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**Exploring the suitability of WhatsApp as a Communication Tool for
Mthisman Investment & Other Logistics Truck drivers**

I hereby declare the the Research Report submitted for the BA Communications Honours degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institute for degree purposes.



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ABSTRACT

In this study the researcher sets out to explore the perceptions of Mthisman Investment & Other Logistics truck drivers in Gauteng towards the suitability of WhatsApp as a work-related communication Tool.

A qualitative study was conducted using semi-structured interviews to gain an in-depth understanding of respondents' views on WhatsApp as a work-related communication tool.

A data analysis was done on the transcribed interview responses and results show that the truck drivers do consider WhatsApp as a suitable communication tool with communication suitability as the most mentioned theme. All the truck drivers felt that WhatsApp as a communication tool is an advantage and had few disadvantages to mention. Overall communication suitability seemed to be the most important for Mthisman Investment & Other Logistics Truck Drivers within the Gauteng Region.

Keywords: WhatsApp platform, communication suitability, Transport Industry, WhatsApp, communication effectiveness

1 INTRODUCTION

An organisation can choose from a variety of channels to communicate effectively. This means that the nature of communication between organisational systems will vary, depending on the requirements of each subsystem. It allows for fast feedback (Markovic & Salamzadeh 2018).

Because the world 's economy is becoming increasingly global, people need to be able to communicate not only within the organisation but also outside the organisation and even at times internationally. This then requires organisations to make use of recent technology. Many developed organisations are making use of computers and cellphones technology such as emails, WhatsApp Business App and social media to send messages across to employees and customers. Technology has thus become an essential part of the way that people communicate with one another and has progressively occupied the place of face-to-face communication. By making use of smartphone, people have access to different means of communication simultaneously. In recent years, Mobile Messaging Applications (MMAs), such as WhatsApp, WeChat, iMessage or Facebook Messenger, have become particularly popular.

1.1 BACKGROUND AND CONTEXTUALISATION

A study by Drago (2015) that was conducted regarding technology's effect on social interaction since the growth of cellphone and social media usage in the late 2000s. One of them is a study done by Anderson and Rainie (2018) with a study called concerns about the future of peoples well-being. The study states that about half of the people in the study were in agreement that the positives of digital life will continue to outweigh the negatives. However, Przybylski and Weinstein (2013) of the University of Essex wrote in 2013, "New progressions in communication technology have allowed billions of people to connect more effortlessly with people far from them, yet little is recognized that the development of the devices on social settings influences face-to-face interactions (Drago, 2015).

In a naturalistic field experiment called: The Effect of Technology on Face-to-Face communication, researchers found that conversations in the absence of mobile communication technologies were rated as significantly superior compared with those in the presence of a mobile device (Drago, 2015). People who had conversations in the absence of mobile devices reported higher levels of empathetic concern, while those communicating in the presence of a mobile device reported lower levels of empathy (Drago, 2015). The digital age has essentially changed the nature and function of business communication. It has blurred international boundaries allowing people to connect with each other across the ecosphere. Communication is mobilized and instantaneous, and it is easier than ever to access and share information on a global scale, However, one cannot ignore the negative impact of digital communication on business both internally and externally (Sherman, 2019). While digital methods themselves are not disadvantageous.

It is company's relationship with the digital environment that leads to unhealthy habits that not only distract people from the "present," but also negatively impact communication effectiveness (Sherman,2019).

This gap shows that many organisations have adapted to the new technology era but still do not know how to use technology devices to their full potential or to use them correctly to get desired results. It is possible that a company has the best communication strategy but fail to understand that the strategy cannot work for all departments or all employees (Sherman, 2019). For example, Mthisman Investment & Other Logistics is a logistic company that mainly deals with transportation of coal to different Mining companies and other goods and products. The company has two offices in two different provinces which is Mpumalanga and Gauteng which means that they have in place different communication strategies in place for different departments. These communication platforms can be emails and phone calls, these strategies can be perfect for office bound employees but can be difficult for their Truck drivers to utilize because they are always on the road.

The benefits of making use of digital communication such as WhatsApp are quite attractive, but there are challenges as well. Implementing digital communication tools across a multigenerational workforce is not easy. People have different workplace perceptions, routines, and expectations. Introducing new technology and ways of working can disrupt this routine as employees adjust to the new digital working environment. The challenge that most companies could face is having to teach people how to use new technology and adapting to change so that productivity remains high (Haridas, 2015).

2 RATIONALE

This study is relevant because it will help add more information that organisations can use in regards to them using WhatsApp effectively to communicate with employees and how to use it to communicate information effectively. This study will also show that WhatsApp is not only used for social engagement only but that it can be used for business purposes if used correctly. This study will also show that communication is also increasingly recognized as a developing subfield within communication. As such, it explores the capacity of all organisations who want to engage in purposeful communication. The strength of the approach on this study is its emphasis on strategy rather than on specific tactics as well as its focus on communications understood holistically. This study can also contribute to online communication and business communication by showing different approaches particularly valuable when it comes to digital communication.

3 PROBLEM STATEMENT

Effective communication in companies requires selecting an appropriate communication channel to send message (Richards, 2019). Factors to consider when selecting a communication medium include the need for feedback, the purpose of the message and if it will be cost-effective. For example, the organisation needs to determine whether the role of WhatsApp communication is part of a regular follow-up routine or a required need, keeping in mind that digital communication platforms such as WhatsApp require data to be accessible. According to De Swardt (2019), South African, data is not only expensive, but it expires after 30 days. When compared to Russia, China, India and Brazil, South Africa data prices are on average 134% higher than other countries making it difficult for people to afford data.

Mthisman Investment & Other Logistics Company is a logistic company that mainly deals with transportation of coal to different Mining companies and other goods and products. The company has two offices in two different provinces which is Mpumalanga and Gauteng which means that they have in place different communication strategies in place for different departments. This research study focuses on how the company communicates with their drivers since they are not office bound and are always traveling. Mthisman Investment & Other Logistics is currently using WhatsApp as a form of communication with their Truck drivers. The Uses and Gratification makes it easy to understand why WhatsApp seems like a suitable communication platform for the company.

Based on the above studies, this research study wants to find out if WhatsApp is a suitable communication platform for Mthisman Investment & Other Logistics truck drivers.

4 RESEARCH GOAL AND RESEARCH QUESTION

The purpose of this study is to establish if WhatsApp is a suitable communication tool for Mthisman Investment & Logistics truck drivers. It is important for organisations to know that using the correct tool for communication in the workplace is very significant for companies to work efficiently and be productive. By using the correct communication tool, it can create an increased morale in employees, productivity and commitment if they can communicate up and down a company's communication chain (Richards, 2019).

4.1 RESEARCH QUESTION

What are the perceptions of Mthisman Investment & Other Logistics truck drivers in Gauteng towards the suitability of WhatsApp as a work-related communication tool?

5 RESEARCH OBJECTIVES

- To determine if WhatsApp is a suitable communication tool for Mthisman Investment & Other Logistics truck drivers.
- To establish if truck drivers are able to use WhatsApp as an App.

- To establish if truck drivers are satisfied with how WhatsApp is used as a communication tool.
- To determine perceptions truck drivers, have about WhatsApp.

