

**Analyzing the use of Whatsapp and Twitter Among the University Students**¹Rincy Merlin Mathew,
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Abstract: The collection of online communication channels is named as a social network which connects the diversified people to various parts of the world. Twitter, Whatsapp, Facebook, Myspace etc. are the most popular social networks used by millions of people all around the world. Social media fascinates the diversified people due of its immense features such as interconnecting people to share their ideas, photos, videos etc. with their friends and family members to all the parts of the world. This paper analyses the average rate of users availing the use of Whatsapp and Twitter .

Keywords: social network

I. INTRODUCTION

The use of social media plays a vital role affecting the academic performance in addition to the psychological factors in the midst of university students. Some students developed themselves the use the technology proficiently and the usage of internet and social media has become a part of their daily lives, where technology has developed substantially. Social media permit users along with commonalities to discover, work with and rewrite user content. The use of social media has a collection of shortcomings that influences the students, children and even adolescents.

The use of Internet has rapidly reorganized the human experience. Engaging in various social media sites has turn into a regular activity in the seam of children and even university students. Students of different age units are using social media to associate with one another. Aside from the norm of social media sites, the persistent use of mobile technologies namely instant messaging, text messaging has made the students to undertake several classes of accomplishments resembling chatting with friends, captivating other people and even they exploit the way of control similar to spending majority of their time by sharing redundant information, or posting bogus information with regard to themselves and others. These sorts of actions manipulate themselves, more or less intentionally and certain others unintentionally.

Currently students of discrete age groups are eminently familiar of WhatsApp application for their day to day communication than mobile technologies. However, in communications involving the student's classmates, their family members and relatives found that WhatsApp has become an endorsed preference. The social media network sites being Facebook, Twitter, Instagram, Google talk, Skype, Viber, and WhatsApp texting has evolve into an outstanding element in today's world that can inspire the psychological factors of a person to an extent.

Preceding studies compared that WhatsApp tenders a simpler and convenient way of communication than voice calls amongst people who belongs to distinct age group and notably the students. WhatsApp application was more adaptable in the meantime several aspects comparatively its

accessibility and the ease of usage, authenticity, and efficacy and cost-effective has profoundly motivated the students. They spend their time in a large amount particularly in weekends, in sharing their own information and a few of them procure the social media sites for sharing their academic materials, even they are considerable in data protection and with regard to their confidentiality.

The benefits of WhatsApp include the ability to originate, share the information, public interaction with other users. WhatsApp suggests an easier and convenient way of communication than voice call. Students use WhatsApp to inform their locations, information related to their course, private information exchanging etc. Students are more concerned of their data protection and exchange of private information. Social networking, smart phones and social media applications are becoming progressively prevalent and millions of people are using it.

However, thousands of social networks and applications are obtainable globally; on the other hand a social network's acceptance determines how readily it measures the user's personal needs and desires. Social media developed more collaborative and focused on viewed significance. Sites namely Instagram and YouTube allowed users to upload, transform, contribute and criticize photos and videos. Social networking propose a broad difference of features, in spite of some disadvantages, that prompts the minimization of video chat. People even persist to use social media and access the benefits these tools need to present.

Twitter, compared to Facebook is substantially more consistent and straight forward to send messages in precise wordings. Instant messaging also restrain that bring into play with social networking site, remarkably bounded by teens. Older adults seem to be rather more convenient using instant messaging over social networking sites. Studies found that the usage of Internet enclosed by lonely women lessen their isolation. The use of social media encounters adolescents frequently than a good number of adults carry out.

The performance of Internet communications and communities and their impact on politics has also marked up in a prominent way. Studies found that people those who take part in inserting and sharing forged information and videos against the political leaders and making issues. Users are cognizant of using social media sites, and make use of a

team work. The use of social media involves highlighting personal details by means of user profiles. This may indicate exposure of information when a third person permit access to the profile information.

II. RELATED WORKS

Yeboah Solomon Tawiah [1] assessed that WhatsApp voice call is most preferred by the students. It remains more important to them and concluded that voice call is a preferred choice than text messaging.

John. J. Scarpino [2] investigated that Facebook, MySpace and Twitter are the most popular global social networking sites. Based on the survey, studies were made to some questions that whether there is any personal relationship between Saudis living in U.S and Saudis living in their own country. Also, studies were made into a question whether social media networking sites affects the people in Saudi positively or negatively. The studies found that it depends on the people who live in Saudi that affects social media sites in their life positively or negatively. The survey came to a conclusion that depending on the type of person participating can be looked into if it has good and bad effects. It badly affected people those who are non-educated and it positively affected those who are educated and maintained a strong relationship with their family, friends and relatives.

Basit Shahzad [3] suggested that in recent past, the use of Twitter and the use of social media have become common for the purpose of advertising. He identified that the advertisement and marketing of some specific brands are highly required by some targeted people.

Basit Shahzad [4] investigated the importance of academic excellence as well as the technological advancements. He examined the positive impact of electronic services and analyzed its results.

T. Correa [5] has identified the use of social media that provides a mechanism for the people to communicate and interact with each other and also to maintain a social relationship between them. Based on this study, he examined that how the personality of a person can be predicted with the spontaneous use of social media and Internet in future. People are mostly engaged in social media to avoid loneliness, especially women.

