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THE IMPACT OF WHATSAPP 'READ' STATUS IDENTIFICATION TICK MARKS ON PERSONAL LIFE

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"We don't have a choice on whether we DO Social Media; the question is HOW WELL WE DO IT?"

~Erik Qualman.

ABSTRACT

The purpose of the study is to seek the perception of the WhatsApp users on the double blue tick mark, a recent facility provided by the WhatsApp for its users to find out whether the message send by him/her has been read by the recipient or not. Once recipient read the message then it will notify the sender with double blue tick mark near the message. This particular facility has lot of impact upon it user's personal relationship mainly among adolescents and teenagers. This read status confirmation feature (double blue tick mark) is obviously helpful to the users in many ways but recent researches and resource evidences suggests that these read status confirmation marks are the growing major reason/cause for the separations in family and personal life. Also many lawyers stated that the number of family court cases filed found increased, after the availability of the IMA. To find out the users perception towards the double blue tick mark 50 late adolescent samples were purposively selected. The questionnaires were distributed and collected through Whats App and other instant messaging application. Based on the findings the impacts of features of WhatsApp were discussed and effective social media using techniques were suggested and implications and suggestions for further research were provided.

KEYWORDS :Instant Messaging Applications, WhatsApp Read-Status Notification (RNS), blue tick mark and



Relationship issues.

INTRODUCTION

The Internet has turned our existence upside down. It has revolutionized communications, to the extent that it is now our preferred medium of everyday communication. In almost everything we do, we use the Internet. Ordering a pizza, buying a television, sharing a moment with a friend, paying a bill, sending and receiving pictures over instant messaging and other social media. Before Internet, one have to walk down to the newsstand to know what happened the previous day. But today a click or two is enough to know what happened around the world devoid of boundary and time limit. Internet facilitates the nation in every possible way, E- Governance, E- Commerce, E-

Learning etc., are some ultimate area where internet used in an effective way to build a proficient government. In the other way it helps connecting people through social media and in very recent Instant Messaging made a way easier for being in touch with friends, family and colleagues whose number has been in his/her contact list.

INSTANT MESSAGING APPLICATION AND WATSAPP

Instant messaging (IM) is a type of online chat which offers real-time text transmission over the Internet. More advanced instant messaging can add file transfer, clickable hyperlinks, Voice over IP, or video chat.

Humans are superior to machinery in having a brain of their own. It is our duty to use any application in a wise way to get the benefits out of it. WhatsApp was founded in 2009 by Brian Acton and Jan Koum, both former employees of Yahoo! WhatsApp is a platform which has made the world come closer; interact, converse and share things with our friends, family, colleagues or anyone else anytime with the internet connection. If the person wakes up and sleeps with messages, it means that his social circle is large enough and they do have enough leisure time to get glued to the messaging platform. In that way WhatsApp also introduced a feature to confirm the 'Read Status' by showing single grey tick - to confirm whether the message sent or not, double grey tick - To check whether the message reached the recipient or not and the blue colour double. It will be explained in detail below.

READ STATUS IDENTIFICATION TICK MARKS :

Watspticks are images that texting applications used to give data to clients about sending, getting, and perusing messages (or sight and sound substance, for example, photographs, video, and sound notes). Marks, regardless of the discussion, ought to give some imperative data to make correspondence less demanding.

Specifically, the three different types of ticks have this meaning:

- v – One green/dim tick - shows that the message was effectively sent (yet not got).
- vv – two green/dim ticks - show that the message has been gotten by the beneficiary (yet not read).
- vv – two blue ticks - demonstrate that the message has been perused.

Advantages and Disadvantages

- Instantly send message to anywhere in the world for people in your phone book.
- Easy to use, even a novice mobile user can use it.
- It is advertisement free.
- It imports the contacts from your phone and tells you that how many of your friends are using WhatsApp.
- You can share your location, photos, status, images, and videos with your friends.
- It also allows you to send 100 messages (SMS) a month to any of your friends who don't use WhatsApp.
- It shows that the receiver has received and/or read the message.
- Free calls to other WhatsApp users are supported.
- Only smartphones are supported, many people still don't have them.
- Everyone must have access to internet to send and receive messages for free and the messages are also not sent to the phone inbox.
- It can be annoying sometimes due to constant messages.

