

A Study about Whatsapp Forwards among Youth in Tamilnadu.

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Abstract:

Social media are computer tools that allows people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. Whileenjoying the information sharing on Social Media, yet it requires a great deal for security and privacy. The users' information that are to be kept undisclosed, should be made private. In this paper we cover all aspects of social media with its positive and negative effect and to check whether the individual trust the Whatsapp forward messages. This study extends the literature on trust influencing factors in social media communication. The methodology used in this research is Quantitative analysis based on circulating the questionnaires and analyzing the results. The results shows that the individuals agree that social media has it's negatives and positives. 42% of the individual doesn't trust the Whatsapp forward messages. More than 33% of the people strongly agree that the forward messages are fake.

KEYWORDS:

Social Media ,Education, Belief ,Usage of WhatsApp , Trustworthy

INTRODUCTION

Social Networking sites are termed to as web based services that give an opportunity to individuals to create their own personal profile with the choice of their own list of users and thereby connect with them in an altogether public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity and video/photo sharing. People spend more than usual hours on social networking sites to browse through updates seek entertainment and chat around with friends to keep themselves connected to one another. Some have derived benefit out of these sites whereas some have become academically challenged by the use of these websites. Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social Media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act. These sites have become a day to day routine for the people. Social media has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship". (Shabnoor Siddiqui & Tajinder Singh ,2016)

OBJECTIVES:

Objective 1: To identity the positive and negative aspects in social media.

Objective 2: To know whether people believe in these forward messages.

SOCIAL NETWORKING SITES – A DEFINITION:

Social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

While we use the term “social network site” to describe this phenomenon, the term “social networking sites” also appears in public discourse, and the two terms are often used interchangeably. We chose not to employ the term “networking” for two reasons: emphasis and scope. “Networking” emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC). (F. Parveen et al , 2015).

REVIEW OF LITERATURE:

SOCIAL MEDIA HISTORY

1997: THE BIRTH OF SOCIAL MEDIA:

The first social media site that everyone can agree actually was social media was a website called Six Degrees. It was named after the ‘six degrees of separation’ theory and lasted from 1997 to 2001. Six Degrees allowed users to create a profile and then friend other users. Six Degrees even allowed those who didn’t register as users to confirm friendships and connected quite a few people this way. (Benjamin Hale , june 16,2015)

2000: INTERNET IS EVERYWHERE:

By the year 2000, around 100 million people had access to the internet, and it became quite common for people to be engaged socially online. Of course, then it was looked at as an odd hobby at best. Still, more and more people began to utilize chat rooms for making friends, dating and discussing topics that they wanted to talk about. But the huge boom of social media was still to come. (Benjamin Hale , june 16,2015)

2003: THE FIRST SOCIAL MEDIA SURGE:

Although the younger generation of today might not know about it, back in the early 2000’s the website MySpace was the popular place to set up a profile and make friends. MySpace was the original social media profile website, leading into and inspiring websites like Facebook.

But even though MySpace has a very small user base today compared to Facebook and Twitter, there are musicians who have used MySpace to promote their music and even be heard by record producers and other artists. Colbie Caillat is an example. (Benjamin Hale , june 16,2015)

2005: FACEBOOK AND TWITTER:

In 2004, Mark Zuckerberg launched what would soon become the social media giant that would set the bar for all other social media services. Facebook is the number one social media website today and it currently boasts over a billion users.

However, back in 2004, Facebook (TheFacebook.com then) was launched just for Harvard students. Zuckerberg saw the potential and released the service to the world at the website facebook.com. (Benjamin Hale , june 16,2015)

2010 : REST OF THE PACKS:

Before long, there were dozens of other websites providing social media services of some kind. Flickr was one of the earliest and still is one of the most popular photo sharing sites, but others include

Photobucket and Instagram, with Instagram gaining popularity today as one of the top social media sites to include on business cards and other media. (Benjamin Hale , june 16,2015)

Social Media Today :

Social media today consists of thousands of social media platforms, all serving the same – but slightly different purpose. Of course, some social media platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of person.

For example: Instagram caters to the kind of person that communicates through photographs best, and other platforms such as Twitter are perfect for those who communicate in short bursts of information. As mentioned, businesses are using social media to promote their products and services in a brand new way and so each form of social media serves a purpose that the others available may not. (BENJAMIN HALE- June 16 ,2015)

Impact of Social Media

As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and the research says that one can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good . Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each other through various social sites like Facebook, Instagram etc. It is also important for students to do some practical work instead of doing paper work. They can also write blogs for Teachers as well as for themselves to enhance their knowledge skills. Social networking sites also conduct online examination which play an important role to enhance the students' knowledge. Nowadays social media has become a new set of cool tools for involving young peoples. Many young people's day to day life are woven by the social media Youngsters are in conversation and communication with their friends and groups by using different media and devices every day . In past years it was seen that youngsters are in touch with only friends and their groups in schools and colleges. But nowadays youngsters are in contact not only with known friends but also with unknown people through social networking sites, instant messaging etc. (Shabnoor Siddiqui , 2016)

The research clearly states that, internet usage for the respondents was for mailing and surfing the net with 33% and 26% respectively. Mainly two traditional reasons for using Internet i.e. Mailing and Surfing. In India, social networking sites are growing fast to gain popularity but it haven't reached the expectation of global scenario. Just 17% reported social networking sites as their principle reason for Internet usage. Alternating reactions were downloading internet content, purchasing online goods, studying and reading e-books .