G. Schurgin [6] looked into the role of the frequent use of social media networking sites and the Internet has become the most common activity for the children and their parents. His studies found that many children are at risk such as their privacy issues when they experiment with social media and became addicted to Internet. Some children were benefited with socialization and communication, their learning opportunities and accessing their health information.

M. Kaschesky [7] examined that the role of Internet communications and the use of social media highly influenced the people over politics. People emotions were targeted by politics with the frequent use of social media.

S. Alim [8] focused on the relationship between the use of social media among the students and their academic performance as well as their impact of their daily lives. Based on the survey, he concluded that Facebook and Twitter are the most popular and common social networks

where the students were mostly engaged in. He found that majority of the students were not being affected in their academic performance by the excessive use of social networks.

Esam Alwagait [9] studied that during the peak hours, the social activity has been done on Twitter by the individuals. He proposed that the frequent use of Twitter has become very common during the midnight. It is found that many people are engaged in Twitter during weekends especially in Fridays.

The social media's basic usage is to interconnecting the various people in various part of the world. This survey is made between the Saudis living in U.S and in their home country[4]. Five different experiments were conducted for the online users of twitter followers [5]. The research was done to know the millions of twitter user's maximum utilizing time, day and how many hours using it. In another research [6], they developed the cost effective methodology to collect automated and non obtrusive data to analyze a complex social network.

A survey among a group of students was made to understand the impact of the social media how it affects their GPA score. But it concluded that there is no relationship between their GPA score and the usage of social media [1]. King Saud University developed its own website for their faculty members and students and recorded the website usage by them and also concluded that they use them efficiently [2]. In this paper a survey is going to make for a group of Saudi students who are using the twitter and whatsapp application and how their impact made them positively by gaining the knowledge through sharing their thoughts, improvising their English speaking skills and how they easily completing their works on time.

III. PROBLEM STATEMENT

Internet usage plays an imperative role among students. In many areas enormous use of social media usage is becoming a notable problem to discuss. Sometimes this leads to unreliable data too. Millions of people have become passionate users due to the initiation of the use of social networking sites. There are above 100 certain number of sites (e. g., MySpace, Facebook, Twitter, and Instagram) that support diverse interests. Once a registered user creates a personal profile, it indicates their interests and behavior. However, Facebook and Twitter constitute the most commonly used SNSs for academic purposes, these tools use for marketing and publicity, interacting with students, and enhancing its services. This online experience has not only opened up more communicative outreach for libraries, but also for higher educational professionals.

These days WhatsApp and Twitter has become a model for youngsters, or even adults and the world of social media has inspired them significantly in education and in personal lives. The conveniences of using the social networking sites give users to communicate with one another can disintegrate their interpersonal communication.

The obsession to social networking sites can ascertain emotional state of loneliness and increase frame of mind of inexperience to interruption; hence, an enormous demand rose to fashion out some measures of determining and using the accurate social networking site reliably. This study is

concerned with the orientation of use of the sites, what benefits students and faculties acquire from using the sites, the threats associated with them and the ways to obviate such threats.

These social sites have become valuable means of collaborative thinking and feelings between their users. Researchers have promptly accomplished the necessity to organize this into the educational faculties, as a capability to substantiate the educational communications amongst student and faculties, where as organizations of higher acquirements have proved preventing students from accessing technologies which is of less significant to their educational benefit.

IV. METHODOLOGY

The main focus of this research is to find out the response of students for some survey questions like the time spend on using Whatapp and Twitter, how the use of the social media affects the social behaviour and the academic performance of the students. A questionnaire is given to around 200 students of different dicipline .

V. RESULTS

The collected data are analyzed using a sample data. The results shows the average user rate from a particular age distribution and shows the variations in the percentage of social media usage. More students are using Whatsapp and Twitter according to the survey results . Figure 1 and Figure 2 shows the analysis of the data.

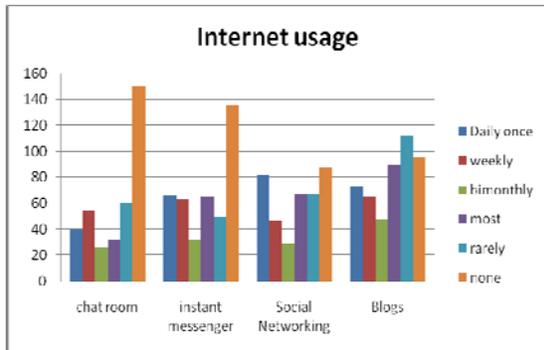


Figure.1

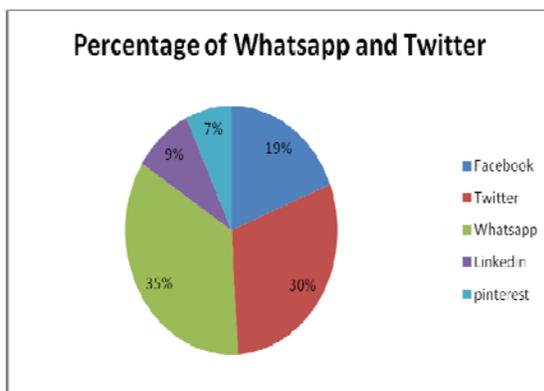


Figure 2

VI. CONCLUSION

The use of social media plays a vital role in today’s network world. A survey is conducted among a set of students in a university considering various factors including the psychological factors and internet factors. The results shows 35% of the students uses Whatsapp and Twitter whereas 30% of the students use Twitter. Further this work can be extended to analyze the data using data mining techniques.

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