

# A Study on the Purpose & Utilization of WhatsApp application by college students in Salem District

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**Abstract:** Whatsapp is an instant cross platform messaging application , it is basically used for messaging through mobile phones , it can only be used through mobile phones and its has been distinctly designed and marketed for Smartphone , it is generally accessed in almost all type of modern smart phones which includes, Android phones ,Blackberries, Windows Phone devices ,iPhones, etc. Whatsapp is much widely used in Android based smart phones comparatively to other smart phones. It is actually a refined and contemporary text messaging tool which is way ahead of traditional text messaging applications and scarcely uses Internet to send data, which really relives people from spending money for quick sharing text message through mobiles. Whatsapp gives people a varied platform for sharing text, contact numbers, links, pictures , videos , etc which helps them in providing multiple benefits like low cost, sharing Rich media messages, confirmation of messages for sending, delivering and reading and group chatting, etc. In such aspect Whatsapp being one of the most admired and acceptable media among youngsters, the access and usage of Whatsapp among youth seems to be so random and high , where the concept of grouping and sharing particular information also seems to be notable among many. Nowadays many people are sharing many different types of contents and also sharing many things in the group , So in that aspect, it would be really improper if there is no research study in understanding how youngsters use Whatsapp to share their opinion, contents . The research intensely analyze on the purpose and utilization factors of Whatsapp by college students in Salem district.

**Key Words:** Social media, youngsters, Whatsapp, purpose, utilization.

## I. INTRODUCTION:

### 1.1 Social Media :

*Daniel Trottier and Christian Fuchs in their Research paper titled Theorising Social Media,*

*Politics and the State,* explains that Michael Mandiberg argues that the notion of 'social media' has been associated with multiple concepts: "the corporate media favourite 'user-generated content,' Henry Jenkins' media-industries-focused 'convergence culture,' Jay Rosen's 'the people formerly known as the audience,' the politically infused 'participatory media,' Yochai Benkler's process-oriented 'peer-production,' and Tim O'Reilly's computer-programming-oriented 'Web 2.0'" (Mandiberg 2012, 2). The question of if and how social the web is or has become depends on a profoundly social theoretical question: what does it mean to be social? Are human beings always social or only if they interact with others? In sociological theory, there are different concepts of the social, such as Émile Durkheim's social facts, Max Weber's social action, Karl Marx's notion of collaborative work (also employed in the concept of computer-supported collaborative work—CSCW) or Ferdinand Tönnies' notion of community (for a detailed discussion, see Fuchs 2014d). Depending on which concept of sociality one employs, one gets different answers to the questions of whether the web is social and whether sociality is a new quality of the web. Community aspects of the web have certainly not started with Facebook, which was founded in 2004 but was already described as characteristic of 1980s bulletin board systems, like The WELL, that he characterises as virtual communities (Rheingold 2000). Collaborative work, as, for example, the cooperative editing of articles performed on Wikipedia, is rather new as a dominant phenomenon on the WWW, but not new in computing. The concept of CSCW (computer supported cooperative work) was subject of a conference series that started in December 1986 with the 1st ACM Conference on CSCW in Austin, Texas. A theoretical approach is needed that identifies multiple dimensions of sociality (such as cognition, communication, and cooperation),

based on which the continuities and discontinuities of the development of the Internet can be empirically studied. Neither is the wiki-concept new itself: the WikiWeb was introduced by Ward Cunningham in 1984.

Social network sites are web-based services allowing individuals to construct a semi-public or public profile in a bounded system. Maximum of the time social networking sites are used to communicate with people who are already their friends or connections in the social network sharing same mindset or same interests and views, discussions on debatable topics, news articles are most common topics on these SNNs. Social networking sites are not only popular for providing a platform for chatting, sharing scraps, videos, pictures etc. but also for discussing social issues. Earlier people supposed in keeping their data private but now they like going public and viewing wall posts, status updates, tweets and in fact every excitement of their lives. In this way, we are ourselves violating our privacy and liberty at the negotiation of publicizing intimate details so as to attract hundreds of online readers and even strangers. Now there is a sort of competition among the youths to pose themselves as most favourite and famous person on internet. So, the effort, time and focus we spend on creating our position, popularity rate. When these social networking sites started, youths got immediately paying attention towards them as they found it very convenient to develop their social circle, chat with other teenagers share their personal photos and see others data too lacking of any security alert. No hesitation these SNS provides employment, marketing, personal growth, sharing of information but the most prevalent hazard through often involves online individuals. One side these sites provide to be in touch with our dear ones on the other side it creates platform for many cyber crimes. In this paper we focused on the positive as well as negative impact of these social networking sites on the Indian youth and what are the ethical responsibilities of the users of these sites.

