

Comparative Study of Facebook and Whatsapp using by Professionals: A Case Study of Maharana Pratap Government P.G. College, Hardoi (Uttar Pradesh)

***Punam Chauhan**

*Assistant Professor (Library), Maharana Pratap Government P. G. College, Hardoi (UP), India;
Email-id: punamlis12@gmail.com

Abstract

Activities like Whatsapp and Facebook use has become a part and parcel of educational life. They used through smart phone/mobile. A survey was conducted using a well-designed questionnaire circulated among 26 faculty member of Maharana Pratap Government Post Graduate College Hardoi (UP), India for the academic session 2016-2017. All the faculty members used Facebook and whatsapp per day. The study explores that all of the faculty member are in favor of using communication need/chat for the Facebook and Whatsapp. The searching site do you feel comfortable use for family conversation and few faculty member comfortably used for storing pictures. Evaluation criteria used by the effect on your professionals platform was 65.4% FB and 73.1% WA used faculty member positive and few faculty member reveals that the effect on your professionals platform was used negative. The Facebook and Whatsapp both develop innovative teaching, communication need, information sharing and hence students and faculty member are more benefited.

Paper Type: Case Study

Keywords: Smart Phone, mobile apps, Facebook, Whatsapp, Social networking sites, Professionals.

1. Introduction

To the provide higher education in a disciplined atmosphere and produce skilled youth with high moral and spiritual values for sustenance and service of the society. The Creativity Sensitivity among student for human values. To the realize demands for, skilled talents creativity. The comparative study of Facebook and Whatsapp using professionals; it can be said that, generally, professionals are done with their using social networking site liability and responsibility with respect to professional life and family life. The professionals are using technology for their routine communication. In this scenario, Educational activities are also using technologies for teaching learning process. They can devote more time to profession, learning and acquiring skills. Activities like Whatsapp and Facebook use has become a part and parcel of Educational life.

What is Facebook: Facebook is a social networking site. It was designed in 2004 by Mark Zuckerber. Facebook makes it easy for its account holder to connect and share with his/her family and friends online. It is very famous among professional communities as well as other communities. Today, Facebook is the world's largest social network, with more than 1 billion users worldwide.

What is Whatsapp: To use a compatible smartphone or tablet with a simcard, an internet connection and a phone number. The app uses your phone number as its username, and your account is locked to the phone, although you can transfer your contacts over to new devices. To use the app it costs €0.99 per year, with the first year being free.

Facebook and WhatsApp terms and conditions specify that users should be at least **18 and 16 years of age** to use the service. By default, WhatsApp will automatically set your Privacy Settings to allow any WhatsApp user to view your last seen, profile photo and status. Consider, switching this setting to limit who can see your profile. To switch your profile setting, simply go to: **Menu Button > Settings > Account > Privacy**. You can set the following options for your account privacy from **everyone (Public)** to My Contacts or **Nobody (Private)**.

2. Review of Related Literature

Chan (2010) reveals that a campaign advertisement accounted for over half of the new connections made to the library's Facebook page during the campaign period. Additionally, campaign statistics showed that the advertisement was shown frequently to the targeted user group and that the click-through rate for the advertisement was high. Parveen (2011) reported that Facebook was increasing awareness among library and information science (LIS) professionals. Rakesh Kumar Bhatt and Amit Kumar (2013) revealed that the purpose of this paper is to explore the students' opinion of Jawaharlal Nehru University (JNU), New Delhi, regarding the use of social networking sites (SNSs)/tools by library and their expectation from the library through SNSs. A survey was conducted using a well-designed questionnaire circulated among 200 students studying in JNU for the academic session 2011-2012. The study explores that most of the students are in favor of using the SNS/tools by the libraries and they expect the services should be provided to them by libraries through SNS/tools as well.

In **January 2015 WhatsApp** introduced a **Google Chrome plugin** to allow users to access their **WhatsApp chats on their desktops**. Users of WhatsApp can share their location in real time over messages. They can also organise lists of contacts so that they can quickly send messages to lots of people in group chats through WhatsApp. Probably the best feature of WhatsApp is that it allows users to keep in touch with people living abroad, without incurring the international charges associated with text messages.

