

WhatsApp at Seneca



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Figure 1. Picture. from
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Executive Summary

WhatsApp is a powerful messaging app that offers numerous advantages for the Seneca community. By embracing WhatsApp, Seneca can enhance communication, student engagement, and administrative processes.

WhatsApp provides Seneca with a powerful platform for efficient and effective communication. With its user-friendly interface and widespread accessibility, WhatsApp allows students, faculty, and staff to connect instantly, regardless of their location. By leveraging WhatsApp's multimedia capabilities, Seneca can share important announcements, documents, and updates, enhancing community and collaboration.

WhatsApp's group chats and discussion threads encourage collaboration and knowledge sharing among students. Professors can use WhatsApp for personalized communication and virtual office hours, improving student engagement and support.

Implementing WhatsApp can streamline administrative processes at Seneca. The app's broadcast feature allows for the efficient sharing of important information to students, faculty, and staff. This feature allows quick sharing for deadlines, events, and campus news, ensuring that everyone is well-informed. Moreover, WhatsApp's document sharing capabilities can simplify administrative tasks, such as distributing forms, collecting feedback, and coordinating schedules. Seneca can leverage WhatsApp's automation features to send reminders and notifications, reducing the administrative burden on staff members.

WhatsApp offers Seneca improved communication, enhanced student engagement, and streamlined administrative processes. By embracing this versatile messaging app, Seneca can create a more connected and engaged community, facilitating collaboration and efficient operations.

Introduction

WhatsApp is a social networking platform that has become increasingly popular over the years. In the beginning, it was designed for people to quickly connect with one another but it has quickly evolved into much more versatile tool with a multitude features. Seneca College students, faculty, and alumni should consider using WhatsApp as it has many benefits that will improve the college. From improving the communication process among its user base, to effortlessly sharing all sorts of media, and staying up to date for on campus events, WhatsApp can be an essential tool for all members of the Seneca College community. Throughout this presentation, we will be exploring the many ways in which WhatsApp can be used by Seneca College students, faculty, and alumni and why it should be used for communication and collaboration.



Background history



History of the tool

Brian Acton and Jan Koum founded WhatsApp in 2009 after leaving Yahoo. The idea came when Jan wanted to build an app for the iPhone that shows the status next to names of users as an alternative to SMS. Finally Jan succeeded in developing the iOS application and incorporated the 'WhatsApp inc.' in California on 24th February 2009. It was named WhatsApp as it sounded like what's up which aligned with the idea of status.

He showed it to some friends and they hated it due to all the issues. His friend Brian told him "You'd be an idiot to quit now. Give it a few more months" which gave Jan hope. June 2009 Apple introduced its push notifications and Jan decided to capitalize by making it, so that you got a push notification whenever a friend changed their status (Pahwa, 2023).

There was demand for this idea and WhatsApp 2.0 went into beta. They made it so logging in only required a phone number which made it very convenient. Sending a message was now sent over internet rather than SMS which gave it instant communication for free. August 27th 2009 version 2.0 was now launched on the app store along with the well known double blue checkmark that we all love.

At this time Jan was on his own but October 2009 Brian got 5 previous Yahoo members on board to invest \$250,000. Brian was looking for work and with the introduction of push notification and instant messaging he knew he wanted to join. He became a co-founder in November 2009. At this point WhatsApp finally came out of beta and was exclusive to iPhone. Users are able to communicate world wide for free.

At the beginning of its life WhatsApp had low costs but needed to make money so they got rid of the free app and made cost \$0.99 as a one time fee. After they made the one time fee of \$0.99 the ability to send photos went live and sales went straight up.

Jump to 2011 and WhatsApp was doing great. However, the creators of WhatsApp always had an issue at the start. They always wanted the platform to be free and to be an ad free experience. This was for them to create a fun way to communicate and not as a way to push ads to users which may turn them away.

Skip to February 2013 and the business model went from \$0.99, to free, then to a subscription, and then finally back to 100% free to all users as we know today (Tweten, 2022).

2014 rolls around and WhatsApp joins Facebook now Meta. Even though they joined Meta they are still functioning but it is operating as their own independent app. As of now more than 2 billion active people in over 180 countries are actively using this platform. It has evolved more than just chatting now supporting sending and receiving a variety of media: text, photos, videos, documents, and location, as well as voice calls (WhatsApp, 2023).

