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Use of WhatsApp Technology in Library Services: A Case Study of the University Library of the(NCBAE), Lahore, Pakistan

Hafiz M. Zeeshan¹, Ashina Sadiq², Muzaian Abbas³

Abstract

Purpose

This study aimed to look into the interest in and use of WhatsApp technology among National College of Business Administration & Economics (NCBAE) University Pakistan library users.

Design/methodology/approach

A Google Forms questionnaire was designed and emailed to students from various departments at the National College of Business Administration and Economics University of Pakistan. SPSS 22 was used to tabulate and analyze the data for this paper.

Findings

According to one study, WhatsApp is a robust and cutting-edge technology that might be integrated with digital library services to reach out to library consumers. This technology will assist library patrons in receiving high-quality services. Some technological and human resource variables may impact service delivery and hence must be addressed. As a result, library management is advised to take the required steps to integrate WhatsApp with digital library services to ensure efficient and effective service delivery.

Practical implications

WhatsApp is one of the most widely used social networking applications, with many organizations, including libraries, using it. This technology is available 24 hours a day, 7 days a week to patrons on campus and in remote locations. As a result, the quality of library services will improve, and users will be more satisfied.

Originality/value

This research examines WhatsApp technology in the context of Pakistan's National College of Business Administration and Economics University. This is the researcher's first attempt to address a vital topic. This research will benefit the National College of Business Administration and Economics University's library patrons and the whole academic community in Lahore.

Paper type: Research.

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Keywords:*NCBA&E Library, WhatsApp Technology, User Perception, Mobile Technology*

I. Introduction and Background

NCBA&E was established as a private institute in 1994. Its commitment and hard work won it a prominent place in management studies, as it practiced excellence in teaching, learning, and a tight collaboration with the industry. Computer science was established as a practice discipline in 1997, and the college received its charter from the Punjab government in 2002. This was in honor of the college administration's unwavering commitment to excellence and continuous progress.

As an educational institution, NCBA&E has a significant impact on the city and region it works. We are in the heart of Lahore, Pakistan's second-largest city, which has served as the historical capital of Punjab and is a thriving center of education, industry, trade, and tourism. NCBA&E currently covers various fields and offers career programs at various levels, including professional certifications, undergraduate studies, graduate studies, and postgraduate studies.

Our daily lives have been drastically altered due to mobile phone technology. Cell phones are used by an estimated 3.9 billion people globally, and the number is growing every day. It is estimated that 57 percent of Pakistanis aged 15 to 65 own a mobile phone of some kind. Only 2% of the population possesses a computer; smartphone ownership is low at 22%, and 53% still use basic phones that aren't Internet-enabled. In Pakistan, over 37.97 million individuals own a smartphone, which is expected to rise in the coming year. WhatsApp is one of the most widely used mobile applications introduced in 2009 by former Yahoo executives. Under the motto "Simple," Brian Acton and Jan Koum created an application that allows anyone to communicate for free and makes it easy to form groups. You can also send unlimited messages, share photographs, audio notes, and videos, and collaborate with other users on projects (Loksha, 2016). In January 2015, WhatsApp Web, a PC web client, was released. In 2021, WhatsApp had a global user base of roughly 1,607.6 million users. By 2025, there will be 1,902.4 million WhatsApp users around the world.

According to a recent survey conducted by Gallup & Gilani Pakistan, barely 39 percent of Pakistanis utilize WhatsApp. The remaining 61 percent, on the other hand, either have no idea what the platform is for or are not interested in using it. In today's library setting, the conventional face-to-face method, in which a library user must be physically present to consult or use library services, is no longer required. Throughout the world, library services have improved dramatically. Information that used to require numerous steps and procedures is now available through mobile phone apps. However, even when apps are widely used, the anticipated effects on library operations, such as current awareness, reference, circulation, serial control, and loan services, are highly exploited.

II. LITERATURE REVIEW

In 1992, 2G was implemented in Pakistan due to the rapid growth of mobile phones and technological improvement. Following the increase, Pakistan launched 3G and 4G services simultaneously on April 23, 2014. The advancement was internet technology, which is still evolving today. As successful experiments are carried out, the globe is heading toward 5G technology. 5G mobile service technology was launched in sections of Chicago and Minneapolis on April 3, 2019, and it will soon be available in other areas. These mobile applications are becoming increasingly important in people's day-to-day activities. Everyone utilises a variety of applications daily (Abid, 2021). For communication, WhatsApp, WeChat, Messenger, Instagram, IMO etc., are operated by every smartphone user worldwide. These events also involve hands-on instruction for students and others on using the library and its services. As a result, these digital platforms are beneficial in offering excellent library services (Irfan & Dhimmar, 2019); A poll of 105 students indicated that WhatsApp is one of the quickest and most accessible ways to communicate, share ideas, and connect with individuals in this study. The WhatsApp augmenting learning among the professional of MBBS students was conducted by Manpreet Singh Nanda; the results revealed that it could improve learning chances among slow learners and develop interest among students (Nanda, 2019). Purkayastha and Chanda researched WhatsApp to share information among LIS professionals in northeast India. They investigated the features of WhatsApp and its use among LIS professional groups (Purkayastha & Chanda, 2018).

