



## WHATSAPP CONVENTION-AN ADDICTIVE PERSUASION

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### ABSTRACT

“WhatsApp addiction” can be coined to someone spending too much time in using whatsapp – an communication application which has many uses like perpetual chatting and multimedia sharing like selfies/images, videos and audios. This application has become an inevitable part of life for almost the entire population especially the adolescents. The sharing of emotional conversations, intimate medias and advanced technologies used in this application plays to be the major cause for addiction. Though many studies were done on internet addiction, no large scale studies were done on whatsapp addiction among adolescents. **Materials and methods:** This study was done as a cross sectional study during January 2015 and February 2015 with the objectives of assessing the usage pattern among the study population, to assess the evolution of depression, Loneliness & Stress on Whats app usage and to evaluate the burden of Whats app addictive behavior among the study population. The study was done using direct interview method. The data was entered in MS excel sheet and analysis was done using Epi Info software version 3.5, 2008. **Results:** Totally 517 were studied, of which includes 182 Males (35.2%) and 335 Females (64.8%). In our study majority 64.8% (335) were females and most of them 66.7% (345) belong to 18 to 22 years of age. There was a total of 7.7% (40) of the study population showing addictive behaviour towards whatsapp usage whereas the self reported addictive behaviour was present among 11.4% (59) of the study population. **Conclusion:** This study showed that majority of the adolescent population were addicted to WhatsApp and hence attention should be paid to reduce the negative impacts such as decreased real life social participation, relationship problems since this application plays the major role in mentally isolating the users in all the social gatherings.

**KEYWORDS:** WhatsApp Addiction, Application, Addictive behaviour.

### INTRODUCTION

Adolescence is the period of transition from childhood to adulthood during which young people go through many physical, intellectual and social changes. Specific needs of adolescents include that they need to be recognise adolescents as a distinct population group with particular needs and capacities that are different from those of younger children and from those of adults.<sup>[1]</sup> Adolescent stage in life is the most energetic and also critical stage in life, Parental monitoring represents an important protective influence in the lives of adolescents. So Parental monitoring interventions can reduce adolescent risk behaviour.<sup>[2]</sup> Risk behaviour of adolescents are many endangered activities including using mobile phone. Usage of mobile phone is increasing day to day especially in adolescent age group, in that whats app plays a major role. Whatsapp is one of the advanced application that is used on smartphones which is greatly increased throughout the world. Whatsapp may generate

perceptible improvements in consumer's lives. Whatsapp used to be in touch with their friends and family. A study done by sagar deshमुख shows that number of users using whatsapp worldwide are 750million, survey tells us that each month there is an addition of 20 million users every month all over the world and age group-analysing shows that using whatsapp is starting from the age of 17 to 65+ years worldwide. Almost 18% of users are from the age group 17-25, which includes college students who mostly use whatsapp service for college groups and friends chatting.<sup>[3]</sup> Richard Shambare in his study, He noted that there was an observed decline in the use of SMS and BBM (blackberry messenger).<sup>[4]</sup> Whatsapp have taken the place where SMS and other messenger used in text messaging A study done by Ms. Jisha K and Dr. Jebakumar shows that advantage of using whats app are no cost, easy to chat, easy to use, easy to send multimedia messages instantly, preserves chat history, enables the user to see, when their friends

and relatives logged in last time, quick in status updates and photo uploads, groupchat facility, no geographic constraints and great speed.<sup>[5]</sup> Apart from personal chat whatsapp also have group chat and this group chat is used for many purpose including learning.<sup>[5]</sup> A study done by Balaji arumugam, Sowmiya ramanan, Kirubhaa Krishna shows that students are more inclined towards the usage of social media and mobile app for learning the medical subjects.<sup>[6]</sup>

### AIM AND OBJECTIVES

- To assess the Whats app usage pattern among the study population.
- To assess the evolution of depression, Loneliness & Stress on Whatsapp usage.
- To assess the burden of Whats app addictive behavior among the study population.

