



This report was first written in 2020 by our then Joint President, **Navonil Chatterjee**.

The report has been enhanced since with additional inputs by **The Red Lab team**.



# WHAT'S APP

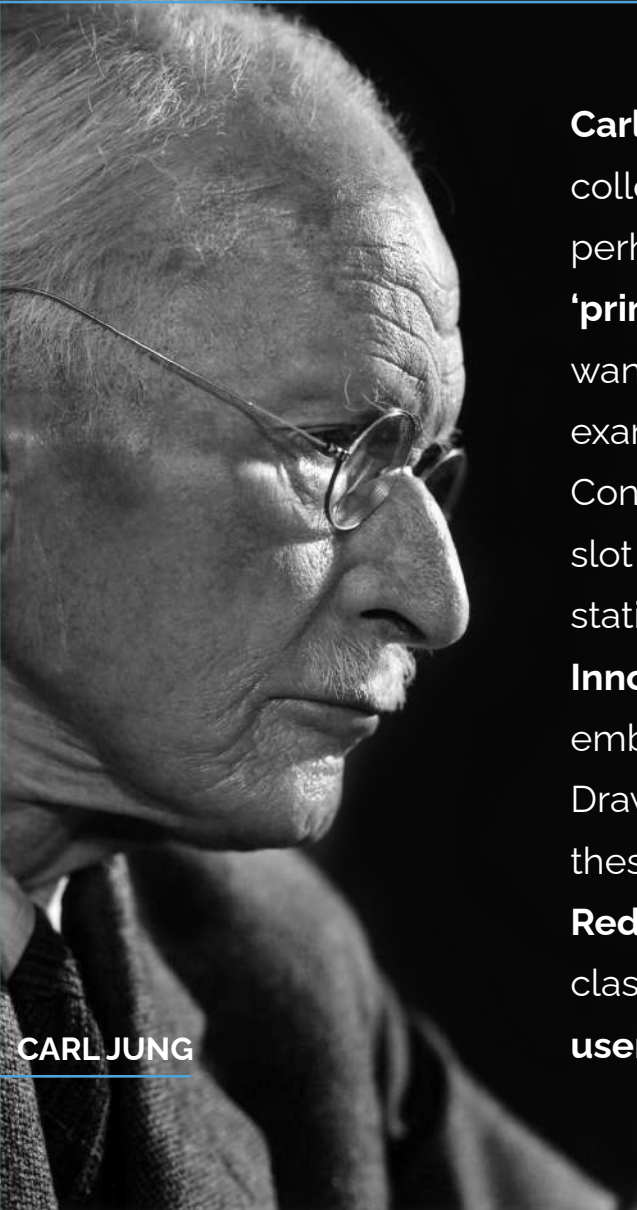
A QUICK OVERVIEW OF THE DIFFERENT TYPES OF WHATSAPP USERS.

# Fellas?



# What's up people? 🤘

**Or should I say WhatsApp.** My phone is pinging with notifications while I write this and while i may or may not like it, it's impossible to ignore the **vast influence** that WhatsApp has had on communication in this new **technology ridden world**. The daily bombardment of **forwards, messages, memes, gifs, videos** and **photos** seems just as important as brushing in the morning now and if you haven't found your place here, I would pass that off as a lie. All of this has led us to wonder if there are different types of **WhatsApp users?** Can we classify them WhatsApp users into different personality buckets?



**Carl Jung**, the **Swiss psychiatrist** of collective unconsciousness fame, was perhaps the first to identify '**archetypes**' or '**primordial images**' - which, if you don't want to get psyched - means 'a very typical example of a certain person or thing.' Consequently in marketing too, we often slot brands into the different archetypes, stating that brand A belongs to the **Innocence archetype**, while brand B embodies a mix of the **Hero** and the **Sage**. Drawing knowledge and inspiration from these **Jungian archetypes**, we at **Rediffusion** have set out to identify and classify the various types of **Whatsapp users, profiles** and **personas**.

