

# Understanding an impact of social media messengers uses in Indian societies

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## ABSTRACT

Recent years Social Media are very famous way of modern communication among netizens. As we know we have different type of social media messenger Facebook, What's Up, We Chats, Skype, IMO, Lime, Hike, Viber, Yahoo etc. which helps us to communicate with the society. In last few years' social media on society and on the lives of people is in many ways. WhatsApp social media mobile application (Instant Messenger) very popular communication medium interaction among users. WhatsApp media are used for sending text message, images, audio, video, and documents files among the WhatsApp users. In India 70% [7] people are use WhatsApp application for social media communication. It is very familiar and user friendly application rather than other application. The main objective of this research to investigate the level of usage of this social media application i.e. WhatsApp. In this paper measure positive and negative impact of various categories of WhatsApp text data on Indian youth and society. Thus this paper will try to focus on the positive as well as negative impact of WhatsApp on Indian society.

**Keywords**— Social Media. WhatsApp, Instant Messaging.

# Unexpected use of Big Data and Analytics in Government and Industry Domains

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## **ABSTRACT**

Big data is not a new type of data. More recently we have witnessed an amazing progression in amount of data produced from the advent of mainframes to client server to ERP to data warehouses and now everything is digital. For years the overwhelming amount of data produced was deemed useless. But data has always been an integral part of every enterprise, big, medium or small and has now treated as valuable assets.

While most common applications of big data analytics have been in government and industries including health care, insurance, industrialized and natural resources, transportation services, banking sectors and fraud detection type of applications, and most people associate the use of analytics in these areas – it is hard to find any other area of human endeavor where analytics have not been used to either describe or predict, whether it is research, science and technology or any other area where there is question, historical data relevant to that question and some analytical skills and technology.

Big data also means complexity, security, and risks to privacy, as well as a need for new technology and human skills along with the capabilities like data discovery, rapid data insights and advanced data visualization. There are several areas where government and industries can address big data challenges and finds new opportunities to better serve citizens.

This paper focuses on the unexpected use of big data and analytics along with opportunities and challenges of it in governments and various industry domains.

**Keywords**— Big data, Big Data Analytics, Government, Industry, Public Sector

# Effect of Time Management Competency on Anxiety, Depression and Stress among professional students from Management and Engineering Background

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## ABSTRACT

Professional Education is a stressful time for the students as they go through the process of adaption to new education system, highly competitive environment and changing social culture. Managing the change and meeting the goals make them more stressful leading to anxiety and depression. To manage this stressful situation, it becomes necessary for an individual to manage time. A good time management by the student can lead to effective results while negative time management can adversely affect their life and academics. Thus, time management competency becomes vital for the professional students for their overall performance and achievements.

Therefore, considering the above factor it becomes necessary to study Time Management and Anxiety, Stress and Depression in detail for the professional students. Thus, the present paper attempts to find out the effect of Time Management Competency on Anxiety, Depression and stress among the professional students from Management and Engineering background. The above idea is further studied in detail by conducting a survey among 200 students studying in different management and engineering courses in Indore. The results revealed that time management Competency have a varied impact on the anxiety, depression and stress.

**Key words:** Time Management Competency, Anxiety, Depression and Stress, Professional students from Management and Engineering Background

# Technology & Innovation: Sensors & IOT Sensors at zebra crossing near traffic signals at major signal in India

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## **ABSTRACT**

This Paper Presents the Usage of Sensors and IOT for Zebra crossing at Traffic signal. Which can be used to stop people from violating traffic rules. People avoid traffic rules and jump red light, which some time lead to accident. People very well know that they won't be getting penalties unless accident had occurred as the existing system consist of huge drawback. At present video is recorded in traffic-signal by help of CCTV camera and later it is scanned manually to get the information of people violating rules. Traffic control department require to watch every video from start to end of whole day of each and every traffic-signal to see who have jumped the signal and send them copy of challan. And we very well know that it's not possible to keep an eye of whole day recording to punish the victim. So, we require a full proof plan which can be used to stop people from violating the rules. To improve the drawback of existing system which consist of video recording can be provided with an addition of capture image feature which will work on the sensor installed at zebra crossing, as sensor would be interrupted from receiving the signal a photo can be clicked and a computer program with image recognition can be used to filter vehicle number plate from the entire photo. And then challan can be send to the registered number like currently going on. So, idea can be helpful to minimize the manual work and reduce time for a specific work.

**Keywords**— Zebra Crossing; Traffic Signal; Sensor; Challan; Image recognition;

# mHealth apps as an effective tool for health management

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## **ABSTRACT**

In recent years use of Smartphones is remarkable in performing daily routine activities. Many different Smartphone apps help us to complete our routine tasks. Some of these apps are free of cost while some are paid. Currently, mHealth is a rapidly growing field in health care. Thus, now Smartphones are also used to take care of our health by means of a fitness or disease management app. Users of these apps are increasing and these apps are enhancing with new features. Purpose of this study is to explore different uses of mHealth apps and the study focuses on the extent of usefulness in providing required health care services. Considering the majority of user's Smartphone OS, this study is restricted to Android Smartphone users only. Therefore, the research study is conducted and primary data is gathered. To illustrate the uses and to evaluate the effectiveness of mHealth apps, data is collected from male and female Android smartphone users of all age groups, which consists of health care service providers and people who use these apps for health management. This data is analyzed and effectiveness of mHealth apps is interpreted depending on the user's perspectives.

**Keywords** :- Health apps, Fitness, Diagnosis, Diet, Treatment, mHealth, Secure text messaging