Critical Analysis of Spreading Credible News Through WhatsApp

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ABSTRACT

The purpose of this paper is to analyze the effectiveness, to know the credibility of content through WhatsApp, how people react when they see or read any content on WhatsApp, and how much people will consider the content is correct or wrong. For this purpose, the researcher will use the quantitative method technique through this method the researcher will get the results in numbers statistics, and graphical representation. Random sampling will be selected to analyze the result, for sampling 150 people of different age groups & different sectors will be interviewed. Data collection will be done by survey & questionnaire. The critical Analysis will be through pie charts & tables. It will associate with social responsibility theory in which it is a social responsibility for everyone to check the credibility of news through WhatsApp. Findings will reveal what should be our social responsibility before sending any message on WhatsApp. The study will explore the main function of WhatsApp either it's to get connected to friends & family or either it is a source of getting news in rapid time. The researcher also introduced a new terminology 'forward journalism' which means to forward the content before confirming it to a credible resource

KEYWORDS: WhatsApp, news, media, forward journalism, credibility, communication.

INTRODUCTION

WhatsApp started in the year 2009 it is a mobile messaging App which allows its customer to send & receive messages from their loved ones. This App was purposely created by Brian Acton & Jan Koun in 2009 to make communication through multimedia easily & quickly. It works either with internet connectivity or mobile data. Once we download the App our all contact lists of cell phones are linked with WhatsApp and all members of it. It also enables users to send & receive the location, information, audio in real-time to an individual.

STATEMENT OF PROBLEM

Since the time of social media it starting influence the lives of people, people are relying much more on social media rather than print media or

electronic media because it's easier to get any news from social media, even different media platforms are now having their social media profile's as well but many people are taking undue advantage of this platform and they are disseminating information from unreliable and fake pages without confirming it source. They post fake news which leadless ignorance in society. Remember there is only one social profile of any media agency that is verified by that particular social media platform, it shows a blue tick on top of the name. The phenomenon in which people don't confirm the news whether they receive it from any source, whether it is true or not, and they just forward it blindly, researcher termed it a 'forward journalism'. The purpose of this study is to reveal the effectiveness of content that is spread by WhatsApp & what impacts it may have on the mind of common people. As a matter of fact, WhatsApp was formed to use for communication as well as stay in touch with one's fraternity but now it is being used as a tool of 'forward journalism' at large.

OBJECTIVES

The objectives of the researcher are to explain & check the effectiveness & credibility of content through WhatsApp therefore the researcher has designed the following objectives

- To find out the credibility of news and information shared on WhatsApp.
- To investigate why the People shared news and information on WhatsApp besides other Social media Applications

RESEARCH QUESTIONS

RQ1. What is the credibility of news and information shared on WhatsApp?

RQ2. Why the People shared news and information on WhatsApp besides other Social media Applications?

JUSTIFICATION OF THE STUDY

The justification of the study is that people are using WhatsApp for communication but people are also using it as they use it in their leisure time for entertainment and for forwarding journalism, which is not good for the public in general. This trend & practice can ruin the credibility of news that is shared on different social media platforms which will put on negative impacts on people as well as society.

SIGNIFICANCE OF THE STUDY

The significant point of the study is to highlight the issues regarding the dissemination of fake news and its harms that is bareng spread on WhatsApp. Having critical analysis the researcher intends to find the solution & to guide or advise WhatsApp users just to keep it for communication. The researcher also suggests that there should be a warning message on WhatsApp before sending any news to people that are you sure that it is 100% confirmed & correct, it will give some moral value to people before sending anything on WhatsApp.

LITERATURE REVIEW

Impact and uses of WhatsApp among college students (k Meenakshi, t. Anitha k. Lakshmi). This study is undertaken to determine the socio-economic profile of the college students of SDNB Vaishnav college, India. It also discusses the features of WhatsApp & its impact on students' life. The researcher was the quantitative method by using a questionnaire on a sample of 230 respondents, the data were collected in Aug'2019. Research shows that students should give more importance to their studies instead of WhatsApp. Students should watch out for their time spent on WhatsApp in order to maintain their screen time.