Bajpai looked at the impact of WhatsApp on librarians. He discovered that WhatsApp is a popular social networking platform among students and librarians. They employed a survey strategy to learn how LIS professionals use WhatsApp. According to the findings of this survey, library professionals utilise WhatsApp to make their presence known on social media (Bajpai, 2016).

Adomi and Solomon-awake investigated the use of work-related WhatsApp groups as knowledge-sharing platforms among librarians at a few Nigerian federal universities. They collect data from library professionals using a survey method and a questionnaire. According to the findings, WhatsApp mostly employs a virtual platform where librarians may exchange and track the knowledge of WhatsApp group (Adomi & Solomon-Uwakwe, 2019). Bisto looked into using WhatsApp to keep school libraries running. They noticed that communicating with library clients via WhatsApp was beneficial (Bitso, 2016). According to Stephen, WhatsApp is a popular social media platform among librarians. He saw the huge benefits of employing WhatsApp in academic libraries (Philosophy & Shanmugam, 2019). Using WhatsApp, it looks easy to share photos, videos, audio and other information.

Mansour's use of WhatsApp among Egyptian LIS students (Mansour, 2016). Among the chattergarh libraries, Saha, Naskar, and Padhan discovered WhatsApp. (Saha et al., 2019). At the HKUST library's new channels, Caplan and Lam studied WhatsApp (Channel & Communica, 2014). According to a study conducted by Udem, Aghoghovwia, and Boro on WhatsApp and information sharing among librarians (Udem et al., 2020). According to Ansari and Tripathi, users' perceptions of WhatsApp in delivering library services are positive; they see it as a vehicle to improve services. (Ansari & Tripathi, 2017). The Polytechnic and Mzuzu University (MZUNI) libraries planned to use WhatsApp to provide their services. (Chaputula & Mutula, 2018).

Research Question:

1. How do students at the National College of Business Administration and Economics University Lahore feel about WhatsApp and its utility in the library?
2. How do they see WhatsApp as a tool for educational purposes?
3. How is WhatsApp integrated with the National College of Business Administration and Economics Library's services?
4. What problems do librarians at the National College of Business Administration and Economics University face in launching WhatsApp services at this library?

III. RESEARCH METHODOLOGY

The Questioner was created and pre-tested with the help of specialist researchers and was separated into seven sections: demographics, WhatsApp usage, WhatsApp Advantages and Disadvantages, and WhatsApp Problems. It was then developed using Google Forms and disseminated to a selected demographic via registered email, Whatsapp, and Messenger for maximum response. In response, 202 students from different departments at National College of Business Administration and Economics University (N=202) answered. The findings suggest that most students are enthusiastic about launching and using WhatsApp technology at the National College of Business Administration and Economics University Library in Lahore.

Analysis of Data

Table 1 shows that 202 out of 202 students answered, with male respondents accounting for 153 (75.7%) and female respondents accounting for 49 (24.3 percent). Students between the ages of 18 and 28 had higher responses than those between the ages of 18 and 28 (84.7 percent). In terms of responder ratios by department, Computer Science had the highest with 96 respondents (47.5 percent).

Table 1. Information about library demographics

Demographics	Category	Frequency	Percentage
Gender	Male	153	75.7%
	Female	49	24.3%

Age	18-28	171	84.7%
	29-38	27	13.4%
	39 and above	4	2.0%
Department	Computer Science	96	47.5%
	Software Engineering	28	13.9%
	Information Technology	21	10.4%
	Law	4	2.0%
	English	13	6.4%
	Mathematics	6	3.0%
	Clinical Psychology	8	4.0%
	Sociology	1	0.5%
	Business Administration	15	7.4%
	Mass Communication	5	2.5%
	Economic	1	0.5%
	Political Science	2	1.0%
	Sports Sciences	1	0.5%

	International Relations	1	0.5%
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Table 2 shows how WhatsApp is used and how often it is used. All 202 students used WhatsApp on various gadgets that were useful for WhatsApp applications. The results suggest that the majority of students choose to use the Android app for WhatsApp 189 (93.6 percent), followed by the IOS app 11(5.4 percent). The results also suggest that 201 students (99.5 percent) use WhatsApp daily, whereas 1 students (0.5 percent) use WhatsApp once a week.