CARL JUNG

# The broad and short of it.

Every good thing in marketing needs to start with a framework. And after some initial brainstorming on the different **Whatsapp species**, we realized that most of these specimens can be broadly bucketed under the following **5 archetypes**:

## 1 > Time Servers

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## 2 > Knowledge Mongers

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## 3 > Flaunters

(outer directed, for all Heylens lovers)

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## 4 > Believers

(internally driven, you see)

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## 5 > New 'Media' Users

Let's get straight into each of these archetypes and **explore the characteristics** of the sub-species thereof ...



## 1

# THE TIME SERVERS

## First Things First. 😊

We know that the above classification is a bit of a **misnomer**. Unless, of course, you take it quite literally. What's common to all the **inhabitants** of this group, is that they are **all serving time**, in one way or the other. Some of them become **active on certain times** of the day or night, **some take all the time in the world** to respond, while some **others don't waste any time** in going about their business. And then there are **those who remember or forget time**, as is their wont.





THE  
GOOD MORNING

# Goonda



This is probably the **species** which most of us **dread the most**. Especially early in the morning. He or she has taken up the **self-anointed task** of wishing good morning to every person in his or her contact list, that too **every morning!** It's usually accompanied by an image of some **corny flowers or scenery** that is clearly of **1970s**

**Doordarshan vintage!** The flowers change almost every other day, but their unmatched **exuberance** and **sheer diligence never waver**. There may have been a **major mishap** in your family just the night before, but such **minor hiccups** never dampen their **spirit** - as the sun rises in the east, with the same certitude, they go about their daily **morning 'feast'!**



THE  
NIGHT

# Owl



If morning comes, can night be far behind? This crowd usually hibernates throughout the day and **comes alive only late into the night**, mostly checking on the probability of **hooking up**. They are

birds of prey, with **cheesy one-liners** and **cheap pick-up lines** being their forte. The less damaging of these species are not the preying type, but they definitely **suffer** from some form of **insomnia!**

THE BIRTHDAY

# Wisher



If it's that time of the year **when it's your birthday** (or anniversary for that matter), then be rest assured that you will not be able to escape this **breed**. These guys are the **first to wish you** in the group and equally **quick to ask for a treat**. They can be put to good use as a walking-talking **reminder service!**

## THE FAST FORWARDING Agent



You can also call them **Quickgun Murugan** or the **Hit n Run guys**, because they truly are all about being the **fastest fingers first**. This is the personality type that sends or forwards messages without thinking, without blinking an eyelid and needless to add, without even verifying anything. They are content

spreading malcontent, and waste no time doing it. And there's no way they will ever hire a car from **Avis** (remember **'We are number 2. That's why we try harder'**). Speed is of the essence and that's why winning silver is not for them, because that means losing gold!

# YAADON KA Curator



This is a group of people who just love to go back in time. **Nostalgia is their weapon of choice**, and they periodically knock on your emotions with an **old group photograph** or a **long-forgotten** personal incident. Some of these species even profess to have a **photographic memory** and love to recount **old stories** and

**anecdotes** with such telling detail that you may even be **tempted to believe** every aspect of it – until it strikes you that you don't even have the **faintest remembrance** of anything and he might as well be concocting everything. And what's better than getting away with it too!



Z<sup>z</sup>

# THE SLEEPER Cell



No, they are **not as dangerous as their terrorist brethren**. But perhaps equally **elusive**. This is a person who suddenly surfaces after a really long, long time, sends you a message or **replies to a very old message** of yours, and then **vanishes again** for

almost an **eternity**. A chance encounter with this type can lead to a **scenario** like this: You get a reply to the message about your **first break-up today**. You show it to your wife and two kids to have fun. You get the drift, right?



## 2

THE KNOWLEDGE  
MONGERS

RENÉ DESCARTES

*It's time...*

It's time we moved **beyond time** and turned the **page of knowledge**. The next big group of **Whatsapp flora and fauna** hold on to an almost **Descartian** principle of **'I know, therefore I am'**. But what's fascinating about them is the **vast gamut of subjects** and things that they seem to have mastered. While this group predominantly consists of specialists, let's start with the generalist ...





# THE SICKENING Sarvagyani



This is probably the **most hated sub-species** of the lot. There is no subject on earth that he or she does not know about – be it **nuclear fission**, clinical testing of **Corona vaccines**, the state of the **Indian economy** or even **Bollywood gossip!** What is striking about this lot is the **cosmic confidence** with

which they **speak about anything and everything**, a trait that comes with the **annoying corollary** of completely eroding your own confidence and sense of self-worth. Quite often these **irritating, opinionated, know-it-all species inhabit** your school/ college/ MBA Whatsapp groups.