- It saves the files by default, so great privacy threat.
- Your profile picture is visible to every person having your contact number and using this app, whether known by you or not.

when compared to face-to-face communication, online communication is severely limited in the sense impressions it can convey (an estimated 60 to 70 percent of human communication takes place nonverbally), which can lead to misunderstandings and embarrassing situations—no doubt quite a few relationships have floundered as a result. A recent study conducted by Almutawa (2014) the Impact of network WhatsApp on human relationship in a sample of married couples in Saudi society” concluded that there is a show in the relative weight of items every dimension of human relationships (social relationships, family relationships, marital relationships) is affected by the WhatsApp.

NEED FOR THE STUDY

Technology should make us feel comfortable since technology is an outcome of a human need. Technology should be under our control but here in this case some features of WhatsApp and other instant messaging application is controlling us. These instant messaging application provides sender the read notification at once the recipient reads the text or saw the photos or video that has been send by the sender. It is vital to have a deep look into this problem in WhatsApp which leads to relationship issues among its users, since it has nearly one billion users all around the world where others don't have. This research will be helpful to determine the importance of features of Instant Messaging Applications among the beneficiaries and the influence of those apps on their personal life. This research will help the software developers to make an appropriate application which can only hold the relationship stronger not to ruin that by giving out the users review about that particular facility.

STATEMENT OF THE PROBLEM

Communication is basic human rights. But when this communication happens through electronic medium that obviously brings people together around the world but this way of communication leads to lots of misunderstandings in personal life and relationship in every aspects of life in indirect way. The Instant Messaging Application is one such development for communication that improves the chances of relationship issues world-wide.

RESEARCH OBJECTIVE:

The present research has been carried out with the following objectives.

The main objective of the study is to find out the WhatsApp users perception towards the double blue tick mark (Read Status Notification) one of the recent update from WhatsApp to facilitate its users.

The following are the secondary objectives of the study

- To find out whether WhatsApp users feel low at once when their messages didn't get any reply even after the message has been read by the recipient.
- To check whether people have experienced like they were forced to reply at once because of this read status notification.
- To check how many of the WhatsApp users believe that blue tick mark (RSN) can cause relationship issue.
- To find out how many of the WhatsApp users are against the double blue tick mark (RSN).

REVIEW OF LITERATURE

A recent report by Núria ON Posted 12th October 2013 has revealed that the WhatsApp application has caused a total of 28 million breakups between users worldwide. The main reasons for breakups are the functions of the "double check" and the chance to see the last connection of the other person, which generate feelings of jealousy and distrust between the couples.

Family court statistics say 1,213 cases were filed this year till March 13. Dayanand Hiremath, Karnataka high court advocate, said divorce cases are on the rise and smartphones and Apps are among the main culprits. There was a time when family courts used to see 3,000-4,000 cases in a year. Now, the number is 1,500-2,000 in a month, he said. Gunaki Narendra Kumar, family court principal judge, said smartphones have invaded our lives. Often, SMS and emails are submitted as evidence.

An evidence on THE HINDU on November 17, 2014 given with a news headline as "A Saudi man has divorced his wife after she ignored his WhatsApp messages despite reading them." In that the husband claimed for divorce due to the Double blue tick facilitation which meant for the recipient read status that explains that the recipient read the message already. By standing that point he filed divorce against his wife for not responding to his message and got separated. These evidences suggest that the feature in the IMAs' certainly influences the family life and relationships.

