



A Study on impact of instant Messaging Application in our day to day life

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ABSTRACT

Instant messaging service is a kind of communication get its importance vibrantly in day to day life. IM is not only useful for business people it is too useful for a common man. It gets its importance because of its multi-dimensional usage and easy accessibility. Every advantage has a disadvantage too. In this study the researcher measures the attitude attribute of the users and its impact in their day to day life.

KEYWORDS : IM , multi dimension, attitude, attribute

Introduction

When we turn back to few decades back it is proved the present era is meant for technology. The rapid growth of technology paved way for new means of communication. Every day the technology is updated. A decade back communication is the main challenge. But today the scenario has changed. Instant Messaging is a type of online chat which offers real time text transmission over the internet.

Objectives

- To study the real time usage of the application
- To find out attitude attribute of the users

Need and Scope of the Study

If we ask a college student about their favourite means of communication many will choose the answer IM. At present this attitude is spread to the whole community especially Facebook and WhatsApp. Despite the popularity and easy accessibility there is another side to it which is indirectly spoiling the privacy of individual. The researcher feels it is the need to analyse other attributes.

Review of Literature

Karen Church in the topic "WhatsApp: comparing mobile instant messaging behaviours with Traditional SMS" clearly discussed and compared with two ends

MUD's is an interactive role playing chat program that allows people to communicate with each other in an interactive virtual community. (Shay, 2003)

Mohammed Mannam discussed in the paper "Secure public instant messaging: A survey" discussed about the security aspect of IM.

Research Methodology

Data Collection:

Type of data:

I collected both primary and secondary data for my research study. Primary data helped me to collect insights from respondents and secondary data helped me to analyse the real fact of usage.

Methods and instrument of data collection

Primary data has been collected through using a structured questionnaire. A Five-point Likert scale ranging from "strongly disagree=1 to strongly agree=5" was used to measure the items. Secondary information collected from various websites.

Sampling method: The sampling method used in this study is Convenience sampling

Sample Size : The sample size was 120 for this research study.

Sampling Area:

The sampling areas considered for my research it is divided into three types, urban, rural and semi urban.

Tools for Analysis

Percentage Analysis

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data.

FORMULA:

Percentage = (No. of respondents / Total No. of respondents) 100

Chi-square Analysis

Chi-square Test is an important test among the several tests of significance.

FORMULA:

$\chi^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$

Friedman,s Test:

It was to test whether the mean ranks given by the respondents for the variable differed significantly.

Analysis

Calculation on Percentage analysis:

Table 1: Demographic Profile of the respondent

Demographic factor	Items	Frequency	Percentage
Gender	Male	62	51.7
	Female	58	48.3
Marital status	Married	54	45
	unmarried	66	55
Age	20-35 yrs	56	46.6
	36-45 yrs	43	35.8
	45 yrs & above	21	17.5
Locality	Urban	56	46.7
	Semi urban	43	35.8
	Rural	22	18.3
Income status	Rs 5000-Rs10000	22	18.3
	Above 10000-Rs20000	39	32.5
	Above Rs20000	71	59.1

Table 2 Friedman,s Test:

Variable	Mean Rank
watssapp	6.36
Facebook	5.49
Viber	5.11

The above shows WhatsApp stands with a mean rank 6.36, second is Facebook 5.49 and last is Viber.

**Table 3 Chi square test
GENDER vs SENSE OF BELONGINGNESS**

Here it is tested that is there any relation between gender and usage

Alternative hypothesis (H1): There is relationship between gender and usage.

Null hypothesis (H0): There is no relation between gender and usage.

Level of significance is 5%.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.525 ^a	4	.474
Likelihood Ratio	3.693	4	.449
Linear-by-Linear Association	.112	1	.738
N of Valid Cases	120		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .32.

The P value (.474) is more than the level of significance. Thus H0 (null hypothesis) is rejected. Hence there is relationship between gender and usage.

AGE vs Usage

Here it is tested that is there any relationship between age and usage

Alternative hypothesis (H1): There is relationship between age and usage

Null hypothesis (H0): There is no relationship between age and usage.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.551 ^a	9	.056
Likelihood Ratio	14.502	9	.106
Linear-by-Linear Association	1.058	1	.304
N of Valid Cases	120		

The P value (.056) is more than the level of significance. Thus H0 (null hypothesis) is rejected. Hence there is relationship between age and usage.

Usage vs Satisfaction

Alternative hypothesis (H1): There is relationship between satisfaction and usage

Null hypothesis (H0): There is no relationship between satisfaction and usage

Chi-square tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.148 ^a	12	.690
Likelihood Ratio	10.343	12	.586
Linear-by-Linear Association	.780	1	.377
N of Valid Cases	120		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .25.

Inference:

The P value (.690) is more than the level of significance. Thus H0 (null hypothesis) is rejected. Hence there is relationship between satisfaction and Usage.

Findings and Suggestions

- Compare to demographic factors male respondent is high
- Unmarried response is high
- Below age 35 years is highest respondent
- The highest respondent is high income status

Findings of Chi square Test:

- It reveals age and usage of IM has relationship.
- There is relationship between satisfaction and usage
- There is relationship and gender

Suggestions:

There is very minute difference between gender. It shows that everyone is attracted with instant messaging application. But the reason for usage is different most of the respondent chose the option "Just for time pass". It reveals without the definite purpose people are using IM. But the respondent's attitude is indirectly changed after using IM.

Many respondents have been told that the most personal/intimate interaction that one can have with others is by talking with them face to face. Even though this belief might change in the future, IM has not been around for enough time to be universally accepted for use in all aspects of social life (i.e. conveying important information). However, this is not to say that all respondents feel the same about IM or that IM does not have a place in communication. For those who feel that IM can not be used for very personal topics, IM fits a position in communication that those users seem to understand: IM conversations can revolve around certain less personal topics, but as soon as those topics become too emotionally charged.

Conclusion

Most of the respondent use it to interact with others within the dorm while others use it as a means of communicating with their friends thousand miles away. But they failed to notice their belongings. Although some people paint the use of IM as having adverse consequences, there is such as variety in the use of IM that it is too easy to simplify instant messaging as only being good or bad for social lives. Social or anti social behaviors are not directly caused by instant messaging; IM simply enhances the social habits. A more accurate picture of instant messaging is that it actually is a unique tool of communication that affects everyone differently depending on their personality and social nature.

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