Facebook and WhatsApp connecting and sharing feature of its made it a favourite online platform for networking with each other among its users. Even institutions are joining this platform for disseminating the useful information and services related to them. Many institutions have integrated this platform to their website.

3. Objectives

This case study aims for investigating the comparison of Facebook and Whatsapp using professionals (Faculty member) in Maharana Pratap Government Post Graduate College, Hardoi (UP). The objectives of the study are as follows-

- To find out the comparative use of facebook and whatsapp application by the professionals.
- To determine the relationship between the use of both technologies application for academic performance comparatively.

4. Scope of the Study

The scope of the study is focussed on the participating professionals of Maharana Pratap Government PG College, Hardoi (Uttar Pradesh). College started in the year 1979 in a rented building. In the year 1998 it shifted to a Sprawling compound of its own with an area of 11.82 acres. The college has been accredited by NAAC Bengaluru on January 8th, 2011 with 'B' Grade it will be infective up-to January 7th, 2011. Maharana Pratap Government Post Graduate College is situated at Sitapur by-pas road at about 1.5 KM from Railway Station. The college is affiliated to CSJM University, Kanpur and is registered under 2f and 12b with University Grants Commission (UGC). It is the only institution between Shahjahanpur and Lucknow imparting quality education in Science, Commerce and Teacher's Education.

5. Methodology

The questionnaire method was used for collection of data, which was desired for the present study. It was also considered more appropriate as several faculty members in the Maharana Pratap Government Post Graduate College, Hardoi (UP), belongs to different subject Chemistry, Zoology, Botany, Physics, Mathematics, Commerce and Education department in College. The survey was conducted among all the 26 faculty members of the college.

6. Analysis of Data

Table: 1 Variable and number of respondents

SN	Variable	No of Respondents	
		Facebook	Whatsapp
1	Which social networking application you are using?	26	26
2	What is your Frequency of Daily use?		
i	1-3 hours	11	20
ii	3-6 hours	12	4
iii	6 hours onwards	3	2
3	What is your Purpose of using for		
i	Academic work	9	12
ii	General information	14	8
iii	Administration work	3	6
4	For what purpose do you Chat?		
i	Only Professionals	5	0
ii	Only Students	2	0
iii	Both	19	26
5	What site do you feel comfortable		
i	For family conversation	12	15
ii	For Professionals conversation	10	9
iii	For storing pictures	4	2
6	What is the effect on your professionals platform		
i	Positive	17	19
ii	Negative	9	7

Table: 2 Which social networking application you are using?

SN	Variable	Percentage (%) of Respondents	
		Facebook	Whatsapp
1	Which social networking application you are using?	100	100

When asked about the social networking application use of the participants, then it was found that 100% professionals were used Facebook and Whatsapp. All faculty members used social networking site.

Table: 3 What is your Frequency of Daily use?

SN	Variable	Percentage (%) of Respondents	
		Facebook	Whatsapp
i	1-3 hours	42.3	76.9
ii	3-6 hours	46.2	15.4
iii	6 hours onwards	11.5	7.7

The above table show the frequency of daily use; it was found that the 42.3% Fb and 76.9% WA professionals were used 1-3 hours in the daily. Among the participant 46.2% Fb and 15.4% WA search their required 3-6 hours in a day. There is frequency of daily used; 11.5% Fb and 7.7% WA professionals were used 6 hours onwards.

Table: 4 What is your Purpose of using for?

SN	Variable	Percentage (%) of Respondents	
		Facebook	Whatsapp
i	Academic work	34.6	46.2
ii	General information	53.8	30.7
iii	Administration work	11.5	23.1

When asked about the purpose of using for, It was found that the use of Academic work was 34.6% Fb and 46.2%WA, Use for general information 53.8% Fb and 30.7% WA, and Administration work 11.5% Fb and 23.1%WA.

Table: 5 For what purpose do you Chat?