(Shabnam S. Mahat , S. D. Mundhe, 2014)

## **1.2 Social Networking:**

### **Purpose**

"New media and society: A Study on the impact of social networking sites on Indian youth" a study conducted Researchers. M. Neelamalar & Ms. P. Chitra, in which the researchers said Through social networking, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real life friendships through similar interests or groups. Besides establishing important social relationships, social networking members can share their interests with other likeminded members by joining groups and forums. Some networking can also help members find a job or establish business contacts. Most social networking websites also offer additional features.

In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. The most popular extra features include music and video sections. The video section can include everything from member generated videos from hundreds of subjects to TV clips and movie trailers (YouTube). Social networking sites have facilitated communication. Members of such sites can easily form groups (called the communities) and share their opinions among themselves through discussion threads, forums and polls.

Though these sites serves good in many ways, it has its negative effects too such as cybercrimes which has become a privacy threat to the people worldwide. Although advantageous in many ways by building new relationship and reconnecting with lost or old contacts, it also brought up some behavioral changes among the youth, not only the behavioral changes but also their social behavior and approaches. It has also ended up as a nightmare for a few people. (M. Neelamalar & P. Chitra, 2009)

## **1.3 Whatsapp:**

In a blog named *Business Productivity* in 2013 in an article *Whats whatsapp and how can I use it?* states that, WhatsApp is a messaging application that you can download to your smartphone and use to easily send messages to other peoples mobile phones. The beauty with the application is that it's available for most types of modern smartphones including iPhones, Blackberries, Windows Phone devices, Android phones and certain Nokia phones using Symbian. Unlike traditional text messages sent using SMS, WhatsApp uses your phones' data connection so you don't have to pay for the individual messages you send. There are so many apps available today, but before you waste time and energy on downloading and installing an app you want to know that it's actually worth the effort. As I see it, there are a number of benefits of this messaging app.

**Reduced costs** – The most obvious benefit to using a messaging application like WhatsApp is that you can reduce your monthly mobile phone bill since you don't have to pay for messages sent using WhatsApp. As long as you have a data package included in your mobile subscription, or, if you can use your mobile over WiFi networks, you can send and receive messages at no additional cost.

**Richer messaging** – Even though writing messages using text is the most common way to communicate, you might also want to include some other type of media in your message. Using WhatsApp you can include images, videos, audio files, contacts, your location and a number of emoticons in your messages. Since you can't ever rely on phones successfully receiving MMSs (multi-media messages) this is great alternative.

**Confirmation of message sent and received** – When you send a message using WhatsApp you can see a little check mark that the message has been successfully sent. When the message has been delivered to the recipient you will see two check marks in the message. This way you can see if the person has received your message or not (this does not mean that the person has read the message though, only that it has been delivered to their phone).

**Easier group chats** – Using WhatsApp you can create a number of different groups with people you can message all at once. No matter if you are communicating with your family, your team mates or the parents in your kids' nursery, you can easily create a group and make sure that everyone is kept in the loop.

**Start communicating** – Using WhatsApp is very straightforward. The functionality differs slightly across the different mobile platforms, but there still isn't that much to it. You can send a message to someone by simply starting a new chat and selecting them from the contacts. You can also start a group chat where multiple people see the messages that are being sent back and forth. You can also send a broadcast message to multiple people. The difference between a broadcasted message to multiple people and a group chat message is that in the group chat everyone sees all messages sent within the group. If someone replies to a broadcasted message on the other hand, only you as the original broadcaster will receive that reply.

## II. REVIEW OF LITERATURE:

### 2.1 Whatsapp:

In a journal named *Journal of Education and Practise* an article titled *The Impact of Whatsapp Messenger Usage on Students Performance in Tertiary Institutions in Ghana* it described that, The world is ever changing due to the advancement in the realm of science and technology. These days it seems hard to escape the presence of technology. Most people will praise the many technological gadgets that they use in their everyday lives. Many of us depend on it to get us through the day, to do our job, to get around, and to find certain things. Technology is evolving at a very fast rate, and what most people did not even think could be real a few years ago, is now becoming a reality. Whatsapp is one of the changes in technology that is commonly used on specific mobile phones and computers. Since the Smartphones became popular, many messaging services were launched but Whatsapp has become very popular among them. The service is free for one year and after that a very small amount is charged yearly. Besides all, this Application is highly addictive and can create a great impact on regular users, and apart from that it can leave a trace that becomes difficult to control and cure. Some of the most prominent technological innovations are smart phones, laptops and using the internet. They have greatly affected many aspects of our lives. Today the Internet continues to grow day by day at an incredible speed. About 32.7% of the world's population has access to the internet Howe,( 2012). The research examines the effect of the Whatsapp messenger and the invading technology represented in the use of personal computers and Smartphone on the behavior of students and their academic performance in tertiary institutions in Ghana. The subjects of interest about the students are their friendships and social lives, family relations, general health and personal achievements on campus. Whatsapp Messenger has been around for a while but recent updates have improved the functionality of the application since its release date. The main purpose behind this application is to replace SMS with a cross platform mobile messenger that works on an internet data plan. If you have unlimited text, it is still beneficial as it is a convenient way to skip international fees that carriers may charge. It is currently available for iPhone, Android, Windows Phone, Nokia Symbian60 and S40 and Blackberry. It is popular because there is no cost to message friends and family other than the internet data plan that users already have on their phones. It is easy to get started. Simply enter the telephone number of the device into the app. It then sorts through the contacts (with your permission) on the phone to figure out who else also has the app already installed.

