

# **THAKUR COLLEGE OF SCIENCE & COMMERCE**

## **[AUTONOMOUS]**

### **COMMUNICATION SKILLS**

#### **IMPACT OF TECHNOLOGY ON COMMUNICATION**

The Internet, Websites, Emails, Blogs, Moodle and Social - Media

Today, we live in interesting times. Technology is growing at a tremendously fast rate. Technological developments have slowly and steadily made its way in to every realm of life. We have embraced these technologies and assimilated and integrated them into the way we do business. Today, many business people wouldn't be able to function efficiently without these tools. Furthermore, communication as we know it, would almost cease to exist without E-mail, fax-on-demand and teleconferencing. We have got so accustomed to the presence of computers and the service they provide that many of us don't remember what it was like before.

#### **TYPES OF TECHNOLOGY ENABLED COMMUNICATION**

Technology enabled communication refers to E- Communication. E- communication includes website, E-mails and electronic documents. All these are available through the internet.

So, what is internet? The internet is nothing but a great network of computers connecting millions of computers around the world. It can be defined as the "largest network of various computers in the world, globally allowing many computers to be connected to each other through servers, using cable communication system". It is the largest and most effective information providing network.

#### **INTERNET AS A SOURCE OF INFORMATION**

The internet, connecting millions of computers, offers a powerful new computing 'platform'. The World Wide Web (WWW) is now the world's most exciting communications medium. It has been hailed as the user-friendly facet of the internet: a rich collection of shopping malls, museums, games, job agencies, literature and what not. Its coverage is known to include about half a million companies, everything from Iceland to Antarctica, as it were.

The World Wide Web is a collection of all the website on the internet. All these web sites are linked to one another to form a global 'Web of information. The WWB comprises a large collection of documents called web pages. These Web pages are stored on computers across the world. The information provided by the Web pages may include text, Graphics, images, sound or video clips and even movies. These pages may be stored by any agency, company government or departments or university to be viewed by all. Any of these agencies or departments is called a Web site.

These 'World Wide Web' is open to all types of computers. It is now the center of computing universe. The 'Information Superhighway' is finally a reality. Optical fiber and digitalization are the two technological achievements, which made this dream come to reality. The capacity of optical fiber staggering and so is the process of digitalization which covers all information in to numbers that can be manipulated by a computer.

Thus, it is possible to move huge amounts of data quickly and perfectly throughout the world. The Internet, however, is already being used by businessmen as a medium of marketing and advertising. The World Wide Web (WWW) enables companies to open virtual offices, showrooms, information dissemination centers etc., globally at low costs. The internet is an international showcase of goods and services of almost everything that is available under the sun. It is storehouse of information about products, stock markets, currency exchange rates etc.

There are many other utilities such as 'browsers or 'Surf' that can be used or searching for some information or required information. You can send E-mail to any person anywhere in the world whose E-mail address is known to you. It is also possible to know the latest news of events taking places in the world by using Internet.

One's Website can be browsed at any time of day or night. Information can be downloaded, orders can be requested, and customers can spend as much time as they like looking at products and services.

The net also provides at an elementary level, 'E-mail' services or exchange for documents, letters etc. Now the on-line users have facilities to sit at the key-board and log on to another computer across the world.

The internet thus opens the window to the world and allows faster flow of information. In simple terms, the discoveries made in any concern of the world could be on our table top in no time. All we need to do is get the right connections – a P.C., a modem and a telephone line, and we are part of World Wide Web (WWW).

## **WEBSITES**

Websites can provide a lot of useful information, goods and services and be the gateway to online communities. A Website can include Static pages, Dynamic pages, Message boards, discussion forums, news feeds, blogs, downloadable documents, forms and streaming media like sound and video, to name but a few of the most frequent features.

