last seen time i.e. they can view friend's last log in time.
6. **Fast and Quick Updates:**WhatsApp is absolutely quick and fast with its speed and status / photo updates and even location updates using GPS.
7. **Bringing Friends Together:** Group chat is the unique feature of WhatsApp which enables users for a group chat.
8. **Chatting Across Geographical Boundaries :** Irrespective of different geographical locations, users can chat with friends and relatives where they are located at.
9. **Outstanding Performance:**The speed is so good that it works on 4GPhone as well as even with 2G speed too. So users can chat,

update photos, videos and audios with great reliability over the network.

OTHER FEATURES OF WHATSAPP:
1. Photos can be easily downloaded from the user's profile.
2. WhatsApp provides a feature with which one can chat with anonymous people simply by adding his/her phone number to his contact list.
3. No restriction on size or quality of messages and can be send to any one any time.
4. Youths are so addictive with the features of Whatsapp that they lack with concentration in classrooms just because of its messages and chat features which makes it dynamic all the time.
5. With the unique 24/7 online feature of Whatsapp, majority of youth lacksin communication with theirfamily members and they often involved in the world of virtual syndrome.
6. User feels like they are being missed with their friends in Virtual world and thus they should always be online and remain connected with their friends and relatives thus they keep mobile phones always with them even while sleeping so that they can't miss a single message any time anywhere.

EventhoughWhatsApp is having some negative sides, still youth prefers to use it to get connected with their close ones.

LIMITATIONS, SUGGESTIONS AND SCOPE
With the use of Domestication theory, we have tried to concentrate on the theories which justify the work in connection with domestic sphere and personal engagements with innovative technologies. Youth has now become so smart and courageous that they don't even bother to adopt new challenges and technologies for the up gradation of their life and this only impacts a lot on their work life balance and technology adaptation. Thus they always be guided by the term Technology in every area which is not at all appreciable coz they are not only adopting the

positive side of a coin but also the negative one too.

The study is restricted to only smartphone users so the perception regarding WhatsApp negative effects can become biased. Other messaging apps like Viber and Hike can also be studied along with WhatsAppin order to have a better understanding about the impact of these messaging apps on youngsters.

CONCLUSION
In this paper, we have tried to connect a side which is not at all appreciable in connection with Indian Youths and that can be challenged in the coming years with lot many researches and studies over them. The concept of domestication theory has well applied here just to understand socioeconomic changesand occupancy of ICT in daily life of an individual who hold the opportunity to blush the world with his innovative ideas and suggestions but somehow they restricted them with just an app like Whatsapp which is good for nothing as they have tried to build a relationship on virtual platform which utmost justifies the theory of Domestication. No doubt, intimacy may be developed with any person while sharing ideas, innovations, views, perceptions while chatting but since it purely belongs to a virtual world with full of mix feelings and emotions. But owing a smart phone and chatting with friends on mobile may not be as beneficial as a personal meeting with them. This is the place where this Whatsapp creates a challenge to all their users. Undoubtedly, WhatsApp may create a unique sense of belongingness, nearness and intimacy with chat friends but it also creates a psychological issue to the concern because of human nature. WhatsApp has actually replaced Facebook and other social media connections because of its unique selling proposition and therefore smart phone penetrates Indian Youth very much. WhatsApp with its tagline "Simple Personal Real time messaging" has proved that its tagline is very much apt for the brand. And this was the only reason why Mark Zuckerburg, owner and creator of Facebook

acquired Whatsapp recently and this will definitely play significant role in the development of Indian Youth in near future.

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