Users can then invite more contacts or go ahead and start sending messages to the ones that the app discovered. The Whatsapp messenger was purposely created by Brian Acton and Jan Koum (2009) to make communication and the distribution of multimedia messaging more easily and faster. (Johnson Yeboah, George Dominic Ewur, 2014)

## 2.2 Social Media & Youth:

In a study done in *London School of Economics and Political Science, UK*, in topic "*Social Media and Youth*" Researcher *Leslie Haddon* said that, When examining young people's experience of social media, it is useful to extend the notion of social media to appreciate not only the antecedents of some current youth online practices, but also the development of research concepts and frameworks related to this topic. For many researchers and media commentators the term social media refers principally, and narrowly, to the more communication and interaction oriented parts of the internet, including blogs, social networking sites such as Facebook, and micro blogging sites such as Twitter, as well as to diverse platforms for sharing audiovisual material (e.g., YouTube, Flickr). The words "social media" first started to be used in 2005 and reflected an interest in the growth of relatively more recent interrelation parts of the internet, sometimes called Web 2.0 (Ito et al., 2010). Yet prior to these more recent applications, social and communicative elements of the internet predating Web 2.0 had been used by youth – for example, instant messaging (IM), email, and chat rooms. In addition, youth had developed the forerunners of some current social and communicative practices via other, older media, including texting, as well as the more general uses of mobile phones. Given the emphasis in current social media discussions on the creation and sharing of content, it is worth noting that before Web 2.0, mobile phones were being used by young people to exchange audiovisual content (e.g., with Bluetooth) as well as to take and post pictures online. Young people learned about creatively fashioning and sharing textual messages – as well as the symbolic meanings of those messages – through their use of texting and IM. Many of the research issues, concepts, and frameworks (such as understanding the place of information and communications technologies

[ICTs] within wider parent–child relations) that we now associate with the social media websites noted above were discussed initially in relation to these older social media precursors. Exploring a variety of historical antecedents also has the effect of underlining the fact that social media are not such a new development and are not even such a radical break with Web 1.0, for example. This entry will proceed with the broader understanding of the term social media, encompassing all of the above. In examining social media and youth, it is also important to distinguish what is meant by youth. This term can cover different ages in different countries; in some societies youth extends into the late twenties, whereas in others such an age would be considered young adulthood. Meanwhile, the legal definitions of adulthood, the age at which young people are legally allowed to do different things (e.g., have sex, drive, buy alcohol), vary culturally. But the choice of words is an issue not just because of definitions and cut-off points, but also because of their connotations. Not only do writings about youth and "young people," or teenagers, refer to older children, but, arguably, they often take a perspective stressing how their social world and practices are closer to, and moving toward, adulthood. To refer to some of those same people as (still) "children" can sometimes stress the link to the world of young children, as well as their vulnerabilities, dependencies, and need for adult guidance.

## III. OBJECTIVE OF THE STUDY

- To analyze how students utilize WhatsApp to share media contents
- To analyze the types of contents shared and expressed by college students in Tamilnadu through Whatsapp

## IV. METHODOLOGY

The methodology adopted for this study is Quantitative content analysis. The Analysis is done over social networking mobile application WhatsApp and the text and media contents shared by a random sample of 100 youngsters belonging to various regions of Tamilnadu and the analysis as follows:

**Table 1: Age of WhatsApp users**

Age	Total	Percentage %
17-20	53	53
21-24	47	47
Total	100	100

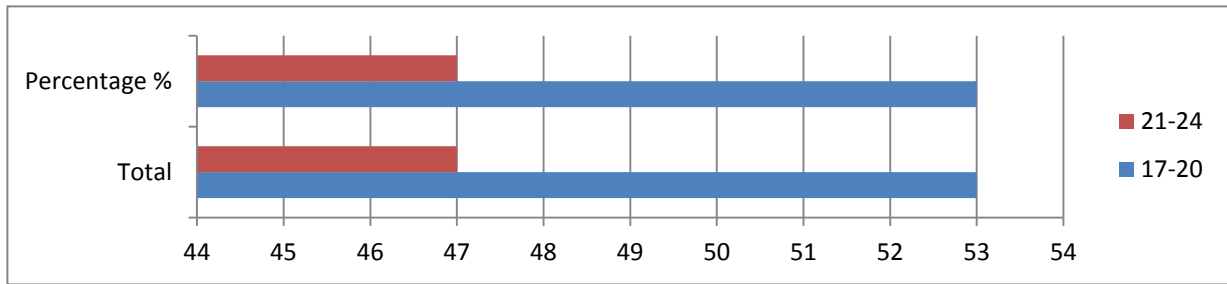


Figure 1

Table 1 & Figure 1 clearly describes that maximum number of students using Whatsapp were between age (17-20) yrs with 53 % and the second highest users were between (21-24) with 47 %

Table 2: No of male and female WhatsApp users

Gender	Total	Percentage%
Male	54	54
Female	46	46
Total	100	100

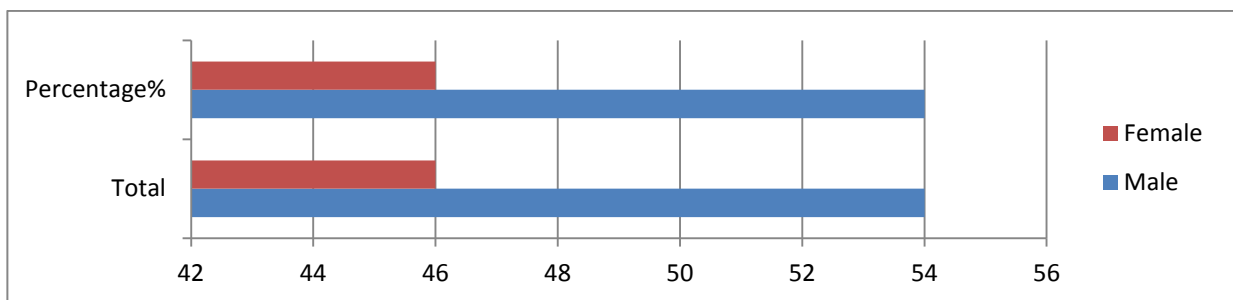


Figure 2

According to Table 2 & Figure 2, it is very clear that men uses Whatsapp high with 54% and female uses social networking very less comparing to men with about 46%.

Table 3: Respondents view on types of Content shared in WhatsApp

Categories	Strongly Agree	Agree	Disagree	Strongly Disagree
Personal	41	23	25	11
Education	15	20	28	37
News	29	43	13	15
Casual	29	45	10	16
Cinema / Music	35	39	16	10
Business/ Technology	23	31	27	19
Culture / Religion	21	25	31	23
Sports	43	28	8	21
Politics	48	27	10	15
Wishes (General / Festival)	47	27	10	16
Social Awareness & Issues	40	32	17	11
Memes	43	32	10	9