In dynamic Web pages, the appearance of a page or part of a page changes without the whole page being reloaded. This could be, for example, a continuous update of the weather, a currency exchange rate or a form that gives immediate feedback on information you are trying to submit. Dynamic pages can also contain customized content depending on who the user is, what equipment they are using the time, location or earlier set preference. These pages are usually connected to a data base and the ending of the URL can be.dhtm.dhtml.js.asp.php.jsp.or.net.pages with flash animation found and interactivity are dynamic pages. Wholes Websites can be built as a flash animation or included just as a part of an otherwise static page.

It is often used for adverts and small games. Flash has been known to be inaccessible but efforts are being made to build in accessibility option in the programmed producing flash pages message boards are used to discuss topics relevant to a certain group. A user posts a message which everyone can see someone else posts a reply and a discussion builds up. Message goods are also known as Web

forums or internet forums. News feeds are a way of collecting and distributing news from different sources. They allow users to create their own personal news pages, containing only the topics they are interested in. RSS is an abbreviation, most commonly or really Simple Syndication or Rich Site Summary, used to indicate a news feed. A blog or a Web-log is a website that someone is writing publicly reflecting her/his own views and interests. Blogs often offer commentary or news on a particular subject, such as food, politics, or local news and some are set up as more personal diaries. The entries are most often in reverse chronological order with the latest entry first.

## **ADVANTAGES OF WEBSITES**

### **INFORMATION**

Internet contains millions of websites which is dedicated to different topics. Information related to studies, technical or IQ enhancement is provided by a website. Even some of these websites are focused on providing step by step instructions to solve a problem. Search engines display all the listed websites as soon as a user types the relevant keyword.

### **COMMUNICATION**

A website allows communication to take place between buyer and seller. Most sellers display their contact information or come up with a contact form to facilitate communication. For the purpose of communication, websites use modes such as video conferencing, chat box or other methods. This type of communication is considered to be a highly cheaper option compared to other traditional methods. Companies and some individuals prefer email as a more secured mean of communication.

### **ENTERTAINMENT**

Websites are also used as a form of entertainment. Numerous entertainment options such as games, music, movie is available from a website. Some services are absolutely free that does not require even a single penny from a user. Other than that, there is also a possibility of earning from entertainment industry. Users can start a blog and upload their own talents. Talents include singing, dancing and other entertainments where people will be interested in.

### **BANKING**

Banking industries also currently use websites so that customers could get connected to their service. Without even coming to the bank, customers will be able to check their account information.

- And this service is 24/7. Meaning, the service is available even when the bank is closed. Banks could notify their customers immediately in an emergency situation.
- Marketing
- Both startup and established businesses can be benefited from website marketing. With the use of websites, businesses can target their potential customers. Customers interested in your products and services can easily make transactions.
- However, businesses must make sure that their websites are user friendly and well optimized.

Hence, customers could easily find information they are looking for.

- Advertising
- If you own a website, you can also place advertisements and start earning. There are various advertising services like Google AdSense and Media.net that offers advertisement for potential websites. Moreover, these advertisements have a tendency to reach customers more accurately than other offline methods of advertising.
- Employment
- Whether it can be for freelancing from home or online job applying, various employment opportunities are provided by a website. For an example, companies display their vacancies online so that suitable candidates can be found.
- Similarly, it is easy for candidates to find their required job by applying online rather than searching job opportunities from a newspaper.