6 THEORETICAL FOUNDATION

6.1 Media Richness Theory

The chosen theory for this research study is the Media Richness Theory. The word, “Media Richness,” was first described in the context of Media Richness Theory (MRT) by Richard Daft and Robert Lengel in 1986. Media Richness is the idea that all types of communication are compared to each other in their ability to convey a message that will be understandable to the receiver. Media Richness describes the density of learning that can be taken through a specified communications medium. Face-to-face communication is also considered to be the richest form of medium because it allows interpersonal communication. MRT was developed before the rise of electronic communication media this was done to help managers in business contexts decide which medium was most effective for communicating a message (Lin, 2016).

According to Lin (2018), The main argument of Media Richness Theory is that communication professionals should match the communication channel to the content of the information. Media Richness refers to the information-carrying capacity of the medium. The main idea of the theory is that the medium should match the message. The second important consideration is the nature of the message that needs to be sent. Ambiguity refers to the possibility of multiple interpretations. If the aim of communication is understanding, then ambiguous messages are those that run a bigger risk of being misunderstood.

On the other hand, using e-mail or a memo might be a perfectly appropriate method for announcing meetings, as the time and date of a meeting is not particularly ambiguous. Also making use of WhatsApp to communicate tasks or discuss certain problems is also appropriate to some organisations. Communication efficiency seems to occur because of a match between the ambiguity of the message and the richness of the media. A highly ambiguous message conversed using a lean media form is likely to intensify uncertainty and create misunderstanding. Equally using a very rich medium to communicate a straightforward message is a form of overload, potentially wasting time and money and possibly contributing to a sense of information overload (Lin, 2018).

In a study by Lin (2018) shows that some researchers have challenged Media Richness Theory because the theory implies there is an objective richness to a particular media that does not vary based on individuals or organisational variations. In most cases people will pick up the phone for the simplest questions, whereas others prefer e-mail exchanges. However, Researchers have found that above and beyond such variations, there are objective differences in the ability of various communication channels to communicate particular types of messages (Lin, 2018).

In the company under investigation WhatsApp is a very effective medium tool, compared emails, particularly for truck drivers. Truck drivers are not office bound and they need fast and effective communication. WhatsApp allows them to send written messages and voice- or video messages which can be considered as media rich because the receiver can hear the tone of the sender as well as see body language via the video messages. Therefore, social media and WhatsApp becomes a good platform or channel for them to deliver their messages.

7 LITERATUREREVIEW

7.1 WhatsApp as a communication platform

According to a study conducted by Wariara (2017) Mobile applications offer a platform for dialogic communication. Amongst them is the WhatsApp platform, which comes with different opportunities for users. Similar to other social media platforms, it provides a platform for entertainment, education, collaboration, prompt sharing of information as well as maintenance of a community. Unlike the short message service (SMS) where the message sent is delivered to the recipient with or without their consent, WhatsApp gives the message recipient the flexibility to accept or reject messages from different receivers. What is more interesting is that WhatsApp has the ability of group-formation where a message can reach more than one recipient. WhatsApp also has many features that users can use rather than placing a call, users can send voice notes, video calls, location and pictures.

7.1.1 WhatsApp as a suitable communication platform

Wroblewski (2019) defines suitability as the extent to which something or someone has the right qualities for a particular purpose. For big or small businesses, it is important to determine which communication channel will best suit the business. Today, the most popular communication channels are mobile communication channels, texting and social media. Certain channels can seem appropriate or ideal for a certain business but organisations need to take the extra step of reviewing the channels by looking at disadvantages and advantages of a particular communication channel before making use of it.

7.1.2 WhatsApp Advantages

In a study done by Dunu and Uzochukwu (2015) it is revealed that WhatsApp benefit different organisations in Malaysia by enabling them to discuss and share information pertaining to their different challenges at work and they found that they solve problems faster because when WhatsApp messages are delivered immediately, It is important for an organisation to be always improving therefore with the use of WhatsApp Mthisman Investment & Other Logistics Company can be able to see where they are still lacking by analyzing common problems that drivers normally complain about and this way try resolve the issues faster.

WhatsApp is mostly considered by organisations because it has good advantages to name a few as part of its features. WhatsApp allows people to share location information to the recipients (WhatsApp, 2019). Truck drivers can easily share their locations with their Production Supervisors by pressing the share location icon on WhatsApp when required.

Affordability is also seen as an aspect that is likely to influence organisations' decisions when choosing which medium to use to communicate with employees. WhatsApp is considered one of the most cost-efficient way of communicating (Gazit, 2016) Because different cell phone networks provide people with affordable bundles, it becomes easier for people to use WhatsApp by choosing the right bundle, for example if a truck driver buys a WhatsApp bundle for R29.00, they are able to use it specifically for WhatsApp.

WhatsApp also has a send voice note, make call option and video call option (WhatsApp, 2019), which is an advantage for truck drivers because should a driver be unable to write a text due to lack of education and because it is not safe to text and call while driving, the driver can easily stop on the side of the road and send a voice note to their Productive Supervisor in a language they can both understand.

WhatsApp also allows its users to send videos and pictures (WhatsApp, 2019). Truck drivers are at times required to send invoices when traveling long distances. By making use of WhatsApp the driver can take clear pictures for the company to capture and they can send videos of any truck breakdown problems that can occur which serves as proof and shows a supervisor the depth of the problem the driver is facing.

7.1.3 WhatsApp Disadvantages

It is the responsibility of organisations to have regulations or policies about how employees use WhatsApp for work-related communication. It is perceived that hours of work-related communication technology used outside of regular work hours has been the number one contributor to work life conflict. As with other work duties carried over into home life, communication technologies may blur the boundaries between work and home (Gazit,2016). Truck drivers are always on the road and sometimes it can be a 24-hour drive to a destination which means that supervisors and managers should expect to be texted anytime should a driver encounter problem.

7.2Organisational Communication Systems

The trucking business is a business essential to the economy of South Africa, occupying a distinctive socioeconomic position linking supply to demand and linking many industrial sectors within South Africa (Blizblot,2019). As the mode of transport that brings most goods to their final destination, this can involve a serious amount of communication within different sectors. For this research study the researcher focuses on communication between the organisation and its network isolates (part of the company but removed from the premises) which would be the truck drivers.

By establishing formal communication channels every employee in the company know who to communicate should a problem arise and immediate assistance is needed. A communication network is the design of directions in which information flows in the organization and according to Angelopulo and Barker (2014) various networks are identified such as the chain-, wheel- and y-networks. The latter consists of roles that employees play in the communication network of which the roles of isolates are most prominent (Eze, 2016).

Isolates can be defined as employees that are part of an organisation but (Eze, 2016). Truck drivers may be seen as isolates who also have to communicate by giving updates on each trip They need to forward any invoices they might use on the road and any problems they may encounter (Eze, 2016).

According to Eze (2016) most organisations implement formal communication, which is perceived as communication that entails the flow of information through the official prescribed organisation's chain of command. In formal communication, messages flow downward, upward or horizontally. Eze (2016) investigated the role of formal and Informal communication in *Determining Employee Affective and Continuance Commitment in Oil and Gas companies* and concluded that formal communication channels are more effective in modifying operational problems.

Truck drivers will communicate directly to their Productive Supervisors; the Productive Supervisors will then communicate to their Assisting Production Manager who then communicates to the Manger of Production. This study will therefore focus on the perceptions of truck drivers towards the formal direction of communication called upwards communication as used in Mthisman Investment & Other Logistics.

7.2.1 Upward Communication and Y-network communication

The communication that truck drivers provide to Mthisman Investment & Other Logistics is known as upward communication which is important for an organisation's survival because through it, top management get to have information that is used for strategic decisions such as reports, suggestions, work problems, employees' attitudes towards their work and team achievements. Upward communication channels carry valued information to superiors which subordinates are aware of and the top levels of the organization could not be aware of (Eze, 2016).

