

Introduction

The world of communication is changing due to advances in information and communication technologies. It has led to studies and research to discover a possible approach in its application. The development of smart phones is one of the vital inventions of the new technology. Smart phones are used in the communication process in today's world, since social media play a very important role in socialization, especially via WhatsApp. WhatsApp is one of the revolutionary technologies commonly used on smart phones and computers. Since the Smartphone has become very popular, many messaging services have been launched, and WhatsApp has become the most popular among all the students.

India has recently seen the entry of new mobile operators, and India is now at the forefront of technology to provide 4G mobile services, which means high-speed mobile Internet and other services via mobile phones. The cost of mobile internet has also been reduced due to competition among mobile service providers. The use of social media in India has increased in a considerable proportion; it is now a daily activity, like eating and sleeping. The growth of the Internet has made technology available on various platforms, such as computers, laptops, cell phones, tablet Personal Computers, and so on. According to a study by John titled India, a growth opportunity for application developers, 97 percent of Smartphone users in India use a communication app and among them WhatsApp is being used by 96 percent of

the users. Instant messaging app WhatsApp is the most popular messaging app all over the world and is used in 100 countries, or 55.6 percent of the world. The countries include India, Brazil, Russia and many other countries in South America, Europe, Africa, Asia and Oceania. WhatsApp currently has over one billion monthly active users. In India, 70 million people use the messaging service. India had accounted for 100 million users, making it one of the top markets for WhatsApp. According to a report, WhatsApp was now installed on 95 percent of the smart phones in India. The number of WhatsApp users in India is more than any other nation in the world (Jana 2016). In addition, there was a high dependency ratio, especially among students, in the use of WhatsApp it leads to harmful social conditions such as withdrawal from real life situations, ignorance of ethical quality of life, avoiding mingling with people in real life situations, not having good relations with parents. If the use becomes an addiction, it must be observed severely.

WhatsApp has become a part of young people's lives. It has become an application of communication without which people have a hard time, whether they agree or not. They stay in touch with friends and family members and use it to exchange ideas, thoughts and emotions to meet their information, entertainment and learning needs (Jisha, 2014).

The youth usage of WhatsApp rate is very social media oriented, so its influences are much more important for young people. Among all other Social Medias WhatsApp is ranking first. The

youth are the biggest constituency for WhatsApp. In the very first start ninety per cent of the Indian people installed WhatsApp in their smart phone. Constant typing and texting through WhatsApp result in inflammation and swelling of wrist tendons. This condition is called Tenosynovitis. Adolescents may develop personality disorders, excessive aggression, attention deficits, and even abnormal anxiety. WhatsApp is also causing harm to the body posture in many youth by constantly keeping heads angled down to type, view and text on their smartphones, backs, and necks start to hurt WhatsApp obsessed youth are sleep deprived. This makes them prone to perform poorly in academics. WhatsApp addict lacks emotional connection. Hence the study has been undertaken to study the impact of WhatsApp usage among college students on Physiological, Psychological, Social Interactions and academics.

Methodology

The Researcher has used Mixed Methodology Research design of Sequential Explanatory Design. This method is a two phase design where the quantitative data is collected first followed by qualitative data collection. The purpose is to use the qualitative results to further explain and interpret the findings from the quantitative phase. Thus, the researcher explained and described in emotional aspects as well as numerically. All College students of Chennai city who use WhatsApp more than 3 hours in a day are taken as universe.

The Researcher has used Non-Probability Sampling of Purposive Sampling method to identify the sample. A Purposive sampling is a non-probability sample that is selected based on the characteristics of a population and the objective of the intervention. In this type samples are selected deliberately by researcher. There is no assurance that every element has some specifiable chance of being included. The researcher selected the sample which is favorable to researcher intervention.

The Sample size was 150 respondents for quantitative research. Ten respondents were taken for case study for the qualitative research. The respondents of the study are the college students who are using WhatsApp more than 3 hours in a day.

The Researcher had used Questionnaire as the tool of data collection for quantitative data. Questionnaire is a set of questions, a systematic list of questions which is sent to the respondents who answer these questions and return the questionnaire to the researcher. So, the researcher chose questionnaire for data collection process. For Qualitative research design the researcher has used case study method. A case study is a research strategy and an empirical inquiry that investigates a phenomenon within its real-life context.

Findings

The findings from the research under the usage of whatsapp are, 89 per cent of the respondents used whatsapp only for chatting. Fifteen per cent of the students check whatsapp less than 10 minutes

once. Eleven per cent of the respondents cannot stop using whatsapp less than 30 minutes, Twenty six per cent of the respondents used whatsapp as soon as waking up from the sleep.

The findings from the research under the impact of whatsapp usage on physiological condition are, 18 per cent of the respondents could not follow a sound sleep after using whatsapp. Thirteen per cent of the respondents felt sleepy the next day due to the late night chatting on whatsapp. Twenty four per cent of the respondents strongly agree that whatsapp usage affected their rest time.