Impact of WhatsApp on youth a sociological study Ms. Anshu Bhat, faculty department of sociology Agra India, Dr. Muhammad Arshad associate professor & head of the department of sociology. This study examines the impact of WhatsApp on the youth of Agra, India. 100 people were picked from different sectors of life & couples of interviews were used as tools of data collection. The main objective of this study is to find out the way, how it affects the education, psychology, daily life & expenditure of youth. The researcher uses both methods qualitative & quantitative as well to find out the results. The researcher depicts the results in pictorial/Graphical representation. 72% said, to save calling & SMS Costs they Install WhatsApp 18% said it was the best way to kill their free time & 10% uses it as a social status symbol. The findings from this research paper are time management should be essential for online activities, people must give priority to their life first.

Impact of WhatsApp messenger on the university level students a sociological study Golam Rabbani Sarkar, Begum Rokeya University, Rangpur Bangladesh. This paper is undertaken to find out the impact of WhatsApp messenger with reference to the students of BRUR, Bangladesh in 2015. This study is conducted upon 200 students of BRUR (100 males & 100 females). This paper revealed that WhatsApp messenger has a profound

negative impact on students & it has some adverse effects on their studies & behaviour. The students found them addictive. One of its main objectives is to find out the purpose of using What Sapp messenger. The research has made the use of survey method on students aged between 18-23 years. The study concludes that time management is essential for online activities, these students are spending more time on WhatsApp rather than spending quality time with family, and students must learn to balance between online stuff & Academic Activities (Safdar et al., 2020).

The use of WhatsApp puts a negative impact on one's Education Process, Which is revealed by the International Review of Research in Open and Distributed Learning. This paper determines to explore the effects of WhatsApp use for education & regulate the opinions of students towards the process, the researcher uses both quantitative & qualitative methods for getting the findings, in the quantitative part quasi-experimental design with a pretest-posttest control group, was used. In the qualitative part content analysis techniques were engaged to analyze the data which were collected by open-ended question answers form. The outcomes showed that students developed positive opinions toward the use of WhatsApp in their courses. It is recommended that WhatsApp has a positive impact on success & its use is received substantially also the use of WhatsApp in the education process be encouraged as a supportive technology.

Usage of WhatsApp: A Study of the University Of Peshawar, This paper basically on the students of Peshawar University, how they use WhatsApp, for this a questionnaire was used to find out the results, so qualitative technique is used in this paper. A total of 100 questionnaires were distributed among the students the result reflect that WhatsApp is a great tool of communication. Out of 100 questionnaires distributed, 84 were received students use WhatsApp for communication with their friends & family members, they share information pictures & videos.

Content Analysis of WhatsApp conversations, An Analytical study to evaluate the effectiveness of WhatsApp Application in Karachi, WhatsApp Application has now become a part of our daily lives it has a variety of functions such as locations, Audio, voice messages etc. this study evaluates the effectiveness of WhatsApp application, how the WhatsApp is being used in Karachi, also is aimed at exploring the frequency & composition of its users along with nature of conversations. The researcher used a mixed-method approach for this paper, the quantitative data were analyzed through python programming language, and the students are using WhatsApp more comparatively than professionals but both are used to achieve their goals & for communication. The practice of WhatsApp messenger is being taken as

an Independent variable & language & other day-to-day activities are being taken as dependent variables. WhatsApp supports people to cooperate & work as a team, every one utilizes it differently which help them in their lives. It's a much quicker way to coordinate with people which enables the effective flow of communication

THEORETICAL FRAMEWORK

SOCIAL LEARNING THEORY

It is a theory of learning process & social behaviour which process that new behaviours can be acquired by observing & imitating others. In addition to the observation of behaviour, learning also occurs through the observation of rewards & punishments, a process known as vicarious reinforcement.

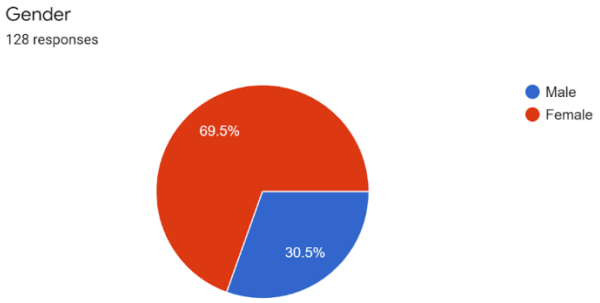
GRATIFICATION THEORY

This theory described how people use the media for their own needs & get satisfied when their needs are fulfilled, it can be said that it argues what people do with media rather than what media does to people.

RESEARCH METHODOLOGY

A research methodology is a kind of way to solve a problem systematically & logically intrinsically this is a procedure by describing, explaining & predicting the phenomena the researcher will adopt quantitatively, data will be analyzed by questionnaire & surveys & findings will be in the form of table's & pie chart.