## 'THE Report-er

This 'reporter' is no journalist. But be it the **Gartner** report, the **Accenture Market Survey**, the **MTV Youth report** or the **KPMG Consultancy report**, he is the repository of everything from the **profound** to the **profane**. And he is also the **first to share** them for the **greater good** of the group, being the self-appointed **knowledge sharer** that he is.

# THE CONSPIRACY Theorist



Going through his messages and forwards will make you think that this person probably has access to **secret CIA** and **KGB files!** How else can you explain the fact that he has at least **7 conspiracy theories - one**

**for each day of the week** – from the whereabouts of the **Corona virus** to the origins of **Sonia Gandhi?** Needless to say that the conspiracy theorist takes **his job of enlightening everyone** very seriously.



# THE NEIGHBOURHOOD Meru da



Perhaps the **most affable and loved sub-species** of this lot, this is the guy who quotes **Shakespeare** and **Blake**, and keeps sharing **Rumi poems** and **shayaris** at the drop of a hat. As far as the shayaris go, the

sadder they are and tougher to comprehend, the better! While this group's nomenclature has a distinctive **Bengali elder brother** ring to it, the group itself is definitely far more than just a **Bong connection**.

## 3

THE  
FLAUNTERS

'Got it, flaunt it' seems to be the **mantra of this tribe** of Whatsapp users. This is a group which quite **shamelessly seeks approval, recognition** and even **fame** for their **trials** and **tribulations**. They are undoubtedly a **skilled lot**, each having their **distinct area** and **field of expertise**, but they are all held together by their common and deep desire for their ...



THE  
PHOTOGENIC

# Master Chef



If there is one thing that this **lockdown** has improved, it is the level of **culinary exploration** in the kitchen. From **baked chicken** to **Chicken Humdardi** to **butter garlic prawn**, the delicacies being served up are truly **drool-worthy**. At least going by the pictures, which their

**makers** and **creators** are quick and happy to post on **Whatsapp**, that is! Ironically, this species has quite a few **new entrants** to the kitchen itself, which means that in **'bai-friendly'** times, that's a place they used to seldom enter!

# THE PROMO Manager



There's nothing wrong in being a **proud parent**, right? Unless of course you are obsessed with **pimping your kids' videos** continuously on the Whatsapp group, with the sole intent of **announcing, displaying** and

**reinforcing** how supremely talented and gifted your **progeny** is! What this type often forgets, is that the **world at large may not share** that exact equal amount of **enthusiasm** for your child, as you do.

# THE COMPULSIVE Riddler



This **show-off struts** around wearing an **intellectual hat**, and goes into **hyper-drive** the moment a **riddle** is shared with the group. They have to be the **first to crack it**, and once they do, they promptly share the **same riddle** with some other group, secretly relishing the **opportunity** to enlighten **inferior minds** with an air of '**elementary, my dear ...!**' And by the way, don't always expect complete **intellectual honesty** from them – when stuck with a particularly knotty problem, they don't hesitate to '**google**' it out, and pass off the answer as the fruit of their own **ingenuity!**



## MAIN BHI Influencer



**Numbers** are what this group of people are **chasing**. Number of **clicks, likes, shares** and **subscribers** to be precise. Quite often they are **wannabe singers, dancers** or **chefs** who have just started a **Youtube** channel - and wants you to be '**influenced**' by them, so that they can make a living being your '**influencer**'! Sounds confusing?



# THE ELUSIVE Micro Celeb



Let's get this straight. This group of people have **nothing to flaunt** apart from their **silence**. They believe in the adage that **distance** makes the **heart grow fonder**, so to get that **affection** or 'bhav' from the rest of the group, they choose to distance themselves from the group. **How?** By being **part of the group** but choosing to **comment only once**

every two months. Their flaunt strategy? **'Oh we are too evolved or busy to involve ourselves any more often than that'**. Note: This type is not to be confused with the **sleeper cell guys**. For this group, distancing is a well-deliberated **status-building** strategy, while for the **sleeper cell**, it is at best an **idiosyncrasy**.