Among the Indian youth 95.7% of the members are connected with the social media. These figures are increasing day by day. Whereas only 4.3% of members are not connected with the social media.

Positive Effect of Social Media

- Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments.
- Social networking sites can allow teens to find support online that they may lack in traditional relationships, especially for teens
- Social media helps youngsters to stay connected with each other.

- Useful information can be exchanged over social networking sites.
- Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.
- Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them.

It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers. The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity. (Shabnoor Siddiqui , research Vol- 5 Issue-2, 2016)

Negative effect of Social Media

- The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom.
- One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites.
- In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side.
- Because of social media students lose their ability to engage themselves for face to face communication. Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure. (Tajinder Singh , research vol-5 Issue-2 , 2016)

USAGE OF SOCIAL MEDIA

Social media usage among organizations is growing tremendously. Organizations are now building and maintaining social media public pages to improve their social network salience, enhance interest in their organizations, and build relationships with the online public. The majority of the studies on social media usage are based on the individual perspective while some are from the organizational perspective. Social media is used for various purposes in organizations, such as advertising and promotion, branding, information search, building customer relations and many more. The results also show that social media has a greater impact on the performance of organizations in terms of enhancement in customer relations and customer service activities, improvement in information accessibility and cost reduction in terms of marketing and customer service. (F. Parveen et al. / Telematics and Informatics (2015))

Advertising, branding, research and referrals

The study showed that social media is used by organizations for branding, advertising and promoting their products, for conducting marketing research and also to obtain referrals for their product and services.

“Social media is used as the voice of the brand; The research says that the individual use it for branding, marketing and public relations. To gather updates, feedback from fans, and try our best to fulfil our customers’ needs via social media. As per the research they use social media for getting customer opinions.” (F. Parveen et al. / Telematics and Informatics (2015))

Information search and sharing

The use of social media for sharing the organizations’ information with the public, and that they also gather a

lot of information about their customers and competitors via social media. To get information about our potential customers as Facebook gives a lot of analytics about customers, such as demographics, age group, where they come from, which type of communication work better for which customers.it's really for customer intelligence or business intelligence, we do a monthly report about customer's insights, concerning what our customers are saying about us; what are their problems; and what they are happy about our bank, and we feed this information to different units so that they can either fix their problems and if they are not doing well, then they can improve themselves. We also do lots of research and get information about our competitors and market using social media.Many organizations also agreed that they know about their competitors, their moves and activities through social media. (F. Parveen et al. / Telematics and Informatics (2015))

Customers relations and service

The organizations stated that social media is mainly used to have two-way communication with customers, to build a good customer relationship, to serve customers efficiently, to reach new customers and also to obtain opinions and feedback from customers. The feedback, views from customers about their experience either good or bad, so it helps in building a relationship with customers. It also helps in making the brand more prominent .Social media is mainly used to gain popularity, build new customers, especially youngsters because the gold business mainly has middle-aged customers as only these people can afford to buy gold jewellery ; now, Facebook can help to get young customers as well.

Therefore, from the descriptions above, it is understood that social media is used for various purposes by organizations. (F. Parveen et al. / Telematics and Informatics (2015))

IS IT TRUSTWORTHY / RELIABLE

Trust in online communities serves as a moderator that facilitates mutual communication and further leads to improved relationships (Jarvenpaa, Shaw, & Staples, 2004; Shankar et al., 2002).Compared with traditional computer mediated communication, social media communication focused on the social ties and relationships, thus trust building is slightly different with other contexts (Westerman, Spence, & Van Der Heide, 2014; Kimmel & Kitchen, 2014). Consequently, current research needs to be further refined. Moreover, current scientific knowledge on trust is largely based on empirical studies that investigate trust from an organizational and team perspective (Mayer, Davis, & Schoorman, 1995). Nevertheless, trust is scarcely investigated from the individual perspective. Individual trust is the representation of conflicting priorities of an individual (Cheng & Macaulay, 2014). Organizational trust factors may not be suitable in the context of social media communication, which is composed of interpersonal interactions. Besides, despite the importance of trust in social media communication, there is little research on the cognitive mechanisms that influence trust. What factors eventually influence trust and in what way this influence unfolds is largely unknown. In view of these gaps, this paper contributes to the literature on trust factors in the online community (Kim & Ahmad, 2013; Luo, Li, Zhang, & Shim, 2010), and aims to explore trust influencing factors in social media social media communication.

Mayer et al. (1995) defined trust as “a willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that party.” In simple terms, trust reflects an uncertainty and an expectation among various parties. As McKnight and Chervany (1996) put it, trust can be displayed in a variety of forms and have a different focus under different circumstances.

Generally speaking, there are five types of trust: knowledge based trust, institution based trust, calculative

based trust, cognition based trust, and personality based trust (Gefen et al., 2003; McKnight, Cummings, & Chervany, 1998; Kim, Ferrin, & Rao, 2008).