FINDINGS & DISSCUSION



Female	69.5%
Male	30.5%

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Table 1

Table 1 clearly illustrates that the majority of 69% of respondents are female & the rest 30% of respondents are male.

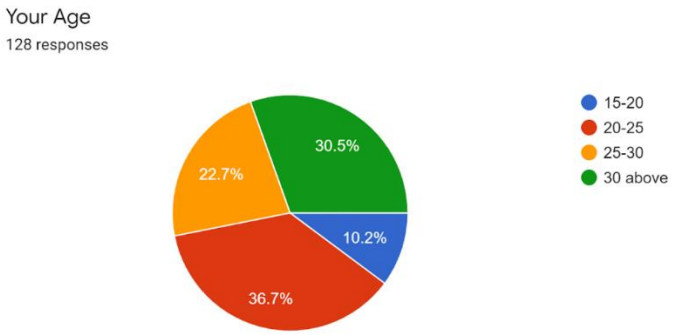


TABLE 2

15-20	10.2 %
20-25	36.7%
25-30	22.7%
30 above	30.5%

Table 2 depicts the results that majority of my respondents are from the ages of 20-25 and after this, the majority are from people who are 30 above who are 30.5% and rest are 22.7% are those who aged from 25-30 & only 10.2% are those who fall in ages 15-20.

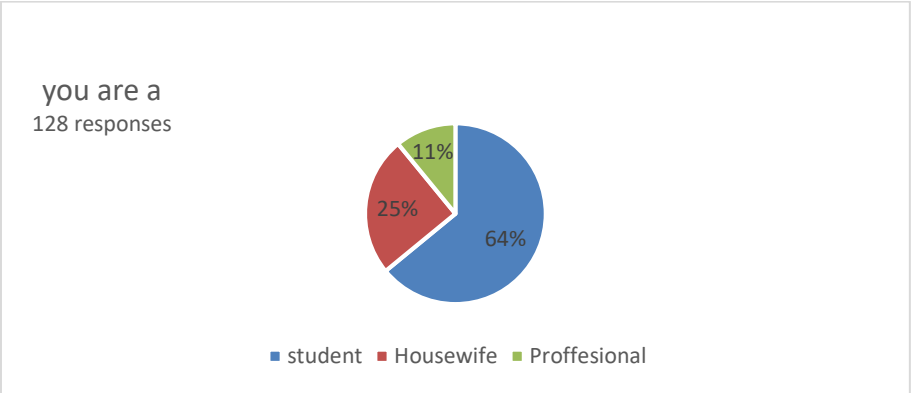


TABLE 3

Student	64%
Housewife	25%
Professional	11%

Table 3 shows that my 64% respondents are students, 11% those who are working in different professions & they all are professional and rest 25 % are housewife.

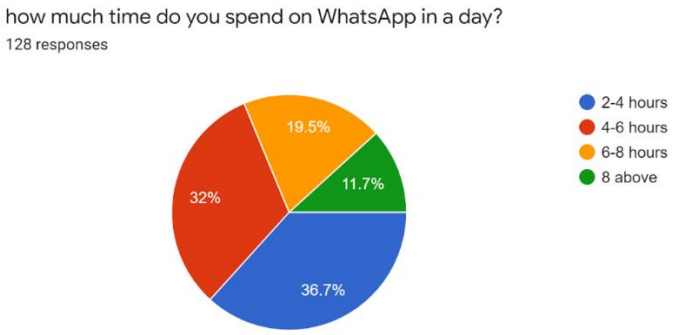


TABLE 4

2-4 hours	36.7%
4-6 hours	32%
6-8 hours	19.5%
8 hours above	11.7%

The pie chart in Table 4 exemplifies that a majority of 36.7% uses WhatsApp from 2-4 hours in a day for communicating & socializing while the minority of 11.7% uses WhatsApp for more than 8 hours the remaining 32% and 19.5% uses WhatsApp from 4-6 hours & 6-8 hours in a day respectively.