### **DISADVANTAGES OF WEBSITE**

- Cost
- Websites are not entirely a free service. For building a website, a professional needs to be hired who should be paid for his work. Furthermore, companies need to spend on web hosting and domain. Now this is not one time payment, the users need to renew them yearly.
- There are also other indirect costs involved like internet connection and computer system all which can increase the expenditure.
- Privacy
- Some websites require personal information from the user for market data. Most often these data are used by hackers for the purpose of identity theft and other frauds. For an example, banking websites need users to enter sensitive information such as Security PIN, CVV and account number. This information is at a risk of theft.
- Socialization
- Although websites help to get connected with people all over the world, the same could take you away from the people around you. Users who focus more on websites prefer to chat in messages rather than having face-to-face conversations. They find it hard to talk to persons in real.
- Now this type of habit is not only bad to the user but also to the society around them, especially to their family. Ideally this is a risk to personal relationships.
- Addiction
- Excessive use of website after a certain period can bring many negative effects to the user. Particularly, websites that promote entertainment such as games could make a user addictive.
- Researchers have found that playing games releases a hormone called dopamine which induces a feeling of happiness. Due to this feeling, unknowingly the players could become addictive that they cannot come out.
- Illegal Activities
- Websites are also used for illegal activities. Some of the information provided are used for cybercrime works. Even other dangerous crimes such as terrorism and kidnapping are carried out using a website.
- And also, privacy concerns are created if contacts provided by a website is from other sources. If necessary, permissions are not obtained from the original owner, it can lead to copyright strikes.
- Inappropriate Content

- Not all the content posted on the internet is appropriate for everyone. Some highly inappropriate contents such as pornography and violence are easily available on websites.
- Especially, underage children can be exposed to such content without their parents' consent. Although websites implement age restriction, anyone could easily fake their age to access these contents.
- Spamming
- Websites can also be used for spamming individuals. Particularly, fake e-commerce sites are setup by the attackers to defraud people's money. These types of websites promote products which will never be delivered to a customer. Or else, the products will be of low quality.

## **E-MAIL**

E-mail (electronic mail) involves sending message via telecommunication links.

If two computers' terminals, distant from each other, are connected on network, it is possible to send message from one to the other. The message is typed on a computer screen at one end is conveyed to the other end through electronic impulses.

The principle of electronic mail – or e-mail – is that computer user swap message via a large central computer. The large central computer is known as the e-mail host computers. In very large e-mail system, there are several inter-linked host computers. Each member of an e-mail system is assigned a 'mail-box' on the central e-mail host computer. Every mail box has a unique name or identification code. Members of an e-mail system connect up with the central host computer via an ordinary telephone line.

A microcomputer is said to be 'on-line' when a direct connection is established with the central host computer. Subscribers swap message by 'posting' them in each other's mailboxes. An e-mail user will not be aware of any new message until he or she connects up with central host computer to 'check' their mailboxes.

E-mail system includes users' message, senders and receivers' addresses, message transports and directory systems. A message is the actual information sent by one user to another. Each E-mail system uses a protocol that describes the structure of the message, generally with to – From and Subject, followed by the body which may include text, images, graphics, etc.

E-mail is fairly immediate and generally less formal than other written communications. You may be tempted to relax the tone, organization and content of your message. Punctuation marks and capitalization can vary from one E-mail user to another, with some people omitting all punctuation except for period at the end of sentence.

## **ADVANTAGES OF E-MAIL**

- It is the quickest mean of transmitting message. E-mail cuts through the bureaucracy of traditional business letter and memos. Wordy memos, customer correspondence and other external communications can be replaced by brief, timely message which can be sent to anyone who has an e-mail address.
- If both the sender and the receiver are simultaneously sitting at the terminals, clarification

can be sought and offered and additional information, if required, conveyed immediately, by attaching files to message.

- The information received or message received can be stored for future reference or sent elsewhere or simply deposited off.
- E-mail messages are supposed to be highly confidential and secure. The chances of tampering with the message are much fewer than messages conveyed through conventional modes, because the use of the code makes a message more secure.

## **DISADVANTAGES OF E-MAIL**

Email could potentially cause information overload. Some messages may be dismissed or left unread, especially if there are a lot coming in and the network has not integrated some sort of email alert system into the computers at work.

Email lacks a personal touch. While some things are better off sent as written and typed messages, some things should be verbally relayed or written by hand in a note or letter.

Email can be disruptive. Going through each email can be disruptive to work as it does require a bit of time. This disruption is decreased through the utilization of an email alert system.