### MATERIAL AND METHODS

#### Design and sample size

Our research is a cross sectional study based on the questionnaire in randomly sampled 517 participants which includes 182 Males (35.2%) and 335 Females (64.8%) from the age group ranges from 13-29 (Table: 1). Study period: During January and February of 2015. Method: Our research is done based on the pre-formed pre-validated questionnaire. The source for questionnaire is gathered from various sources which include text

books, journals/ articles (published) and internet site. The questionnaire is made in simple English, so that the participants can easily perceive the questions. The survey with the questionnaire are done randomly among various school and college students (school student: 158, medical: 163, engineering: 189 and others:7.(Table:1). However, before we started the survey, we did a pilot study with 163 participants in order to know where the questions chosen will meet our objectives, to find any errors and difficulties to our original study population, To access the response rate using various methods in collecting data. Our survey with 163 participants in pilot study is analyzed and displayed in two different medical colleges inter and south Indian conference. Atlast, the questionnaire is finalized with general socio-demographic details, Whatsapp usage variables and addictive questions which include self reporting of additive behavior towards Whatsapp usage. The data was collected and entered in MS excel sheet and analysis was done using Epi Info software version 3.5, 2008.

### RESULTS

In our study majority 64.8% (335) were females and most of them 66.7% (345) belong to 18 to 22 years of age. The educational status of the study population was ranging from school going to medical and engineering college students.

**TABLE: 1 GENERAL SOCIODEMOGRAPHIC TABLE**

AGE	13-17	141	27.3%
	18-22	345	66.7%
	23-29	31	6%
Gender	Male	182	35.2%
	Female	335	64.8%
Education status	School student	158	30.6%
	Medical	163	31.5%
	Engineering	189	36.6%
	Others	7	1.3%

#### Our study findings in Whatsapp usage variables are

1. Average time on using WhatsApp ranges from 10 minutes to more than 9 hours with a frequency of 10 minutes to 2 hours -355 participants, 3 hours to 9 hours- 148 participants and >9 hours- 14 participants. (Table:2).
2. Usage of WhatsApp application ranges from 1 month – more than 4 years with a frequency of using 1 month to 4 years - 176 participants , 1 year to 4 years -336 participants and >4 years - 5 participants. (Table:2).
3. Specific time on using WhatsApp varies accordingly 5 participants are using whatsapp in morning, 5 participants are using whatsapp in afternoon, 100 participants are using evening , 124 participants are night and 283 participants using whatsapp any time with no specific time.(Table:2)
4. Participants are using whatsapp in between their work timings which about 28 participants using all

the time, 325 participants using sometime and 283 participants not at all using whatsapp during their work.(Table:2)

5. Whatsapp are used while driving about 15 participants and 502 members are not using.(Table:2)
6. 45 participants are checking whatsapp inbetween their sleep and 4 participants using whatsapp in their bathroom. (Table:2).
7. About 113 participants having their mobile to check whatsapp, 249 having mobile sometime and 155 participants are not having mobile for whatsapp.(Table:2)
8. 85 members are strongly agreed that they often change profile picture and status. (Table:2)
9. 142 participants are using whatsapp status to express their feeling, 290 participants sometimes and 95 participants not at all using. (Table:2).

10. 117 participants checking whatsapp whether they receive any message all the time, 259 participants are checking sometimes and 141 members not at all checking. (Table:2).

11. 133 participants frequently checking whatsapp eventhough they doesn't received any message, 117 participants checking sometime and 267 participants not at all checking. (Table:2).

