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CHATTING APPS AMONG COLLEGE STUDENTS

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ABSTRACT: Chatting apps are one of the essential apps in any smartphone. Chatting applications are used to share information, photo & videos. It is mostly used by the college students. This study focused to identify the problems that occur while using the chatting applications and To know the factors that influence the students to use the applications. Chatting applications has many features and storage. The technology of chatting apps brings more advantages than disadvantages. Hence this study need to focusing on the chatting applications that are used by the college students and this study concluded that the WhatsApp is reported to be the most popular chatting app which has the most active users each month. Chatting apps has a great influence in students life and they face False or fraud messages occur while using chatting apps. **Keywords:** Chatting apps, college students, influence.

1.1 INTRODUCTION:

Since the first smartphone, known as Simon Personal Communicator, was created by IBM in 1995, the industry of mobile messaging apps has extensively accelerated with new designs, diverse specialties and benefits to attract users. Many messaging apps offer features such as video call, emoticon stickers, group chats, audio messages and image exchanges. The low-cost, free chat and social messaging apps have become the essential needs of human communication and the most people rely on these apps as their main means of communication especially in regards to text messaging. Applications those are generally used are (in an alphabetical manner):

1. Chat On
2. Chat Plus
3. Ebuddy messenger
4. Facebook Messenger
5. GTalk
6. Hike
7. Message me
8. Telegram
9. Skype
10. Whatsapp

1.2 OBJECTIVES OF THE STUDY.

- To identify the problems that occur while using the chatting applications.
- To know the factors that influence the students to use the application.

1.3 SCOPE OF THE STUDY:

This study is focusing on the chatting applications that are used by the college students. Identifying that, which chatting applications are frequently used by the college students. In the chatting applications, what are all the problems that are faced by the students while using and rectifying the problem. The result of this research would help the students to overcome the problems in the applications. The chatting app needs to be more attractive and it should have more features. Now, every student is addicted to the mobile phone. So, they expect more features and storage facilities. That could develop the chatting apps to grow in the current developed technology.

1.4 RESEARCH METHODOLOGY

The respondents are selected from Coimbatore city. The data from this study were collected from the sample size of 80 respondents. The design used in this study is a convenient sampling method. Primary data & Secondary data. The primary data was collected by survey, the survey was created Online and link was sent to the respondents using convenience sampling. The primary data is greater than secondary data. The primary data for this study are collected through questionnaires. The Secondary data was collected from a source that has been published earlier in any forum called Secondary data. The data has been collected from: Internet, Magazines, Books, Organizational report, Case studies. Data can be quantitative or qualitative. Statistical Tools used for Analysis are Simple Percentage Analysis & Ranking Analysis.

1.5 LIMITATIONS OF THE STUDY

In every human endeavour, there are always limiting factors in an attempt to achieve the desired goals of this study, the researcher encountered numerous problems since situations are not constant. The following are some of the difficulties the researcher encountered. This includes: Finance, Time, Respondent's willingness, Transportation.

REVIEW OF LITERATURE:

1. Kukulska-Hulme and Viberg (2018) He suggests that collaborative learning can occur among two students or even a student with a teacher. Students in collaborative learning are confronted socially and emotionally as they need to be attentive to various viewpoints, to express and to defend their thoughts which eventually promote teamwork among students. Collaborative language learning in particular, creates a platform for students to practise language skills as well as construct new knowledge and relationships inside and outside classroom settings.

2. Baek,(2017) et al Over the years, mobile learning and instant messaging are one of the fastest growing technologies which are extensively used by numerous individuals, companies and educational institutions.

3. Fakomogbon & Bolaji, 2017 Mobile collaborative learning has been examined due to its' swiftness and flexibility which has altered the context of learning and modes of collaboration, requiring various methods than those exploited in a traditional classroom. This method of learning offers new opportunities to support and improve collaboration through engaging students in various activities across various places and contexts (West, 2013).

4. Levent Cetinkaya (2017) The purpose of the study was to explore the effects of WhatsApp use for education and determine the opinions of students towards the process. The analysis indicated that both learning environments have different effects on the success of students and that supporting the traditional environment by using WhatsApp are more effective for the increase of success. For the qualitative aspect of the study, content analysis techniques were employed to analyze the data which were collected by open-ended question forms. The analysis showed that students developed positive opinions towards the use of WhatsApp in their courses. Finally, it was suggested that use of WhatsApp in the education process be encouraged as a supportive technology.