Cognition based trust and personality based trust stand out in the initial trust formation stage. Cognition based trust is also known as similarity based trust. For cognition based trust, reputation is a crucial determinant of trust propensity (Xu, 2014). Second-hand experience related to an individual's ability, personal characteristics, and credibility all contribute to a person's reputation (Zinko, Ferris, Humphrey, Meyer, & Aime, 2012). In addition, subcomponents of cognitive based trust also include unit grouping and stereotyping (McNab, Basoglu, Sarker, & Yu, 2012). People with shared values, the same personal characteristics, and common goals are generally considered to be part of the same group, which enables the members to easily form trusting bonds with the others (Ziegler & Golbeck, 2007). Stereotyping can be applied to gender, occupation, physical appearance, etc.

Personality based trust implies the general propensity to trust, and is also called basic trust and dispositional trust. Generally, personality based trust is independent in any context (Gefen et al., 2003). The disposition to trust is based on an individual's faith in humanity and having trusting stance, and is the baseline from which trust or distrust can be built (Xu et al., 2012). This tendency is based on the result of on-going and lifelong experiences and process of socialization. Personality types, cultural difference and general hearsay are all the antecedents of personality based trust (Welter & Kautonen, 2005).

Calculative based trust relies on a logical and rational calculation of the likely behaviour of another party. It places the emphasis on rational thinking, the trustor calculates the costs and benefits associated with trusting the trustee, so the perceived benefits, costs and effort are the antecedents of calculative based trust – such as valuable information, convenience, perceived friendship (Chang et al., 2013; Wilson, Straus, & McEvily, 2006; Henderson & Gilding, 2004). Calculative based trust is derived from the concept of deterrence based trust (Doney, Cannon, & Mullen, 1998), which is related to the credible threat or coercive power that can influence others, and normally happens in relationships between superiors and subordinates.

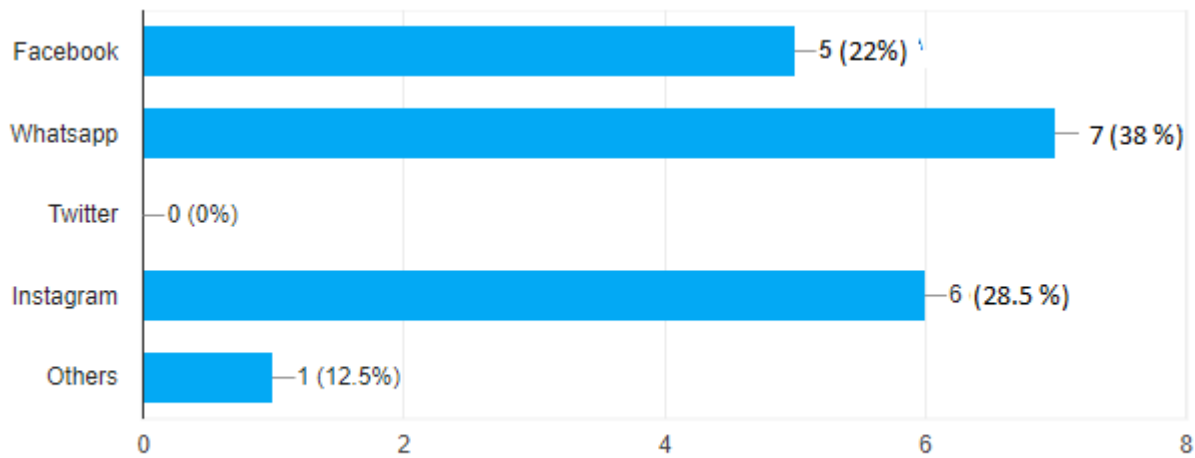
Institution trust, also called impersonal trust or system trust, can be divided into two parts: situational normality and structural assurances (Pavlou, 2002). Both of the components can be explained via the organization level and the technical level. In cases where it is situational, trust is related to a certain context and is situation-specific (Dibben, Morris, & Lean, 2000). Situational trust is established through social or organizational structures, not through individuals or personal traits (Lewis & Weigert, 1985). In different settings trust behaves differently, so the atmosphere, purpose, topic, and theme (McWilliam, 2012) are all determinants in this sense. Another category, structural institution based trust generally involves transference trust and self-perception basing. The antecedents of this kind of trust include the perceived importance of a positive referral, perceived security, perceived privacy concerns (Pentina, Zhang, & Basmanova, 2013), system reliability, etc.

Last but not least, **knowledge based trust** exists when the two parties are familiar with each other; it is also called experience based trust (Kim et al., 2008). Through disclosed ability, personal trait and habit based on familiarity, individual will have an intuitive understanding of others (Gulati & Sytch, 2008). And this intuitive understanding can be a source of trust or distrust. So familiarity is an antecedent of trust in this respect (Komiak & Benbasat, 2006).

METHODOLOGY

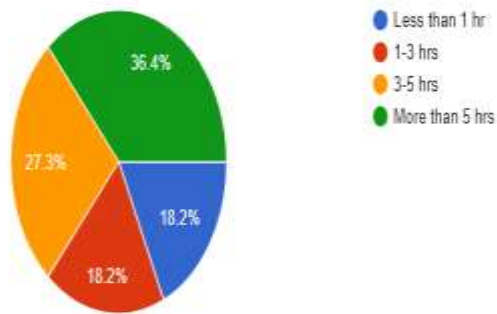
Quantitative analysis based on circulating the questionnaires and analyzing the results

What social media you use frequently?