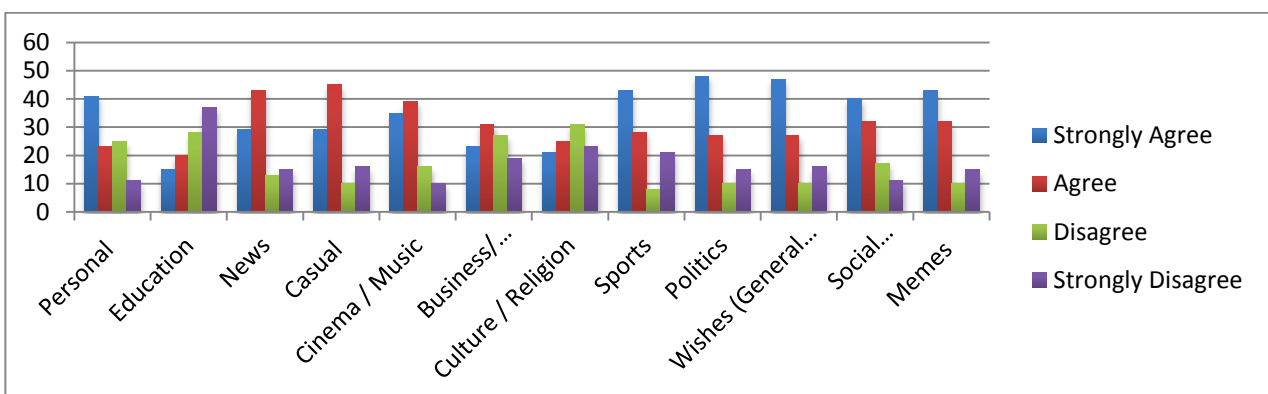
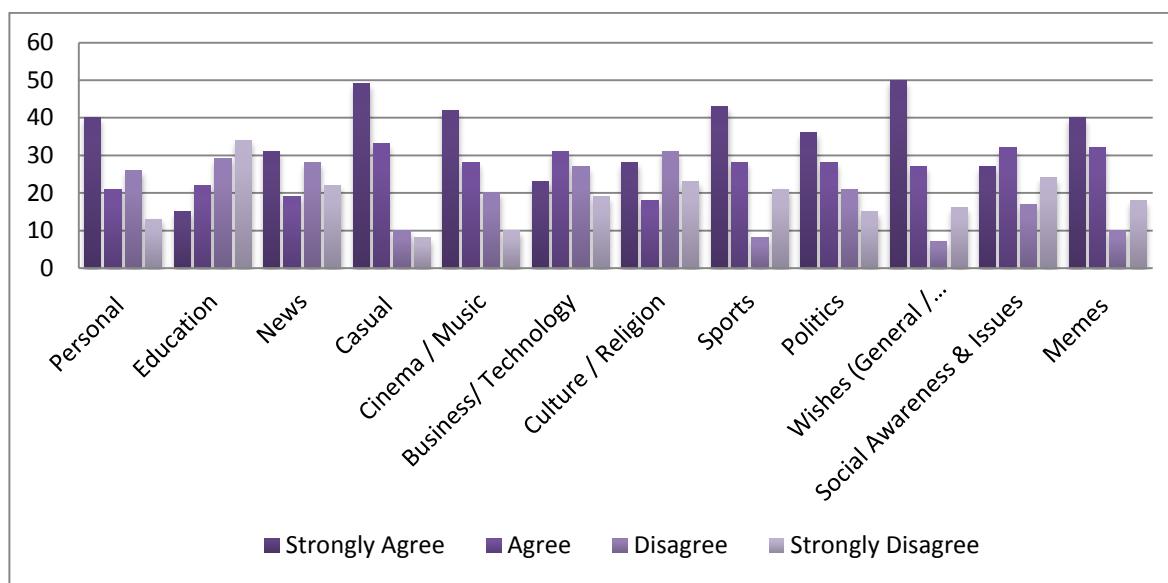


Figure 3

It is very evident from Table 3 & Figure 3 that, 41% of respondents strongly agree for sharing personal content, 37% respondents strongly disagreed that they do not share Education based content, 43% respondents agreed that they share news based content, 45% respondents agreed that they shared Casual content, 39% respondents agreed that they share Cinema based content and 35% respondents strongly agreed that they share Cinema based content, 31% respondents agreed that they share Business / Technology based content, 25% respondents agreed that they share Culture / Religion based content, 21% strongly agreed that they share Culture / Religion based content, 43% strongly agreed that they share sports based content, 48% respondents strongly agreed that they share Political content, 47% respondents strongly agreed that they share Wishes (General / Festival) based content, 40% respondents strongly agreed that they share content based on Social Awareness / Issues, 43% respondents strongly agreed that they share Memes as content in WhatsApp.

**Table 4: Respondents view on picture contents shared in Whatsapp**

Categories	Strongly Agree	Agree	Disagree	Strongly Disagree
Personal	40	21	26	13
Education	15	22	29	34
News	31	19	28	22
Casual	49	33	10	8
Cinema / Music	42	28	20	10
Business/ Technology	23	31	27	19
Culture / Religion	28	18	31	23
Sports	43	28	8	21
Politics	36	28	21	15
Wishes (General / Festival)	50	27	7	16
Social Awareness & Issues	27	32	17	24
Memes	40	32	10	18