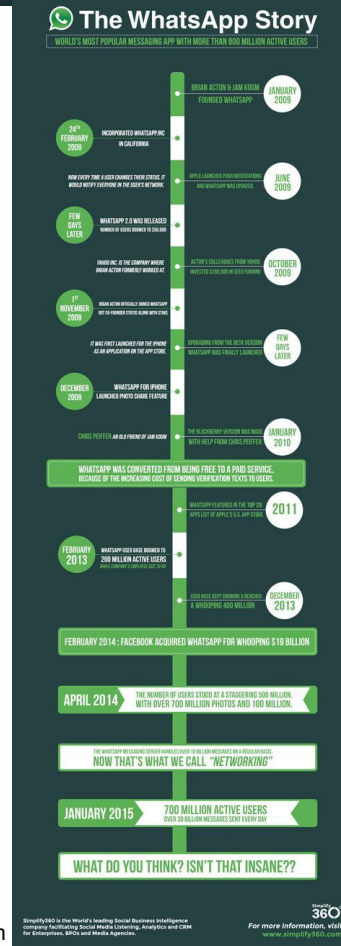


Figure 2. Picture. from <https://i.pinimg.com/474x/07/c7/b8/07c7b86999b78c5378ec829a4ee920c0--whatsapp-info-instant-messaging.jpg>

Show/describe the tool

WhatsApp is a free communication platform that allows for instant and private messaging. All chats and calls are end to end encrypted meaning that you and anyone added in the chat or call are the only ones who can see it.

Also, you can silence unknown callers so you are no longer disrupted by people you don't know. Get instant status of messages sent so you know when they are delivered and read by the recipient plus you can react to individual messages using the react option.

WhatsApp is a great tool for collaboration as you can create large group chats or use the community chats option. You can send a variety of media such as images, video, documents, polls, and many more.

Figure 3. Note. From “How to Show or Hide WhatsApp Profile Picture” by Admin, 2022, Ceofix.com retrieved July 29, 2023 from <https://www.ceofix.net/3171/how-to-show-or-hide-whatsapp-profile-picture/> copyright 2018-2023 Ceofix.net • All Rights Reserved.

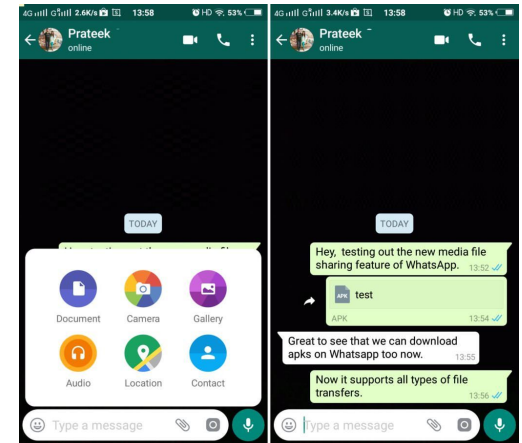
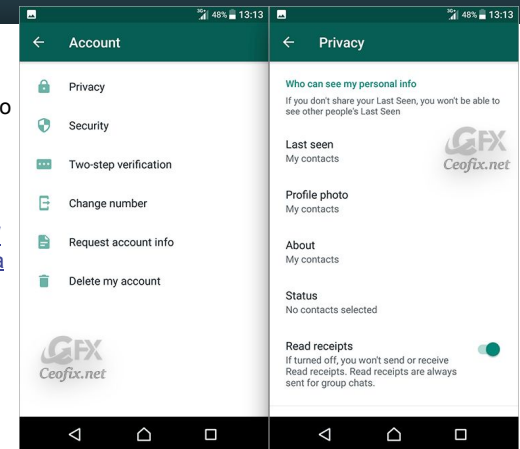


Figure 4. Note. From “WhatsApp for Android now lets you share any type of file” by Akshay Kumar, 2017, 91mobiles.com retrieved July 29, 2023 from <https://www.91mobiles.com/hub/whatsapp-any-type-file-sharing/> copyright 2017 by 91digital Web Private Limited. All Rights Reserved.