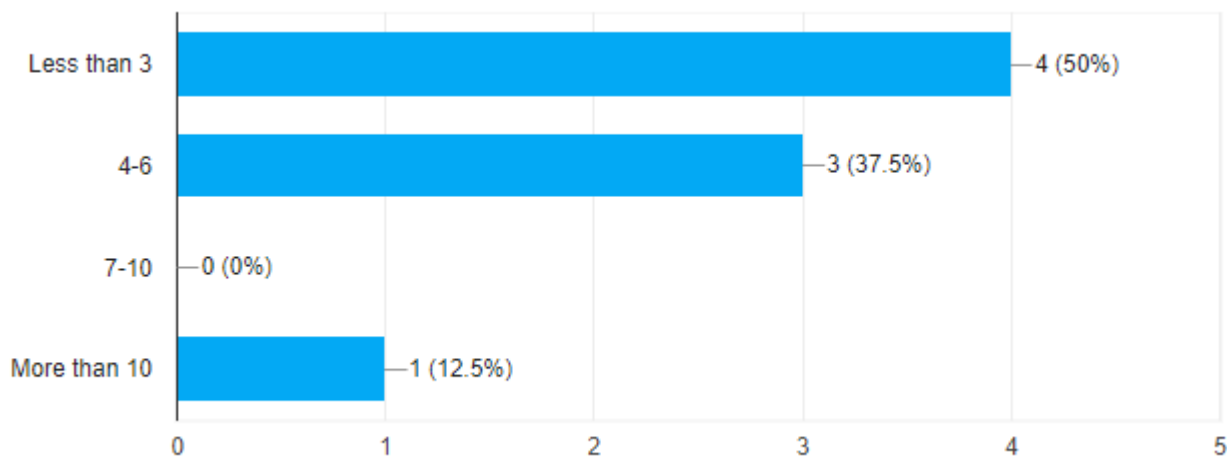
(fig 1.1)

Whatsapp is being used by 38% of the respondents.
How long do you use whatsapp per day?



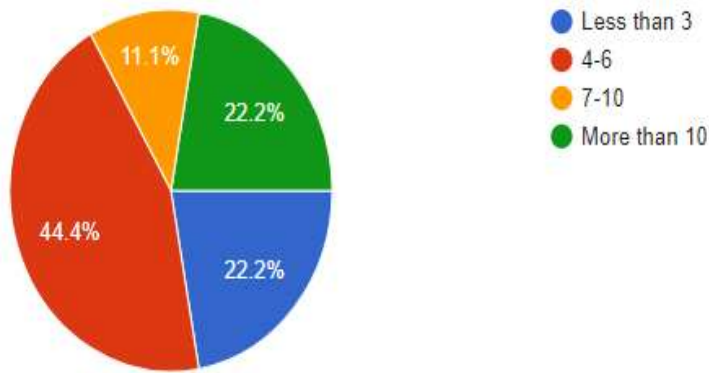
(fig1.2)

In how many groups you are a member?



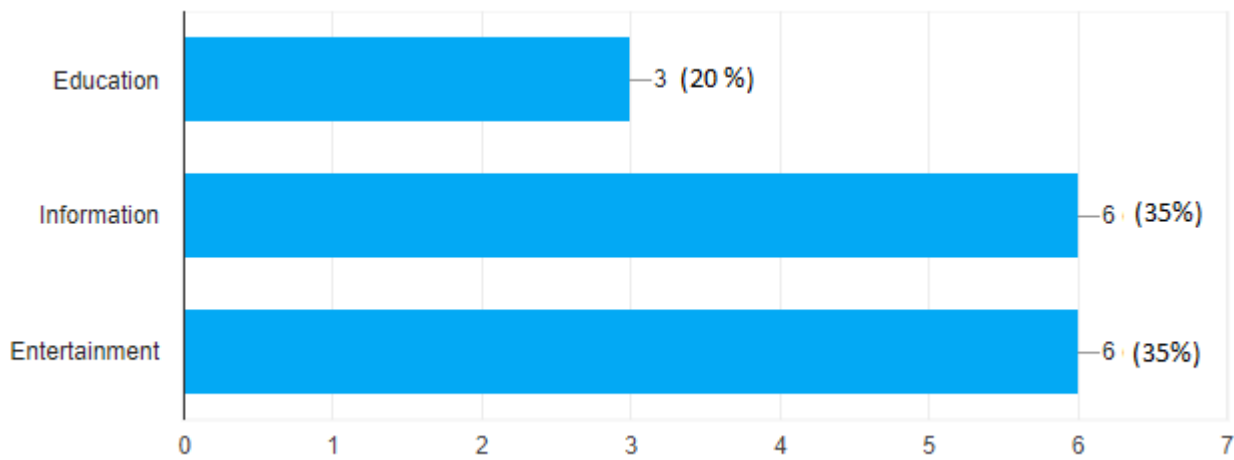
(fig1.3)

In how many groups you are admin?