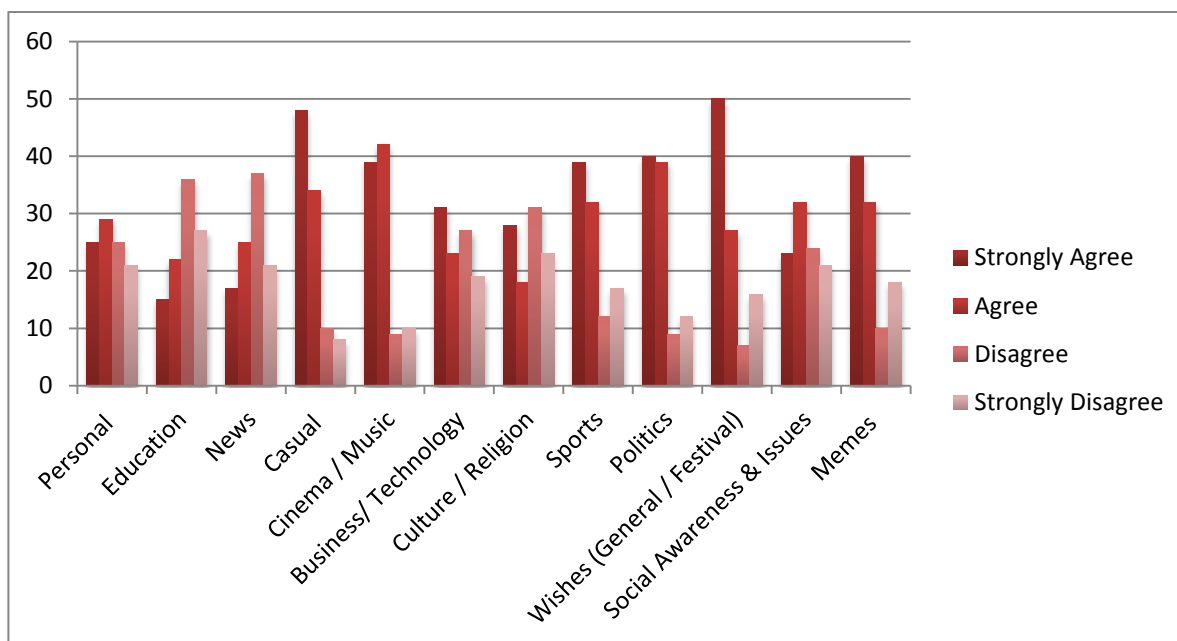


**Figure 4**

It is very evident from Table 4 & Figure 4 that, 40% respondents strongly agree that they share personal pictures, 34% respondents strongly disagreed that they do not share Education based pictures, 31% respondents strongly agreed that they share news based pictures, 49% respondent strongly agreed that they share casual pictures, 42% respondents strongly agreed that they share Cinema / Music based pictures, 31% respondents agreed that they share Business / Technology based pictures, 31% respondents disagreed that they do not share Culture / Religion based pictures, 43% respondents strongly agreed that they share Sports based pictures, 36% respondents strongly agreed that they share Politics based pictures, 50% respondents strongly agreed that they share Wishes / general based pictures, 32% respondents agreed that they share Social Awareness / Issues based pictures, 40% respondents strongly agreed that they share Meme pictures and 32% agreed that they share Meme pictures in WhatsApp.

**Table 5 : Pictures with text, contents shared**

Categories	Strongly Agree	Agree	Disagree	Strongly Disagree
Personal	25	29	25	21
Education	15	22	36	27
News	17	25	37	21
Casual	48	34	10	8
Cinema / Music	39	42	9	10
Business/ Technology	31	23	27	19
Culture / Religion	28	18	31	23
Sports	39	32	12	17
Politics	40	39	9	12
Wishes (General / Festival)	50	27	7	16
Social Awareness & Issues	23	32	24	21
Memes	40	32	10	18