5. Rodríguez, Riaza & Gomez, 2017, It is important to note that working in teams does not indicate the exact collaborative practice; it is essential for the team to be cooperative to bring out a valuable outcome from it .

3.3. HISTORY OF CHATTING APPLICATIONS:

- 1990s - Modern instant messaging and SMS both began their march.
- Dec 3 1992 - The first SMS message was sent over the Vodafone GSM network in the United Kingdom with the words "Merry Christmas."
- 1996 - Israeli firm Mirabilis released the first widely used online messenger.
- 2006 - AIM controlled 52 percent of the instant messaging market, but it struggled to monetize and went into rapid decline in the face of competition from services like Google Talk, Yahoo! Chat, MSN Messenger, and Skype.

- 2009 - Mobile chat apps like WhatsApp and Kik arrived. Mobile texting became a key mode of global, personal communication, earning billions of dollars for telecommunications companies.

WHATSAPP: WhatsApp originated from the acronym “what’s up”. It is free and easy to use with low internet data usage. WhatsApp is undoubtedly the most downloaded messenger app utilized by almost 1.2 billion users monthly worldwide. This cross-platform and voice over IP (VoIP) application allows users to do text messages, voice calls, video calls, group chats and exchange images, audios and many more services . In its attempt to make the apps more compatible for various occasions, WhatsApp has announced the creation of WhatsApp business, a platform for companies to provide services to their customers more efficiently. In regards to WhatsApp use among tertiary students, it is found that WhatsApp groups are highly favored to serve several purposes mainly for communicating, creating dialogue and sharing among their fellow students as well as building a learning platform.

TELEGRAM:The elder brother Nikolai laid the foundation for the software and Pavel supported him financially. In August 2013, Telegram launched for the first time for iOS. And in October 2013, Telegram started running on Android as well.

SKYPE: Recently teamed with Microsoft, Skype is an app that deploys VoIP service, enabling its users to make and receive free voice and video calls via online . Skype is the first app that allows users to make calls online without extra charges. With more than 500 million users worldwide, Skype has upgraded its services by adding instant messaging and video calls for conferencing to let people communicate in a group simultaneously. Nowadays, most people would appreciate the opportunity to communicate in real-time with their peers using the technology to connect with and support each other on their learning journey .

MESSENGER: Facebook Messenger or Messenger, which was initially introduced as Facebook Chat, is a platform to chat, send or receive media, play games, and video chat provided by Facebook. Integrated with Facebook's web-based Chat feature and built on the open-source Messenger allows Facebook users to chat with friends both on mobile and on the main website . After going through a massive revamping of its services in 2010, the apps then launched a standalone platform of messenger apps in August 2011. After several years of being an app of its own, Facebook Messenger's gross numbers of users have rapidly increased and reached 1.2 billion in April 2017. Once launched on Facebook Messengers, it is free and has less course structure, and the build is to a single API.

ANALYSIS AND INTERPRETATION:

4.1. PERCENTAGE ANALYSIS:

Particular	Frequency	Percent
Gender		
Male	34	42.5%
Female	46	57.5%
Age		
18-20	37	46.3%
21-25	42	52.5%
25-30	1	1.3%
Occupation		
Student	73	91.3%
Employed	6	7.5%
Self- Employed	1	1.3%
Phone Type		
Android	79	98.8%
IPhone	1	1.3%

Source: Primary data

The majority 57.5% respondents are female than 42.5% are men. Hence the dominant group of respondents are females which is more than 57.5% i.e, 46 female respondents answered this survey. The majority 91.3% are from the students, 7.5% are from employed and 1.3% are from self- employed. Hence the majority of the 91.3%, ie, 73 respondents belong to the students. The majority 46.3% are from the age group of 18-20, 52.5% are from the age group of 21-25, 1.3% are from the age group of 25-30. Hence the majority of the 52.5% i.e, 42 respondents belong to the age group of 21-25. The majority 98.8% of the people are using android mobile phones, 1.3% of the people are using IPhone. Hence the majority of the 98.8% , ie, 79 respondents are using android phones.