The findings from the research under the impact of whatsapp usage on psychological conditions are 22 per cent of the respondents felt happy when they uploaded the current status, Twenty six per cent of the respondents strongly agree that whatsapp relaxes them by connecting to people. Fifteen per cent of the respondents felt depressed, moody or irritated when the messages cannot be read. Twenty four per cent the respondents felt anger due to no immediate replies from whatsapp.

The findings from the research under the impact of whatsapp usage on social interactions are 16 per cent of the respondents felt depressed after fighting with their friends in whatsapp. Seven per cent of the respondents strongly agree that conflicts on whatsapp lead them to attempt suicide too. Twenty five per cent of the respondents strongly agree that they thought of uninstalling whatsapp after a conflict. Seventeen per cent of the respondents strongly agree that they

prefer chatting rather going out with the family members,

The findings from the research under the impact of whatsapp on Academics are 32 per cent of the respondents strongly agree that study time is occupied by usage of whatsapp. Twenty Five per cent of the respondents strongly agree that whatsapp usage reduced the mark. Eleven per cent of the respondents strongly agreed that they felt sleepy due to late night chat in whatsapp and nine per cent of the respondents felt anxiety in class if the messages cannot be checked.

The findings of Chi-Square tests are, there is significant association between addiction towards Whatsapp and Study time occupation, there is significant association between addiction towards Whatsapp and sound sleep discomforts, there is significant association between number of checks on Whatsapp and Wrist pain and there is significant association between feeling of isolation from family and preoccupation of whatsapp takes away the attachment from family.

Social Work Interventions

Social Case Work:

To the students who use Whatsapp excessively, Individual Counsellings can be given. In educational Institutions the student who uses Whatsapp frequently should Identified with the help of their parents, peer group members and proper guidance should be given to come out from that.

Social Group Work:

Group work like discussions, mime and debates can be done among the college students for discussions about the impacts of Whatsapp over usage.

Social Work Research

Research can be done with the counselors about number of people who appear for counselling to tackle Whatsapp addiction. The Research can also be done among the school children, Elderly and people at work place.

Community Organization

Community Organization can be conducted in colleges, schools to create awareness about the problems faced by youth because of over usage of Whatsapp. Community Organization can be conducted for the parents to insist them on monitoring their children's usage of Whatsapp and keep their children occupied with some other interesting tasks.

Social Action

Human chains, rally and street plays can be done in the public places to project the harm of over usage of Whatsapp.

Social Welfare Administration

The Findings of the research about the WhatsApp usage should be taken into consideration in making Government policies. The Policies should bring age restriction in using Whatsapp, limitation of number of texts on Whatsapp. The Children below 15 should use/ operate Whatsapp with Co- Account user to monitor and control the use of Whatsapp.

Whatsapp usage should become as a payment based app.

Suggestions

- As these days are becoming modern, children and teens now-a-days are being more involved with the world through social media. It's being good that social media is a major platform for people to feel connected wherever they are. But in terms of children and teens being involved too much into Social media may be harmful for them if there is no control and proper usage. When it comes to social media, Whatsapp usage is the most common of all. It's like a magnet attracting students with its features, and its easy availability. Though this Whatsapp is highly addictive among students because of their age, it can be controlled to a limit with students and parents cooperation.
- The most effective way is self-control. It's difficult to take up for students. But once they get it right they'll be absolutely fine soon. It needs a little bit grind but it's like ultimate remedy.
- Hide the WhatsApp icon and try to check only twice a day. This can also limit the usage time on WhatsApp.
- Time management is essential for online connection Activities. Students must learn to balance between online and academic activities.

- Turn off the notifications to avoid checking the WhatsApp messages often. This gives a feel of de-addiction towards WhatsApp.
- Students should give priority to their life and career building instead of giving priority to the WhatsApp messenger.
- Students should be encouraged to utilize WhatsApp in a manner that will promote their academic performance positively. They should be encouraged to create educational groups and see how to use that to enhance their academic growth and worth.
- Educational Institution should give counselling sessions and guidance for the welfare of the students.
- Parents should engage them in outdoor activities rather making them to sit with mobile phones.
- Whatsapp is also causing harm to the body posture in many Students. By constantly keeping heads angled down to type, view and text on their smartphones, backs, and necks start to hurt. So, students should care about their health too.
- Students tend to check or chat on WhatsApp during an on-going lecture or while studying. This ultimately harms their concentration and grades at studies. So, Educational institutions may therefore make the students to keep their mobiles off.

Conclusion

The tendency to use Whatsapp 24 hours a day, 7 days a week is an observed phenomenon. Nowadays, it is rare to see a youngster without a gadget in his hand. They are completely involved in using Whatsapp. WhatsApp has become more popular among young people. Due to WhatsApp's dependence health, psychological, social and academic performance among students is highly at risk. Social media play a major role in developing social interactions between students and the society in general. Among all other Social Media WhatsApp application becomes more viral among students.

Through this Study it is concluded that, the student should realize that using WhatsApp without limits will impact negatively on physical, Psychological, Social and Academic performance. So, The Student should be responsible and wiser in using Whatsapp.

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