ADV MATH
SCI JOURNAL

REMARKABLE CONTRIBUTION OF WHATSAPP IN COMMUNITY

Amandeep Kaur and Amanpreet Singh[1]

ABSTRACT. The growing popularity of WhatsApp in society demand introspection of personal and social behavior of human beings. In current trends, 73 percent of online adults are using various social media platforms for smooth communication. The popularity of WhatsApp is growing day by day in digital world. The tendency of using WhatsApp Messenger is increased due to its high quality and good communication capability. This becomes a new era of sharing thoughts and feelings with an individual and within a group. The foremost focus of this paper is to disclose the benefits and problems of WhatsApp facing by society and also presented a remarkable contribution on its users as well as attempted to reach a remarkable reply of question-"Are society going towards prosperous future or digging in a darker world of WhatsApp?"

1. INTRODUCTION

Social networking services are increasing day by day in various fields which provides simple way of communication to different people living at different locations throughout the world. One of the most trending examples of social

networking is WhatsApp. WhatsApp provides services as different forms of content like text, images, videos and audio in order to remain connected and socialize [1]. It is the best way to express feelings and emotions in a simple way through text, videos, emoticons, voice messages, GIF files etc. WhatsApp provides a biggest platform for online messaging in smart phones, laptops and in many electronic gadgets.

Brain acton and Jan Koom invented WhatsApp in 2009 and support many platforms like Android, IOS, KaiOS, macOS.Every version come up with multiple new features which keep improving the quality. The Latest version of WhatsApp is lastly updated on 16th November, 2019 with file size of 33.9MB and it entertains approximately 1.5 billion active users across the globe due to its simple, secure and fastest communication approach. WhatsApp provides different features like one to one messaging, group creation, free voice calls, free video calls, document sharing, status updations, WhatsApp stories, privacy settings, custom sticker creation, message broadcasting etc. under some consistent and reliable strategies. Every person having an internet connection can use WhatsApp at any time. In current trends, humans are being identified by their visibility on social networking sites which disclose their character, actions and interactions among society.Some people make misuse of various social networking services for cyber-crime. Continuous usage of WhatsApp becomes a reason for anxiety, addiction and starts affecting personal relationships. Different survey reports by different researchers have been presented in the next section.

2. LITERATURE REVIEW

WhatsApp has numerous beneficial features to support its presence in the economy. The concept of Social Networking Services (SNS) in educational activities is the use of appropriate technologies to promote a variety of cooperative teaching and learning activities [2]. The self-presentation is the mechanism by which people communicate to others as a picture of themselves. The five major dimensions developed are intentionally, depth, positivity, authenticity and breadth. The important attributes of SNTs are: communication, collaboration, community, creativity, and convergence. SNT replaces the teacher-student medium for transferring information, like one-to-one communication, email and learning management systems used in schools/colleges [3]. Various factors of

Social networking services have been analyzed by the researchers which have earned popularity in the past years and have become viral due to their appearance in smart phones. Individuals can connect from anywhere to Instagram, YouTube, Facebook, LinkedIn or WhatsApp for which no connection to the site is required. WhatsApp Messenger provides services as text message, images, videos and audio messages which are free of cost and no charges are to be paid by individuals however individuals remain connected and socialize. WhatsApp has become so popular that the number of active monthly users has reached 1.2 Billion as on January 2017, worldwide. In cellular networks, WhatsApp is one of the primary fast messaging services [4]. There are some of the disadvantages of messaging apps as "dark social media" sites that handle user traffic when a user opens the connection without adding referral information. The form of data shared between them cannot be tracked easily [5]. The widespread wireless network has preceded the rapid rise of social networking applications, which are running on mobile phones and other electronics devices. WhatsApp is available on various mobile operating systems like Android and companies like Apple and Blackberry. Vocabulary is one of WhatsApp's most important aspects of second language education and is a language teacher [6]. WhatsApp also helps the people working in improving patient-care and physician-education in maternal-fetal medicine (MFM) and obstetric medicine (OM) [7]. Around 200 million users share information with each other by sending pictures, videos, documents and update status .WhatsApp does not include many other services because it surpasses any specific social context [8]. Author brought a model which helps to communicate between journalists and their viewers by the use of Web tools and the role of the public has actively been involved in it. In order to communicate in contexts where the audience is connected, and in order to offer new ways of interaction and increase the possibility for dialog with the media, it is the conduct of public that demands the introduction of communication resources such as WhatsApp. The use of new technologies by cyber-media has introduced a number of resources to improve audience engagement [9]. Author constructed the idea of transition, translation and transformation as three ways of conceptualizing commitment to WhatsApp and of sharing these types of commitment in terms of social-tech marginalization [10]. Social web networks have become standard tools for exchanging text, images, audio, and video files. The famous

networks are WhatsApp, Twitter, Reddit, LinkedIn and others. With every in-creasing period of time, new features are being added to WhatsApp to make it more convenient and useful. There are multiple social media usage tools avail-able on different platforms and every tool having usage frequency .Following Table 1 shows various updated features of WhatsApp from last 10 years and shows the contribution of WhatsApp with covered aspects.