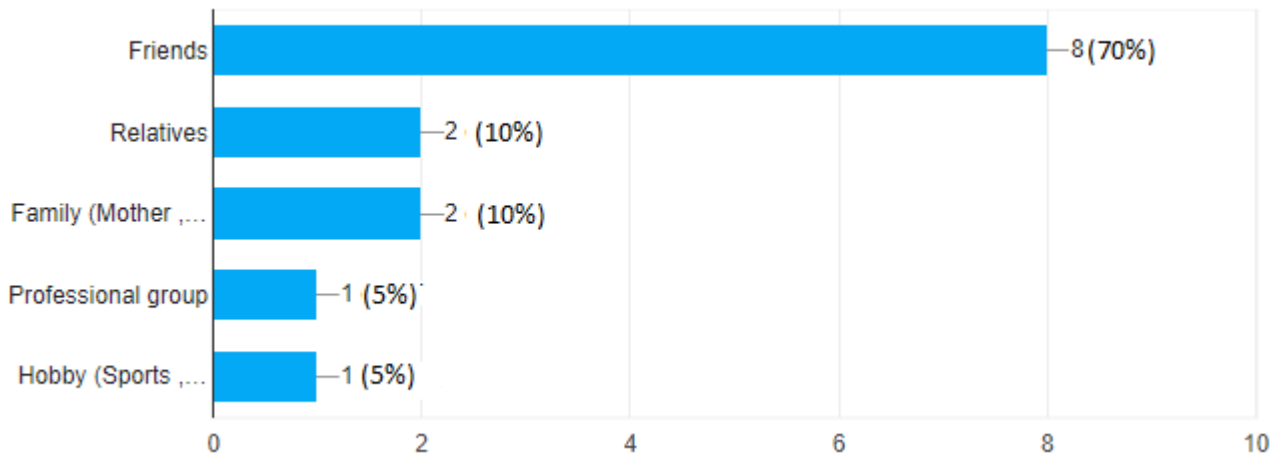
(fig1.4)

Main usage of whatsapp?



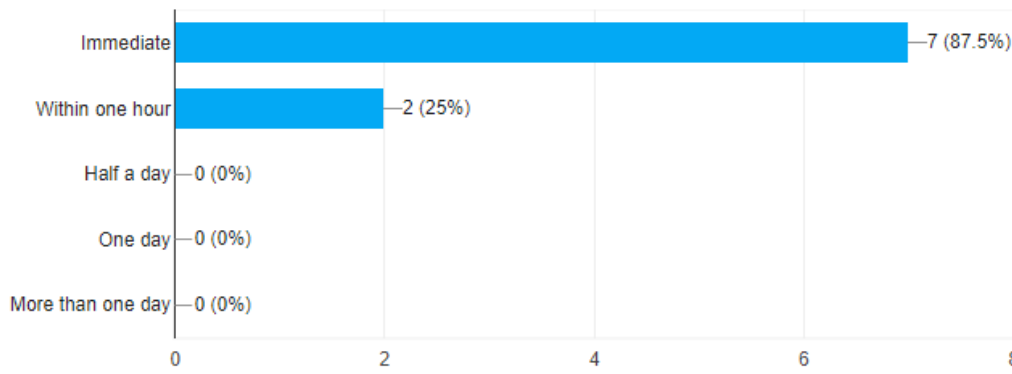
(fig1.5)

To whom you chat frequently?



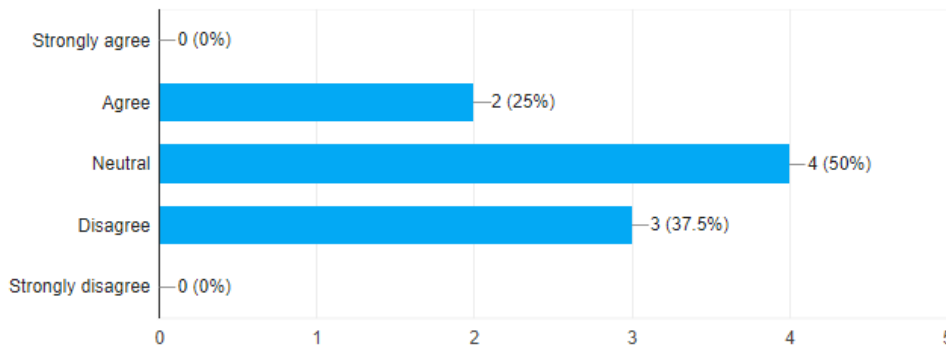
(fig1.6)

How fast the information reach?



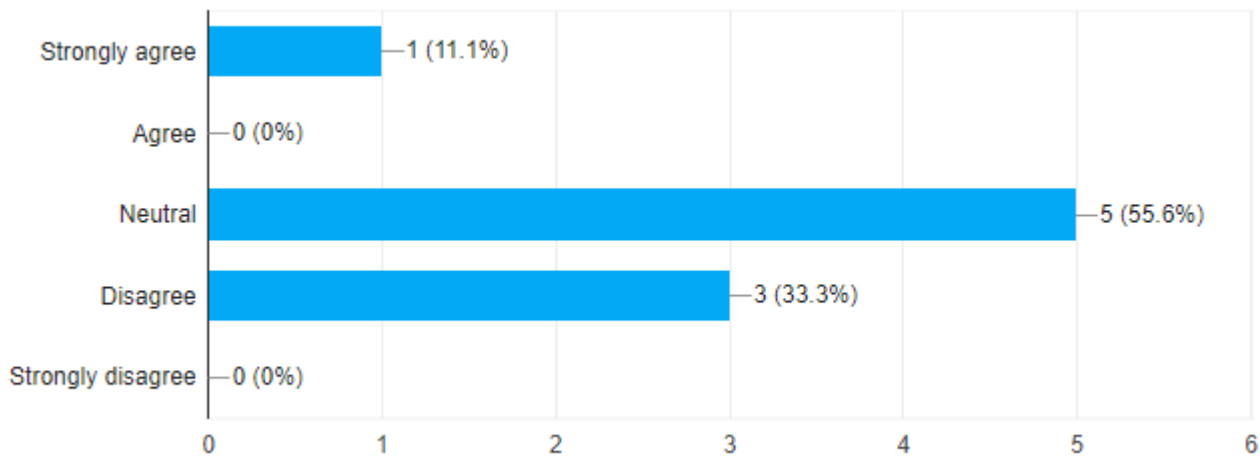
(fig1.7)

Do you think this whatsapp forward are helpful?