Email cannot be ignored for a long time. The thing with email is that it needs constant maintenance. If you ignore it, more and more messages will enter your inbox until it gets to the point that your inbox is no longer manageable.

Email can cause misunderstandings. Because email does not include nonverbal communication, recipients may misinterpret the sender's message. This is particularly true if senders fail to go through their messages before they send them. Email messages can contain viruses. It's best to be aware of this possibility so that you are careful when opening messages from people you don't know, or when downloading attachments.

## **BLOGS**

"Blogs" is a shortened form of the words "weblog." It is a website which maintains an on-going flow of information. A Blog uses a web-based application to publish the story being written. It is also having links to articles on other websites, usually presented as posts or a list of entries in reverse chronological order. Blogs range from the personal to the political. A Blog features diary-type commentary about someone else. It can focus on one narrow subject or a whole range of subjects from web design to home staging, sports, mobile technology etc.

### **Blogs generally have some common aspects:**

- A main content area with articles listed chronologically, newest on top. Often, the articles are organized into categories.
- An archive of older articles.
- A way or people to leave comments about the articles.
- A list of links to other related sites, sometimes called a "blog roll".

## **BLOGGING:**

A person who owns or runs a blog or a person who maintain the blogs is called a blogger. He is responsible for posting articles or new posts, information, sharing the most up-to-date news, opinions and case studies etc. Such entries are known as blog posts.

Content is very important for any website. Retail sites feature a catalogue of products. University sites contain information about their campuses, curriculum, and faculty. News site show the latest news stories. For a personal blog, you might have a bunch of observations, or reviews. Without some sort of update content, there is little reason to visit a website more than once.

Typically, blog authors compose their articles in web-based interfaces, built into the blogging system itself. Or they may use some software to allow them to write articles offline and upload them at a later time.

### **A blogger must:**

Post regularly, but not if they have nothing worth posting about.

Stick with only a few specific genres to talk about.

Not put 'subscribe' and 'vote me' links all over the front-page forcing visitors to ignore them.

Enjoy, blog for fun and comment on other people's blogs (as they normally visit back)

## **TYPES:**

There are many different types of blogs, differing not only in the types of content, but also in the way that content is delivered or written. Personal blog is an ongoing diary or commentary written by an individual. Collaborative blogs or group's blogs allow posts to be written and published by more than one author around a single unifying theme. Microblogging is the practice of posting small pieces of digital content- on the Internet. A blog can be private, as in most cases, or it can be used for marketing, branding or organization may aggregate selected feeds on specific topic or product and provide combined view for its readers through aggregated blogs.

Blogs can be distinguished on the basis of genres like political blogs, health blogs, journalism blog, education blog, classic music blog, etc. or they may be distinguished on the basis of media type. For example, a blog comprising videos is called a vlog, one comprising links is called link log, a site containing a portfolio of sketches is called sketch blog or one comprising photos is called photoblog. Blogs that are written on typewriters and then scanned are called typecast blogs. Blogs with shorter posts and mixed media types are called tumblelogs. They generally represent life combining text, video, and pictures transmission live from a wearable computer device to a website.

Blogging tools are available to take care of site managements and to help overcome Comment Spam.

## **ADVANTAGES:**

- Blogging provides an opportunity to express oneself creatively on any topic of interest.
- It can be a source of revenue through service such as blog designing, blog consultancy etc.
- It does not require much technical knowledge and can be easily set up.
- Posts can be upgraded from time to time keeping it relevant at all times.
- People can leave comments on our blogs making it highly interactive.
- Blogs offer a variety of choices for readers.

## **DISADVANTAGES:**

- It is possible for posts to be biased, inaccurate or retaliatory in nature which can adversely affect the blog writer.
- One can get excessively involved in blogs and so fails to remember other important details of their daily life.
- Readers can get addicted to the computer and blogs refusing to do other productive work which can adversely affect their health and social life. Besides, continuously writing or reading blogs may affect your eyesight.
- A lot of time needs to be invested but reorganization may not come easily for blog writers. Readers have to invest a lot of time in order to find a blog worthy of reading.

