V SIMGETI
simpósio mineiro de gestão, educação, comunicação e tecnologia da informação
25 E 26 DE NOVEMBRO
Departamento de Pesquisa - Unis
Grupo unis

INFORMATION PROFESSIONAL DURING A PROCESS OF SALES OF INFORMATION SERVICES THROUGH WHATSAPP BUSINESS

Dalbert Marques Oliveira | dalbertoliveira@gmail.com (ISCAP-P.Porto)
Patrícia Miranda Pereira | patricia.miranda.97@gmail.com (ISCAP-P.Porto)

SUMMARY

This paper describes how the Information Professional manages information during a sales process of information services through WhatsApp Business. Such an approach is justified due to the great importance that information currently assumes, as well as the increasingly common practice of information exchange through online, peer or group dialogues. Realizing this reality, dozens of companies have specialized in creating and marketing - often imperceptible to the user – of channels and tools that enable this information exchange. These channels and tools represent new challenges and opportunities for the Information Professional and for the whole society. Among the challenges, it's possible to mention issues related to the collection, processing, storage, management, analysis, maintenance, sharing and privacy of information. With respect to opportunities, we note the use of information as a bargaining chip or even as a product. Among these tools that enable the exchange of information between peers or groups is the WhatsApp application and its Business version. The aim of this paper is to address various aspects of this use, taking advantage of a real case of selling information about Portugal to individuals interested in the country. In this paper it was possible to verify that WhatsApp Business has numerous tools that make it possible to sell informational services online, however the Information Professional should be competent to solve a number of problems and be able to take full advantage of this tool, the WhatsApp Business.

Keywords: Information Management, Information Professional, Online Conversations, Information Sales on WhatsApp, WhatsApp Business.

1 INTRODUCTION

Few would venture to deny that information assumes currently immeasurable weight and that the exchange of information through dialogue, online, by peers or groups, has long become commonplace in our society. With the perception of this reality dozens of companies have specialized in creating and marketing - often imperceptible to the user – of channels and tools that enable this information exchange. Such marketing is in itself unnoticeable because the vast majority of users are unaware that they are buying these tools with their personal information. With this, new challenges and opportunities for the Information Professional arise in our society. Among the challenges it's possible to cite issues related to the collection, processing, storage, management, analysis, maintenance, sharing and privacy of information. With respect to opportunities, we note the use of information as a bargaining chip or even as a product.

Among these tools that enable the exchange of information between peers or groups is WhatsApp. There are two official versions of this app, the personal and the commercial one, WhatsApp Business (WB), and this second use is addressed most heavily in this article. The use of WhatsApp is an issue that has been debated by several authors in the field of information science and technology, and references to it can be found in authors such as Neto, Manfrinato Cessel (2015), among others. However, so far none have addressed the issue from the point of view of using WhatsApp as a paid service. This use, however, is common in areas as diverse as exchanging information on stock exchanges, cryptocurrencies, tourist guides and even illegalities such as groups selling sensitive information from law enforcement, such as police surveillance on

roads, police approaches in communities (neighborhoods, slums, urban conglomerates) and search and seizure operations in the political environment.

This article will address various aspects of this use, taking advantage of a real case of selling information about Portugal to individuals interested in the country through individual or group messages. One of these aspects relates to the proximity created with users while meeting their information needs. Finally, it will show that managing groups on WhatsApp, especially paid groups, involves not only information management skills, but also other skills and competencies that an information professional has.

2 THE WHATSAPP BUSINESS

The WhatsApp is the messaging app most used in the world (Zuckerberg, M., 2018; Armstrong, M., 2019). As seen in the Introduction, this app has two versions, the conventional version, called WhatsApp and the commercial version, WhatsApp Business (WB), which adds features to the conventional version. In the commercial version, WB makes it possible, among other functions, to create a business profile with useful information for customers, such as address, organization description, e-mail and website; organize information, contacts, and conversations by tags so that you can filter them by predefined terms; create message templates with the "quick replies" feature where you can save the messages you send most often and reuse them to answer the most common questions your organization receives; obtain statistics on the flow of messages sent, delivered and read; define automatic messages, such as "absent" messages, to inform customers of the inability to respond at this time and / or "greeting message" to introduce the company to interested parties (WhatsApp Inc., 2019e).