When organisations make use of new technologies such as WhatsApp it should make sufficient provision for upward communication to reflect issues that truck drivers often face next to the road.

7.2.2 Types of problems communicated using WhatsApp

According to Western Trucks (2019) some issues reported by truck drivers via WhatsApp are as follows:

- Brake issues: One of the most dangerous things drivers want is to be driving their truck when the brake system fails. Brake systems can have different problems, but the common one is when the brakes have air leaks, external corrosion and internal water contamination (Western Trucks, 2019).
- Electrical issues: Trucks are multifaceted machines and there are many chances for electrical issues to occur along the way. Many times, these types of breakdowns give indications like a dead battery and problems with the starting of the engine (Western Trucks, 2019).
- Age: Because trucks endure a lot during the thousands of miles they drive regularly. While they are built to withstand wear and tear, older trucks are much more vulnerable to breaking down due to old age and high mileage (Western Truck, 2019).

7.4 WhatsApp as a communication tool

WhatsApp is an application that allows users to communicate in real time and to be actively participating in any conversation regardless of whether it is one-to-one or one-to-many group conversations. WhatsApp usage among the employee has been identified as high with perceived usefulness, perceived ease of use, social interaction and a positive attitude towards WhatsApp as a communication technology (Omar, 2018). Social engagement among employees are rated highest followed by the sharing of business-related information. This again shows the pattern of WhatsApp use among employee either it is for personal or work purposes.

WhatsApp can create group cohesiveness. Communication and sharing information within the group not just make the members feel close to each other, it also can build trust and confidence in the group. It is not too ambitious to say that if WhatsApp can be adopted as part of internal communication in an organisation, there can be a positive increase, it can also increase in level of self-belonging, self-connected and social support in the organisation. After all, being engaged in an organisation is part of having such feelings in and out of the office. Employees come in many groups, roles, knowledge and cultures; and they have expectations and needs. Organisation need to tackle such issue, but to reach the optimum level of employee engagement best suited an organisation is still ongoing (Omar, 2018).

8 CONCEPTUALISATION

WhatsApp Platform

WhatsApp is seen as one source of information that allows interactivity and two-way communication where the people send and receive information

Communication Suitability

Communication Effectiveness is a method of exchanging ideas, thoughts, knowledge and information such that the purpose or aim is fulfilled in the best possible manner. In simpler words, it is the demonstration of views by the sender in a way best understood by the receiver for example when a truck driver uses WhatsApp to communicate a break down problem. The driver will have to be clear about the problem in such a way that the Manager is able to understand them and assist them with no issues. Visa verse when the Manager allocates duties to the truck driver, they need to do it in a manner that the truck driver will fully understand (Dean, 2018). Wroblewski (2019) defines suitability as the extent to which something or someone has the right qualities for a particular purpose.

Transport Industry

Mthisman Investment & Other Logistics Company is a logistic company that mainly deals with transportation of coal to different Mining companies and other goods and products. The company has two offices in two different provinces which is Mpumalanga and Gauteng which means that they have in place different communication strategies in place for different departments. This research study focuses on how the company communicates with their drivers since they are not office bound and are always traveling. Mthisman Investment & Other Logistics is currently using WhatsApp as a form of communication with their Truck drivers (Prachi, 2018).

Truck drivers

A truck driver is someone who earns a living driving a truck, transporting goods and materials over land. Truck drivers typically go to and from retail and distributions centers or manufacturing plants, working any hours of the day or night. They provide an essential service to industrialized societies (Prachi, 2018).

9 RESEARCH PARADIGM

The proposed paradigm for this study is Interpretivism. The purpose of this study is to determine whether WhatsApp is perceived as a suitable form of communication for truck drivers. The researcher is required to construct meaning from individuals and to do so Interpretivism is required to believe that reality is not objectively determined but socially constructed. This then requires the researcher to study people in their social contexts and natural environment in order to understand the perceptions they have of their own actions (Maree, 2016:60).

The reason why the researcher chose Interpretivism is because positivists look for causes and effects, measuring and quantifying phenomena (Dean, 2018), while interpretivists believe that information or data cannot be collected or removed from context and as such promote the 'generation', 'discovery' or 'construction' of knowledge. Methodologically, interpretivists depend on a range of methods, tools and techniques to secure an in-depth understanding of the phenomenon or problem under investigation. The unique predicament of the researcher, with their research and the researched, is essential to an interpretivist's reflexive research practice (Dean, 2018).

10 RESEARCH DESIGN

In this study qualitative research was used. Qualitative research best suits this study because qualitative techniques gives the researcher a unique depth of understanding which is difficult when doing closed question surveys. With qualitative research the respondents are able to disclose their experiences without constraint. The researcher also has the opportunity to follow up on answers given by the respondent in real time.

10.1 Research Design

Exploratory research was used for this study. According to Bhat (2020) exploratory research is used when the researcher is investigating a problem which is not clearly defined and research is then conducted to better understand the phenomena. Exploratory research is inexpensive to perform and is very flexible. Information gathered from exploratory research is very useful as it helps lay the foundation for future research. It gives researchers more understanding into the problem under study (Bhat, 2020).

For this study the cross-sectional method was used. This is due to the limitation of time to conduct the research and according to Cherry (2019) cross-sectional methods are used when the researcher wants to record certain information within a population to describe certain characteristics or determine a cause-and-effect relationship between variables. When using interpretivism for exploratory research, key decisions for the researcher concern the role of prior theory, the unit of analysis, the number and selection of cases, the techniques to be used for data collection, and the methods by which collected data will be analyzed. The following sections present the theoretical foundations for these key decisions together with the application to the author's research project (Shana, 2015).

10.2 Research method

In-depth Interviews were used for this study, these are semi structured interviews which are open enough for follow-up questions and have helped the researcher better understand and explore the research subjects' opinions, behavior and experiences.

11 POPULATIONS

Target population: Mthisman Investment & Other Logistics has nine drivers in total from both the Mpumalanga and Gauteng region.

Accessible Target: For this study the researcher conducted interviews with three truck drivers that are within the Gauteng region.

11.1 Population Parameters

The study only concentrated on the Gauteng region truck drivers who are black males and are within the age group of 30-40 years and have been with the company for over two years. The truck drivers have cellphones and have WhatsApp on their phones.

11.2 Unit of analysis

For this study truck drivers were analysed, their perception on the use of WhatsApp and transcriptions of the respondents' answers to the interviewers' questions will be analysed.

12 SAMPLING

For this study non-probability sampling was used. Non-probability is a sampling method in which not all members of the population have an equal chance of participating in the study.

For this study there are only three participants who are from the Gauteng region that were interviewed from Mthisman Investment & Other Logistic Company.

Convenience sampling was used for this study. Convenience sampling is a non-probability sampling technique where samples are carefully chosen from the population only because they are accessibly available to the researcher.

13 DATA COLLECTION METHOD

The researcher had to arrange with the Director of the company to conduct the research study and to do interviews ranging between 20 minutes to 30 minutes with selected employees. Due to the Covid 19 pandemic the researcher has called the participants to limit contact and had discussed with them what the process is about and asked them if they will voluntarily participate in the study. Once they had agreed the researcher then wrote their names down.

The next time the researcher contacted them was after the Research Proposal and after receiving ethical clearance from Varsity College. The researcher then scheduled the interviews for the first week of July 2020. The interviews were done on separate dates. The interviews were recorded for transcription purposes and they were password protected.