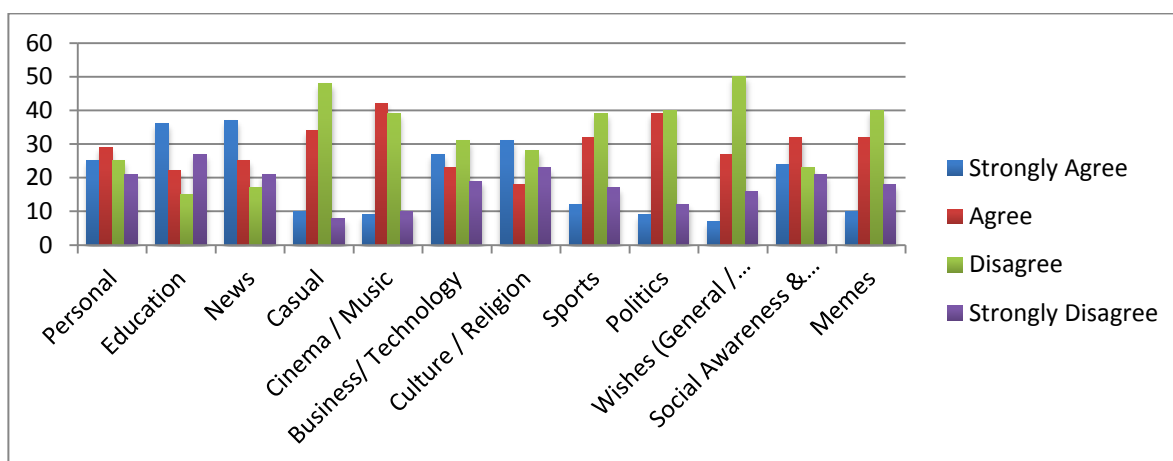


**Figure 5**

*It is very evident from Table 5 & Figure5 that,29% respondents agreed that they share personal pictures with text and content, 36% respondents disagreed that they share Educational pictures with text and content, 37% respondents disagreed that they share News pictures with text and content, 48% respondents strongly agreed that they share Casual pictures with text and content, 42% respondents agreed that they share Cinema / Music pictures with text and content, 31% respondents agreed that they share Business / Technology pictures with text and content, 31% respondents disagreed that that they do not share Culture / Religion pictures with text and content, 39% respondents strongly agreed that they share Sports pictures with text and content, 40% respondents strongly agreed that they share Politics related pictures with text and content, 39% respondents agreed that they share Politics related pictures with text and content, 50% respondents strongly agreed that they share Wishes(General / Festivals) related pictures with text and content, 32% respondents agreed that they share Social Awareness / Issues related pictures with text and content, 40% respondents strongly agreed that they shared Meme pictures with text and content, 32% respondents agreed that they shared Meme pictures with text and content in WhatsApp.*

**Table 6: Number of Videos & Audio contents shared by youngsters**

Categories	Strongly Agree	Agree	Disagree	Strongly Disagree
Personal	41	23	25	11
Education	15	20	28	37
News	29	43	13	15
Casual	29	45	10	16
Cinema / Music	35	39	16	10
Business/ Technology	23	31	27	19
Culture / Religion	21	25	31	23
Sports	43	28	8	21
Politics	48	27	10	15
Wishes (General / Festival)	47	27	10	16
Social Awareness & Issues	40	32	17	11
Memes	43	32	10	9



**Figure 6**

It is evident from Table 6 and figure 6 that, 41% respondents strongly agreed that they shared Personal video and audio content, 23% respondents agreed that they shared Personal video and audio content, 37% respondents strongly disagreed that they share education based video and audio content, 28% respondents agreed that they shared education based video and audio content, 43% respondents agreed that they share news based video and audio content, 45% respondents agreed that they share casual based video and audio content, 35% respondents strongly agreed that they share Cinema / Music based video and audio content, 39% respondents agreed that they share Cinema / Music based video and audio content, 31% respondents agreed that they share Business / Technology based video and audio content, 31% respondents disagreed that they share Culture / Religion based video and audio content, 43% respondents strongly agreed that they share Sports based video and audio content, 48% respondents strongly agreed that they share Politics based video and audio content, 47% respondents strongly agreed that they share Wishes (General / Festivals) based video and audio content, 40% respondents strongly agreed that they share Social Awareness / Issues based video and audio content, 43% respondents strongly agreed that they share Meme based video and audio content in WhatsApp.

**ANALYSIS AND INTERPRETATION:**

- The age of social networking site users were obviously between age (17-20) with about 53%, which clearly states the maximum users were higher school & college students, the next majority users were between age (21- 24) with 47%. Youngsters when growing up reduces the use of social networking site and at very young age they are using maximum (Table 1 & Figure 1).



- In case of gender, female social networking site users seems to be low with 46 % comparatively to male social media site users with about 54 % of users , Among youth adolescent male uses social media maximum then young women  
(Table 2& Figure 2).
- Regarding the types of content shared in WhatsApp,41% of respondents strongly agree for sharing personal content, 37% respondents strongly disagreed that they do not share Education based content, 43% respondents agreed that they share news based content, 45% respondents agreed that they shared Casual content, 39% respondents agreed that they share Cinema based content and 35% respondents strongly agreed that they share Cinema based content, 31% respondents agreed that they share Business / Technology based content,25% respondents agreed that they share Culture / Religion based content, 21% strongly agreed that they share Culture / Religion based content, 43% strongly agreed that they share sports based content, 48% respondents strongly agreed that they share Political content, 47% respondents strongly agreed that they share Wishes(General / Festival) based content,40% respondents strongly agreed that they share content based on Social Awareness / Issues, 43% respondents strongly agreed that they share Memes as content  
(Table 3& Figure 3.)
- Regarding Picture contents shared in WhatsApp, 40% respondents strongly agree that they share personal pictures, 34% respondents strongly disagreed that they do not share Education based pictures, 31% respondents strongly agreed that they share news based pictures, 49% respondent strongly agreed that they share casual pictures, 42% respondents strongly agreed that they share Cinema / Music based pictures, 31% respondents agreed that they share Business / Technology based pictures, 31% respondents disagreed that they do not share Culture / Religion based pictures, 43% respondents strongly agreed that they share Sports based pictures, 36% respondents strongly agreed that they share Politics based pictures, 50% respondents strongly agreed that they share Wishes / general based pictures, 32% respondents agreed that they share Social Awareness / Issues based pictures, 40% respondents strongly agreed that they share Meme pictures and 32% agreed that they share Meme pictures  
(Table 4 and figure 4).
- Regarding Pictures with text and content shared in WhatsApp, 29% respondents agreed that they share personal pictures with text and content, 36% respondents disagreed that they share Educational pictures with text and content, 37% respondents disagreed that they share News pictures with text and content, 48% respondents strongly agreed that they share Casual pictures with text and content, 42% respondents agreed that they share Cinema / Music pictures with text and content, 31% respondents agreed that they share Business / Technology pictures with text and content, 31% respondents disagreed that that they do not share Culture / Religion pictures with text and content, 39% respondents strongly agreed that they share Sports pictures with text and content, 40% respondents strongly agreed that they share Politics related pictures with text and content, 39% respondents agreed that they share Politics related pictures with text and content, 50% respondents strongly agreed that they share Wishes(General / Festivals) related pictures with text and content, 32% respondents agreed that they share Social Awareness / Issues related pictures with text and content, 40% respondents strongly agreed that they shared Meme pictures with text and content, 32% respondents agreed that they shared Meme pictures with text and content  
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respondents strongly agreed that they share Wishes(General / Festivals) based video and audio content, 40% respondents strongly agreed that they share Social Awareness / Issues based video and audio content, 43% respondents strongly agreed that they share Meme based video and audio content in WhatsApp (*Table 6 and figure 6*).