In addition there is access to features already in the conventional version of the app, which includes: the sending of free messages (these messages can be sent audio and video files, PDF, documents, tables, slideshows, among others, with a limit of up to 100MB per file); create and

name chat groups with the same messaging possibilities (these groups support up to 256 people at a time); possibility of use through a desktop app or via web browsers; possibility of making individual or group voice calls and videos; end-to-end encryption, that is, messages and calls are secure so that only participants in the conversation can access their content. In addition, WhatsApp is a system compatible with leading mobile operating systems in the market such as Android, iOS, BlackBerry, Symbian and Windows Phone (WhatsApp Inc., 2019e).

2.1. State of Art

The use of WhatsApp as a working tool is an issue that has been debated by many authors in the field of information technology. In a quantitative survey published by Neto, Manfrinato and Cessel, it was found that "customers are looking for new ways of buying and interacting with suppliers that can offer a faster response speed to expected expectations" with WhatsApp being accepted and used by over 56% of interviewed (2015, p. 11). In another article you can see the positive impact of WhatsApp, as a smartphone app, to online businesses, helping to develop their success (Ibrahim, J., Ros, R. C., Sulaiman, N. F., Nordin, R. C., & Yuan, L. Z., 2014). With regard to customer proximity, Passos and From comment that through WhatsApp "the organization [will appear to be] always available to [serve the customer], reducing response time, […] approaching him, always being available, making this response time a competitive advantage " (2017, p. 141). However, none of these addresses the issue from the point of view of using this platform as a paid service or content curator. UOL Notícias has advanced a report with the title: "Model charges R $ 10 to send erotic photos and poetry through WhatsApp" (Padrão, M., 2016); another public newspaper: "New Profession: Group Content Curator on WhatsApp: Application Became a Business Niche for Startups and Websites That Provide Custom Files and Information for Users" (Waltrick, R., 2016). There are still those who can monetize 15 thousand reais, monthly, with curated paid groups in WhatsApp (Wiedemann, E., 2016); but unfortunately

we see reports like this: “organized crime uses WhatsApp as a weapon […]” (Terra Networks Brasil, 2014) and “300 WhatsApp Groups Are Linked to Animal Trafficking” (Bourscheit, A., 2018).

Note that WB has been used for some time for commercial information selling purposes. The next topic will cover how this is possible in an explanatory walkthrough that will cover from platform deployment to service delivery / delivery.

3 THE IMPLEMENTATION OF THE SERVICE

The development of this paper was based on the practical demonstration of the creation, implementation and use of a WB account as a tool for selling information about Portugal to Brazilians interested in the country. The steps mentioned here began in 2017 and continue to evolve at least until the writing of this paper. To perform the steps mentioned here, it was necessary to implement and test a number of features and practices as well as understand the needs of the organization's systems whose results fed back the implementations and provided other practices to be tested for a perfect utopian service.

3.1. Start of Step by Step

The first step was the implementation and testing of the WB tool. For this, a SIM card was purchased from a telephone company which was inserted into a smartphone running the Android operating system - compatible with the WB app - and WB was installed using PlayStore[1]. After proper installation, following the instructions of the app itself, started setting up the business account through the steps provided by the app. These steps include Inserting a photo, address (which may be the full direction or only city or country), choosing the type of service from the

[1] Google Web Store that sells apps for the Android operating system

default, a description of the organization and service provided, operation, email address and websites.

There was no need to fill in all data, as they did not influence the effectiveness of the service. After filling in some of these data, the profile is now included in the information you entered, and it could be viewed by users who found the organization's profile on WhatsApp.

3.2. Business Resource Use

The next step was the creation of the so-called “greeting message”, a WB feature that allows automatic and instant interaction with the user, provided some prerequisites are met. This message is intended to be read by users who came into contact with the service for the first time, or who stayed for a long time without contacting the service. There were several modifications to this greeting message as users asked new questions about what was offered. Utopia was, and still is, informing the user, at the first contact, about what the service is, that is, the user wants to know more about the service, and this is intended to be done without hiding the issue that it is a service and therefore has costs. WB allows you to configure the message so that it is sent to all users “who have not been in contact […] within the last 14 days”, and to decide who will receive it, if “all”, “all but contacts…”, “All except…”, or “Send only…” (in the last two cases you should select contacts from those in the WB phone book) (WhatsApp Inc., 2019d). After extensive testing and analysis of other WB features, it was decided to relate the “greeting message” to the “away message”, which is another feature of WB which has other options. The first option of this “away message” is to decide whether or not we want the message to be sent automatically when some events occur. You can choose a specific time period for sending the message, that is, a set of days / hours, or "Off-hours" that we inserted in the creation of the profile, and finally there is the option "Always send" which was decided to use, because the intention was to associate this "away message" with the "greeting message" that was addressed