SN	Variable	Percentage (%) of Respondents	
		Facebook	Whatsapp
i	Only Professionals	19.2	0
ii	Only Students	7.7	0
iii	Both	73.1	100

The above table show the purpose of chat; it was found that the 19.9% faculty member used Fb for chat only professionals. 7.7% faculty member were used Fb only student chat. It is also found that 73.1% faculty member were used Fb for professionals and student chat. 100% faculty member used Whatsapp for professionals and student chat.

Table: 6 What site do you feel comfortable

SN	Variable	Percentage (%) of Respondents	
		Facebook	Whatsapp
i	For family conversation	46.2	57.7
ii	For Professionals conversation	38.5	34.6
iii	For storing pictures	15.3	7.7

The searching site do you feel comfortable use for family conversation; 46.2% Fb and 57.7% WA comfortable used for family conversation. For Professionals conversation used for comfortable 38.5% Fb and 34.6% WA. 15.3% Fb and 7.7% WA faculty member comfortably used for storing pictures.

Table: 7 What is the effect on your professionals platform

SN	Variable	Percentage (%) of Respondents	
		Facebook	Whatsapp
i	Positive	65.4	73.1
ii	Negative	34.6	26.9

Evaluation criteria used by the effect on your professionals platform was 65.4% Fb and 73.1% WA used faculty member positive. The above table shows that the effect on your professionals platform was 34.6% Fb and 26.9% WA used negative.

7. Finding and Discussion

The survey was conducted to find out how they use the social networking application to recognise communication need of information sharing; all faculty members used Facebook and whatsapp. The Facebook and Whatsapp used all faculty members per day. The Facebook and whatsapp daily used for communication. Mostly Facebook and whatsapp used for general information but few faculty members used for administration work. They use hundred percent Facebook and Whatsapp for their required chat and information followed by professionals and student. It is also found that 73.1% faculty member were used Fb for professionals and student chat. The searching site do you feel comfortable use for family conversation and few faculty member comfortably used for storing pictures. Evaluation criteria used by the effect on your professionals platform was 65.4% Fb and 73.1% WA used faculty member positive and few faculty member reveals that the effect on your professionals platform was used negative. Least search strategy used is by Facebook and Whatsapp.

8. Conclusion

The above discussion based on findings of data reveals that the faculty members have maximum communication needs from Facebook and Whatsapp. They used through smart phone/mobile. They can select their relevant source of information through networking base search. They can define their communication needs. They use hundred percent Facebook and Whatsapp for their required chat and information followed by professionals and student. More and more social networking site will keep the teaching profession valuable for developing a educated nation. The searching site do you feel comfortable use for family conversation and professionals conversation. The Facebook and Whatsapp both develop innovative teaching, communication need, information sharing and hence students and faculty member are more benefited.

References

Note: References are based on Publication Manual of American Psychological Association (6th ed.) with some modifications.

1. Available at: www.whatsapp.com
2. Available <http://en.wikipedia.org/wiki/Facebook>
3. Available <http://en.wikipedia.org/wiki/Whatsapp>
4. Available [http://google.com/social networking site for professionals](http://google.com/social_networking_site_for_professionals)
5. Available <http://www.mpgpgcollegehardoi.in/>
6. Chan, C. (2010). Using online advertising to increase the impact of a library Facebook page. *Library Management*, 32, 4/5, 361-370.
7. Katie, Elson Anderson (2016). Getting acquainted with social networks and apps: WhatsApp-ening with mobile instant messaging. *Library Hi Tech News*, 33, 6, 11 – 15
Permanent link to this document: <http://dx.doi.org/10.1108/LHTN-07-2016-0032>
8. Parveen, N. (2011). Use of a social networking site (Facebook) in making awareness among the library and information science professionals of University Libraries of U.P.: a case study. *International Journal of Digital Library Services*, 1, 1, 9-17.
9. Bhatt, Rakesh Kumar & Amit Kumar (2014). Student opinion on the use of social networking tools by libraries. *The Electronic Library*, 32, 5, 594 – 602. Permanent link to this document: <http://dx.doi.org/10.1108/EL-09-2012-0110>