**TABLE: 2 WHATS APP USAGE VARIABLES**

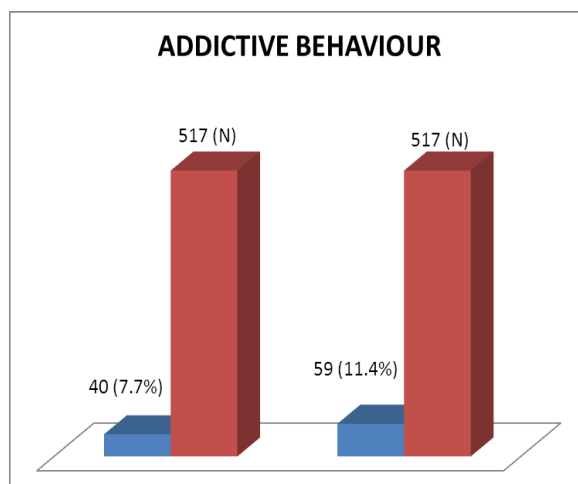
Average time on using whatapps per day	10 mintes-2 hours	355	68.6%
	3 hours -9 hours	148	28.6%
	>9 hours	14	2.7%
How many years are you using whatapps	1 month -9 months	176	34.04%
	1 year -4 years	336	64.9%
	>4 years	5	0.96%
Time on using whatapps	Morning	5	0.96%
	Afternoon	5	0.96%
	Evening	100	19.34%
	Night	124	23.98%
	No specific time	283	54.73%
Are you using whatapps in between your work	All the time	38	7.4%
	Sometime	325	62.9%
	Not at all	154	29.8%
Are you using whatapps while driving	Yes	15	2.9%
	No	502	97.1%
Are you checking whatapps in between your sleep(mid night)	Yes	45	8.7%
	No	472	91.3%
Are you using whatapps in bathroom	Yes	4	0.8%
	No	513	99.2%
Are you having mobile with you always for whatapps	All the time	113	21.9%
	Sometime	249	48.2%
	Not at all	155	30.0%
Are you often change your profile picture/status	Strongly agree	85	16.4%
	Agree	269	52.0%
	Disagree	117	22.6%
	Strongly disagree	46	8.9%
Are you using whatapps status to express your feeling/wishes	All the time	142	27.5%
	Sometime	290	56.1%
	Not at all	85	16.4%
Do you check whatapps after wake up	All the time	117	22.6%
	Sometime	259	50.1%
	Not at all	141	27.3%
Are you checking frequently without receiving any message?	All the time	133	25.7%
	Sometime	117	22.6%
	Not at all	267	51.7%

### Addictive Behaviour

The addictive behaviour was assessed based on three important questions.

1. Do you think that you cannot stop using whatapps?
2. Do you feel that you cannot live without whatapps?
3. Do you be come depressed/ restless/ lonely when you don't receive message by whatsapp?

There was a total of 7.7% (40) of the study population showing addictive behaviour towards whatsapp usage whereas the self reported addictive behaviour was present among 11.4% (59) of the study population. (Figure – 1).