earlier. Then we started writing and testing messages in order to supply the informational need of users coming into contact with the service, until a message model was found that supplied the vast majority of the questions and filtered the interested ones from the curious. This filter was achieved by appealing to the user to answer with a "yes" after reading the automatic messages if they wanted more information (WhatsApp Inc., 2019a).

From that moment on WB had been considered operational. It was possible to receive messages from contacts that were partially filtered by the app and there was interaction with potential users of the service.

3.3. Contact with the target audience and testing of other features

Having identified the interested parties, it was necessary to inform them about the relevant issues, such as the rights and duties governing the service - a kind of contract. The service has some "modalities" that relate to the type of need of the user. These modalities are in the area of “Tourism”, “Education”, “Work”, “Investment” or “Reform”, each with different values. As the rules had few differences, only changing the amount to be paid by the type of guidance received and the interest of the user, as will be explained later, WB's “quick replies” - described below - were built using messages that fit into each mode or even a mixture of them. After the positive response from the user, which included how they would make the payment and when they would, would receive the payment guidelines, that were also previously introduced in the “response models” and as soon as the interested party sent the deposit / transfer receipt, they were added to the group.

WB “quick replies” let you “create keyboard shortcuts for the messages you send most frequently” (WhatsApp Inc., 2019b). This feature is extremely useful for saving time and for normalizing the most frequently answered service. You can create keywords to send the message. When you want to send one of the template messages, just insert the slash symbol “/” before the

chosen keyword and the entire message will appear in the writing cursor, and you can change it at the moment if necessary. There is a limitation of 50 automatic replies per account, but with good information management, which has been implemented and will be commented on later, this response limit is enough for this type of service.

After some observation it could be noticed that many people interested in different topics, being part of the same group contributed to the increased experiences but at the same time made the group confusing, especially for the less experienced user of WB tool management. It was then decided to create thematic groups within the app. As each group has a capacity of up to 250 participants, the creation of other groups increased the total number of users of the service, but conversely increased the challenges of information management. If groups were opened for the above mentioned modalities, namely: “Tourism”, “Education”, “Work”, “Investment” and “Retirement”. Who was interested in various topics, such as an investor who was also interested in “Tourism” and “Education”, participated in all three groups and paid the most expensive service fee.

3.4. Information Management

As the paper progressed, other needs arose that needed to be addressed, all related to information management: How do I track payment dates, their confirmations, and charges? How to keep user information up to date and with specific levels of accessibility and restrictions? How to know where they came from and how they got to know the service? What was observed was that although the work was fulfilling the goal, it was not possible to answer these questions without spending a lot of time searching for them in the conversation history through the app's search functionality. At this time, knowledge related to information management was of paramount importance for the success of the service. After an analysis of what was intended to be retrieved from the information produced, a sort of “database” was created in an online

spreadsheet to be able to insert and control these issues. In this spreadsheet, in addition to the user's personal and contact information, the day it first came into contact with the service, how and when it first met the service, which interest group (s) it belonged to, when it paid the first fee, when and with whom it was intended travel to Portugal, how long and in what places I wanted to stay / visit, among other pertinent questions that started to facilitate the management of the service and contribute to the creation of strategies for its optimization. A set of questions and answers that were observed to be the most frequent were inserted, these were *a posteriori* inserted in the "answers models" of WB.

Another concern was the creation and maintenance of accessibility and editing levels. Once again, knowledge related to information management proved to be essential, not only for choosing the tools to be used to achieve that goal, but also for understanding what should or should not be shared. Sharing and embedding levels were achieved through the use of logins, integrated with the "sharing" and "embedding" in Microsoft Office documents online (Microsoft, 2019a; 2019b). Thus, it was possible to define, for example, which of the collaborators would have access only to the document view and which could edit them and also define the information that would be visible, within the information contained in the shared or embedded documents.

