

Impact of WhatsApp Usage by the Youths of Davangere City

Mr. A Hareesh Setty¹, Dr. Ramesh Chandrasa², Miss. Bhagavathi HV³

Assistant Professor, Wisdom College of Commerce & Management, Sindhanur, Karnataka, India¹

Assistant Professor, Institute of Management Studies, Davangere University, Davangere, Karnataka, India²

PG Students, Institute of Management Studies, Davangere University, Davangere, Karnataka, India³

Abstract: *Today in rapidly moving in world, Technology is not a new concept. What's app is an amazing application, this study revealed that what's app is a medium of making communication simple and quicker, there-by enhancing that effective flow of information, idea sharing and connecting people easier. Present study examined that how negatively it's impacting on youths on their life style, culture, psychological behaviour, education and routine life. This study made an attempt to assess the impact of what's app usage by youths, with the reference of youths in Davangere region. The empirical study has been conducted upon 100 youths by using questionnaire tool to collect the lots of data relatively in shorter period of time with less cost.*

Keywords: What's App, Information Technology, Youths and Psychology behaviour.

REFERENCES

- [1]. Bhatt, A., & Arshad, M. (2016). Impact of What's App on youth: A Sociological Study. IRA-International Journal of Management & Social Sciences (ISSN 2455-2267), 4(2), 376-386. doi:<http://dx.doi.org/10.21013/jmss.v4.n2.p7>.
- [2]. Kuppaswamy, S., & Narayan, P. (2010). The Impact of Social Networking Websites on the Education of Youth.
- [3]. International Journal of Innovative Technology and Exploring Engineering (IJITEE)
- [4]. ISSN: 2278-3075, Volume-8, Issue-11S, September 2019
- [5]. https://www.researchgate.net/publication/336716719_Impact_of_social_media_on_youth
- [6]. https://www.researchgate.net/publication/311104510_EFFECTS_OF_SOCIAL_MEDIA_ON_YOUTH_A_CASE_STUDY_IN_UNIVERSITY_OF_SARGODHA
- [7]. <https://www.slideshare.net/PrakashBambhaniya/research-proposal-the-impact-of-whatsapp-on-youth-in-bhavnagar-city>
- [8]. https://www.researchgate.net/publication/316892755_Survey_Analysis_on_the_usage_and_Impact_of_Whatsapp_Messenger
- [9]. https://www.academia.edu/28203254/WhatsApp_Research_Paper_pdf
- [10]. IRA-International Journal of Management & Social Sciences ISSN 2455-2267; Vol.04, Issue 02 (2016) Pg. no. 376-386 Institute of Research Advances
- [11]. <http://research-advances.org/index.php/RAJMSS>