Benefits



User benefits

WhatsApp is an extremely popular messaging platform that offers numerous benefits for their users. First off, it allows users to send text messages, voice messages, and make voice and video calls for free. This makes it a cost-effective way to stay in touch with all your contacts.

Secondly, WhatsApp provides end-to-end encryption, ensuring that only the sender and recipient can access the messages and calls. This feature ensures privacy and security, making it a popular choice for individuals and businesses alike.

Additionally, WhatsApp offers an easy to use interface, making it widely accessible for all people. Including features such as group chats, users can communicate with multiple people at once, making it convenient for planning events or discussing work-related matters.

Furthermore, WhatsApp allows users to share various types of media, including photos, videos, documents, and even location. This makes it a versatile platform for sharing important files or capturing and preserving memories. WhatsApp also includes polls and surveys to allow you to get real time feedback on projects.

You may also use built in tools to set up reminders or meetings for your groups or teams.



Figure 5. Picture. from <https://trysocio.com/wp-content/uploads/2021/10/whatsapp.png>

Organizational benefits

WhatsApp is the perfect tool when it comes to organizing all sorts of group chats. It offers many tools to use improving the ways in which we all communicate with one another. There are two types of tools that will greatly benefit all members of the Seneca community. These tools are the broadcast feature and community chats. With the broadcast tool it will allow you to mass message any contact you select without having to make a group. For example, if a professor needs to send an update to specific students privately they may choose to use broadcast. This will send the same message to those selected students but it will be private just to them without them knowing it was sent to others. With community chats it allows you to set up a big social group and individual members can select what groups to join. This can be used for example by clubs, school events, class groups, faculty for their specific program or even combining lots of groups to one gathering.

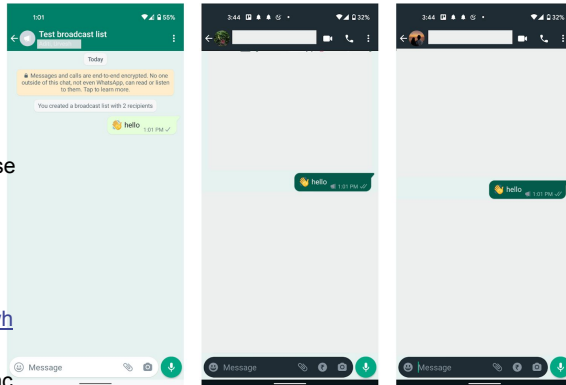
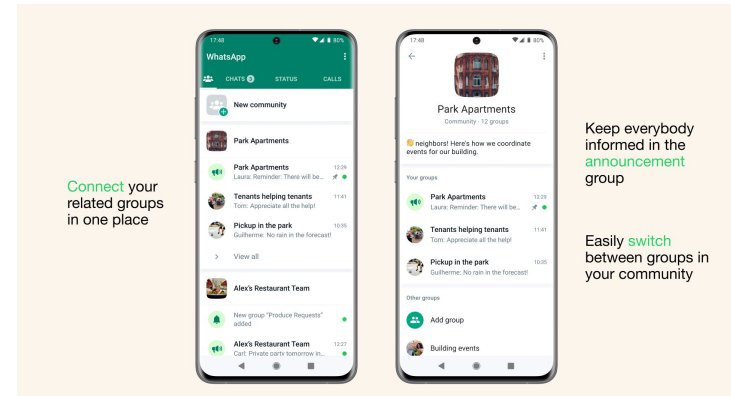


Figure 6. Note. From “ Guide: Use WhatsApp Broadcast to Grow Your Business in 2023” by Priya Nain, 2023, delightchat.io retrieved August 10, 2023 from <https://www.delightchat.io/blog/whatsapp-broadcast> copyright DelightChat | Saasberry Apps, Inc.



Connect your related groups in one place

Keep everybody informed in the announcement group

Easily switch between groups in your community

Figure 7. Note. From “Communities Now Available!” by WhatsApp, 2022, whatsapp.com 12 retrieved August 13, 2023 from <https://blog.whatsapp.com/communities-now-available> copyright 2023 WhatsApp LLC

Seneca community benefits

Seneca is available for anyone to register worldwide. Using WhatsApp will allow all members worldwide to stay connected and not have to worry about international fees. Seneca may also use WhatsApp as a platform for students to connect with faculty, student services, support, or academic advisors in real-time for any questions or issues that they might have. This will result in faster response times and easier navigation when needing extra support. Another use of WhatsApp can be for alumni to stay connected and keep them engaged with Seneca's activities and offerings. This could serve as a valuable tool for alumni to still be connected with the Seneca community. WhatsApp allows for organizing communication threads into different sections making it easier to manage communication. Seneca could set up these different sections for different departments, programs, or even topics of interest keeping all members connected to one another.