**TABLE: 3 FACTORS AND ITS ASSOCIATION WITH ADDICTIVE BEHAVIOUR MEAN SCORE AMONG THE STUDY POPULATION**

	VARIABLES	MEAN	STANDARD DEVIATION	SIGNIFICANCE
Gender	Male	6.56	1.683	0.012
	Female	6.14	1.874	
Age	13-17	6.46	0.843	1.058
	18-22	6.04	1.855	
	23-29	5.36	1.289	
Average time on using whatapps per day	10 mintes-2 hours	5.9	1.309	0.141
	3 hours -9 hours	6.04	1.184	
	>9 hours	7.45	0.583	
How many years are you using whatapps	1 month-9months	6.58	1.553	0.103
	1 year -4 years	6.38	1.462	
	>4 years	5.87	0.884	
Are you using whatapps in between your work	All the time	6.89	2.299	0.000
	Sometime	6.47	1.640	
	Not at all	5.76	1.934	
Are you using whatapps while driving	Yes	6.73	2.314	0.336
	No	6.27	1.803	
Are you checking whatapps in between your sleep(mid night)	Yes	7.00	2.216	0.006
	No	6.22	1.764	
Are you using whatapps in bathroom	Yes	7.74	2.363	0.107
	No	6.28	1.812	
Are you having mobile with you always for whatapps	All the time	6.72	1.645	0.000
	Sometime	6.76	1.097	
	Not at all	5.45	1.770	
Are you often change your profile picture/status	Strongly agree	6.98	2.190	0.000
	Agree	6.49	1.696	
	Disagree	5.65	1.555	
	Strongly disagree	5.48	1.670	
Are you using whatapps status to express your feeling/wishes	All the time	6.74	1.696	0.000
	Sometime	6.9	1.267	
	Not at all	5.46	1.729	
Do you check whatapps after wake up	All the time	6.85	2.024	0.000
	Sometime	6.80	1.134	
	Not at all	5.85	1.763	
Are you checking frequently without receiving anymessage?	All the time	6.98	1.663	0.000
	Sometime	6.29	1.339	
	Not at all	5.39	1.866	

In our study, Gender, Using whatsapp inbetween the work, Checking whatsapp inbetween their sleep, Having mobile always for whatsapp, Changing profile picture/status frequently, Using whatsapp to express their feeling/ wishes, Checking whatsapp after wake up and Checking frequently without receiving any message are significant variable.(p value= <0.05) (Table:3). Age, Time on using whatsapp, Number of years using whatsapp, Using whatsapp while driving and Using whatsapp in bathroom are insignificant variables (p value= >0.05) (Table:3).

## DISCUSSION

Similar to our study, A study done by Venkata Venu Gopala Raju Srijampana, Ananda Reddy Endreddy, Koilada Prabhath, Bhagawan Rajanaunder in a topic Prevalence Of Internet Addiction Among Medical Students shows that the students using internet mostly for social networking (59.7%).<sup>[7]</sup> In our study, we have

not included variables like using whatsapp for studying and sharing a materials through whatsapp but a study done by Annie Dayani Ahada, Syamimi Md Ariff Lima found that WhatsApp is benefited by the undergraduates in terms of discussing and sharing information related to study, apart from their everyday communications with families, friends and relatives.<sup>[8]</sup> Apart from the addictive behaviour, There is also negative impact of whatsapp in their studies which result in poor performance among students in tertiary institution in Ghana which was studied by Yeboah, George Dominic Ewur.<sup>[9]</sup> On the other hand, A study done by Navjit singh, Nidhi chopra and Jaspreet kaur shows that there is strong association between psychological behavioural factors measured by Shyness, Moody Behaviour, Loneliness & Feeling Stressed on the Whatsapp addiction tendencies among youth in the Jalandhar region of Punjab (India)<sup>[10]</sup> which proves that whatsapp will affect the psychological behavioural

factors among whatsapp users. Whatsapp has many benefits which include high speed, less expenditure, easy to use, etc...because of this advantage, adolescents are more engaged in whatsapp chatting and thereby there is adverse impact on the life style and culture of adolescent especially in their studies. It affects students (academics) language and also spoils their spelling skills and grammatical construction of sentences. They may get misled by information or fake news and concentrated more on gossips and even become totally dependent on this to get information about around the world.<sup>[11]</sup> Other than students using Whatsapp group, it is also used by many companies for communicating with their employees.<sup>[12]</sup> A study done by Adhi susilo, Trending whatsapp technology not only challenging for adolescents but also challenging for Educators. The educators should themselves embrace technology, provide active learning, change and develop new methodologies for motivating and training Net Generation students.<sup>[13]</sup>

## CONCLUSION

Our study showed the majority of the adolescent population are more prone for whatsapp addiction. With a significant change in mental status leads to depression, loneliness and stress. hence attention should be paid to reduce the negative impacts such as decreased real life social participation, relationship problems since this application plays the major role in mentally isolating the users in all the social gatherings.

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