

6E Suen Wai Hang

Topic: Recently, many students have been using, and talking about, a new social media application designed for smartphones and tablets. The editor of the newspaper has asked you to write a report on this, including interviews with students and teachers. Write the report.

New Social Media App Go Viral

A new mobile phone application, known as ‘WhatsApp’, was launched this week and it gained widespread success in the city.

“WhatsApp” is a social media platform that allows users to send messages, photographs, voice recordings and documents to each other instantly. It also featured “emoji”, which in Japanese is “picture letter”, small digital icons or images that can be used to express an idea or expression. Many of its users is found to be students and middle-aged people.

So what is the allure that attracted these groups of people to use WhatsApp? We have interviewed some students and teachers of our school in order to get the full picture. “Unlike Facebook or Twitter,” Jack said to us, “You could use WhatsApp without an account. This mean that everybody could have accessed to the communication tool, so my friends prefer to use WhatsApp instead since you do not need go through the complicated process of setting up an account. Another student Matt agreed with Jack’s opinion and said, “ I think WhatsApp’s success lies in its user-friendly interface design. When you open up the chat box, you could only see a clean sheet with your conversations on it, there is no other information or advertisement cramped into the same space like you found on other social media platforms. It makes you feel that you are really chatting to you friends or family members in person.

However, our IT teacher, Mr. Kelvin, believes that there is a deeper cause to this, “I think that the developers of WhatsApp understand that the future of communication would be done less through the computer but more through our mobile phone.”

Indeed, the advent of the smartphone in 2008 drastically changes our way of communicating with each other. “People spent hours on their mobile phone and there is a pending need to develop a new social platform since most web-based giants like Facebook and Twitter were not designed and engineered for the mobile phone. Therefore, WhatsApp was born to fill out this vacuum and as an early adopter, it got to dominate the market.

Whatever are the reasons behind WhatsApp's initial triumph, there is no doubt that WhatsApp is now one of the most used social media applications in the world, and the trend does not seem to end soon.