Figure 8. Picture. from https://img.freepik.com/premium-photo/what-sapp-logo-icon-around-earth-popular-app-concept_1379-4787.jpg

Competitive advantage(s)

WhatsApp's competitive advantage comes from their extremely strong and loyal customer base they made for themselves. Back when WhatsApp released in 2009 on the Apple app store, there was no other app like it in existence yet. They made a new type of market and had all the users already. By being the first of its kind to exist they made a huge name for themselves and also gained a large following.

A huge contributing factor to its competitive advantage is it being a free download, ad free, active development, plethora of features with more always coming, private, secured by encryption, and it is available for all devices worldwide. These factors add up to the reason of why WhatsApp is as popular as it is and why it has a huge advantage that no other app can touch.

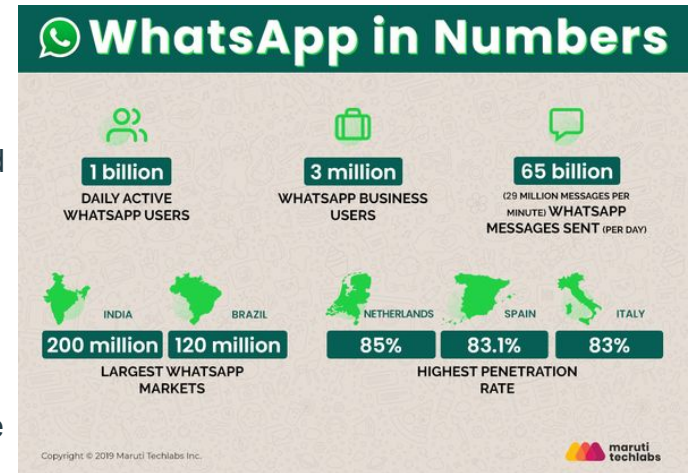
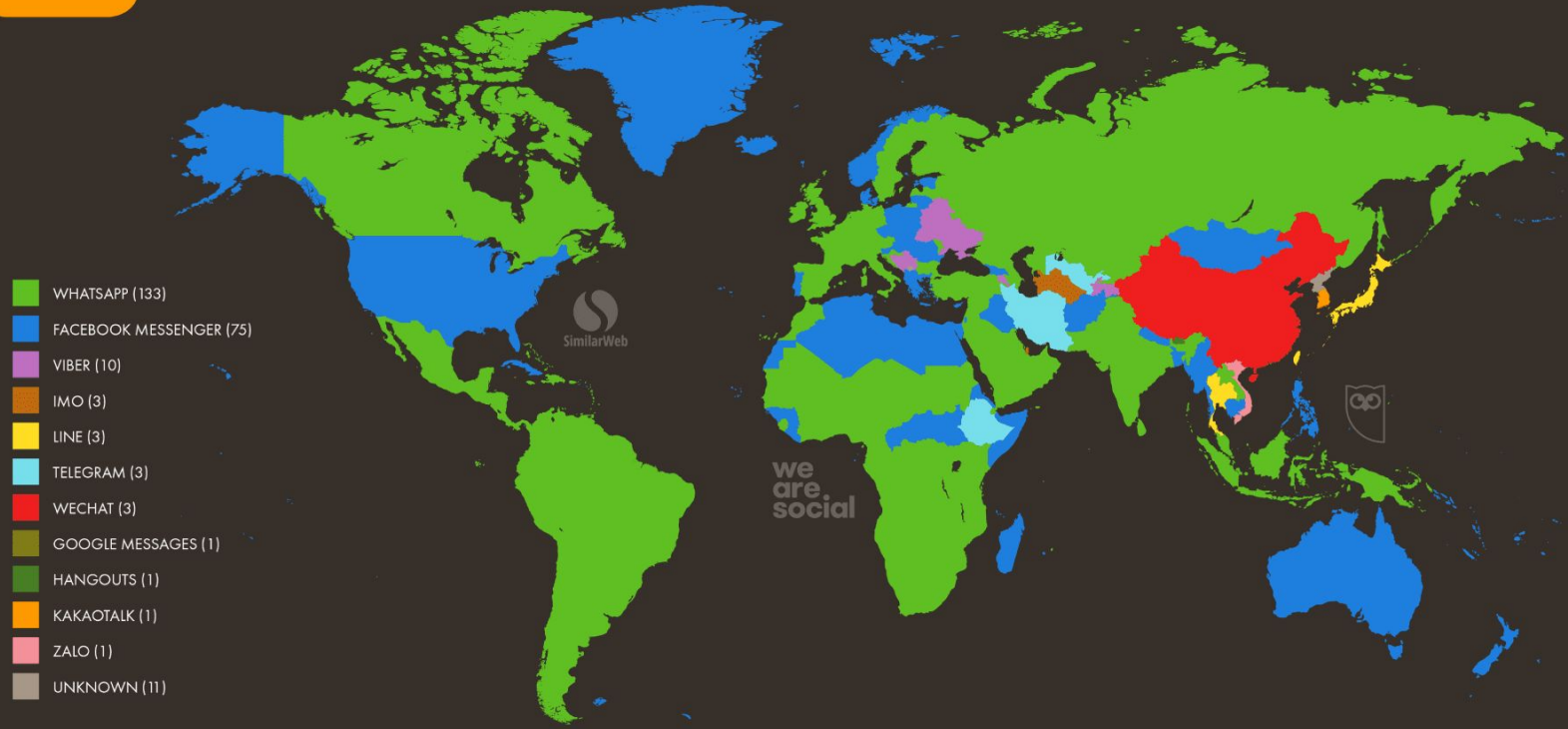