## **MOODLE**

Moodle is an E-learning tool. It is the acronym or modular object-oriented dynamic learning environment. It is a free and open-source platform that lets you build the perfect education solution or your needs. It is a project that has a huge community of users which enables pedagogical engagements. It allows you to create, customize and control your learning environment using community-sourced plug-ins.

Being a software that helps in managing the process of learning, it is written in PHP. It is a valuable tool that can be advantageously used even in distance education by the learners. It is an instructional strategy that reverses the traditional learning environment by providing the content that they need to master online instead of being taught in the confines of the classroom. The students then just need to be online and see online lessons at a time convenient for them. They can then work independently to develop expertise in the content. For this, they carried out research and are taken part in discussion online or use the guidance of the traditional teachers in the classroom. Thus, homework may be done at school.

The original idea behind Moodle development was to enable like-minded educators to come together and create content that can be upgraded whenever a need is felt. Moodle was the brainchild of Martin Doornik, initially created in 2002. But now the Moodle HQ is an Australian company and is at the helm of affairs. They are aided in this task by many open-source programmers. It has features such as calendar and Gradebook.

Moodle is a modular system based on plugins, which are like Lego blocks that you put together to build whatever you want. Not only do plugins offer variety in content but they permit collaborations at many different levels. It is said the process of teaching is incomplete without an evaluation tool. So, Moodle has the facility to offer peer assessment.

Moodle also offers many customizable management features such as a personalized site name with your own custom domain and logo, allowing usage on mobile devices, Moodle mobile app etc. Graphical themes for Moodle can be installed to change the look and functionality of Moodle site or of an individual course. Besides, Moodle Moots are possible which are nothing but conferences organized by universities or other large organizations using Moodle, Moodle partners, Moodle associations or

Moodle HQ for Moodle community members.

They enable learning about Moodle, sharing experiences of the learning platform, discussing research in related educational technologies and contributing ideas to future Moodle development. Moodle has been translated in over 100 languages, available for any site administrator to install. Certified Moodle partners provide other Moodle service, including hosting, training, customization and content development. Also, users can download and install Moodle easily on a Webserver. Moodle has adopted many different e-learning standards like Sharable content object reference model (SCORM), AICCHACP standard, IMS Content package and learning Tools Interoperability (LTI). These helps define communication between client- side content and a server-side learning management system and also enable proper integration of content or assessment package that have been authored by different individuals.

Moodle runs without modification on unix, Liux, FreeBSD, Windows, OS X, NetWare and any other systems that support PHP and a database, including webhost providers.

Moodle also has import feature for use with other specific system, such as importing quizzes or entries courses from Blackboard or WebCT. Besides, as compared to other learning platforms, Moodle has a write-back functionality which enables schools, colleges and universities to write data onto their MIS and back again.

## **SOCIAL MEDIA**

Social media are interactive platforms that allow people, companies and other organizations to create, co-create, distribute, discuss, share, or exchange Information, career interests, ideas, and picture/videos in virtual communities and network using a computer. Professors Andreas Kaplan and Michael Heinein of the ESCP European Business School define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.” Users of social media tend to generate content through websites or social networking sites like forum, blogs and chat rooms.

Different types of social media include social networks, weblogs, microblogging, content communities, podcasts and wikis. Social media has successfully changed the ways in which business house or individuals communicate and these changes have given rise to an emerging field of techno self-studies. We now find that social media is being widely used to together like-minded people and create a virtual community bound together through a common cause. One field that has been greatly impacted by social media is that of advertisement. This has resulted in large scale marketing taking place online. Social media has also become the site to visit for entertainment and collaborating with friends and relatives.

### **Some of the features of Social - Media are as follows:**

Social media are Web 2.0 Internet –based applications.

Social media is a blend of technology and social interaction which helps in enhancing of value.