Further exploring the features of WB, notably the "tags" feature, these allow us to identify users (contacts) and / or groups with terms that can be retrieved by search. Based on user-chosen themes, regions, and claims, just to comment on some distinctions between the 20 tags that can be created by the app. These tags not only allow users to be visually organized, but also allow messages to be sent in a targeted manner, which WB calls the "Broadcast List" (WhatsApp Inc., 2019c); the possibilities are numerous within the service itself.

3.5. Information Retrieval and Work Processes

The challenges continued and increased as the volume of information to be organized and managed increased: How to organize all of this information and documents online so that they can be retrieved by those who need them, at the right time and place? In the case of tags, for example, it would not do much to create terms in tags if they could not be found, if for a lapse, if you forgot the term associated with it. With the knowledge of information management, it was possible to realize that all information should be retrieved by commonly used keywords, both among current and future employees of the service. We created our own dictionary of keywords and their synonyms, all indexed in existing spreadsheets. In this phase, what was being created, in fact, was a "thesaurus" and with that a lexical culture was built for the service. Customers were renamed as "users", as explainers (who answered users' questions) as "collaborators", the leasing of a property as a "lease" and a piece of furniture as a "lease", among many other examples.

In line with this need, it was found that the manner and order in which information was retrieved and activities were developed also contributed positively or negatively to the development of the service. Once again, equipped with the knowledge of information management, ways were sought to supply this need; to this end, workflows were created. These were created through a text document where the step by step of each activity necessary for the good development of the paper was written, from how, when and where the advertising texts would be published on social networks, through the way and time to clarify potential users about frequent questions, until the service itself (the execution of the service). These workflows are designed to be easily updated - given the sharing and embedding features mentioned above - and put into practice.

3.6. The constancy of change and work with others

Change proved to be the only constant. Maintaining generic responses, workflows, as well as all information retrieved and produced by the service, easily accessible so that it can be

updated at any time has proved increasingly challenging. To make it easy for you to access all of this information online, we used the features of a Google web browser, Google Chrome, where after logging in, web site links were inserted into the browser's databases, the "bookmarks", so that other information could be quickly and searchable, to address less frequent or specific issues, always to meet the needs of certain users (Google, 2019; Choo, 2003b).

From the moment the service became better known to the target audience, the opportunity arose to add partner services to it. Initially lawyers, real estate agents, car rental entrepreneurs were interested in having their services publicized in groups and being able to access users to market their services. Thus, one more challenge had to be met with the help of information management, the exchange of information between partners and users. To this end, an online form was created where users would fill in their details and would or would not consent to the full supply of these or parts to a particular partner(s). On the part of the partners, in order to maintain the quality of the services provided, it was required to comply with certain rules of conduct. Feedback forms were also created for both parties to understand how the service as a whole was being delivered and perceived by users and partners. These forms served as a tool for new implementations and optimizations that have always aimed at the continuous improvement of the services provided.

4. RESULTS

The implementation of this new service model, namely the use of groups in WB to sell information about Portugal to interested parties in the country, produced a growing exchange of experiences and generated synergies among the group participants. The possibility of knowing the doubts of other users made the participation informationally richer. Often the doubt that a user posed was the same doubt that another user had, but he either could not express himself or did not know that he had that need until he was confronted with it. This goes against what Choo

(2003a) argues about the user often not wanting to know what he needs, which can be done consciously or not. Being in the group, the user can somehow "get rid" of the ignorance of not knowing or not wanting to know.

Another extremely important result was the reduction of total costs by users. This reduction of values was only possible because before the guidance service was done individually and now these are now served as a group. Since the time spent individually with each one was reduced, the amount spent was reduced. This reduction was then passed on to users.

The use of pre-programmed messages that filtered out stakeholders also proved to be an asset as it reduced the time spent with people who were not interested in the service. However, automatic filtering can cause a shortcoming, as many users need more direct and personal contact to make a positive decision about accepting the service.

The creation of thematic groups made it possible to focus on certain issues within the group and to increase the number of users within the same theme.

Information management enabled the creation and perception of metrics and strategic possibilities with the data that were collected. From the moment the service metrics were recorded, it became possible to verify, for example, which channel was used for the advertising of the service that had the greatest interaction among the publicity publications, from which regions in Brazil came from. users, what was their intention towards Portugal, among other information, which could now be worked on to improve the service, aiming at a better effectiveness and efficiency in its execution.