ANI 2015, Dubai, Nov 17: A man from Saudi recently divorced his wife for ignoring his messages on WhatsApp despite being an avid smartphone user. According to local news site Al Weam, the husband, who is in his 30s, said that his wife spent most of her time on the phone to the point that she neglected looking after their home and taking care of their child, the Telegraph reported. The man sent her messages on WhatsApp and knew she had read them because of the latest update on the application. The husband decided to divorce his wife answered that she was too busy talking with her friend to answer his calls or his messages Hemchhyde in Femina told that a study conducted by the Italian Association of Matrimonial Lawyers showed that 40 per cent of the divorce cases in their country are citing adulterous messages on WhatsApp as evidence against cheating spouses. The 'last seen...' and the two blue ticks, which prove that a person has seen the message, are considered the main culprits. It's hard to come by any such study in India though.

RESEARCH METHODOLOGY

Method of Research:

The present study is purely a survey based research. 50 samples of late adolescence who frequently use WhatsApp were purposively selected. Questionnaires were distributed and collected through WhatsApp and other instant messaging application. The survey questions were purely depends upon the samples attitude towards the Read-status Notification (Double Blue Tick mark) of the WhatsApp.

Research Questions:

This study attempts to describe some of the experiences of WhatsApp users in their personal life.

This study will be guided by the following research questions:

- How long they spend their time in whatsapp per day?
- Do their personal freedom affected by blue tick mark (Read Status Notification) of WhatsApp?
- Do they ever felt burden if once their friends read their message and failed to reply at once?
- Can double blue tick mark (Read status Notification) cause relationship issues? (From the respondent's point of view?)

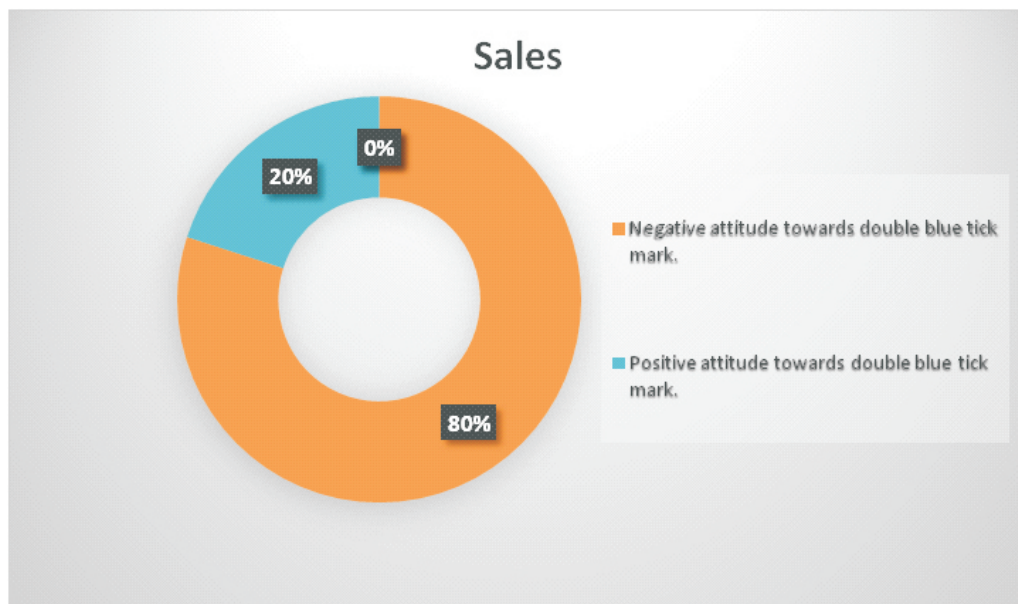
DATA ANALYSIS AND INTERPRETATION

Table: 1 - Showing the Samples attistude towards the Read-Status Notification of WhatsApp-Instant Messenger.

WhatsApp users attitude towards double blue tick mark (RSN)	POSITIVE	NEGATIVE	TOTAL
		10	40

From the above table it may be inferred that out of 50 respondents 40 of the respondents show negative attitude (double blue tick mark), 10 respondents show positive attitude towards the read status notification. Hence it may be inferred that majority of the WhatsAppusers (80%) have negative attitude towards the double blue tick mark (Read Status Notification).