## 4

THE  
BELIEVERS

You will find the most **passionate Whatsapp users** in this group. Quite naturally, since they all have their **own religion** and seem to **worship their own gods**. Quite often, this lot is also the **most vitriolic**, because they **cannot accept or tolerate** anything that **challenges their belief** system.

# THE GULLI(BLE) Boys



Perhaps the most **benign** of these species. They just believe everything they **see, hear** or **read** on **Whatsapp**. And take **grave offence** to those who do not. Again, a part of the name is a **misnomer**, so let's quickly clarify

that like all Whatsapp species, this is also a **gender-neutral** lot. However, if there is one thing these **Whatsapp University Graduates** have oodles of, it is **naivety!**

## THE POLITICAL CORRECTNESS

# Police



They are the **police without the uniform**. And the primary task of this **moral police** is to make sure that any **word** or **phrase** or **content** that can **offend** any group or sect of people is not used. They are the first

to call out any kind of **sexist, class-ist** or **caste-ist** content. God forbid if you breach any of these codes in their presence, because their **wrath** and **vengeance** knows no limits.



# THE Peta-tioner



This is another **fierce tribe** known for their **diehard support** of all kinds of **animal rights**. Any transgression towards the animal kingdom is severely frowned upon by this group of **crusaders**. They will normally bombard you with the sweetest and **cutest pictures** of their **dogs** or their **neighbour's cats**, but will in an instant be quite catty to you if they

get to hear that you were not very kind to a **roadside stray**. Their **magnanimous hearts** make them **adopt animals** one after another, with their homes beginning to resemble **zoos**. They are also most likely to **harass you** in the group to **sign a petition** supporting **animal rights**.



# THE HOPELESS Healer



This guy is a **true descendant** of **Susrut**. What else can explain his eternal optimism about all kinds of **healing practices**, which he hopes to make all his contacts try out? So first it could be **yoga** followed by **Vipassana** and then after a few months **reiki** or even **acupuncture!**



If you happen to be on his WhatsApp contact list unfortunately, then resign yourself to the fate that you have no option left but to try out all those **healing practices** that he has himself tried out! What is even more **annoying** is the frequency with which he jumps from one mode of well-being to another, while being equally **passionate** and **convinced** about the supreme efficacy of each of those practices. Get ready to be flooded with **videos**, **infographics**, **testimonials** etc. of all things that have something to do with **hope** and **healing**, if you happen to know any of these species.



# THE Modi-fier



This person doesn't just think that **Narendra Modi is god**. He knows. Blessed with that certitude, he goes about **'Modi-fying'** the minds of everyone in his contact list with gospels from the **Divine One** himself, thereby attempting to convert everyone to his **religion**. In this **over-zealous** mission, he first extends the **lotus flower**. And if that doesn't seem to work, then the **iron**

**rod** or the **stick** (read written or verbal jibes, pictures, videos, posts and memes against anyone who is a non-believer). Everything **good happening** in this country is quickly and invariably **attributed to his God**; anything remotely negative to God's eternal enemy, a certain **Satanic Rahul!** Hail the saffron. Hail the **'Eternal Bhakt'**

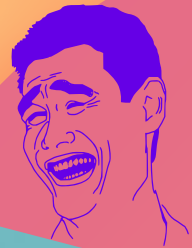


## 5

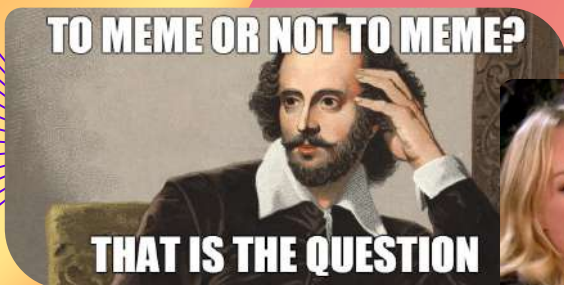
THE NEW  
'MEDIA' USERS

Their **critics** often accuse them of not being **good with words**. But that's perhaps only because they are **jealous of this group** of people's amazing ability to **adopt new tools** and **techniques** in their bid to express themselves. Be it **memes, gifs or emojis**, they are the **first to master it** and take it upon themselves to both **educate** and **befuddle the laggards ...**

# THE Meme-sahib



There is nothing remotely **western** or **feminine** about these species. Instead, this is a person who is **well versed in meme-culture**, and shares the **perfect meme** for every occasion. They are also resourceful enough to sometimes **create new memes** if the situation demands it or their stock is not replenished.