Figure 9. Note. From "WhatsApp Usage, Revenue, Market Share and other Statistics (2019)" by Sahir, 2019, DIGITALINFORMATIONWORLD.COM retrieved August 03, 2023 from <https://marutitech.com/benefits-of-whatsapp-chatbot/> copyright DIGITALINFORMATIONWORLD.COM

JAN
2019

TOP SOCIAL MESSENGERS AROUND THE WORLD

THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



83

SOURCE: BASED ON SIMILARWEB'S ALGORITHM INTEGRATING CURRENT INSTALLS FROM THE GOOGLE PLAY STORE WITH ACTIVE APP USERS (DECEMBER 2018).

NOTE: FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

Figure 10. Note. From "Why Your Business Should Take The WhatsApp Chatbot Plunge" by Mirant Hingrajia, 2023, marutitech.com retrieved August 03, 2023 from <https://marutitech.com/benefits-of-whatsapp-chatbot/> copyright 2023 Maruti TechLabs Pvt Ltd . All rights

Trends in communication technology with this tool

The graph below shows the popularity of users from October 2010 to July 2023.

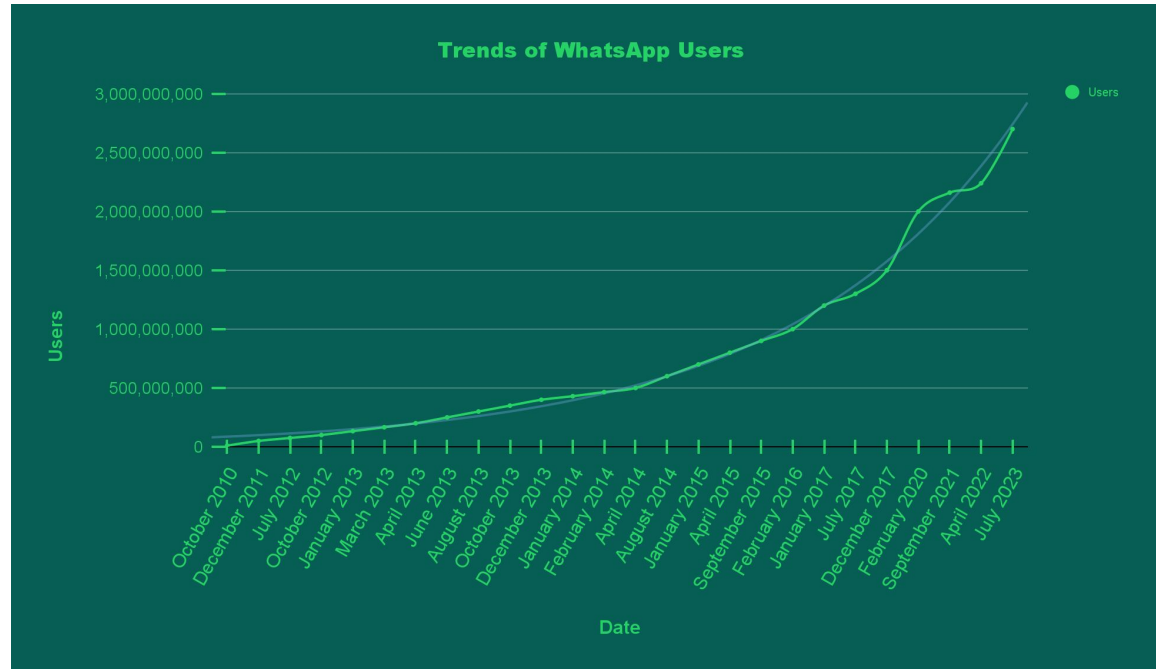


Chart by Ethan Garfinkle

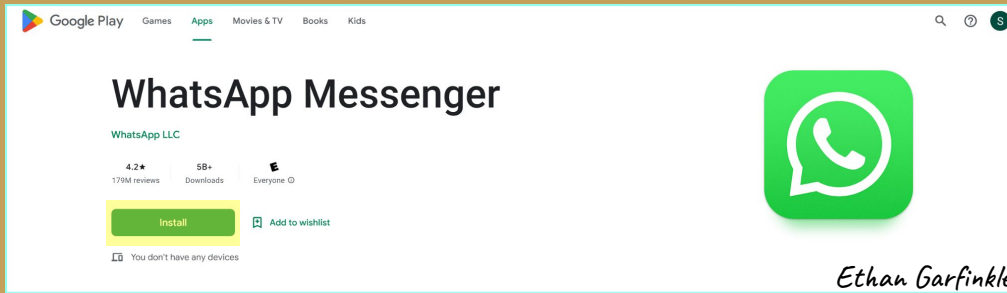
Cost implications using the tool

Back when WhatsApp started in 2009 it was originally free to download. When the full version of WhatsApp 2.0 came to be it was still free but soon switched to a one time fee of \$0.99. This was because even though the costs to keep WhatsApp running were quite low they still needed a