Social media forums become sites where users create their own profiles for every website or app that they use, maintenance and redesigning of which is the responsibility of the social media organization.

Social media provides a rich user experience and they are able to take advantage of various features that allow them to 'like', create and post images, and upload videos and texts which in turn can be shared with select groups.

Content is generated by the users themselves through collective intelligence making them scalable and dynamic in nature.

However, social media sites are susceptible to spamming and trolling in the hands of immature users.

### **ADVANTAGES OF SOCIAL MEDIA:**

- ✓ Social media connects the whole world through a network of friends and friends of friends
- ✓ Social media enables singles to find romance and individuals who seek new jobs, a product or service referral, career advice or support from like-minded individuals.
- ✓ Social media enables sharing of tips and ideas or finding solutions to complex problems.
- ✓ It makes it possible to share information in real time through instant messaging feature. So, teachers can facilitate classroom discussions, managers can utilize it for conducting team meeting and organizers of events can remind guests or update them with the latest development.
- ✓ It helps quick advertising about upcoming events or new products or service and is able to send it particularly to your target audience optimizing resources and minimizing wastage.
- ✓ It enhances the speed at which news spreads.

### **DISADVANTAGES:**

- ✓ Offensive posts can be in bad taste.
- ✓ Enables to cyber bullying which can have a terrible effect on the victims.
- ✓ Children not under parental supervision may be exposed to adult materials which may hamper their normal growth.
- ✓ A number of cases of fraud and identity theft are reported.
- ✓ Social media may be addictive resulting in gross wastage of time.
- ✓ There is a possibility of invasion of privacy.
- ✓ Social media tends to infringe on the advantages of the personal touch. So, it brings in more physical distance and reduces the number of close friends. It thus tends to make us less social in the real sense and thereby increases aggression.

### **FACEBOOK**

Facebook is an online social networking services headquartered in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg with his Harvard college roommates and fellow students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. It is type of social media that is based on personal relationship network. The profile filed and by the user in Facebook becomes a source of information about user and therefore mandates registration with real names. It offers a point where all communications involving the user is stored- Walls, Timelines and private messages. It permits sharing of updates with one's entire networks in one click.

## **FEATURES:**

- Facebook has all the practical applications of social media.
- Many brands can reach their target audience online through a Facebook page.
- Facebook has amazing video and image-sharing capabilities although majority of the posts shared herein are in the form of texts.
- People often consider Facebook to be their living room where they catch up with their friends without compromising their privacy.

## **ADVANTAGES:**

- Facebook provides free service to the users.
- It helps to connect with old friends.
- It is a very good platform for conducting business.
- In partnership with Skype, Facebook permits video chat.
- It provides high security to user accounts.
- Facebook is a well designed website so it can keep users busy for long time.
- Facebook can be used as social bookmarking website to enable sharing of blogs, articles, video with millions of people.
- Facebook provides app store and free gaming facilities. Where we can use thousands of Facebook application and play different games with your friend freely.
- Facebook like button keep in touch to user to every other website. With this single like button, you can bring everything inside Facebook world.
- Now days most of the site now allows a user to login at their site by using Facebook Login ID. So, if you have Facebook login id than you don't need to waste your time for registering another website.
- You can use Facebook as news and information source. Thus, Facebook have many advantages which make Facebook best.

## **DISADVANTAGES:**

- Many people use fake profile and ids.
- Facebook is addictive and time consuming.
- If privacy setting is not kept strong, your personal information can be misappropriated.

## **TWITTER**

Twitter was founded on March 21, 2006 in USA by Evan Williams, Noah Glass, Jack Dorsey and Biz Stone. It is an online micro-blogging and social networking Web site that used to provide information, commentary and descriptions of events and highlight certain audio formats, or the Web site hosting the micro-blog. Twitter is an online social networking service that enables users to send and read short 140-character message called "tweets". Registered users can read and post tweets, but those who are unregistered can only read them.