# THE OCG User



In other words, this person is an **Obsessive Compulsive Gif User**, who only **talks in gifs**. When you bring this to their attention, they reply to you in a **jiffy**. **With another gif of course!**



# THE EMOJI Expressionist



They are a group of people who start **every conversation** and **reply to everything**, with an **emoji**. They have **evolved beyond smileys** and use the **entire emoji gallery** to make whole conversations. They have taken the use of emojis to an **expressionist art** form – and like

some forms of **art**, they too mostly make **no sense**. So much so, that the lesser initiated recipients of their **benevolence**, often end up confused and asking what that **emoji** means in the first place. Only to be further **bamboozled** by another **return emoji**.



# THE DP Changier

They are **restless souls** who just can't stand the status quo. **Monotony is clearly not for them**. So they end up changing their DP **every day** if they are very busy, else **every hour!** A polar **opposite of these species also exist** – those who still have the **same DP** as when they first logged in to **Whatsapp**.

## 6

# THE MISCELLANEOUS LOT

In marketing and advertising, there is a **famous 4-letter word without which nothing really makes sense**. Or sells for that matter! **That word is FREE**. So while we initially promised **5 broad archetypes of Whatsapp users**, we had to give **one free**. So we have the **sixth set** comprising those **specimen** who really **cannot be clubbed** into any of the other 5 buckets and also have **nothing in common** between them...

# THE Joker

A large number of Whatsapp users belong to this group. And may their **tribe** increase because they really bring **happiness, joy** and **moments of shared fun** in all our lives by incessantly bombarding us with one **joke after another**. Some of their jokes are **topical, others timeless**



and **most are even PJs**, but they all do their bit to **regale us** with priceless laughter and **blemish-less smiles**. As Shakespeare said in **Twelfth Knight**, these 'jokers' are often '**wise enough to play the fool**'

# THE KINKY Tharki

This is a lot whose minds have clearly moved below their **navels**, so they see everything in this world through the **prism of sex** and **sex alone**. Of all the Whatsapp species, if there is one which is over-represented by a particular **gender**, this is it. A predominantly **testosterone-driven** lot, this is an extremely **voyeuristic set of people** for whom every picture, video or forward must have the **oomph**



**factor**. Or else it is an epic waste of time. So much so, that even if it is a forward of a **yoga video**, it's got to be **naked yoga**. Members of this kink are **notorious** and have a reputation of their own – to the extent that whenever they Whatsapp something, the recipients know that it will be laced with something '**adultish**'. One of the reasons why people **eagerly await messages** from these species!



# THE SERIAL Spoiler



This is usually someone of a **low IQ** who takes some **sadistic pleasure** in Whatsapp-bombing **interesting conversation threads** in your group by sending something **random** and completely **unrelated in-between**. Their **sense of timing** is particularly **sickening** – in other words, just when the **chatter** in your Whatsapp group has reached a certain

interesting, meaningful or exciting point – that's when they unleash their **barrage of junk** to completely **fritter away** the momentum. School groups are usually rife with such , and an introspection into these creatures often lead us to the conclusion that **some things** (or some people in this case) always **remain the same!**

# THE UTSUK Keeda



In simple words, he is the **perennial enthu-cutlet** in the group who keeps **chiming in** with his **opinion** on **every discussion** - however trivial the matter may be. Needless to say that his views are mostly

**unsought**, but that **never stifles** his sense of **self-importance**. His dauntless **spirit** neither cares for, nor pays any heed to insignificant things like what **day, time, hour** or **moment** it is.

# THE Minimalist



The **vocabulary** of this person being restricted to 'Hmm', 'Ok', 'K', 'Oh' etc, he is also known as the **Maestro of Monosyllables**. Writing long sentences is too much of a **waste of effort** for him and he even resents using **emojis**. Let's keep this **one short and sweet** at least!