way to make some money back. February 2013 came around and it went from a \$0.99 one time fee, to completely free to use, then to a subscription based model, and then finally it switched back to being 100% free to download and use like we are all familiar with now.

This will be a great tool for Seneca to use as there are no costs involved to use this platform. It will allow for fast and easy communication between students, faculty, and alumni without any additional costs. Since WhatsApp operates via a Wi-Fi or even mobile data connection, there are no additional charges incurred by sending messages or even making voice or video calls. This cost-effectiveness makes it an attractive option for Seneca College since all members will be easily able to communicate with each other without having to worry about incurring additional expenses. WhatsApp's convenience, ease of use, and cost-effectiveness make it an ideal messaging platform for Seneca College's communication needs.

100%

Always Free



Google Play Games Apps Movies & TV Books Kids


WhatsApp Messenger

WhatsApp LLC

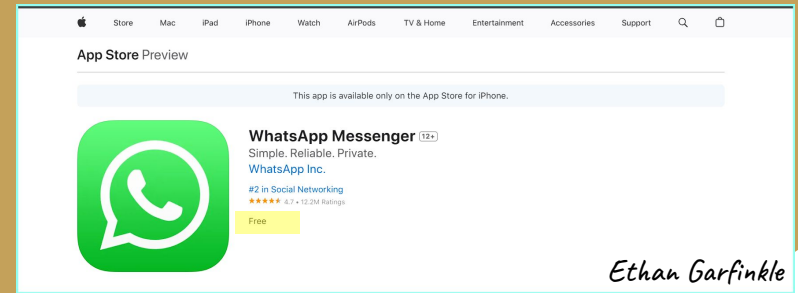
4.2+ 179M reviews 5B+ Downloads Everyone 0

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You don't have any devices




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App Store Preview

This app is available only on the App Store for iPhone.