Amidst the COVID 19 pandemic the researcher had to conduct interviews safely with the participants in a face-to-face setting. The setting was different and did not feel normal. The researcher did ensure that everyone was safe during interviews by ensuring that

surgical face masks like those worn by doctors and nurses were used so that audio between the researcher and participant was clear during the interview and on the recording. Plastic shoe gloves were also worn by both the researcher and the participant. Sanitizer body sprays were used on both the participant and researcher before and after the interviews. Phones were used to record the interviews and these were covered with surgical masks as a safety precaution so that the phone was protected from any saliva droplets. The phone was also placed at a considerable distance from participants this meant that both the researcher and participant had to speak louder than usual for the audio to be clear. Sanitized cleaning wipes were used to wipe phone after the interview. The interviews took place in an open space where the participants and the interviewer were sitting at one-and-a-half-meter distance between them which is the social distancing rule for COVID 19 when people meet or talk.

The below table represents an overview of the questions asked during the interview and which reflects the researcher's strategy to ensure a trustworthy process by aligning the questions with the research question and the objectives. The below table also has the main themes and sub-themes that all relate back to the research question and because of this trustworthiness is created and therefore these questions asked all address the themes and sub-themes applicable to this study so that the research question can ultimately be answered.

Themes and sub-themes

- WhatsApp suitability
 - Communication effectiveness
- WhatsApp
 - Various features
- Communication suitability
 - WhatsApp advantages
 - WhatsApp disadvantages
- Perceptions
 - Good
 - Bad

Respondent's codes

MTDR1

MTDR2

MTDR3

M- Mthisman, T- Truck, D- Driver, R-Respondent.

Table 1: Aligning steps of the research process to ensure trustworthiness during data collection.

Research Question	Objectives	Main Themes	Interview Questions
What are the perceptions of Mthisman Investment & Other Logistics truck drivers in Gauteng towards the suitability of WhatsApp as a work-related communication tool?	To determine if WhatsApp is a suitable communication tool for Mthisman Investment & Other Logistics truck drivers.	WhatsApp Suitability Communication effectiveness	1. Do you think the use of WhatsApp is a good idea for work-related communication? (follow up question asked) 2. What types of problems do you communicate to your manager through WhatsApp? 3. Are there some problems that are difficult to share via WhatsApp? What are they? 4. Why is it difficult to share these problems on WhatsApp?
	To establish if truck drivers are able to use WhatsApp as an App.	WhatsApp Various features	5. Are you able to use all WhatsApp features such as video calls, voice notes, WhatsApp calls and WhatsApp camera? (follow up question asked) 6. Do you find it easy to use WhatsApp while traveling? (Follow up question asked)
	To determine if truck drivers are satisfied with how WhatsApp is used as a communication tool for work-related problems.	Communication Suitability - WhatsApp Advantages - WhatsApp disadvantages	7. Have you ever experienced any problems when trying to send messages on WhatsApp? (follow up question asked) 8. Are you allowed to text or send voice notes in a different language besides English that both you and your manager understand? (follow up question asked) 9. Are you able to get a response on time when using WhatsApp for work-related communication? (Follow up question asked)

Objectives	Main Themes	Interview Questions
To determine the perceptions truck drivers have about WhatsApp	Perceptions • Good • Bad	11.Do you think some messages sent to you by your manager are unnecessary? (Follow up question asked) 12.Which communication tool would you rather use when communicating with your manager? (Follow up question asked)

14 DATA ANALYSIS METHOD

The following steps from Research Matters by du Plooy-Cillers, Davis and Bezuidenhout (2018), illustrates the process of data analysis used to generate findings applicable to the study.

Step 1: Preparing data- this is the process of organising and converting data collected from respondents during the interview into a textual format for analysis

The researcher transcribed the responses to interview questions captured during the interview recordings and saved them in password protected MS Word files. Each file was saved with the respondents' allocated codes.

Step 2: Defining the coding unit to be analysed such as themes and subthemes from the literature review. This included the task of identifying individual words, phrases or symbols used as coding units for the study.

The researcher used themes and sub-themes to characterize particular observations or experiences that the researcher sees as relevant to the research question. The following are questions relating to the themes created by the researcher.

Main theme and subtheme1: WhatsApp suitability -Communication effectiveness (addressed by Q1-4 in Table 1.

Main theme and subtheme2: WhatsApp -Various features (addressed by Q5-6 in Table 1).

Main theme and subtheme3: Communication suitability -WhatsApp advantages and WhatsApp disadvantages (addressed by Q7-9 in Table 1).

Main theme and subtheme4: Perceptions-Good and Bad (addressed by Q11-12 in Table 1).

Step 3: Developing categories and coding schemes- here the researcher developed coding schemes and categories that were exhaustive and mutually exclusive in nature.

Developing categories: The data analysis method that was used for this study is Qualitative Data Analysis (QDA Miner Lite). The researcher transcribed each of the interviews and save them as a pdf file then uploaded each respective transcription into QDA Miner Lite. Once the file had been uploaded the researcher had to capture the themes and subthemes as codes in the program. The researcher then had to go through each respondent's answer via the process of line by line coding and highlighted phrases from the transcription with a label added next to it representative of the subtheme code developed beforehand. At the end the researcher had to run the program which then calculated the number of times themes and subthemes were mentioned which then gave an idea of which themes were most to least important to a particular respondent. This process was repeated for all respondents.

Coding Schemes-Each of the respondents gets a code, no real names were mentioned. The researcher only wrote respondents name on their own field notes for example Mxolisi Matsane is called respondent one.

Step 4: provides both clarity and consistency of the data. The researcher had to upload any section from the literature review and identify main themes and sub-themes, these paragraphs were highlighted and the researcher let the programmer run to see what develops. This refers more to making sure that the codes are mutually exclusive, thus the researcher only selected sections from the transcriptions and tested them to see if they can be easily identified.

Step 5: Coding of text is the process of highlighting sentences or respective themes so that they stand out on the page.

Step 6: Assessing the coding consistency-the researcher had to upload the MS file to see how many themes and sub-themes there are. Once the file was uploaded and highlighted the researcher had to then go through the text again to make sure that all of the main themes in different colors have been identified this is done in case the researcher has missed something, if not the findings would be distorted. Once the researcher did this the programmer gave the researcher from most to least important main themes and most to least sub-themes.

Step 7: Drawing conclusions- based on the results generated by QDA Miner Lite, the researcher presented and interpreted the findings. See sections below. The researcher used parts of the respondent's answers; this is because the researcher needed to bring

parts of the respondent's answers' in quotes onto the document in order to support the findings.

Step 8: Reporting findings-in the interpretation of findings section the researcher had to explain why some themes and sub-themes were more important than others to the respondents and create an understanding of these results by referring back to the literature review.

15 TRUSTWORTHINESS

Credibility: The researcher had to ensure credibility by making use of QDA Miner Lite. Results were calculated objectively to indicate the number of times a subtheme was mentioned by each respondent respectively (du Plooy-Cillers et al ,2018).

The researcher also showed credibility by using the correct instrument which was the interview schedule. The researcher also-works with the respondents and is familiar with them. Keeping in mind that qualitative research is field work which means that the researcher had to be a participant in the process knowing the company, the content and issues of the company well (du Plooy-Cillers et al, 2018).