Online document sharing and embedding features made it easy to access, edit and protect data. Access made it possible to centralize commonly used information in a place that is easy to view and retrieve. Editing allowed the appropriate actors to edit the information in the same place they viewed it; protection ensured that only those with certain permissions could access the information.

WB's "tags" allowed to include users and groups into categories, this segregation allowed, among other actions, the targeted sending of private messages to specific groups of users, reducing the time spent manually selecting them.

The creation of workflows was essential for the progress and optimization of the service, as it allowed us to visualize how each activity was developed and how they could be optimized to reduce the time spent in each one.

Creating a Q&A database and copying key answers to WB "quick replies" streamlined and standardized the service because there was no longer a need to rewrite answers to similar questions and not there was a risk of not mentioning any point of interest to the user.

The creation of a thesaurus also standardized the language of the service. Thus, it was possible to reduce misunderstandings and incongruities that could occur during the dialogue between employees.

Google Chrome (browser) where links were embedded in a database format made it easy to retrieve online information, useful for expanding answers to less frequently asked or even new questions from users.

Finally, the result obtained with the participation of partners produced an increase in the offer to users and consequently an increase in the added value of the services.

5. FINAL CONSIDERATIONS

As noted in this article, WB has several useful features for providing services such as selling through online groups. The article focused on selling information, but the app is not just about this type of service, many other artifacts, physical or virtual, may be inserted in this marketing. However, it was observed that for the success of services, as discussed above, it is necessary to implement a series of steps related to information management and at this point the presence of an Information Professional is indispensable, this can help from analyzing and

choosing what should be retrieved and stored, when and how it should be done, through designing a simple spreadsheet database or even a more sophisticated database like data warehouses, as well as creating workflows and research into the type of information that has the greatest value for maintaining and successfully servicing the service.

Given the above, it is also important to highlight several situations that, although not addressed in this article, are essential for building a WB-based business and may be subjects for further papers. They are the possibility of using the same WB in several devices, in order to allow the simultaneous work of several collaborators; control over possible information leaks to others who have not purchased the service; timely confirmation of payments for services to verify that the receipts received are in fact true; social media marketing strategies for service advertising and ultimately the creation and use of message bots to further reduce time spent, for example with identical question set answers.

O PROFISSIONAL DA INFORMAÇÃO DURANTE UM PROCESSO DE VENDAS DE SERVIÇOS INFORMACIONAIS ATRAVÉS DO WHATSAPP BUSINESS

RESUMO

Este trabalho descreve como o Profissional da Informação gerencia a informação durante um processo de vendas de serviços informacionais através do WhatsApp Business. Tal abordagem se justifica devido à grande importância que a informação assume atualmente, bem como à prática cada vez mais comum da troca de informação, através de diálogos, online, por pares ou grupos. Com a perceção dessa realidade dezenas de empresas se especializaram na criação e comercialização – muitas vezes impercetível para o usuário – de canais e ferramentas que possibilitam esta troca de informação. Estes canais e ferramentas representam novos desafios

e oportunidades para o Profissional da Informação e para toda a sociedade. Entre os desafios é possível citar questões relacionadas à recolha, ao tratamento, ao armazenamento, à gestão, à análise, à manutenção, à partilha e à privacidade da informação. Já com respeito as oportunidade, observa-se a utilização da informação como moeda de troca ou mesmo como um produto. Entre estas ferramentas que possibilitam a troca de informações entre pares ou grupos, encontra-se o aplicativo WhatsApp e a sua versão Business. O objetivo deste trabalho é abordar vários aspetos desta utilização, aproveitando para isso um caso real da venda de informações sobre Portugal para indivíduos interessados no país. Neste trabalho foi possível verificar que o WhatsApp Business possui inúmeras ferramentas que possibilitam a venda de serviços informacionais online, entretanto o Profissional da Informação deverá ser competente para resolver uma série de problemas e conseguir retirar bastante proveito desta ferramenta, o WhatsApp Business.

Palavras-chave: Gestão da Informação, Profissional da Informação, Conversas online, Vendas de informação no WhatsApp, WhatsApp Business.

REFERENCES

ARMSTRONG, M. **The Global Top 10 Android Apps**. Available in <https://www.statista.com/chart/8553/the-global-top-10-android-apps/>. 2019. Access in 24 oct. 2019.

