Usage of Whatsapp: A Study of University Of Peshawar, Pakistan

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ABSTRACT: *This paper has analyzed what Pakistani students do when they use the messaging tool i.e. Whatsapp. To carry out this study a questionnaire was used as research instrument to gather data from the population of students of university of Peshawar. A total of 100 questionnaires were distributed among the students. The response rate was 84% which is considered very effective. The result shows that Whatsapp is a vital tool of communication used mainly for one to one or group communication. The various other functions performed by the respondent were sharingacademic information, chat, picture and video sharing, texting to family members living abroad and current affairs.*
Keywords: *social media, Whatsapp, Usage of Whatsapp,Students, Social Media.*

I.   Introduction

According to Beebe and Masterson (2003), human communication comprises what people say, how they say it and to whom they say it. This means that what people say depends on the environment in which they are. Thus people are bound to change the way they communicate in relation with the environment at any given time. As a result of the high patronage on Whatsapp, there have been several pitfalls for various people through usage of the social network site. Whilst others use it to communicate with their friends and relatives in various places, others have used it to circulate hoaxes. Several people have been pronounced dead along them popular sungura musician AlickMacheso. In October 2015 another false message claimed that a bus from Maranatha Primary School had been involved in an accident when the school did not have a bus as described in the message. On the third of December 2015 parents with children who learn at Mutare Boys High School were sent into panic mode when someone circulated a message claiming that a bus carrying their kids from school had been involved in an accident and fifty-nine students had lost their lives. However, nothing of that sought had happened. This study aims at exploring the usage of Whatsapp in the University of Peshawar to know students preferences in using it for various purposes.

II.   Literature Review

Whatsapp
Whats App Messenger is a proprietary, cross-platform instant messaging subscription service for smartphones and selected feature phones it uses the internet for communication. In addition to text messaging, users can send messages, images, video and audio media as well as their location. Whatsapp Inc. was founded in 2009 by Brian Acton and Jan Koum, both former employees at Yahoo! The company is based in Mountain View, California and employs 55 people. As of October 2014, Whatsapp is the most globally popular messaging app more than 600 million users. Student Communication with his families is defined as: the interaction of university student with his family on daily basis in a positive way.

Social Network Sites
As indicated by Boyd and Ellison (2007), "Social interaction destinations are online administrations that permit people to develop an open or semi-open profile inside a limited framework, explain a rundown of different clients with whom they share an association, and view and cross their rundown of associations what's more, those made by others inside the framework". Helou and Rahim (2010), additionally characterized online 10 Social organizations (OSNs) "as virtual groups which permit individuals to interface and communicate with each other on a specific subject or to simply "hang out" together on the web. Online networking locales around the globe give clients various choices to cooperate with each other through diversion, visits, babbles, and amusements". Through these informal organization stages understudies are ready to meet to collaborate with each other on different themes and interests. Davis et al (2012), allude to online networking innovation (SMT) as "electronic and portable applications that permit people and associations to make, draw in, and share new user generated then again existing substance in advanced situations through multi-way correspondence". Prominent Social organization stages on portable and web applications incorporate Facebook, Twitter, YouTube, Whatsapp, Instagram, snap visit, Google Plus and so on. These stages have particular parts, capacities and

methods of correspondence despite the fact that their capacities are for the most part related. This relates to the definition by Kaplan and Haenlein (2010), who characterized Social media as "a gathering of Web construct applications that work in light of the ideological and mechanical establishments of Web 2.0, and that permit the creation and trade of client produced content". Ayiah and Kumah (2011), summed up the meaning of informal community as a web stage where individuals from diverse settings can associate and interface with each other.

