

Analysis of WhatsApp Users and Its Usage worldwide

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Abstract- The purpose of research on WhatsApp Mobile Application is to analyze and identify number of users who use the WhatsApp messenger in daily routine basis. The research also includes what type of communication medium people prefer in WhatsApp Application eg. Texting, Audio Messages or Calling. This research includes the statistics of users who use the WhatsApp Application worldwide. With the growing need of communication, WhatsApp is a good medium which acts as a communicator not only between two individuals but also in a group where large number of people can interact and has ability to connect worldwide.

I. INTRODUCTION

This Research give us the idea about the Statistical analysis done on WhatsApp application, the main purpose of the research is to KNOW Number of users who use this service and WHAT TYPE OF SERVICE USERS PREFER WHILE COMMUNICATING THROUGH WHATSAPP MOBILE APPLICATION all over the world and TO provide information to audience about the service which they use is also a part of the survey. Following are the SECTIONS IN WHICH RESEARCH IS BEING CARRIED:

- NUMBER OF USERS USING WHATSAPP WORLDWIDE
- NUMBER. OF USERS USING WHATSAPP ACCORDING TO THEIR AGE GROUP
- AVERAGE NUMBER OF MESSAGES SENT BY THE USER PER DAY AND TYPE OF MESSAGES SENT

II. RESEARCH

After reading some of the research papers relating to benefits of messaging services, it gave a thought to my mind to do analysis and research on popular messaging service know as WhatsApp.

- I have googled and found some data and rough estimates about the users using WhatsApp, based on calculations made till the year 2015-I have aggregated the data into a chart which gives more clear idea about the research.
- Based on collection of data, I have made analysis of users using WhatsApp Mobile Application.

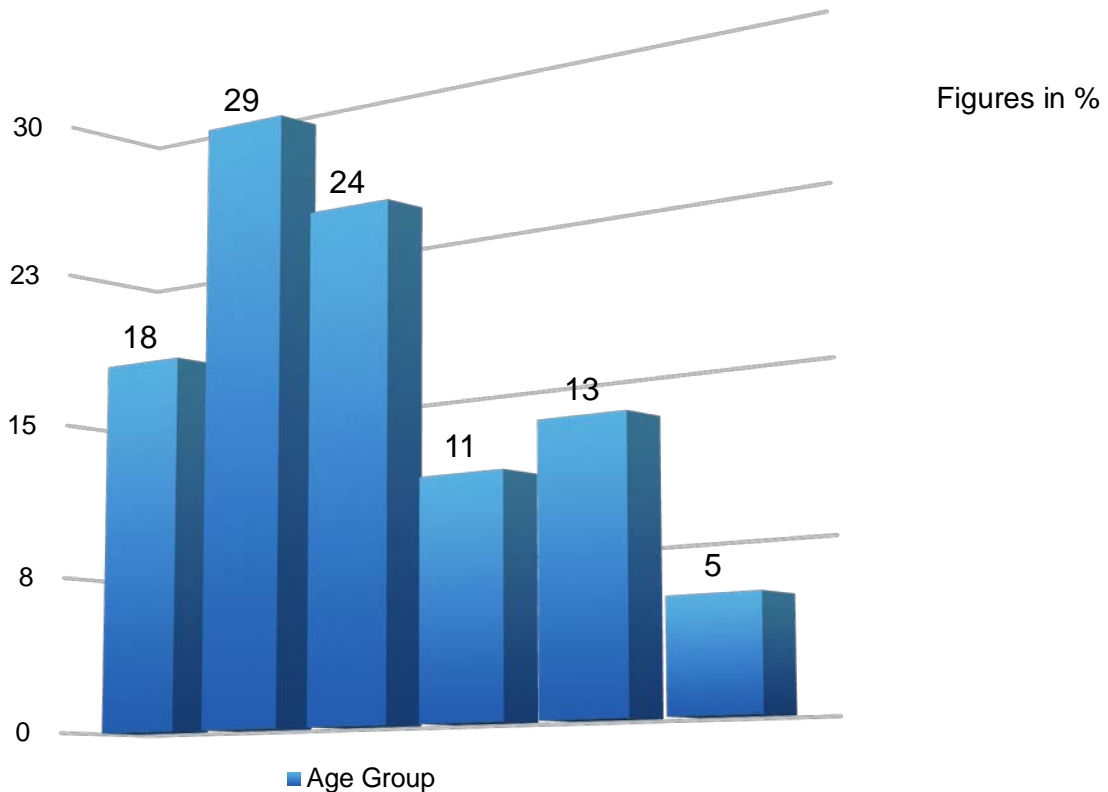
III. STUDIES AND FINDINGS

THE STUDIES INCLUDES THE NUMBER OF USERS USING WHATSAPP MOBILE APPLICATION, TYPE OF AGE GROUPS OF USERS USING WHATSAPP AND AVERAGE MESSAGE USERS PREFER MORE TO USE IN WHATSAPP LIKE TEXT MESSAGES, AUDIO MESSAGES AND CALLING FEATURE.

1. NUMBER OF USERS USING WHATSAPP WORLDWIDE ARE 750 MILLION, SURVEY TELLS US THAT EACH MONTH THERE IS AN ADDITION OF 20 MILLION USERS EVERY MONTH ALL OVER THE WORLD.