Dependability: After the researcher collected the data based on the main themes and sub-themes and uploaded them into the QDA Miner Lite programmer, the results obtained from the programmer corresponded to with the literature review which will helped the researcher explain the results (du Plooy-Cillers et al, 2018).

16 PRESENTATIONS OF FINDINGS

In this section a presentation of findings will be discussed looking at all three respondent's results.

Table 2 Respondent MTDR1 Results

Main Themes	Sub-themes	Sub-Themes mentioned most-to least by MTDR1
Communication Suitability	WhatsApp Advantage and WhatsApp Disadvantage	11
WhatsApp Suitability	Communication Effectiveness	7
Perceptions	Good and Bad	6
WhatsApp	Various WhatsApp features	2

In the above table, MTDR1 Mentioned Communication Suitability the most as a theme and its subthemes. The second most mentioned theme is WhatsApp Suitability and its sub-theme, the third mentioned theme is Perceptions and its sub-themes and the least mentioned theme is WhatsApp and its sub-themes.

Table 3: Respondent MTDR2 Results

Main Themes	Sub-themes	Sub-Themes mentioned most-to least by MTDR2
WhatsApp Suitability	Communication Effectiveness	6
Communication Suitability	WhatsApp Advantage and WhatsApp Disadvantages	7
WhatsApp	Various WhatsApp features	4
Perceptions	Good and Bad	1

In the above table, MTDR2 Mentioned Communication Effectiveness the most as a theme and its subtheme. The second most mentioned theme is Communication Suitability and its sub-themes, the third mentioned theme is WhatsApp and its sub-themes and the least mentioned theme is Perceptions and its sub-themes.

Table 4: Respondent MTDR 3 Results

Main Themes	Sub-themes	Sub-Themes mentioned most-to least by MTDR3
WhatsApp Suitability	Communication Effectiveness	6
Communication Suitability	WhatsApp Advantage and WhatsApp Disadvantage	8
WhatsApp	Various WhatsApp features	3
Perceptions	Good and Bad	1

In the above table, MTDR3 Mentioned Communication Suitability the most as a theme and its subthemes. The second most mentioned theme is Communication Suitability and its sub-theme, the third mentioned theme is WhatsApp and its sub-themes and the least mentioned theme is Perceptions and its sub-themes.

Table 5: Respondents MTDR 1-3 Overall Results

Main Themes	Sub-themes	Sub-Themes mentioned most-to least by MTDR1-3
Communication Suitability	WhatsApp Advantages and Disadvantages	30
WhatsApp Suitability	Communication Effectiveness	19
WhatsApp	Various WhatsApp features	9
Perceptions	Good and Bad	8

After completing interviews with all three respondents these are the main and sub-themes that have been mentioned most to least. Communication Suitability is the most as a theme and its subthemes. The second most mentioned theme is WhatsApp and its sub-theme, the third mentioned theme is WhatsApp and its sub-themes and the least mentioned theme is Perceptions and its sub-themes

17 INTERPRETATIONS OF FINDINGS

Based on the analysis and presentation of findings the following discussion will serve to provide an explanation.

17.1. Theme 1: Communication Suitability- Most mentioned

During the interview's communication suitability was the most mentioned by respondents (see Table 5 in section 16). Within this theme the sub-themes of WhatsApp advantages appeared to be the most valued and the other sub-theme: WhatsApp disadvantage was mentioned least when it came to using WhatsApp as a work-related communication tool. This can be seen in the following quotes by respondent 1,2 and 3:

MTDR1: Yes, it depends. It happens once in a while cause of network connection then you would have a problem but most of the time we fine and we never have a problem sending a WhatsApp messages.

MTDR2: So far, I do not have a problem with it unless the data is finished.

MTDR3: Yes, at some point because in other places there is no network for WhatsApp

As a means of explanation Wroblewski (2019) defines communication suitability as the extent to which something or someone has the right qualities for a particular purpose. For big or small businesses, it is important to determine which communication channel will best suit the business. Today, the most popular communication channels are mobile communication channels, texting and social media.

17.2 Theme 2: WhatsApp Suitability- Second most mentioned

WhatsApp suitability was the second most important theme that was mentioned by the respondents. Within this theme the sub-theme communication effectiveness appeared to be valued by the respondents. This can be seen in the following quotes by respondent 1,2 and 3:

MTDR1: It is a good idea and the reason why is it cheaper, reliable, I think it is perfect.

MTDR2: I think it is a good idea for us because it is very cheap for us.

MTDR3: Yes, I can share. You can easily share locations. In terms of breakdowns you can easily take pictures.

In a study done by Dunu and Uzochukwu (2015) they reveal that WhatsApp benefited different organisations in Malaysia by enabling them to discuss and share information pertaining to their different challenges at work and they found that they solve problems faster because with WhatsApp messages are delivered immediately. It is important for an organisation to be always improving therefore with the use of WhatsApp the organisation can be able to see where they are still lacking by analysing common problems that drivers normally complain about and this way try resolve the issues faster.

17.3 Theme 3: WhatsApp

WhatsApp as a theme is one of the least mentioned by respondents. Within the theme the sub-theme Various WhatsApp features appeared to be mentioned or valued by respondents. This can be seen in the following quotes by respondents 1, 2 and 3:

MTDR1: Yes, it is taking pictures, voice notes and especially if you not if you not driving you can just sit and type.

MTDR 2: Yes, I am able to use all of them. It depends, when I park I can type and when I am driving I record.

MTDR 3: Yes, I am able. Voice notes.

According to a study conducted by Wariara (2017) which states that Mobile applications offer a platform for dialogic communication. Amongst them is the WhatsApp platform, which comes with different opportunities for the users. Similar to other social media platforms, it provides a platform for entertainment, education, collaboration, prompt sharing of information as well as maintenance of a community. Unlike the short message

service (SMS) where the message sent is delivered to the recipient with or without their consent, WhatsApp gives the message recipient the flexibility to accept or reject messages from different receivers. What is more interesting is that WhatsApp has the ability of group-formation where a message can reach more than one recipient. WhatsApp also has many features that users can use rather than placing a call, users can send voice notes, video calls, location and pictures.

17.4: Perceptions

Perception as a theme is the least mentioned by respondents. Within the theme the sub-theme Good and Bad perception appeared to be mentioned least or not at all by respondents. This can be seen in the following quotes by respondents 1, 2 and 3:

MTDR1: UMM 99% of the messages I get are necessary and that 1% we joking around.

MTDR2: He always sends me necessary messages.

MTDR3: No (laughs), I have never received unnecessary communication.

In a study done by Omar (2018) titled Usage of WhatsApp in Relation to Employee Engagement in a Telecommunication Company, shows that WhatsApp application without any doubts has changed the way people communicate nowadays. WhatsApp users surely is increasing regards of all social media platforms that can also be used for communication usage and functionalities.

Above all, WhatsApp is an application that allows users to communicate in real time and to be actively participating in any conversation made via WhatsApp regardless it is one-to-one or one-to-many example group conversations. Data provided from the study showed such behavior of WhatsApp usage among the employees. WhatsApp usage among the employee has been identified as high usage. Perceived Usefulness, Perceived Ease of Use, Social Interaction and Attitude Toward Usage and Employees in acceptance of WhatsApp as a communication technology (Omar, 2018).

Pattern of use for chatting is identified highest form, followed by four groups, for sharing, for business or work, for planning and last used pattern identified is for advertisement. This again shows the pattern of WhatsApp use among employee either it is for personal or work purposes. Employee engagement is a very huge concept and not easily to be grasped. There are many studies conducted dealing with how to make employees to be engaged in an organisation. There are many factors in contributing to employee engagement which among all are via well-defined and well-design internal communication (Omar, 2018).

18 RESEARCH QUESTION AND OBJECTIVES ADDRESSED

In this study four objectives were set. The discussion below illustrates to what extend each objective was addressed:

Objective 1-To determine if WhatsApp is a suitable communication tool for Mthisman Investment & Other Logistics truck drivers.

All three respondents indicated that they were happy with using WhatsApp as communication tool and they feel that it is most suitable for their line of work. This was also the most mentioned theme by respondents indicating that using WhatsApp as a communicating tool for work-related communication has more advantages than disadvantages. As such this objective has been addressed.

Objective 2-To establish if truck drivers are able to use WhatsApp as an App.

All three respondents indicated that they are able to utilize WhatsApp as an App and the various features such as voice notes and video calls. This was however one of the least mentioned themes by respondents.

Objective 3- To establish if truck drivers are satisfied with how WhatsApp is used as a communication tool for work related problems.

All three respondents indicated that they are satisfied with how WhatsApp is used as a communication tool. They all indicated that they have never experienced any issues when reporting a work-related problem unless there is no network at a particular location and they always get feedback on time from managers. This was also the second most mentioned theme by respondents. As such this objective has been addressed

Objective 4 - To determine perceptions truck drivers, have about WhatsApp.

All three respondents indicated that they do not necessarily have any bad perceptions about WhatsApp because they only receive necessary messages for work-related communication and only one respondent indicated that they prefer calls over WhatsApp. This was also the least mentioned theme by respondents indicating that respondents did not have any bad perceptions about WhatsApp as an app. As such this objective has been addressed.

With the discussion above showing that each research objective set for this study had been addressed, it can be deduced that the research question: What are the perceptions of Mthisman Investment & Other Logistics Truck drivers in Gauteng towards the suitability of WhatsApp as a work-relate communication tool? had been answered.

19 ETHICAL CONSIDERATIONS, LIMITATIONS AND HEURISTIC VALUE

19.1 Ethical considerations

First the researcher had to wait for ethical clearance from Varsity College before continuing with field work and the researcher had to provide all participants with a consent form document designed by Varsity College which had to be explained to participants (du Plooy-Cillers et al, 2018).

13.1 Informed Consent

Participants had to be informed that they are taking part in a research study, which had to be briefly explained to them and they are giving their consent should they want to participate or not. Two of the participants are illiterate and understand little English the researcher had to explain the consent letter step by step in a simplified manner that helped the participant understand (du Plooy-Cillers et al, 2018).

13.2 Collecting data

Physical and psychological comfort was taken seriously throughout the study. The researcher did not use any of the participant's real names but used code names for the participants. All MS files were saved with code names and each file had to be password protected (du Plooy-Cillers et al, 2018).

The researcher did not use any embarrassing questions that might offend any of the participants. The researcher was professional at all times, the interview was very organized and done on time.

13.3 Sensitive information

Every information that was given to the researcher is protected and safe. The researcher was not biased at any given time. There was no interference of feelings from the researcher (du Plooy-Cillers et al, 2018).

13.4 Providing incentives

The only form of incentive that was provided to the participant was hand sanitizers, body spray sanitizer, hand gloves and face masks in case the participants request them or not have them (du Plooy-Cillers et al, 2018).

13.5 Avoiding harm

The interview took place in an open environment which was private so that the participant felt comfortable and because of the COVID 19 pandemic regulations which states that it is only safe for people to meet in open spaces where there is a 1-meter distance space between participants. Face masks, hand gloves, hand sanitizer and body spray sanitizer were used throughout the interview for safety purposes (du Plooy-Cillers et al, 2018).

13.6 Confidentiality and Anonymity

Participants were protected by not using their real names. The researcher created code names for all three participants. All MS files created were password protected as well as the recordings from the interview. The participants were also informed that all information provided by them is protected throughout the study.

19.2 LIMITATIONS

The Covid 19 pandemic has made everything uncomfortable and different especially because the researcher had to conduct interviews with participants face-to-face. The setting was different and nothing felt normal. The researcher had to ensure that everyone was safe throughout the interviews by ensuring that face masks were on at all times. There was sanitizer available for the researcher and participant. The interviews took place in an open space where the participant and the interviewer sat 1 meter apart for safety.

The whole research study had been difficult especially because everything had to be done online and students were unable to meet lecturers face-to-face for feedback. The researcher had been communicating with the lecturer via emails and online classes which made things better and made sure to email the lecture everything the researcher had a question about

Another limitation the researcher had while drafting the questions was to make sure that simple English was used and questions had to be straight to the point. This was because the respondents are not good with English. This then resulted in them giving short answers or vague answers.

Lots of data bundles was used since the start of the Covid-19 pandemic because everything had to be done online but Varsity College has made sure that all students are assisted by providing data and also by making classes 1 hour long instead of 3 hours.

19.3 HEURISTIC VALUE

The results that the researcher got will give clarity to the company in regards to the value of WhatsApp is a suitable communication tool for the truck drivers. The researcher will also explore other digital platforms to determine if they can be used as a communication tool as best fit to the truck drivers. Future research studies can also use this research study for future research developments.

20 CONCLUSIONS

Wroblewski (2019) defines suitability as the extent to which something or someone has the right qualities for a particular purpose. For big or small businesses, it is important to determine which communication channel will best suit the business. Today, the most popular communication channels are mobile communication channels, texting and social media. Certain channels can seem appropriate or ideal for a certain business but organisations need to take the extra step of reviewing the channels by looking at disadvantages and advantages of a particular communication channel before making use of it. In the study it is evident that the Mthisman has chosen the right communication platform for the truck drivers, from looking at the results and findings, it shows that all drivers do find it easy to use WhatsApp as a communication tool. The advantages of WhatsApp outline in the literature review and outlined by the truck drivers show that WhatsApp provides the ability to easily communicate with employees, enabling

businesses to engage on a more personal level while keeping communication professional.

Employees use WhatsApp for work-related communication. It is perceived that hours of work-related communication technology used outside of regular work hours has been the number one contributor to work life conflict. As with other work duties carried over into home life, communication technologies may blur the boundaries between work and home (Gazit,2016). Truck drivers are always on the road and sometimes it can be a 24-hour drive to a destination which means that supervisors and managers should expect to be texted anytime should a driver encounter problem.

The literature review shows that using WhatsApp for workplace communication can sometimes create more confusion and chaos. The answers from the respondents show that the truck drivers like using the App because it is used effectively by the managers to communicate work-related communication only, all the truck drivers did not have any bad perceptions or disadvantages outlined in the literature review. Instead the findings show that drivers have rarely experienced any of the disadvantages mentioned

Purpose statement has been disused and flows logically. The Research question is clear and brief and provides focus for the research. Theories included are fundamental to the study and justification for the selection of the theory is relevant. A detail unit of analysis, sampling method and all key aspects thereof have been identified, discussed and sufficiently motivated.

A Description of the method and actions to be taken to collect the data have been provided and motivated in detail. Clear and detailed description of how the data will be analysed has been provided. Analysis method highly suitable for the type of data that will be collected. Presentation of findings is clearly presented; interpretation of findings is clearly outline and motivated by the literature revive and the research question and objectives has been fully addressed All-important ethical considerations have been identified and discussed in detail and it is clear how these will be upheld throughout the research study.