Table 2. WhatsApp Technology Use and Frequency

Usage of WhatsApp	Scale	IOS	Android	Apple	Window/Web	
Which Smartphone do you use?	Frequency	11 5.4%	189 93.6%	2 1.0%	-	
Do you use the WhatsApp application?	Scale	Yes	NO			
	Frequency	202 100%	-			
If Yes, to what extent do you use WhatsApp?	Scale	Daily	Weekly	Bi-weekly	Bi-monthly	Monthly
	Frequency	201 99.5%	1 0.5%	-	-	-

Table 3 illustrates what students use WhatsApp for and how long they use it. 202 students use it for educational reasons, with a frequency rate of 105(52.0%) for 1-3 hours, while 94(46.4%) students say they use it for 4-6 hours. Only 3 percent (3.5%) of those polled said they used WhatsApp for more than 6 hours for educational reasons. For providing information within 1-3 hours, the ratio was 101 (50%). However, just 91 (45%) people employed WhatsApp technology during the hours of 4-6 hours. The respondents' ratio was 84 from 1-3 hours for voice messages and calls, and 106 (52.5%) utilized WhatsApp for 4-6 hours. 202 students utilized WhatsApp for social networking, while 91 students (45%) used WhatsApp for 1-3 hours. From 4-6 hours, 98 people (48.5%) utilize WhatsApp for conversing. However, 6.4% of people utilize it for more than 6 hours of conversing.

Table 3. WhatsApp usage on a daily basis

if daily, then to what extent do you use the WhatsApp application and for what purpose	1-3 Hours	4-6 Hours	More Than 6 Hours
Education Purpose	105 52.0%	94 46.5%	3 1.5%
Sharing Information	101 50%	91 45%	10 5%
Sharing pictures/videos	85 42.1	104 51.5	13 6.4%
Voice messages / calling	84 41.6%	106 52.5%	12 5.9%
Social Networking	91 45.0%	98 48.5%	13 6.4%
Chatting	91	105	6

	45.0%	52.0%	3.0%
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The benefits of WhatsApp technology are shown in Table 4. Only 10 (5.0 percent) students strongly disagreed with this assertion. 103 students (51%) strongly agreed that considerable time could not be spent speaking and sharing knowledge. They can share papers or files up to 100 MB in size. This remark was agreed with by 101 (50%), while 11 (5.4%) strongly disagreed. Another item that 96 (47.5%) students agreed with was that you could share your live location for up to 15 minutes. Only 106 (52.5%) agreed with this statement for sending communications promptly, while only 11 (5.4%) strongly disagree. 202 felt the end-to-end encryption feature made WhatsApp safer, while 11 (5.4%) strongly disagreed. 106 (42.2 percent) strongly agreed, while 11 (5.4%) strongly disagreed with this statement. You can delete messages by 108(53.5%) and agree with this statement, while 12 (5.9%) strongly disagree. Only 12 (5.9%) people disagree with this assertion. 99 people (44.6%) agree believe that one can tell if a message has been sent or not. Overall, the student ratio for WhatsApp's benefits is respectable, and it will add favourable gestures for the application's launch in educational demands.

Table 4. WhatsApp's Benefits

Advantages of WhatsApp	1 Disagree	2 Strongly disagree	3 Neutral	4 Agree	5 strongly agree
You need not spend any money chatting and sharing with your friends (except the internet charges).	10 5.0%	11 5.4%	-	78 38.6%	103 51.0%
You can send a document or files up to 100Mb.	10 5.0%	11 5.4%	-	101 50.0%	80 39.6%
You can also share live locations for 15 minutes, 1 hour and 8 hours.	7 3.5%	13 6.4%	-	96 47.5%	86 42.6%

Instantly send a message to anywhere in the world.	6 3.0%	15 7.4%	-	103 51.0%	78 38.6%
You can change your number to another number without losing your existing WhatsApp account.	7 3.5%	12 5.9%	-	87 43.1%	96 47.5%
WhatsApp started providing an end-to-end encryption feature, making your WhatsApp communication highly secure.	11 5.4%	11 5.4%	-	106 52.5%	74 36.6%
You can send 30 pictures in one go	14 6.9%	10 5.0%	-	99 49.0%	79 39.1%
You can delete read messages within one hour.	12 5.9%	12 5.9%	-	108 53.5%	70 34.7%
It shows that your message was sent or not and the receiver has received or read the message.	15 7.4%	9 4.5%	-	90 44.6%	88 43.6%