Problems occur while using chatting apps

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
READ THROUGHOUT THE CONTENT CAREFULLY	31	41.3%
DO SOME RESEARCH THROUGH GOOGLE	21	28%
VALIDATING THE SOURCE	11	14.7%
VALIDATING THE AUTHOR	2	2.7%
ASKING SOME ADVICE FROM FRIENDS	10	13.3%

Source: Primary data

False or fraud messages occur while using chatting apps. Recognizing false or fraud messages of the respondents. 41.3% of the respondents chose Read throughout the content carefully, 28% are chosen Do some research through google, 14.7% are chosen Validating the source, 2.7% are chosen Validating the author, 13.3% are chosen Asking some advice from friends. the majority 41.3%, i.e., 31 of the respondents are chosen read throughout the content carefully.

Factor Influence to use chatting apps

PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
SHARING INFORMATION IS DONE QUICKLY	12	40%
TO SOCIALIZE BY MEETING NEW PEOPLE	14	14%
TO KEEP IN TOUCH WITH FRIENDS	20	13%
MORE FEATURES	16	10%
MORE STORAGE FACILITY	12	10%
LEARNING TECHNOLOGY BECOMES EASIER	6	13%

Source: Primary data

The majority 40% of the respondents said sharing information is done quickly, 14% are given To socialize by meeting new people, 13% are given To keep in touch with friends, 13% are given Learning technology becomes easier, 10% are given More features, 10% are given More storage facility. Hence, the majority 40% i.e.12 of the respondents chose Sharing information quickly.

4.2. RANK ANALYSIS:

The various apps used by the respondents

PARTICULARS	1	2	3	4	TOTAL	RANK
WHATSAPP	256	3	12	9	280	I
TELEGRAM	28	183	12	6	229	II
MESSENGER	24	33	52	37	146	IV
SKYPE	40	33	76	21	170	III

Source Type: Primary data

The respondents give first rank for Whatsapp, second rank for Telegram, third rank for Skype and fourth rank for Messenger. Hence, the respondents give first rank for Whatsapp.

The advantages of the app of the respondents

PARTICULARS	1	2	3	TOTAL	RANK
REAL TIME CHATTING	150	38	11	199	I
SEND MESSAGES AT NO COST	63	86	16	165	II
CAN SHARE PICTURES, VIDEOS, AND FILES RATHER THAN TEXT MESSAGES WITH YOUR FRIENDS	90	40	30	160	III

Source Type: Primary data

The respondents give 1st rank for Real time chatting, 2nd rank for Send messages at no cost, 3rd rank for can share pictures, videos, and files rather than text messages with your friends. Hence, the respondents give 1st rank to Real time chatting.

5.1 MAJOR FINDINGS & SUGGESTIONS:

Based on the above major findings of the study the following suggestions are offered for greater level of satisfaction.

- It is important to note that college students use chatting apps for many purposes. The main purpose is to chat with their friends.
- They chat with their friends mostly through voice or even video calls with the messaging apps on time.
- In addition, they use the messaging apps for group discussion to complete their assignments. This is because college students are required to carry out extensive group projects.
- 83.5% of the respondents also agree that they have encountered several occasions of receiving false news or fraud messages from unknown people. However, there are many methods to identify false news and prevent people from falling into traps.
- Majority of the respondents agree that they will read through the content carefully to find out whether it is fake news or not.
- There are many advantages of the chatting apps that ease the students' daily life.
- Most respondents agree that chatting apps provide real time chatting with no cost. Conversely, most of them state that the shortcomings of messaging apps are their lack of control over the false news or fraud messages received and spread among users.
- Lastly, 93.7% of respondents agree that the technology offered by chatting apps will bring more advantages than disadvantages to everyone from all walks of life.

5.2. CONCLUSION:

Chatting apps are one of the essential apps in any smartphone. Everyone uses smartphones and chatting apps for diverse purposes such as in communication, education or business. Chatting apps deliver messages from one end of the earth to the other end in just a matter of seconds.. There are many types of chatting apps available now, e.g. WhatsApp, Facebook Messenger, Skype and Telegram. By the end of 2021, WhatsApp is reported to be the most popular chatting app which has the most active users each month. The nature of WhatsApp, which has a simple and user-friendly interface, is the main reason why many people are using it all around the world. Telegram is the second most popular chatting app in the world. Based on the findings presented above, it can be concluded that messaging apps play a significant role in the university students' life because they can connect with everyone else all the time. WhatsApp is proven to be the most popular messaging app utilized by the majority of the students. In fact, it is the most frequently used messaging app deployed by the students. Generally, it can be concluded that messaging is a more popular means of communication among university students as compared to making phone-calls. The students are responsible for their own use of smartphones especially in regards to chatting.

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