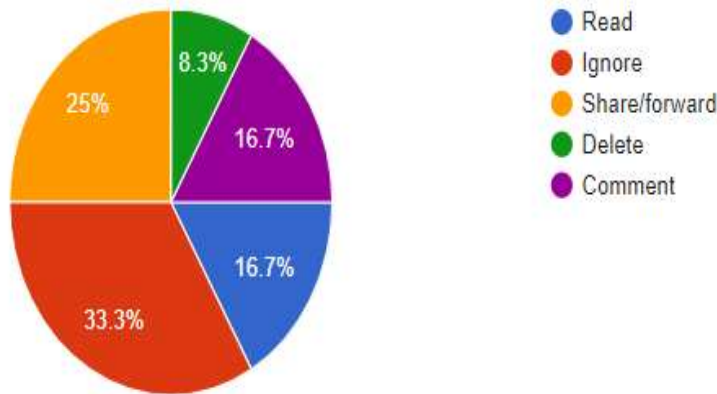
(fig 1.8)

Do you trust reading Whatsapp forward messages?



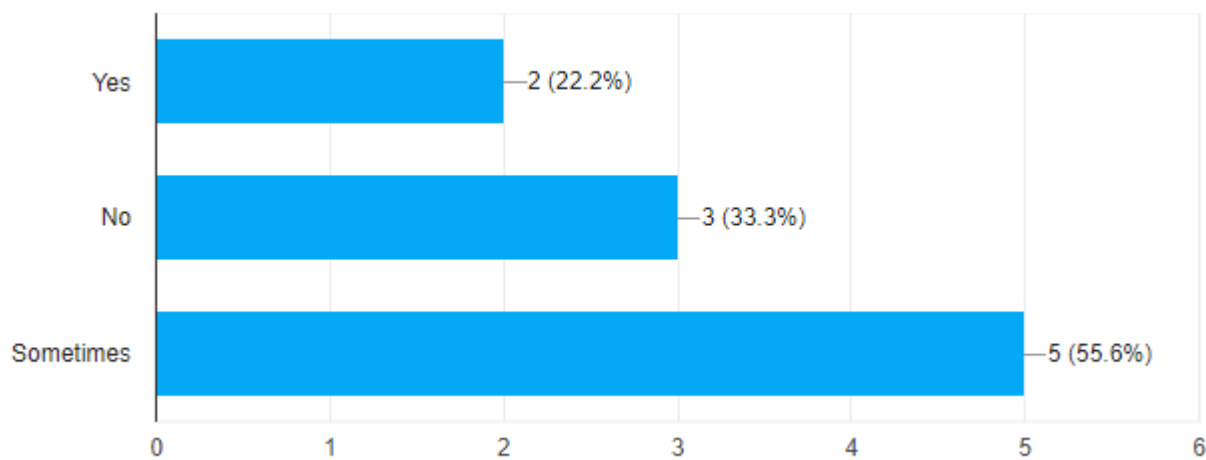
(fig1.9)

Your response to these Forward messages?



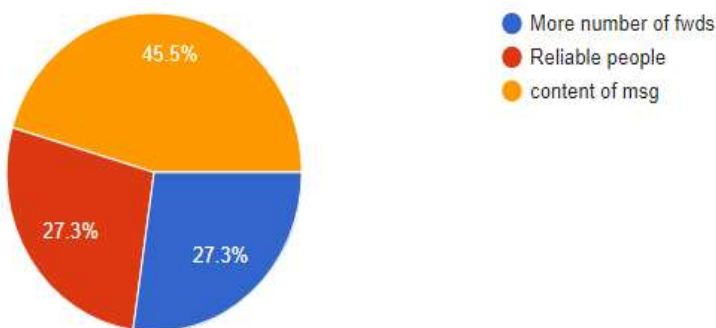
(fig1.10)

Do you forward Whatsapp messages after checking it ?



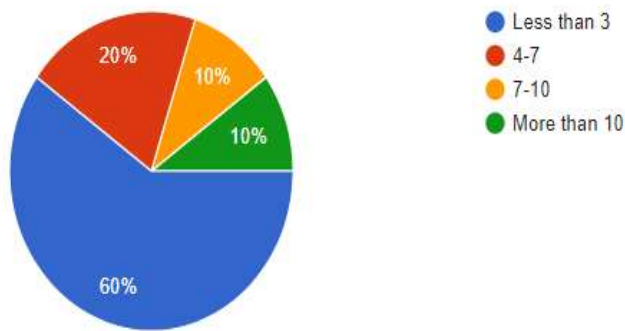
(fig1.11)

By what means do you believe in these messages?