The downsides of WhatsApp technology are shown in Table 5. Despite its many advantages, some users find this programme dull and ineffective. Regarding continual messaging, nevertheless, 11 (5.4%) strongly disagreed. For this application, the Internet is essential to send and receive messages, while 13 (6.4%) strongly disagree. Regarding addiction to this application, 68 students (33.7%) highly agreed; nevertheless, 15 students (7.4%) disagreed. When it comes to communicating with someone, 103(51%) of people believe you should exchange numbers first,

but 13 (6.4%) firmly disagree. 77 (38.1%) strongly agreed with this statement, while 9 (4.5%) strongly disagreed. Constant conversing causes health problems such as sleep loss, while 16 (7.9%) strongly disagree. When asked if this application adds to social isolation, 87 (43.1%) replied agree, but 14 (6.9%) strongly disagreed.

Table 5. WhatsApp's disadvantages

Disadvantages of WhatsApp	1 Disagree	2 Strongly disagree	3 Neutral	4 Agree	5 strongly agree
It can be annoying sometimes due to constant messages.	13 6.4%	11 5.4%	-	61 30.2%	117 57.9%
You must have access to the Internet to send and receive messages for free.	13 6.4%	13 6.4%	-	105 52.0%	71 35.1%
WhatsApp is addictive. Once you get addicted to it, it's complicated to get over WhatsApp addiction.	15 7.4%	8 4.0%	-	68 33.7%	111 55.0%
You need to share your number to add someone and communicate.	13 6.4%	9 4.5%	-	103 51.0%	77 38.1%
It also causes a lack of concentration in other aspects of life.	13 6.4%	11 5.4%	1 0.5%	78 38.6%	99 49.0%
It contributes to health-related problems from sleep deprivation	10	16	1	117	58

(continuous chatting) to straining eyes.	5.0%	7.9%	0.5%	57.9%	28.7%
It also contributes to social isolation.	12 5.9%	14 6.9%	2 1.0%	87 43.1%	87 43.1%

Table 6 depicts how users viewed the WhatsApp application in library services. They strongly agreed with 131 (64.9%) of library news and events statements, whereas 46 (22.8%) strongly disagreed. For a list of e-journals and e-books, 111 students (51%) highly agreed, whereas 14 students (6.9%) strongly disagreed. This application is perfect for the workshop and exhibition announcement, whereas 15 (7.4%) disagree. 91 people (51%) agreed with this statement, while 12 people (5.9%) strongly disagreed. Who searched the web catalogue thought this application was good; however, 13(6.4%) strongly disagreed. 91 people (45%) strongly agreed with this statement. 105 (52.0%) strongly agreed that library teaching and information literacy are essential, whereas 14 (6.9%) strongly disagreed. 84 students (41.6%) strongly agreed to contact the librarian through this application, while 12 students (5.9%) strongly disagreed. 84 (41.6%) strongly agreed about user discussion forums. However, 12 students (5.9%) strongly disagreed.

Table 6. User Experience with WhatsApp Technology

If yes, then to what extent do you agree or disagree with the following statement?	1 Agree	2 Disagree	3 Neutral	4 Strongly Agree	4 Strongly Disagree
Library News and events	46 22.8%	8 4.0%	-	131 64.9%	17 8.4%
List of e-journals and e-books	65 32.2%	12 5.9%	-	111 55.0%	14 6.9%
Announcements about	84	15	-	91	12

workshops and exhibitions	41.6%	7.4%		45.0%	5.9%
List of new books	67 33.2%	12 5.9%	-	110 54.5%	13 6.4%
Help for a catalogue search	86 42.6%	12 5.9%	-	91 45.0%	13 6.4%
Information literacy and library instructions	71 35.1%	12 5.9%	-	105 52.0%	14 6.9%
Contact with librarian	94 46.5%	12 5.9%	-	84 41.6%	12 5.9%
User discussion forum	94 46.5%	12 5.9%	-	84 41.6%	12 5.9%
Document reservation	75 37.1%	13 6.4%	1 0.5%	101 50.0%	12 5.9%
Acquisition feedback	89 44.1%	18 8.9%	-	85 42.1%	10 5.0%

The following table summarises students' attitudes toward WhatsApp technology and its use in library services. The National College of Business Administration & Economics (NCBAE) University library has approved to launch of WhatsApp technology (100%).As stated in WhatsApp Technology's downsides, they were either uninformed of the technology or did not want to be a part of it. Figure 202 depicts a stunning example of WhatsApp technology that should be integrated into library services.