## **FEATURES:**

- In contrast to Facebook where you connect with our friends while deciding to keep away from strangers, Twitter allows you to talk to strangers and connect with personalities from all walks of life.
- Twitter is the only social network where brands and consumers have an even playing field and unrestricted lines of clear, concise communication. It is therefore the ideal social network for marketing.
- Twitter not only attracts a unique audience, but it helps us identify who we should engage with through the tweets, retweets, hashtags etc. that the individuals shared.
- Twitter also thrives on several factors that support and affect engagements like photos, hashtags, links, videos and numerals (i.e., tweets containing a sports score or an official stat)
- Finally, Twitter provides a user-friendly interface that's primed for engagement and 1:1 communication.

## **ADVANTAGES:**

- Twitter provides free service to user.
- It is easy to use and join.
- Twitter is widely used.
- It allows both researching the market and sharing information about the service provided by you.
- It provides high level security to user's account.
- You can use twitter on your smartphones, and twitter apps are available on every smart phone.
- You can follow anyone on twitter and anyone can follow you.
- Twitter also provides you instant SMS notification.
- You can use tweet into our twitter id to log in to other website and also post comments by using it.
- Tweets are very easy to create and by using lots of twitter apps you can do lots of interesting stuff also by using third-party application like hoot suite you can set your tweet to update automatically. Thus, twitter has many advantages which make twitter best.

## **DISADVANTAGES:**

- Twitter has many inactive and fake users.
- Spam tweets create trouble for the receivers.
- It is addictive and time consuming.
- It is only permitting tweeting of 140 characters.

## **WHATSAPP**

WhatsApp is free to download messenger app on smartphones. WhatsApp uses the internet to send message, images, audio or video. The service is very similar to text messaging service. However, since WhatsApp uses the internet to send message using only your mobile number, the cost of using WhatsApp is significantly less than texting. It is popular with teenagers because of features like group chatting, voice messages, and location sharing.

WhatsApp follows a 'store and forward' mechanism for exchanging message between two users. When a user sends a message, it first travels to the WhatsApp server where it is stored. Then the server repeatedly requests to receiver acknowledged, the server drops the message; it is no longer available in data base of server.

WhatsApp server keeps the message only for 30 days in its database when it is not delivered (when the receiver is not active on WhatsApp for 30 days).

Technically speaking, WhatsApp uses a customize version of the open standard extensible messaging and presence protocol (XMPP). WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both Veterans of yahoo with 700 million users, as of January 2015, WhatsApp is currently is the biggest online messenger app on the market. Although it started as a small start-up, it swelled to 250,000 users in just a few months, growing so fast that they had to add a charge for using the service per year to slow the subscription rate down. In 2014 WhatsApp was acquired by Facebook.

### **ADVANTAGES:**

- ✓ They can also organize lists of contacts so that they can quickly send messages lots of people in group chats through WhatsApp.
- ✓ It allows sending of voice messages.
- ✓ It allows users to keep in touch with people living abroad, without incurring the international charges associated with text messages.
- ✓ WhatsApp events allow you to call people through the internet, free of cost.
- ✓ So far, it does permit pop ups and advertisements to disturb the user.
- ✓ All tools provided by WhatsApp are very easy to use.
- ✓ This at automatically imports the contacts from your phone and tells you that how many of your friends are using WhatsApp.
- ✓ Users can share their location, photos, status and event videos with their friends.
- ✓ It also allows you to send 100 messages a month to any of your friends not using WhatsApp for free.

### **DISADVANTAGES:**

- ✓ You can chat to friends that only have smart phones supporting this application and to friends having their account on WhatsApp. You can just send 100 messages in a month to friends not having WhatsApp on their phones.
- ✓ You must have access to internet to send and receive messages for free and the messages are also not sent to phone inbox.
- ✓ Your profile picture is visible to every person having your contact number and using this app, whether known by you or not.