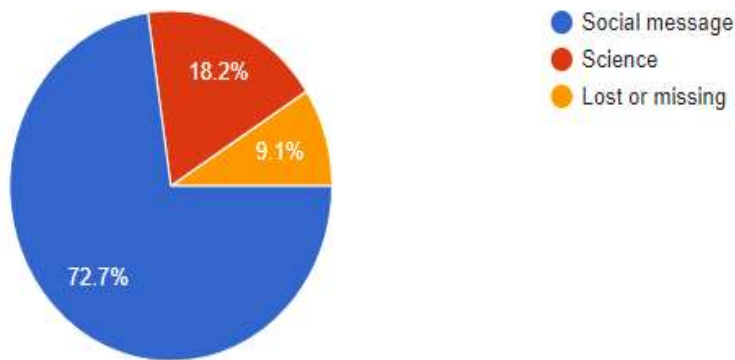
(fig1.12)

To how many individuals or groups do you forward these messages?



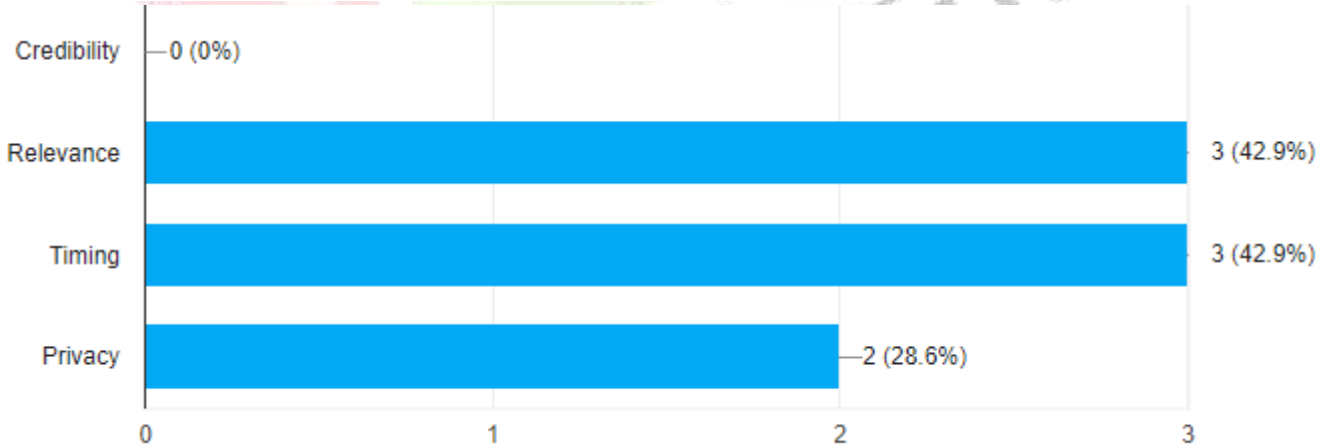
(fig1.13)

What kind of forward messages do you get?



(fig1.14)

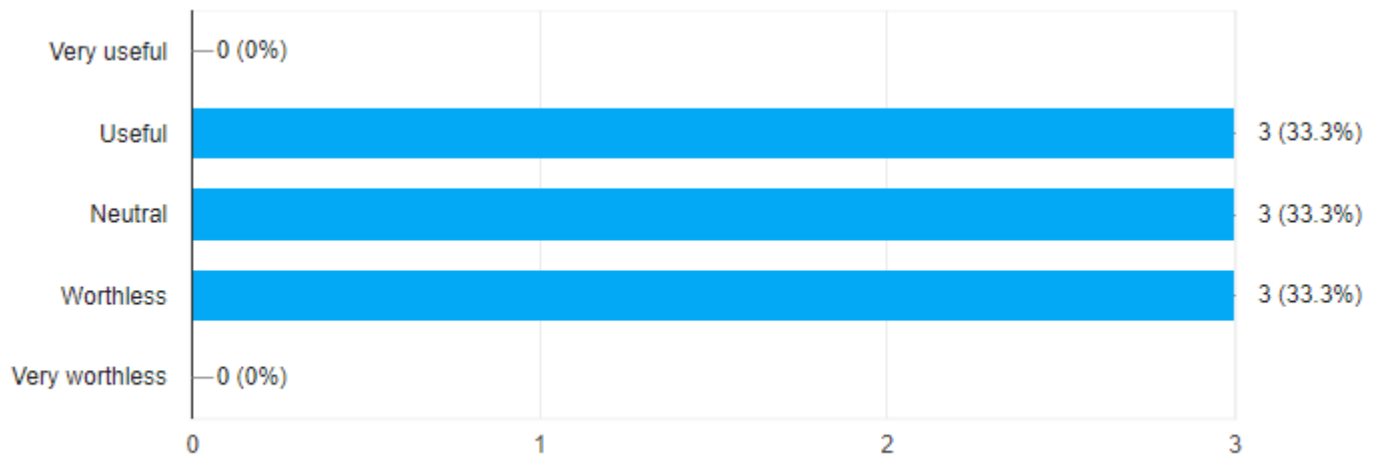
In what factor, do you get influenced in whatsapp forward messages ?