The authors [10] did survey using some survey techniques among the 300 students in order to know about the WhatsApp usage which was divided among three categories :-1)who do not use WhatsApp .2) who use only 15-30 minutes .3) those who use it in night period. The distribution of WhatsApp respon-dent has been done according to their gender and frequency of WhatsApp usage and on the other side, distribution has been done according to study level and frequency of WhatsApp usage .There are multiple social media usage tools avail-able on different platforms and every tool having usage frequency.

3. Conclusion

WhatsApp has given a great contribution in terms of technical advancement and changed the geography and viewpoints of social media as it was completely different from other platforms of social media as it provided easy access and many other beneficial features. It also contributed in enhancement of user's writing skills but many users devote their precious time in using WhatsApp which has been clear through various surveys. Over the period of time What-sApp had many updates and lot many features were added after each subse-quent update but still there are some little cons in WhatsApp which are still not covered like we cannot switch from video call to normal call spontaneously or vice versa also while we are on WhatsApp call and if normal phone call arises then it immediately hold on WhatsApp call. Though it was developed for the human benefits and many organisations and workstations are getting the ad-vantages but still the economy is confused and recklessly using it merely for fun and wasting their crucial part of time. Also WhatsApp is a great competition to other social media tools and according to various surveys we cannot deny the fact that it has reduced the trends and usage of other social platforms in the economy which shows its supremacy over the others. Another problem is that there are duplicate versions of WhatsApp prevailed in the market like WhatsApp

TABLE 1. WhatsApp Up-gradations from last 10 years

Year	Up-gradations
2009	Launched with messaging feature and released on IPhone App-Store
June 2019	WhatsApp updated with status shown feature
Aug 2010	Available for Android OS
2011	Added Group Chat Feature
Feb 2011	Launched as an app for iphone and android phone having features of photo and video sharing
2012	Enhanced sharing feature
2013	Introduce voice messaging
2014	Read receipt feature enables senders to check whether their messages are read by receivers
2015	Upgraded with WhatsApp Web where it can be used through browser
2016	Provides 2 way verification feature through email addresses for protection.Video calls between 2 accounts were introduced.Message service was introduced for Microsoft Window and macOS Operating system but currently it did not allow audio or video calling from desktop OS
2017	Launched new status feature similar to snapchat and WhatsApp
2018	Launched WhatsApp business for small business use. In September,Introduced group audio and video call features.In October,WhatsApp announced support for stickers
2019	Officially launched a new fingerprint app-locking features for android users
2020	However as of March 2020,WhatsApp does not run on the apple IPad.

Blue, Dual Messenger for WhatsApp WA, which are still not removed from the internet. Overall to sum up with it can be said that it depends upon society that if they use it for benefits or for wastage of time.

References

[1] A. Habibi, A. Mukminin, Y. Riyanto, L.D. Prasojo, U. Sulistiyo, M. Sofwan, F. Saudagar: *Building An Online Community: Student Teachers' Perceptions On The Advantages Of Using Social Networking Services In A Teacher Education Program*, Turkish Online Journal of Distance Education-TOJDE, **19**(1) (2018), 46–61.

[2] C. Maiz-Arevalo: *Emotional Self Presentation On Whatsapp: Analysis of the Profile Status*, Russian Journal of Linguistics, **22**(1) (2018), 144–160.

[3] H. Rosenberg, Christa S.C. Asterhan: *WhatsApp, Teacher? - Student Perspectives on Teacher-Student WhatsApp Interactions in Secondary Schools*, Journal of Information Technology Education: Research, **17**(5) (2018), 205–226.

[4] T. Gazit, N. Aharony: *Factors explaining participation in WhatsApp groups: an exploratory study*, Aslib Journal of Information Management, **70**(4) (2018), 390–413.

[5] J. Swart, C. Peters, M. Broersma:*Shedding light on the dark social: The connective role of news and journalism in social media communities*, new media & society, **20**(11) (2018), 4329–4345.

[6] E. Bensalem: *The Impact of Whatsapp on EFL Students' Vocabulary Learning*, Arab World English Journal (AWEJ), **9**(1) (2018), 23–38.

[7] S. Carmona, N. Alayed, A. Al-Ibrahim, R. D'Souza: *Realizing the potential of real-time clinical collaboration in maternal-fetal and obstetric medicine through WhatsApp*, Sage Publications, **11**(2) (2018), 83–89.

[8] R. Srinivasan, V. IlamParithi: *A Study on Interpersonal Surveillance on Social Media Using Whatsapp*, International Journal of Research in Engineering, IT and Social Sciences, **8**(5) (2018), 58–64.

[9] F. Gomes-Franco de Silva, J. Colussi, P.M. Rocha: *WhatsApp as a Tool for Participation on Spanish Radio: A Preliminary Study of the Program Las Mananas on RNE*, Novi Sad J. Math., **25**(1) (2018), 77–91.

[10] C. Madge, M.R. Breines, M.T. Beatrice Dalu, A. Gunter, J. Mittelmeier, P. Prinsloo, P. Raghuram: *WhatsApp use among African international distance education (IDE) students: transferring, translating and transforming educational experiences*, Taylor & Francis, **44**(3) (2019), 267–282.

Chitkara University Institute of Engineering & Technology, Chitkara University, Rajpura, Punjab, India

Email address: amandeep.bhullar@chitkara.edu.in

Chitkara University Institute of Engineering & Technology, Chitkara University, Rajpura, Punjab, India

Email address: amanpreet.singh@chitkara.edu.in