Table 7. Library Services Using WhatsApp Technology

WhatsApp Services In Library		
Do you suggest WhatsApp Services should be provided in the library?	Yes	No
	202	-
	100.0%	

IV. CONCLUSIONS AND SUGGESTIONS

NCBA&E was founded in 1994 as a private institute. Its dedication and hard work earned it a significant position in management studies, as it excelled in teaching, learning, and close connection with industry. In 1997, computer science became a practising discipline, and the college was granted a charter by the Punjab government in 2002. This was in recognition of the college administration's ongoing dedication to excellence and advancement.

NCBA&E has a tremendous impact on the city and region in which it operates as an educational institution. We're in Lahore, Pakistan's second-largest city, which has served as the historical capital of Punjab and is a bustling centre of education, commerce, trade, and tourism. NCBA&E currently provides career programmes in a variety of sectors and at several levels, including professional certifications, undergraduate, graduate, and postgraduate studies.

Any educational institution's library is a vital component. To reach the patrons, the NCBA&E Library provided a solid digital library. People rarely visit the library regularly in today's hectic world. Libraries are experimenting with the latest technology to meet the needs of their valued users, keeping in mind their information demands. The University Library of the National College of Business Administration & Economics (NCBAE) expands its services by utilising cutting-edge technologies. The goal of this study was to learn how people felt about WhatsApp technology. According to the findings, most of them are interested in establishing and adopting WhatsApp Technology at NCBA&E Library. The survey also highlighted specific crucial issues such as gender privacy, budgeting issues, security concerns, and cutting-edge technology. The current research has emphasized both the positive and destructive elements of this technology, which will benefit stakeholders and researchers alike National College of Business Administration and Economics (NCBAE) University employees.

The research of uses WhatsApp technology to bridge the gap between students and library services at the National College of Business Administration and Economics (NCBAE). According to the findings, most of them are eager to introduce and apply this technology at the National College of Business Administration & Economics Library. The following are some of the researchers' key recommendations:

1. To deploy this technology, large budgets are required.
2. Technical and internet skills.
3. Policies in information and communication technology should be developed.
4. People's privacy
5. The positive impact of orientation services
6. Staff and user training
7. Copyright content avoidance
8. All members are monitored and supervised
9. Staff who are committed

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APPENDIX

Use of WhatsApp Technology in Library Services: A Case Study of the University Library of the (NCBAE), Lahore, Pakistan

What is your Name ? _____

What is your Department? _____

What is your Gender ?

- Male
- Female

What is your age group?

- 18-28
- 29-38
- 39 and above

Which Smart Phone are you use?

- Android
- Apple
- Window/Web
- IOS

Do you use WhatsApp Application?

- Yes
- No

If Yes, to what extent do you use WhatsApp?

- Daily
- Weekly
- Bi-weekly

- Bi-monthly
- Monthly

if daily, then to what extent do you use the WhatsApp application and for what purpose	1-3 Hours	4-6 Hours	More Than 6 Hours
Education Purpose			
Sharing Information			
Sharing pictures/videos			
Voice messages / calling			
Social Networking			
Chatting			

Advantages of WhatsApp	Disagree	Strongly disagree	Neutral	Agree	Strongly agree
You need not spend any money chatting and sharing with your friends (except the internet charges).					
You can send a					

document or files up to 100Mb.					
You can also share live locations for 15 minutes, 1 hour and 8 hours.					
Instantly send a message to anywhere in the world.					
You can change your number to another number without losing your existing WhatsApp account.					
WhatsApp started providing an end-to-end encryption feature, making your WhatsApp communication highly secure.					
You can send 30 pictures in one go					
You can delete read messages within one hour.					
It shows that your message was sent or not and the receiver has received or read the					

message.					
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Disadvantages of WhatsApp	Disagree	Strongly disagree	Neutral	Agree	Strongly agree
It can be annoying sometimes due to constant messages.					
You must have access to the Internet to send and receive messages for free.					
WhatsApp is addictive. Once you get addicted to it, it's complicated to get over WhatsApp addiction.					
You need to share your number to add someone and communicate.					
It also causes a lack of concentration in other aspects of life.					
It contributes to health-related problems from sleep deprivation (continuous chatting) to straining eyes.					
It also contributes to					

social isolation.					
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If yes, then to what extent do you agree or disagree with the following statement?	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree
Library News and events					
List of e-journals and e-books					
Announcements about workshops and exhibitions					
List of new books					
Help for a catalogue search					
Information literacy and library instructions					
Contact with librarian					
User discussion forum					
Document reservation					

Acquisition feedback					
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Do you suggest WhatsApp Services should be provide in the library?

Yes

No