Graph: 1 – Showing the image representation of the Samples attitude towards the double blue tick mark (RSN)inWhatsApp-Instant Messenger.



The result of the survey exclusively revealed that most of the people among these sample size expressed negative attitude towards the RSN of WhatsApp. The following are the percentage people responses towards the RSN.

From the above graph it is inferred that 80% of respondents voted negative when asked about their attitude towards double blue tick mark (RSN) shows that the RSN have some negative influence over the relationship. 20% of respondents have positive opinion about the Read Status Notification, which means RNS have nothing to do with relationship.

Table-2: Showing the responses of the WhatsApp users for the statements regarding WhatsApp's blue tick mark (RSN):

STATEMENTS	YES	NO	TOTAL
Do you feel that blue tick forces you to reply to your friends or close ones even you are in a busy schedule?	35(70%)	15(30%)	50(100%)
Do you feel low when your friends seen your message (you knew that by blue tick mark) and doesn't reply for that?	38(76%)	12(24%)	50(100%)
Do you feel that blue tick in WhatsApp is a vital one?	34(68%)	16(32%)	50(100%)
Do you think that this WhatsApp read notification (blue tick mark) may cause relationship issue (fight among close ones, between couple)?	40(80%)	10(20%)	50(100%)

FINDINGS:

The findings from the above research has been listed below:

76% of the respondents feel low when their friends haven't replied for his message even after he read the message. Hence majority of the respondents are getting affected psychologically only when they came to know about their friends haven't replied for his/her message even after he/she read that message which is also known to the sender by means of a blue tick mark.

70% of the respondents says that double blue tick mark force them to reply for a message even when they are in busy schedule. It is so because once they read the message the time of read of message and blue tick mark will notify the sender with exact time the recipient read the message. In order to prevent the misunderstanding between their relationships the recipient will reply for that message ought of compulsion even he is not interested or in a busy schedule.

Majority of the respondents (68%) found double blue tick mark as an unwanted one and 80% of the respondents were sure about the relationship issue caused by the double blue tick mark and they are against it since it disturbs their personal freedom.

DISCUSSION AND CONCLUSION

The primary objective of most of the software developers is to introduce to new facilities and features to attract more consumers and retain their beneficiaries for long lasting. This strategy is also applicable for the Instant Messaging Application developers where adolescent and young adults of electronic age were their target audience. To attract more and to retain these populations they routinely introduce new facilities during upgrades so that their users count won't fall below but gradually increases. In such way, WhatsApp an growing popular Instant Messaging Application, recently offers the 'Read Status Confirmation- Double Blue Tick mark' to check whether their message has been read by the recipient or not. This checker marks are growing evidence for the relationship issues world-wide. Such kind of offering provided by the software developers lead to many kind of relationship issues nowadays indirectly. This blue tick mark(RSN) cause a relationship issue and sometime it compels us to reply the messages that he/she don't want to or he can reply for that message during his leisure time.

Based on the research findings software developers should take some causation against their product development which can be a chance to increase the personal life issues either directly or indirectly. The second thing is they must go for a survey before and after offering a facility so that the

user's perceptions about the new launch can be obtained. It is vital to do an experimental research to know about their customer needs and satisfaction and based on that they can go for further improvement. This can improve the loyalty of the software as well as by the same time they can make the people to aware about their product. The third thing is that the software developers should give much more importance to their 'CUSTOMER SUPPORT RESEARCH TEAM' to get instant update about their customer satisfaction regarding their software and they can facilitate their software to inspire more loyal customers.

LIMITATION OF THE STUDY:

This study considered a limited sample representing late adolescence segment of frequent WhatsApp users and hence the findings may not be generalized for the entire youth audiences since it's confined to a particular area. The result may vary when the same survey is conducted in different geographical area of different culture and social background.

FUTURE IMPLICATION AND SUGGESTION

This research is only limited to Instant Messaging Application-WhatsApp and its features influences on personal life. The further researchers can focus on the entire communication medium and their influence on the Quality of Life of their beneficiaries.

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