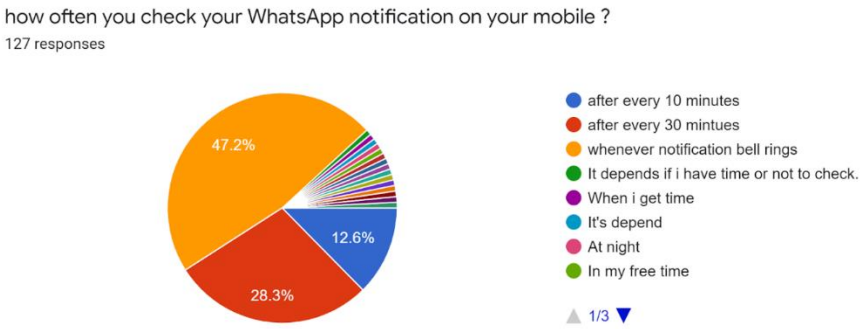


TABLE 5

How often do you check your WhatsApp notification on your mobile?

Whenever the notification bell rings	47.2%
After every 30 minutes	28.3%
After every 10 minutes	12.6%
Others	11.9%

The numbers in Table 5 expresses that a majority of 47.2% of the respondents were those people who check their WhatsApp whenever notification bells ring, so it depends on how often they get messages on their WhatsApp, but those people see their WhatsApp whenever the notification bell rings so it is a big number proving that people use it frequently while a large number of 28.3% of the respondents are those who check their WhatsApp after every 30 minutes, 12.6% are those who see their WhatsApp after every 10 minutes while remaining 11.9% said that when they have the time they check, or when they are free.

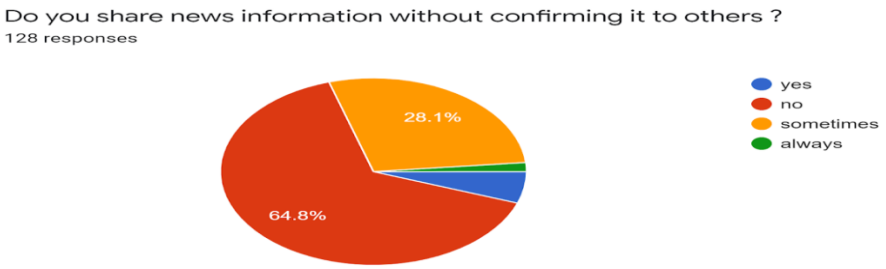


TABLE 6

Yes	5.5%
No	64.8%
Sometimes	28.1%
Always	1.6%

Table 6 indicates that a majority of 64.8% don't share news information without confirming it to others while a large number of 28.1% sometimes share the news information. A minority of 5.5% said yes which mean they share news information and 1.6% of people always forward the news information to others.

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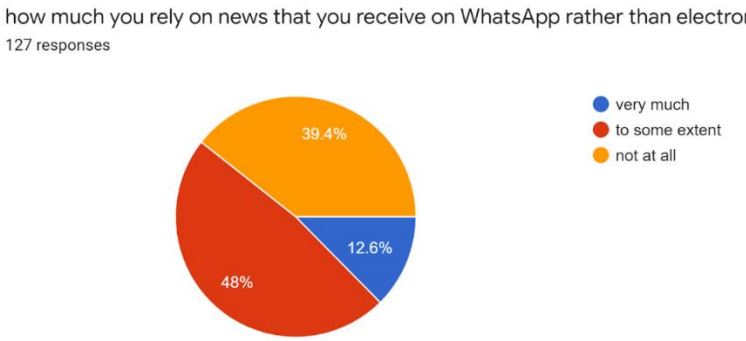


TABLE 7

To some extent	48%
Not at all	39.4%
Very much	12.6%

The figure in Table 7, illustrates that the majority of 48% of respondents believe that whatever the news they are receiving from different people is correct to some extent. While 39.4% don't believe in the news that they are correct while a lesser majority of 12.6% rely on the news very much.

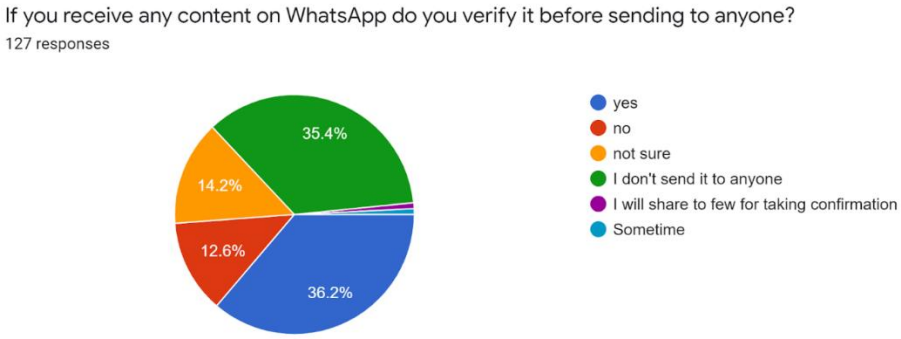


TABLE 8

If you receive any content on WhatsApp do you verify it before sending it to anyone?	
I don't send it to anyone	35.4%
Yes	36.2%
No	12.6%
Not sure	14.2%
I will share to few for taking confirmation	0.8%