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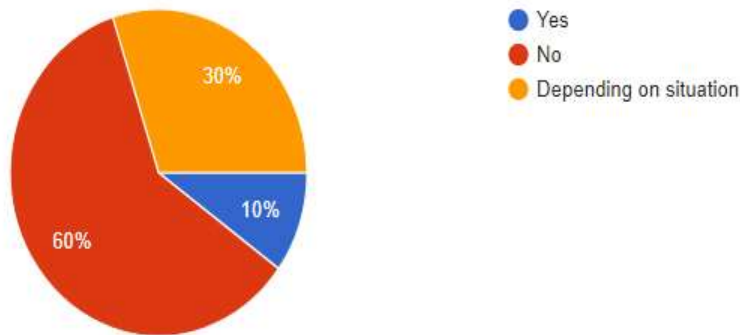
1.15)

How helpful these forward messages are?



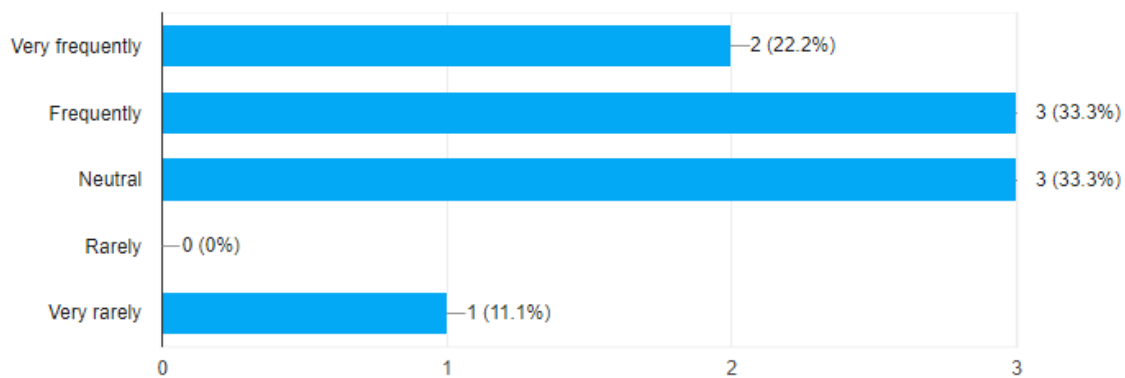
(fig1.16)

Would you create a forward message on your own?



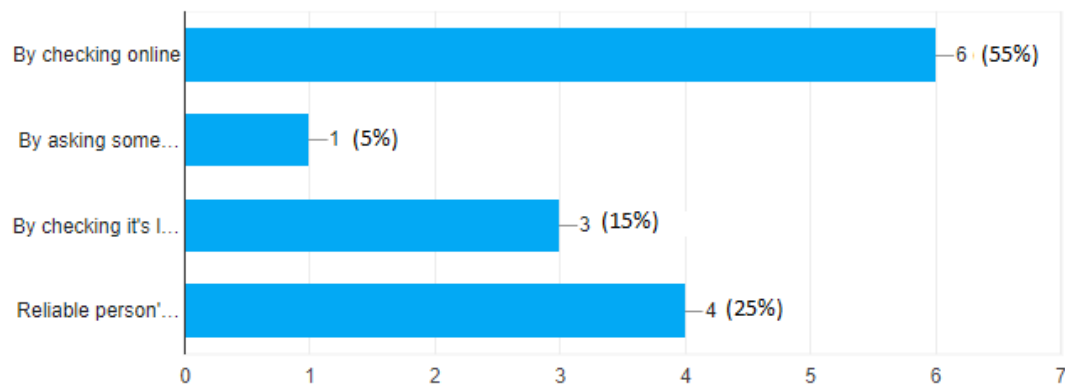
(fig1.17)

How often you see fake forward messages?



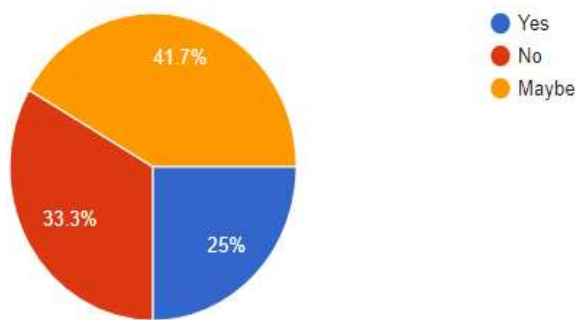
(fig1.18)

How do you find that the message is fake?



(fig1.19)

Have you ever sent a forward after knowing its fake?



(fig1.20)

CONCLUSION

As the technology is growing the social media has become the routine for each and every person, youth are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of association for youth. Social media has various merits but it also has some demerits which affect people negatively. To conclude, the research states that - Out of 100, 42 % people doesn't trust the Whatsapp forward messages, 14 % are strongly agreeing that the Whatsapp messages are trustable. Each individual is agreeing that Social Media has both negatives and positives, the research clearly depicted it using numerical figures. The factors that Social Media makes the individual get influenced is Timing and privacy. The Timing plays the vital role in Social Media, it delivers the messages within a blink of an eye. More than 28% of the people encounter fake messages in Whatsapp and 42% are towards both where they can even see truthful messages and fake ones. Only 26% of the people check the messages before forwarding it to other groups. This clearly indicates majority of youth does not trust the message.

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