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THE EFFECTIVENESS OF WHATSAPP IN DISSEMINATING WORK-RELATED INFORMATION: THE CASE OF UPTM

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ABSTRACT

In today's digital age, WhatsApp, an instant messaging application has been extensively utilized in people's daily lives, especially at work. Previous study shows that the use of instant messaging enables the workers to communicate better in a workplace. Hence, this study aims to examine the effectiveness and impact of WhatsApp as a communication tool for disseminating work-related information within an organization. This study employs a quantitative method approach to collect data where survey questionnaires are distributed to the employees across faculties and departments in Universiti Poly-Tech Malaysia (UPTM). The factors investigated include speed, accessibility, clarity and overall satisfaction among UPTM employees in navigating WhatsApp to discuss work-related information. The results of this study complement the existing literature on organizational communication and technology adoption which are fruitful for both employers and employees. Overall, the study outlines best practices recommendations to optimize the use of WhatsApp as a communication tool within an institution by taking into account key factors such as message content, timing and recipient preferences.

Keywords: *WhatsApp, Effectiveness, Impacts, Communication, and Satisfaction*

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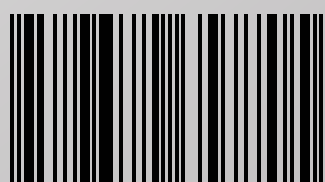
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