Educational Use of Social Networks
Social networks have turned into a basic piece of understudy social life (Tavares, 2013). These networks have ended up critical as they serve as stages for clients to cooperate and relate with their companions. Informal communities are presently been seen as learning stages or groups that could be used to improve understudy engagement and execution. Various specialists have found a few positive results in online group engagement among understudies and their companions. A study by Tiene (2000), demonstrated that "composed correspondence on the internet empowers understudies to join in examinations at once helpful to them and articulate their thoughts in all the more painstakingly thoroughly considered and organized ways. In backing of Tiene's (2000) discoveries, Deng and Tavares (2013) additionally reasoned that "Online exchanges can add to the advancement of understudies' intelligent capacity and basic deduction abilities. Moreover, contrasted with up close and personal (F2F) collaboration, understudies are all the more eager to voice their perspectives or indeed, even difference and are more receptive to others' conclusions in online exchanges". As indicated by Apeanti and Danso (2014), understudies trusted that it would be a good time for their speakers to utilize social media. Additionally, their evaluations would be better on the off chance that they could contact speakers through online networking and speakers ought to hold address hours on online networking. This was uncovered in their study among understudies of the University of Education, Winneba. Various specialists have sketched out various understudy advantages in connection to training as a aftereffect of informal community interest. Yunus et al. (2012), demonstrates that understudies increased more vocabulary and enhanced their written work aptitudes as a consequence of their investment on informal organizations for example, Facebook and Twitter. Asad, Mamun and Clement (2012) expressed the trading of assignments, assets and exchanges on scholarly work and different issues on informal communities among understudies. As indicated by Salvation and Adzharuddin (2014), understudies can define bunch dialogs to trade thoughts and convey to their instructors and additionally engage their companions about assignments on SNSs. They showed that educators share course related materials with their understudies and make understudy gatherings to work together on undertakings and speak with their kindred speakers from different colleges through SNSs, in this manner encouraging educating and learning process and the improvement of scholastic execution. English and Duncan-Howell (2008), additionally utilized Facebook as an instrument to upgrade peer support among business training understudies amid their preparation program and distinguished that understudies' trades were generally of the emotional sort encouraging gathering cohesiveness through consolation and backing.

III.   Research Methodology
Survey methodology was used in which a questionnaire was designed to take on the study. To conduct the study university of Peshawar was selected which is one of the biggest university in Pakistan. The research was an explanatory survey. Out of 100 questionnaires distributed, 84 were received.

IV.   Findings And Discussion
The findings of the study are given as under.
Age Groups of Respondents

Table: 1

Age group	18-23	24-29	30-35
No of respondents	37	22	25

Marital Status of Respondents

Table: 2

Marital Status	Single	Married
No of respondents	62	22

Average Time Spent On using Whatsapp Daily

Table: 3

Range	(Below 2 Hours)	(2-4 Hours)	Above 4 Hours)
No of respondents	64 (76%)	16 (19%)	4 (4%)

This table shows that average time spent on using Whatsapp by users. 76% students use Whatsapp below 2 hours while 19% use it for 2 to 4 hours. 4% use it below 4 hours daily.

The table below shows the types of content that these users share either as groups or in personal discussions:

Table: 4

	Purpose of using Whatsapp	No of Respondents
1.	Sharing Academic Information	**18 (21%)**
2.	Chatting	**32 (38%)**
3. 4.	Communication with Family members abroad	**11 (13%)**
5.	Picture and Videos	**19 (22%)**
6.	Current Affairs	**04 (%)**

The result shows that the students useWhatsapp regularly for communication purpose. It was really surprising to know that students use Whatsapp frequently. 18 (32%) of the respondents use Whatsapp for sharing academic related information while 32 (38%) use it for general chatting purpose. 19 use it for sharing pictures and videos while 11 (13%) use it for communicating with their family members living abroad. 4(4%)of students use it for current affairs.

V. Conclusion

This paper has frame out that Whatsapp is an effective and affordable platform of communication. Now a day's people use Whatsapp frequently to remain in touch with their friends and family members. Most importantly organizations have also created Whatsapp group for communicating with their employees. Due to the multifaceted functions of Whatsapp, it has been used widely now. This study has played a key role to let us know about the preferences of the student of Peshawar University. Students use Whatsapp for communication with their friends and family members. They share information, pictures and videos in aeasy way. Not only they share material on campus they also use it for communication outside of their campus as well. New ways of communication has been laid by Whatsapp which is helping students share content of their use in a limited span of time.

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