## FINDINGS:

- The age of social networking site users were obviously between age (17-20) with about 53%, which clearly states the maximum users were higher school & college students, the next majority users were between age (21- 24) with 47 %. Youngsters when growing up reduces the use of social networking site and at very young age they are using maximum.
- In case of gender, female social networking site users seems to be low with 46 % comparatively to male social media site users with about 54 % of users, Among youth, adolescent male uses social media maximum then young women.
- Regarding the types of content shared in WhatsApp, 41% of respondents strongly agree for sharing personal content, 37% respondents strongly disagreed that they do not share Education based content, 43% respondents agreed that they share news based content, 45% respondents agreed that they shared Casual content, 39% respondents agreed that they share Cinema based content and 35% respondents strongly agreed that they share Cinema based content, 31% respondents agreed that they share Business / Technology based content, 25% respondents agreed that they share Culture / Religion based content, 21% strongly agreed that they share Culture / Religion based content, 43% strongly agreed that they share sports based content, 48% respondents strongly agreed that they share Political content, 47% respondents strongly agreed that they share Wishes(General / Festival) based content, 40% respondents strongly agreed that they share content based on Social Awareness / Issues, 43% respondents strongly agreed that they share Memes as content.
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and audio content, 43% respondents agreed that they share news based video and audio content, 45% respondents agreed that they share casual based video and audio content, 35% respondents strongly agreed that they share Cinema / Music based video and audio content, 39% respondents agreed that they share Cinema / Music based video and audio content, 31% respondents agreed that they share Business / Technology based video and audio content, 31% respondents disagreed that they share Culture / Religion based video and audio content, 43% respondents strongly agreed that they share Sports based video and audio content, 48% respondents strongly agreed that they share Politics based video and audio content, 47% respondents strongly agreed that they share Wishes(General / Festivals) based video and audio content, 40% respondents strongly agreed that they share Social Awareness / Issues based video and audio content, 43% respondents strongly agreed that they share Meme based video and audio content in WhatsApp (*Table 6 and figure 6*).

## CONCLUSION:

WhatsApp is now the order of the day for people, especially youngsters. They have now made social media to stand high above all forms of traditional mass media. WhatsApp has given the youngsters a user-friendly medium of access and a new platform to voice their opinions over various issues like social, cultural, religion, sports, economics, politics, entertainment, business, government policies etc. The youngsters have the freedom and access to provide their feedback, ideas and opinions. According to the research study the maximum users of social networking site were youngsters above 16 yrs and below 20yrs, also they tend reduces social media usage when getting older, and moreover male users seems to be typically high then women users comparatively. Youth nowadays are very eager in sharing their personal content like picture, text, videos, etc. , where the self-marketing parameter among youngsters in Tamil Nadu seems increasing in internet, and study also reveals these youths also show interest in sharing social Awareness content ,which shows the youngsters social responsibility factor in social media. Some data reveals more surprising factor in this aspect, such that youth in Tamil Nadu shows very low interest in sharing neither contents related news nor education.

Maximum numbers pictures shared by youth in Tamil Nadu were Wishes (General / Festivals).The media that attracts and reaches youth much easily and effectively is social media, youth in Tamil Nadu possess interest in sharing more personal content & few social Awareness content frequently which reveals an ineffectiveness of social media usage among youth in Tamil Nadu in sharing Informative, educative, skillful and knowledgeable content in WhatsApp.

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