The pie chart interpretation in table 8 indicates that a majority of 35.4% respondents don't send any content to anyone without verifying it, there is also a majority of 36.2% respondents said that they verify the content before sending it to anyone while 12.6% said that they do not verify the content they just send it while one person said that I will share to a few for taking confirmations.

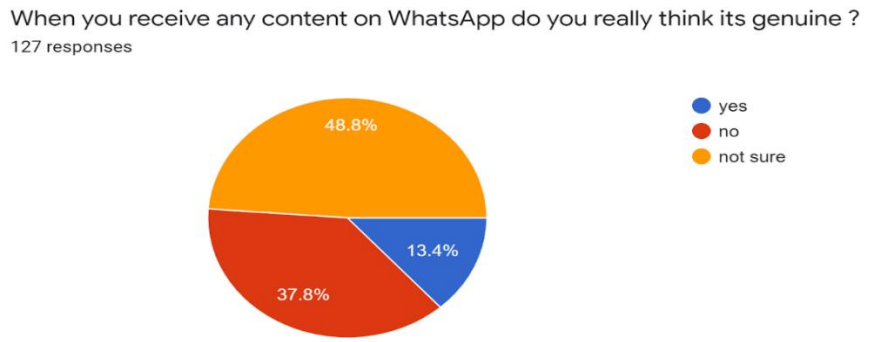


TABLE 9

When you receive any content on WhatsApp do you think it's genuine?	
Yes	13.4%
No	37.8%
Not sure	48.8%

Table 9 illustrates that 13.4% people from my respondents believe that whatever they are receiving the content on WhatsApp is genuine, while 37.8% believes that the content is not genuine, whereas a big number of 48.8% said that they are not sure about it

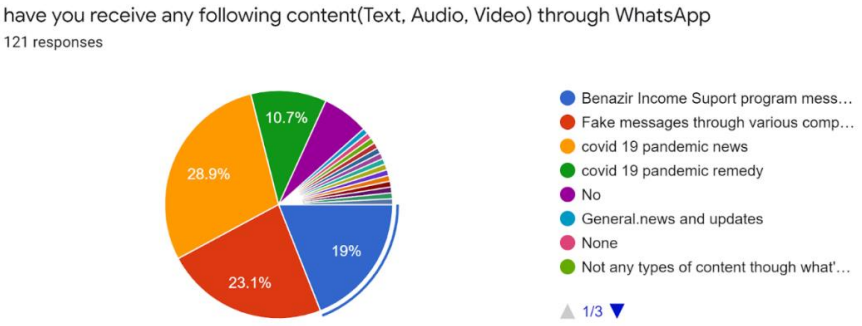


TABLE 10

Have you received any following content (Text, Audio, and Video) through WhatsApp?	
Benazir Income Support Program Messages	19%
Fake messages through various companies	23.1%
Covid 19 pandemic news	28.9%
Covid 19 pandemic remedy	10.7%
Jeeto Pakistan show messages	0.8%
Brands product offer	0.8%
No	0.8%
All of the above	0.8%

The pie chart in table 10 states that 19% have ever received at least one message regarding Benazir income support program messages 23.1% receives fake messages through various companies 28.9% received covid pandemic news 10.7% received this pandemic remedy news 0.8 % receive Jeeto Pakistan messages similarly 0.8% have received none of these and 0.8% has received all of these content in any form.

