

# Article Review Report



## Golden Research Thoughts

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### ORIGINAL ARTICLE

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



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## **REVIEW OF THE ARTICLE**

### **The Impact Of Whatsapp 'Read' Status Identification Tick Marks On Personal Life**

D. Shankar Ganesh<sup>1</sup> and J. Hemarajarajswari<sup>2</sup>

#### **ABSTRACT:**

The TITLE matches with the contents of the paper 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.

#### **INTRODUCTION:**

The introduction provides a good, generalized background of the topic that quickly gives the reader an appreciation 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.

#### **METHODOLOGY:**

The present study was exclusively realized on secondary data sources. It was purely descriptive type of research since it describes the facts relating to the problem. 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.

#### **PRESENTATION OF RESULTS:**

The amount of data presented was sufficient and appropriate 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. .

#### **REFERENCES:**

Prior publication by the author(s) of substantial portions of the data or study was appropriately acknowledged.

#### **RELEVANCE:**

The study was relevant to the mission of the journal or its audience. The study addresses important problems or issues; the study was worth doing.

## FUTURE RESEARCH SCOPE:

1. Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
2. Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
3. Regarding Professor Promotion  
(<http://academicprofile.org/Professor/regardingPromotion.aspx>)
4. Fellowship for Post Doctoral (<http://academicprofile.org/Professor/FellowshipForPD.aspx>)
5. Online Course on Research (<http://onlineresearch.in/Default.aspx>)

## SUMMARY OF ARTICLE

		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas			✓		
4.	Timelines	✓				
5.	Sufficient information to support the assertions made & conclusion drawn		✓			
6.	Quality of writing(Organization, Clarity, Accuracy Grammer)			✓		
7.	References & Citation(Up-to-date, Appropriate Sufficient)	✓				

### Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC