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Table 1: Aligning steps of the research process to ensure trustworthiness during data collection.

Research Question	Objectives	Main Themes	Interview Questions
What are the perceptions of Mthisman Investment & Other Logistics truck drivers in Gauteng towards the suitability of WhatsApp as a work-related communication tool?	To determine if WhatsApp is a suitable communication tool for Mthisman Investment & Other Logistics truck drivers.	WhatsApp Suitability Communication effectiveness	1. Do you think the use of WhatsApp is a good idea for work-related communication? (follow up question asked) 2. What types of problems do you communicate to your manager through WhatsApp? 3. Are there some problems that are difficult to share via WhatsApp? What are they? 4. Why is it difficult to share these problems on WhatsApp?
	To establish if truck drivers are able to use WhatsApp as an App.	WhatsApp Various features	5. Are you able to use all WhatsApp features such as video calls, voice notes, WhatsApp calls and WhatsApp camera? (follow up question asked) 6. Do you find it easy to use WhatsApp while traveling? (Follow up question asked)
	To determine if truck drivers are satisfied with how WhatsApp is used as a communication tool for work-related problems.	Communication Suitability - WhatsApp Advantages - WhatsApp disadvantages	7. Have you ever experienced any problems when trying to send messages on WhatsApp? (follow up question asked) 8. Are you allowed to text or send voice notes in a different language besides English that both you and your manager understand? (follow up question asked) 9. Are you able to get a response on time when using WhatsApp for work-related communication? (Follow up question asked)

Objectives	Main Themes	Interview Questions
To determine the perceptions truck drivers have about WhatsApp	Perceptions • Good • Bad	11.Do you think some messages sent to you by your manager are unnecessary? (Follow up question asked) 12.Which communication tool would you rather use when communicating with your manager? (Follow up question asked)

Appendix A – FINAL RESEARCH REPORT SUMMERY DOCUMENT

Research Purpose/Objectives	Primary Research Question	Research Rationale	Seminal Authors/Sources	Literature Review-Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
The purpose of this study is to explore the suitability of WhatsApp as a communication tool with Mthisman Investment & Other Logistics truck drivers.	Is WhatsApp an appropriate communication tool for truck drivers	By establishing this information, the company can maybe improve their business, improve relationships and establish new and better ways of communicating with their employees or find a different yet innovative way of communication that suits their line of work.	Maree, K. 2016. <i>First Steps in Research</i> 2. 2 nd ed. Pretoria: Van Schaik Publishers.	WhatsApp Platform Communication effectiveness Organisational Communication systems Disadvantages and Advantages	Interpretivism Epistemology Hopefully the company will put the findings to good use. Ontology Reality is a social construction. Axiology Research should be able to help situations and bring solutions to the world.	Qualitative study Population Population Parameters Five Gauteng drivers, all black males. They have over two years work experience. Sampling	Semi-structured interviews Data Analysis Method(s)	Drivers could not be truthful because they may fear losing their jobs Limitations	That drivers probably like using WhatsApp but because of affordably of data will they might want another way employers can use to communicate Anticipated Contribution	Corporate Culture. 2019. <i>The perils of using WhatsApp at work.</i>
Research Problem	Secondary Questions/Objectives	Key Concepts	Key Theories							
The aim of this study is to see if there can be other platforms to communicate with drivers besides WhatsApp.	To determine if WhatsApp is a good communication platform for the company. To establish if employees are able to use WhatsApp as an App. To determine if the company can make use of other	WhatsApp Platform Communication effectiveness	The Medium Theory			Non-probability. Purposive Sampling. Five participants.	Unit of Analysis The participants and their perception on WhatsApp. Data Analysis Methods QDA Minor	Participants could feel insecure and hold back important information.	This study could better the business and better work relationships	

Appendix B - Interview Schedule

Question 1: Do you think using WhatsApp for work-related communication is a good idea?
(Follow up question asked)

Question 2: What types of problems do you communicate to your manager through WhatsApp?

Question 3: Are there some problems that are difficult to share via WhatsApp? What are they?

Question 4: Why is it difficult to share these problems?

Question 5: Are you able to use all WhatsApp features such as video calls, voice notes, WhatsApp calls and WhatsApp camera?

(follow up question asked)

Question 6: Do you find it easy to use WhatsApp while traveling?

(Follow up question asked)

Question 7: Have you ever experienced any problems when trying to send messages on WhatsApp?

(follow up question asked)

Question 8: Are you allowed to text or send voice notes in a different language besides English that both you and your manager understand?

(follow up question asked)

Question 9: Are you able to get a response on time when using WhatsApp for work-related communication?

(Follow up question asked)

Question 10: How many times do you communicate with your manager about work-related problems a day?

Question 11: Do you think some messages sent to you by your manager are unnecessary?

(Follow up question asked)

Question 12: Which communication tool would you rather use when communicating with your manager?

(Follow up question asked)

Appendix C- Ethical Clearance Letter and Ethical checklist

Date: 3 July 2020

Student name: Mando Matsane
Student number: 19013140
Campus: Varsity College, Waterfall



Re: Approval of RESM8419p (BA Honours) Proposal and Ethics Clearance



Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.



Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure that all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued in such instances.

We wish you all the best with your research!

Yours sincerely,

Dr. EA van der Walt

Supervisor
Campus Postgraduate Coordinator

Xandie Thompson

Programme Manager
School of Psychology and
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HONOURS RESM ETHICS CHECKLIST

Student name: Mando Matsane

Title of the research: Exploring the Suitability of WhatsApp as a Communication tool with Mthisman& Other Logistics

	Yes	No	Comment: supervisor/ navigator/lecturer
Are you using human subjects in your research?	Yes		
I intend to use human subjects - I understand that I will not conduct research with human subjects under the age of 18 and other vulnerable groups. - I understand I can only proceed once I receive an ethical clearance letters.	Yes		
Interviews/ Focus groups An example of the <i>written consent form</i> I intend to use is attached.	Yes		
I will record the interview/focus groups and the sample of the letter where I ask for permission to do so is attached.	Yes		
I plan to use an interview schedule: The example of my research instrument is attached.	Yes		
I plan to use a questionnaire: The example of my research instrument is attached.	Yes		
I plan to use a gate-keepers letter: The example of my letter is attached.	Yes		
I plan to do research on an IIE site/with IIE students/staff/artefacts and I filled in the application for permission to do so. The application is attached. I understand I can only proceed once I receive IIE Approval for this.	No		

Signed: student.....
2020.....

Date: 10 June

Appendix D- Letter of Introduction and Gatekeepers letter

Dear Mr. Matsane

I am writing to ask your permission to conduct research on your company Mthisman Investment & Other Logistics.

My name is Mando Matsane, a Bachelor of Arts Honours in Communication student at the University of Varsity College Waterfall a brand of the Independent Institute of Education (IIE). The research I wish to conduct for my Honours Research Methodology Study is titled Exploring the Suitability of WhatsApp as a communication tool within Mthisman Investment & Other Logistics.

The aim of this study is to explore the suitability of WhatsApp as a communication tool specifically with the truck drivers. The objective of this study is to determine the truck drivers' perception of WhatsApp and to explore if the company can make use of other communication tools for the truck drivers. The project consists of gathering data from the truck drivers and this will be done by conducting interviews with the truck drivers. Participants will be given consent forms and with the Covid 19 pandemic upon us all safety protocol will be in place to keep everyone safe during interviews. The data collected will be password protected, only myself, my lecturer Dr EA van der Walt and the chosen Research study committee will have access to the data collected. The interviews will be conducted in July 2020, the dates will be communicated with participants and interviews will only be conducted with the approval of the company and participants.