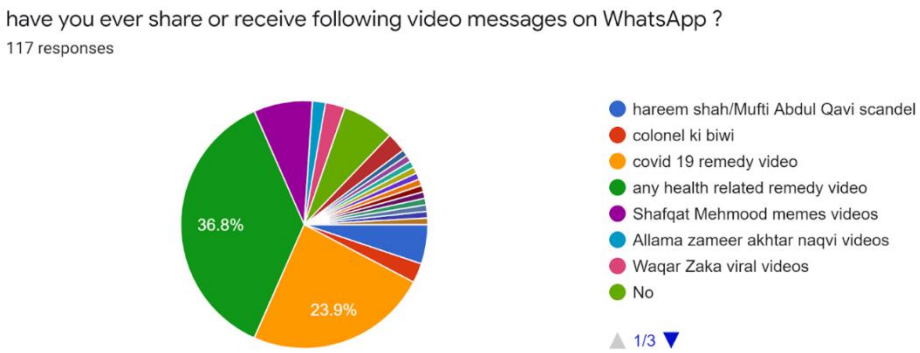


TABLE 11

Have you ever shared or received the following video messages on WhatsApp?	
Hareem shah/Mufti Abdul Qavi scandal	5.1%
Colonel Ki Biwi	2.6%
Covid 19 remedy video	23.9%
Any health-related remedy video	36.8%
Shafqat Mehmood memes video	7.7%
Allama zameer akhtat Naqvi videos	1.7%

Waqar zaka viral videos	2.6%
No	9.4%
None of the above	0.9%
All of the above	0.9%
Other types of videos	2.7%

The pie chart in table 11 exemplifies that a majority of 36.8% of the respondents have ever shared or received any health-related video, while a majority of 23.9% of responses stated that they share covid 19 remedy video. 7.7% have shared Shafqat Mehmood memes video 2.6% have received and shared Waqar zaka viral videos on WhatsApp, 1.7% have shared late Allama Zameer Akhtar Naqvi memes video 2.7% people have share other types of videos like inspirational & poetry videos 0.9% have shared all of these videos & 9.4% people didn't share or receive ever these videos.

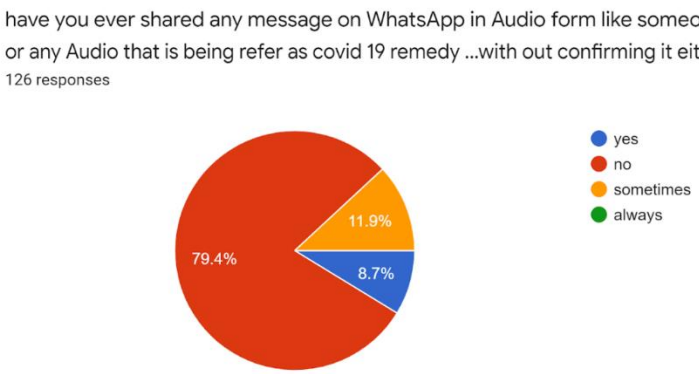


TABLE 12

Have you ever shared any message on WhatsApp in Audio form like someone requires any money or any Audio that is being referred to as covid 19 remedy or asking for some help, without confirming it either intentionally or not?	
Yes	8.7%
No	79.4%
Sometimes	11.9%
Always	NIL

The numbers in table 12 express that a majority of 79.4% said no to the ask

question and 8.7% have answered Yes to the question while the remaining 11.9% have shared the message that is being asked in the above question

DATA ANALYSIS

Data have been being analyzed through pie charts, Numerical form & in numbers after getting the results.

CONCLUSION

The main goal of this paper is to find out the effectiveness of content that is being spread through WhatsApp, WhatsApp is beneficial in many ways like keeping in touch with their dear ones, especially when they live far from their home. It is very helpful even for those people who feel shy in social interaction. It is also a boom for those who are disabled & unable to go to others homes but through this can deal with the world, after getting the data conclusion has been given based on results, study reveals that 64% of people don't forward news messages to anyone without confirming it which is a good thing 48% people rely to some extent on WhatsApp the news they receive 36% verify the news before sending to anyone 37% people think that whatever they receive on WhatsApp it is not genuine, which shows our social & ethical responsibility.

RECOMMENDATIONS

Based on the result that the researcher gets, a few recommendations are as follow:

- Sometimes it is very informative and sometimes it's fake.
- Not everything we receive or send will be genuine so confirmation is obligatory
- Don't forward any information until it's confirmation
- We should not share any video, message, or audio message without confirmation
- Should be careful while receiving messages on WhatsApp
- Very useful and mainly while talking to family and friends
- It is very nice and good information regarding WhatsApp but necessary messages to be forwarded only
- WhatsApp should have log out option
- Fake messages should be avoided
- It depends on us whether we use WhatsApp in the wrong way or either in a good way.
- Please don't save or share our data on your own computer's

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