# THE DESPERATE Devdas




**Last but not the least**, we have a creature who can be almost any of the above creatures, **all rolled into one**. If that helps him to **woo his lover**, that is! A **hopeless romantic at heart**, he can metamorphose into a **Neighbourhood Neru-da** spouting **sonnets at one moment** and **transform** into a **master-chef** the next moment. From **gifs to emojis** to **memes to DPs**, he will use every

tool available to try and **charm his beloved**. He will gladly be her **promo manager**, or the **riddler** or the **joker** for her. The most poignant part of this species is that he **constantly stalks** his lover on Whatsapp, to see if she is '**online**', and looks at her '**Last seen**' time to be **heart-warmingly** reassured of his **paramour's pretty presence** in this world...

## 7

# THE BELOVED WHATSAPP COMMUNITIES



Yes, yes, we know we promised to give you different WhatsApp users, but this slight pivot might just complete our quest to conquer the WhatsApp mystery. The collectivist society that we are refuses to neglect the genera that create a sense of belonging for our archetypes. You might be a part of the miscellaneous lot or a knowledge monger, or even both, but where, if not a WhatsApp group, are you going to be most successful at shooting your shot? So let's delve deep into the sea of platforms where the majority of our species propagate into their most authentic forms.

# STAR Parivar



**Siblings** are quite your rock, and the family you turn to also when you hit rock bottom. They are the **closest** you can call **friends within the family**; they are closer to your age and hence **more relatable**. As it happens, with time, the family you used to meet at every **family gathering** when you were in your home town, started dispersing to every other corner of the **world other than the town** you grew up in, together. That's why **WhatsApp** becomes an **important place** to catch up and circulate **old family photographs** along with recent ones with their **new-born baby** or **brand new car**, which almost

always come from distant lands with different time zones.

The other day itself, though, the **muted cousin's group** popped up in my notifications while scrolling through other chats, and I saw I missed a **cousin's birthday**. In fact, everyone did. The only sister who had messaged was also **writing a belated** birthday wish!



With WhatsApp becoming increasingly used for **time-based, objective-oriented tasks** and **exchanging media**, it's not a wonder that the cousin's group falls short of the **nostalgia** a family album would evoke.



# PIECE OF Cake?



What's that group you **can't afford to mute**, even if you had **no real intention** of joining it? It's definitely the **surprise birthday group** for planning the best day in the **life of your friend** and really catching her unawares.

It just gets **easier**, let's admit it. From who's getting the **cake** to the **party hats** to **food**, to **coordinating timings**, and most importantly, the

discussion of **how to land up** announced at her home and make a **stellar memorable entry** with the cake, if a friends group is more than three, a surprise birthday group on **WhatsApp** is definitely what gets the ball rolling.

Unless, of course, the admin **mistakenly adds the birthday girl** herself! Such **faux pas** do happen; we're humans, not chat bots.



## THE CINEMATIC

**(Mis)fits**

**Film** can be one of the most captivating art forms. But they **captivate certain folks** more than others. These are the folks who **swear by the films** they watch and can lecture you on **Tarkovsky, Kurosawa, and Ray** in the same breath on any fine day. Earlier, they used to form **film societies** with like-minded folks. Now they form **WhatsApp** film groups.

Earlier, it was limited to niche cliques consisting of the **crème de la crème**. Now, any self-proclaimed **film buff**, after bingeing on the latest **OTT release**, can form a **WhatsApp film group** with his or her own **coterie**. The members of these groups are generally **vociferous** and **boisterous** about the latest film or show they have watched and will not stop short of **naming and**

**shaming you** if you haven't watched it already. So much so that, after some time, you might start feeling inadequate about yourself and scurry to catch up with it. These groups can break into **unplanned group calls** on the weekends, to praise or denounce any film that catches their attention.

Sometimes, these group **calls can stretch on for hours**, with members haggling to display their **superior knowledge** of the craft. Like any WhatsApp group, these groups also have the tendency to relegate themselves to **pointless WhatsApp shares**. But, whatever the outcome, the discussions in these groups are more often than not, very colourful.