Yours sincerely

Mando Matsane

Supervisor: Dr EA van der Walt

My contact details are as follows:

NAME: Mando Matsane

TELEPHONE NUMBER: [REDACTED]

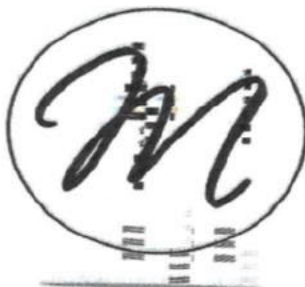
E-MAIL ADDRESS: [REDACTED]

Dr EA van der Walt

[REDACTED]

[REDACTED]

Gatekeepers Approval



MTHISMAN
INVESTMENT & OTHER PROJECTS

2013 / 096888 /07
VAT 4820263848
10th Baxter street Kempton Park
1618, Johannesburg
082 572 0952 / matsaneth@gmail.com

Consent form to conduct research at my company	
I, [REDACTED]	
Representative of MTHISMAN INVESTMENTS AND OTHER PROJECTS	
My capacity: DIRECTOR	
Give my permission that <u>MISS MANDO MATSANE</u> may conduct research at my company. This research has been explained to me and I understand what participation in this research will involve. I reserve the right to withdraw this permission at any time. I also understand that research reports are available in the library and IIE Repository unless I indicate below that I would not	
Select below:	
☐ I request that my company's identity be kept confidential. ☒ My company can be identified in the study AGREE ☐ The study may never be available on the repository. ☒ The study may be made available on the repository. AGREE ☐ The study may be made available on the repository after ...SIX..... months.	
Signature: [REDACTED]	Date: 10/06/2020



CONSENT FORM TEMPLATE TO BE EXPLAINED TO PARTICIPANTS

Explanatory information sheet and consent form for participants To whom it may concern, My name is Mando Matsane and I am a student at the University of Varsity College Waterfall. I am currently conducting research under the supervision of Dr EA van der Walt. The aim of this study is to explore the suitability of WhatsApp As a Communication tool specifically with the truck drivers. The objective of this study is to determine the truck driver's perception of WhatsApp. The project consists of gathering data from truck drivers. I hope that this research will enhance our understanding on how WhatsApp can better used as a work-related communication tool. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study? I would like to invite you to participate in this research because you would help gain better understanding on how WhatsApp is being used at Mthisman Investment & Other Logistics. If you decide to participate in this research, I would like to ask you a few questions on how you use WhatsApp as a communication tool for work purposes. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study? Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your problems regarding the study should you like. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study? • Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so;

- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at University of Varsity College Waterfall, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Communications Honours. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Mando Matsane

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Dr EA van der Walt

[REDACTED]

[REDACTED]

Appendix E- Participants Consent forms

CONSENT FORM FOR  INTERVIEWS	
PARTICIPANTS	
I, [REDACTED] agree to participate in the research conducted by Mando Matsane about the suitability of WhatsApp as a communication tool specifically with the truck drivers. The objectives of this study are to determine the truck driver's perception of WhatsApp. The project consists of gathering data from the truck drivers and this will be done by conducting interviews with the truck drivers. I hope this research will enhance our understanding on how WhatsApp can be better used as a work-related communication tool. This research has been explained to me and I understand what participation in this research will involve. I understand that: • I agree to be interviewed for this research. • My confidentiality will be ensured. My name and personal details will be kept private. • My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research. • I may choose not to answer any of the questions that are asked during the research interview. • I may be quoted directly when the research is published, but my identity will be protected.	
Signature: [REDACTED]	Date: 12-07-2023

CONSENT FORM FOR AUDIO OR VIDEO RECORDING

PARTICIPANTS	
I, [REDACTED] agree to allow agree to participate in the research conducted by Mando Matsane about the suitability of WhatsApp as a communication tool specifically with the truck drivers. The objectives of this study are to determine the truck driver's perception of WhatsApp. The project consists of gathering data from the truck drivers and this will be done by conducting interviews with the truck drivers. I hope this research will enhance our understanding on how WhatsApp can be better used as a work-related communication tool.	
This research has been explained to me and I understand what participation in this research will involve. I understand that:	
• My confidentiality will be ensured. My name and personal details will be kept private. • The recordings will be stored in a password-protected file on the researcher's computer. • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
Sign: [REDACTED]	Date: 18-07-2020



CONSENT FORM FOR AUDIO OR VIDEO RECORDING

PARTICIPANTS	
I, [REDACTED], agree to allow agree to participate in the research conducted by Mando Matsane about the suitability of WhatsApp as a communication tool specifically with the truck drivers. The objectives of this study are to determine the truck driver's perception of WhatsApp. The project consists of gathering data from the truck drivers and this will be done by conducting interviews with the truck drivers. I hope this research will enhance our understanding on how WhatsApp can be better used as a work-related communication tool.	
This research has been explained to me and I understand what participation in this research will involve. I understand that:	
• My confidentiality will be ensured. My name and personal details will be kept private. • The recordings will be stored in a password-protected file on the researcher's computer. • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
Signature: [REDACTED]	Date: 10/2/2021

PARTICIPANTS	
I, [REDACTED], agree to participate in the research conducted by Mando Matsane about the suitability of WhatsApp as a communication tool specifically with the truck drivers. The objectives of this study are to determine the truck driver's perception of WhatsApp. The project consists of gathering data from the truck drivers and this will be done by conducting interviews with the truck drivers. I hope this research will enhance our understanding on how WhatsApp can be better used as a work-related communication tool. This research has been explained to me and I understand what participation in this research will involve. I understand that: • I agree to be interviewed for this research. • My confidentiality will be ensured. My name and personal details will be kept private. • My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research. • I may choose not to answer any of the questions that are asked during the research interview. • I may be quoted directly when the research is published, but my identity will be protected.	
Signature [REDACTED] Date 10/07/2020	

PARTICIPANTS	
I, [REDACTED], agree to participate in the research conducted by Mando Matsane about the suitability of WhatsApp as a communication tool specifically with the truck drivers. The objectives of this study are to determine the truck driver's perception of WhatsApp. The project consists of gathering data from the truck drivers and this will be done by conducting interviews with the truck drivers. I hope this research will enhance our understanding on how WhatsApp can be better used as a work-related communication tool. This research has been explained to me and I understand what participation in this research will involve. I understand that: • I agree to be interviewed for this research. • My confidentiality will be ensured. My name and personal details will be kept private. • My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research. • I may choose not to answer any of the questions that are asked during the research interview. • I may be quoted directly when the research is published, but my identity will be protected.	
Signature: [REDACTED] Date: 10/07/20	



CONSENT FORM FOR AUDIO OR VIDEO RECORDING

PARTICIPANTS	
I [REDACTED], agree to allow agree to participate in the research conducted by Mando Matsane about the suitability of WhatsApp as a communication tool specifically with the truck drivers. The objectives of this study are to determine the truck driver's perception of WhatsApp. The project consists of gathering data from the truck drivers and this will be done by conducting interviews with the truck drivers. I hope this research will enhance our understanding on how WhatsApp can be better used as a work-related communication tool.	
This research has been explained to me and I understand what participation in this research will involve. I understand that:	
• My confidentiality will be ensured. My name and personal details will be kept private. • The recordings will be stored in a password-protected file on the researcher's computer. • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
[REDACTED] Signature	10/07/20 Date