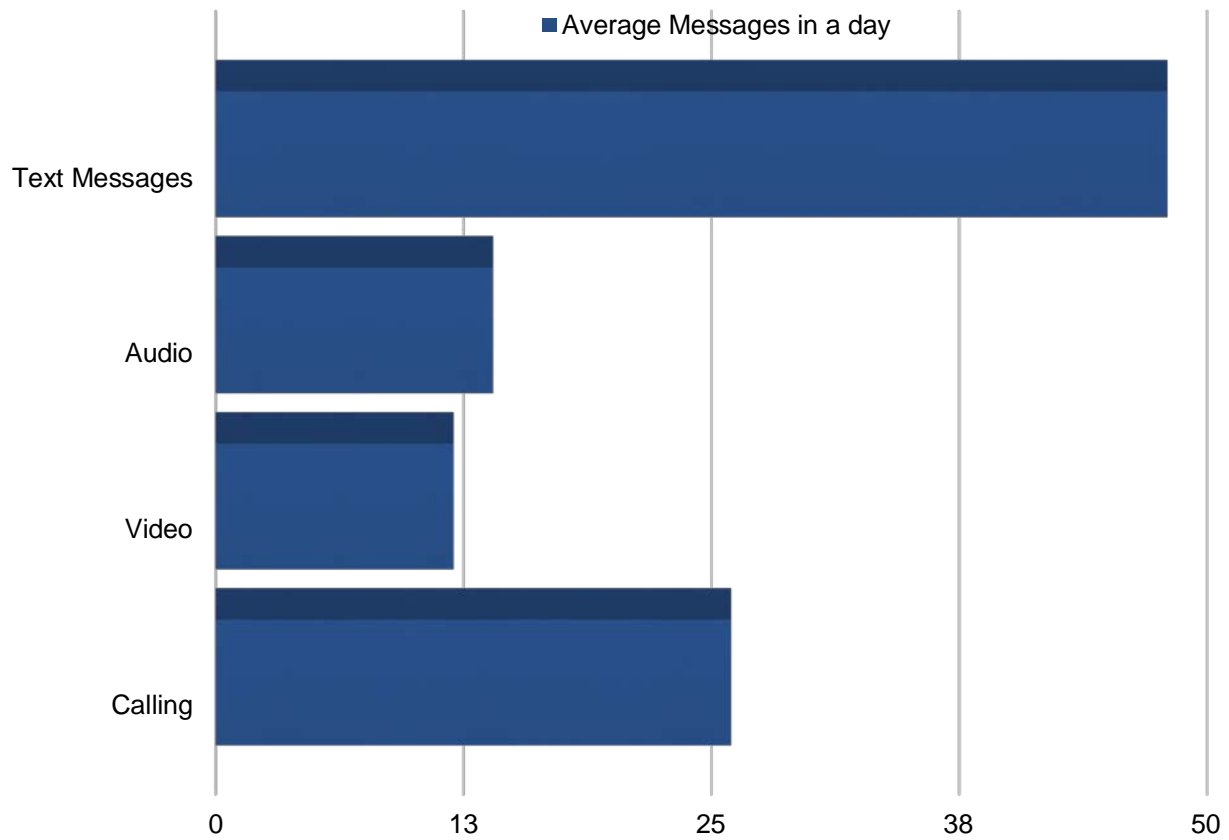
2. AGE GROUP-ANALYSIS SHOWN BELOW IS THE NO. OF USERS USING WHATSAPP ACCORDING TO THEIR AGE GROUP STARTING FROM THE AGE OF 17 TO 65+ YEARS WORLDWIDE.

- ALMOST 18% OF USERS ARE OF THE AGE GROUP 17-25,WHICH INCLUDES COLLEGE STUDENTS WHO MOSTLY USE WHATSAPP SERVICE FOR COLLEGE GROUPS AND FRIENDS CHATTING,
- 29% OF USERS ARE OF THE AGE GROUP 26-35, WHICH INCLUDES THE PROFESSIONALS WORKING IN THE INDUSTRY OR HIGHER POST-GRADUATES AND FRESHERS, THE USE OF WHATSAPP IN THIS AGE GROUP IS GENERALLY FOR STAY IN TOUCH GROUPS ON WHATSAPP, WHO ARE GRADUATED AND WORKING IN COMPANIES, ALLOWS THEM TO CONTACT THEM THROUGH WHATSAPP ANYTIME.



- 24% OF USERS ARE OF THE AGE GROUP 36-45, WHICH INCLUDES BUSINESS PROFESSIONALS; THIS ALLOWS THEM TO CONNECT TO BUSINESS COLLEAGUES WHENEVER REQUIRED.
- 11% OF USERS ARE OF THE AGE GROUP 46-55 AND 13% ARE OF USERS OF AGE GROUP 56-65,THESE USERS USE WHATSAPP ON LIMITED BASIS.
- 5% OF USERS ARE OF AGE GROUP 65+ YEARS, USERS IN THIS CATEGORY USE WHATSAPP MOSTLY FOR EMERGENCY PURPOSES.

3. AVERAGE NO. OF MESSAGES SENT BY THE USER PER DAY AND TYPE OF MESSAGES SENT-THE STATISTICS SHOWN BELOW ARE THE TYPE OF MESSAGE THE USER SENT EACH DAY.



REFERENCES

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