# MC'Sher



These groups are the **younger brothers of the cinema nerds**. Yes, you guessed it right! They have got to be **music fanatics**. Here, **songs** and **shayaris** get forwarded **faster** than the rate at which **Eminem** sang **RapGod** (the **fastest rap** in the world). You may be proud of yourself for knowing every **Atif Aslam** and **Arijit Singh** song, but you'll be quickly **put to shame** if you're not well-versed with **Mohammed Rafi**. Sorry to break it to you, but here you'll be mainstream at best or too

young for these **old-at-hearts**. So, it's best to quietly enjoy the beautiful shayaris and overanalysed lyrics that exist in this exclusive space you've managed to make it into. Of course, there are the more **'chill' 'pop'** and **'cooler' twins** of these societies where people share their love for **Coldplay, The Weeknd, King** and occasionally **pivot** to the **Nike sneakers** in the **latest music video**. Whatever your music preference, you can find yourself a space here, **BUT do so at your own risks!**



# GOA Chale?



Almost all of us are part of at least one of those WhatsApp groups that started off with the sole purpose of planning and executing that **"once-in-a-lifetime" adventure trip.**

The destination can be anything from **Tirupati** to **Timbuktu** in this wide, wide world. These groups are often colourfully named **"Mission Monaco"** or **"Ride 2 Ladakh"** or even the reverent **"Amarnath Darshan"**, depending on the destination of choice. Born out of some unwritten **holy covenant** struck between folks stirred by some external force (movies like **The Hangover**, **The Motorcycle Diaries**, or even the desi **Zindagi Na Milegi Dobara**) or some real internal wanderlust, the initial

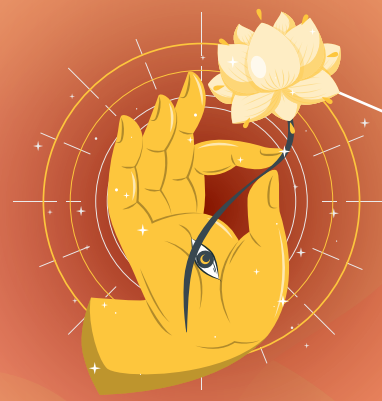
phases are characterised by **information overdrive** (tantamount to overkill).

Members keep sharing every **piece of information** they can get their hands on, sometimes relevant, sometimes not so much. But slowly they **lose steam** (maybe because the **plans never take off** and the **trip never materialises**) and get relegated to one more WhatsApp group with those needless WhatsApp forwards. However, irrespective of the outcome, the groups do keep the **wanderlust simmering** under the surface with some occasional **topical pokes** from some persistent members.





# THE SELF- PROCLAIMED Gurus



This is the type of group that discusses various **mindful practices** to **raise consciousness**. The group's purpose is all about **helping** each other understand their own lives better and understand each other too. The idea is to **share knowledge** that encourages and inspires evolution by being present and functioning from your higher self in the moment. **Inner growth, mindfulness techniques, meditation**

**tips, sound baths, full moon rituals,** and other **spiritual practices** are taught, shared, and performed together to **elevate** one's state of life.

These like-minded individuals **nurture each other** during challenging times. The ancient **knowledge** and **wisdom** of the centuries are passed through a WhatsApp group to create a new wave of **spiritual awakening**.





# THE COO(R)PERATE Avengers



The world today is always **working** and **communicating** through **WhatsApp groups**. It is not always possible to send a separate message to everyone when you are working in a team. **Teamwork** happens when **project groups** are made for seamless communication. This channel has a **direct human touch** because it is personal.

The entire process of going back and forth in your **inbox** has now **shifted**

to a new medium. **Approvals, changes, opinions, options, media, documents, GIFs**, and even **reactions** come alive on WhatsApp groups these days. The focus is clear, with the successful completion of the **project in mind**.

From the **idea to the finished job**, everything can **now happen** in a group. The times have changed, and it takes a whole village to change the times.





# THE Chandigarhwale

Let's be honest, you are probably in this group because it's your so-called way of **keeping in touch** with your **roots** or because of your **blackmailing mother**. And if you're not struggling to read the 100 forwarded messages in **Gujarati, Bengali, or Punjabi** (your mother tongue), is this even your **hometown group**? After a little initial effort, you will often find yourself **putting it on mute** to get rid of the continuous

'pings'. Now, you may not have visited your **village** in years, but you sure know about the **water irrigation system** or **kids' school** that was built, which was most likely **sponsored** by one of your **richest family friends**. It's not all chaos, though; occasionally, a **playground picture** may **spark a faint memory** in your mind, hitting you with **nostalgia** from the days when things were simpler.