WhatsApp Messenger

Simple. Reliable. Private.

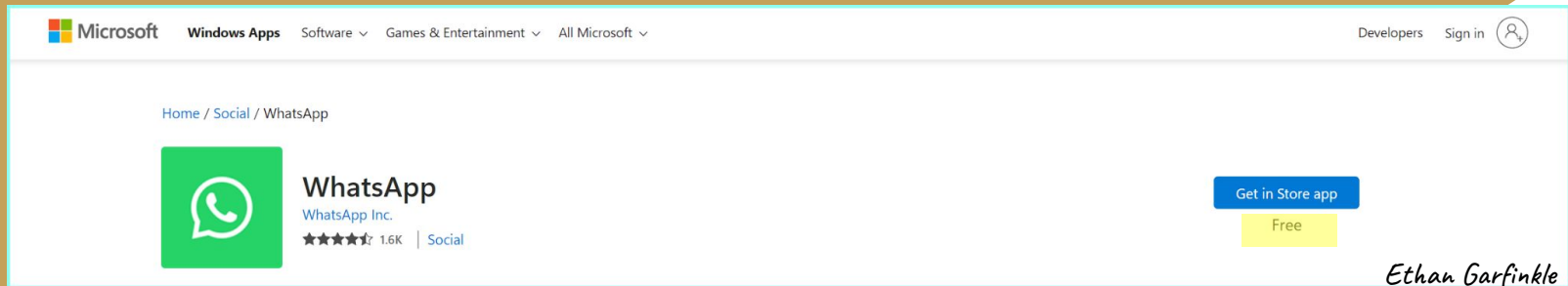
WhatsApp Inc.

#2 in Social Networking

4.2 • 12.2B ratings

[Free](#)


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WhatsApp

WhatsApp Inc.

★★★★☆ 1.6K | Social

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Risks (user and organizational) using the tool

Risks

Mitigation

Privacy Concerns: May collect and store personal data, which may result in unauthorized access or breaches to accounts.	WhatsApp provides end to end encryption for all users which helps keep all information only stored for you and not allowing anyone else including WhatsApp to view it.
Security Vulnerabilities: Potential to expose sensitive information you may not wish to be shared.	Included settings within WhatsApp to prevent attachments from auto downloading onto your device to prevent sensitive content from being shown.
Phishing and Scams: Increased risk of fraudulent messages and links which may infect you.	Any time you click on a link it will ask you if you would like to open it. If you clicked by mistake you can safely click the "X" without harming your device.
Data Leakage: Anyone can share different types of files which may lead to confidential information getting leaked.	When sending messages or files you can set a timer for how long it stays in the chat. This will help reduce the risk of someone potentially reuploading what you send out.
Lack of Control and Monitoring: Limited organizational control over WhatsApp activities.	Within the chats you can have an admin to help watch over your groups. The admin will be able to watch over groups and make sure users are following the policy.

Recommendations from the group to adopt/use this tool

I believe that with all the powerful features WhatsApp provides, it will massively increase communication and collaboration between students, faculty, and alumni. With it being available worldwide on all devices for free and being an ever increasingly popular platform it makes it quite practical to use. It is easy to use with its very pleasant ui allowing it to be accessible to all. WhatsApp is fast, reliable, offers all sorts of media types to be sent, offers video and voice call, private/secure, free to use just over the internet, and has real time updates between users. With these features being available plus way more, it makes adopting WhatsApp as a very attractive offer not to be passed up.

Photo by Ethan Garfinkle



Conclusion

In conclusion, WhatsApp will be such a valuable tool for Seneca to adopt. Its user-friendly interface, wide range of features, and secure messaging platform make it an ideal choice for staying connected with all members of the Seneca community. With its ability to send text messages, make voice and video calls, share files, and create group chats/community chats, WhatsApp offers Seneca the convenience and versatility needed in today's digital age. Moreover, its end-to-end encryption ensures the privacy and security of conversations, giving Seneca peace of mind when communicating sensitive information. Whether it's for personal or professional use, WhatsApp is a must-have app that enhances Seneca's communication experience.

The logo for Seneca, featuring the word "Seneca" in a bold, red, sans-serif font.

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