# THE Reunion



This is probably the **deadest group** on your WhatsApp, but one you hold onto most dearly. Oh, **sweet childhood!** It makes you ask, when did we become **adults?** The **DP** has got to be a **traditional class photo** or even the **school** or **university timetable** if you have recently graduated.

Once in a **blue moon**, the group is greeted with a **photo** from a **school trip**, a **reunion plan**, or **jokes** that **never get old**. One of your

mischievous friends might have become a **successful entrepreneur** and one might have **moved out of the country** with two kids, but in this group, time remains **frozen** amidst those **carefree school days** where we ran to the **playground** when a teacher was absent.

Who knew WhatsApp could **instill** such emotions in us? But that's the beauty of it — the beauty of being able to **keep in touch** even after **growing** so far apart.



# THE VINYL Nites



These groups form and connect over a **shared interest in music**, where members pick **CDs or records to listen to every week**.

The party is either hosted at someone's place — usually the album **'collector'** who somehow has enough **funds** to sustain this habit in a **streaming economy** — or at an event venue, if the community is managed and administered by some bigger organisation.



Part of the week is spent **nerding** out over **artists, music videos, gossip, the latest releases, and news** about **upcoming gigs, festivals, and concerts**. People name-drop popular musicians like they live next door, and they also try to one-up each other on trivia. **"Axl Rose is such an a-hole"** or **"Yoko broke up The Beatles."**

The second half of the week is spent **planning** the party. After a day or

two of recommendations, back-and-forth, and **debates** over **genres and themes**, an album is **finally picked** and a date and time are decided. There is always that one member who doesn't really contribute to the decision-making but cares more about the essentials: **"Drinks BYOB rakhe? Aur chakna? Aur dinner? Aur greens?"**

Post-meetup, everyone is **euphoric**, and the **picture-sharing stage** begins. The next day or two are usually spent reminiscing over the **party, joking** about **hangovers**, and having a characteristic light-hearted **flirty dynamic** between those two members who clicked at the party.

By Tuesday, the **refresh button** is **hit** and the first phase of **trivial** conversation begins again. Until **Mr. Essential** proposes, **"Yaar next time after-party kahaan rakhe?"**



# FIND A Creator



These are usually large **communities of freelancers - copywriters, content writers, film producers, editors, actors** — as well as **studio reps** and **HR personnel** from creative agencies. The purpose is singular. To **connect, network,** and **share** information about upcoming projects and job openings.

All interactions can be placed on a spectrum from **“We Have a Job, Creator Needed”** to **“I’m a Creator, Job Needed”**. One single job posting can lead to hundreds of raised hands expressing interest. It’s a very **active group**, so it’s easy to be overwhelmed by the sheer magnitude of texts being posted every hour.

The tone of **conversations** is usually supportive but can get self-

absorbed as artists **toot their own horns** or **fish for compliments** (likes and follows in today’s lexicon). In the small chance that someone utters the three-letter word **“pay”**, all members **morph into political activists** ranting about how society doesn’t respect its artists, and how commercial commoditized corporate capitalism has led to the **death of art.**

**Don’t fret too much**, as the next time you open the chat, you could be greeted by **300** completely **unrelated messages**, and the atmosphere of protest will have long been forgotten and replaced by the **status quo positivity cloud** that blankets its precious creators.



# 7 BROAD Classifications. Sub<sup>39</sup>-species.

## AND ONE FANTASTIC FUN RIDE.

But before we end, a few necessary clarifications. At **no point** are we suggesting that this is an **exhaustive list** of all **WhatsApp users or groups**. Neither are we saying that these are mutually **exclusive species**, by which we mean that human beings can display **traits or symptoms** of more than one of the above-mentioned groups. However, having said that, if your brand were to engage in some amount of **WhatsApp Marketing**, this just might be a **handy reckoner** to tailor your messages keeping the type of WhatsApp user in mind.

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