BOURSCHEIT, A. **300 grupos de WhatsApp estão ligados ao tráfico de animais em todo o país**. *The Intercept*. 2018. Available in <https://theintercept.com/2018/10/10/grupos-whatsapp-trafico-de-animais/>. Access in 24 oct. 2019.

CHOO, CHUN WEI. **A organização do conhecimento: como as organizações usam a informação para criar conhecimento, construir conhecimento e tomar decisões**. São Paulo: SENAC. 2003a.

CHOO, CHUN WEI. **Gestão da informação para a organização inteligente: A arte de explorar o meio ambiente**. Lisboa: Ed. Caminho. ISBN 978-972-21-1506-3. 2003b.

GOOGLE. **Create, view & edit bookmarks**. 2019. Available in <https://support.google.com/chrome/answer/188842?co=GENIE.Platform%3DAndroid&hl=en&oco=1>. Access in 24 oct. 2019.

IBRAHIM, J.; ROS, R. C.; SULAIMAN, N. F.; NORDIN, R. C.; YUAN, L. Z. **Positive Impact of Smartphone Application: WhatsApp & Facebook for Online Business**. *International Journal of Scientific and Research Publications*, 4(12), 1–4. 2014. Available in <http://www.ijsrp.org/research-paper-1214/ijsrp-p3689.pdf>. Access in 24 oct. 2019.

NETO, A., MANFRINATO, I., & CESSEL, A. M. **A utilização do aplicativo para dispositivos móveis Whatsapp como um canal de vendas e pós vendas no comércio eletrônico**. *X Ciclo de Estudos*. 2015. Available in <https://unifcv.edu.br/admin/assets/repositorio_arquivo/152c7943b5b6cfc443b89a11531bbf18.pdf>. Access in 24 oct. 2019.

PADRÃO, M. **Modelo cobra R$ 10 para enviar fotos eróticas e poesias pelo WhatsApp**. *UOL*. 2016, March 1. Available in <https://noticias.uol.com.br/tecnologia/noticias/redacao/2016/03/01/modelo-lucra-r-25-mil-por-mes-com-fotos-eroticas-e-poesias-no-whatsapp.htm>. Access in 24 oct. 2019.

PASSOS, H., & FROM, D. A. **A produção de conteúdos das ações de marketing na rede social Whatsapp**. *Revista Dom Acadêmico*, 2(1), 53–133. 2017. Available in <http://domacademico.unidombosco.edu.br/index.php/domacademico/article/view/34/33>. Access in 24 oct. 2019.

MICROSOFT. **Embed files directly into your website or blog.** 2019a. Available in <https://support.office.com/en-us/article/embed-files-directly-into-your-website-or-blog-ed07dd52-8bdb-431d-96a5-cbe8a80b7418?omkt=en-US>. Access in 24 oct. 2019.

MICROSOFT. **Share a document**. 2019b. Available in <https://support.office.com/en-us/article/share-a-document-d39f3cd8-0aa0-412f-9a35-1abba926d354?omkt=en-US&ui=en-US&rs=en-US&ad=US>. Access in 24 oct. 2019.

TERRA NETWORKS BRASIL. **Crime organizado usa WhatsApp como arma e assusta população**. 2014. Available in <https://www.terra.com.br/noticias/brasil/policia/crime-organizado-usa-whatsapp-como-arma-e-assusta-populacao,877b9c0b6dce9410VgnVCM20000099cceb0aRCRD.html>. Access in 24 oct. 2019.

WALTRICK, R. **Nova profissão: curador de conteúdo para grupos no WhatsApp**. *Gazeta do povo*. 2016. Available in <https://www.gazetadopovo.com.br/economia/nova-profissao-curador-de-conteudo-para-grupos-no-whatsapp-8ihtf3yl8xgto37r9d85bkg83/>. Access in 24 oct. 2019.

WHATSAPP INC. **Using away messages**. *WhatsApp*. 2019a. Available in <https://faq.whatsapp.com/pt_br/android/26000099/?category=5245246%3E.&lang=en>. Access in 24 oct. 2019.

WHATSAPP INC. **Using quick replies**. *WhatsApp*. 2019b. Available in <https://faq.whatsapp.com/pt_br/android/26000101/?category=5245246&lang=en>. Access in 24 oct. 2019.

WHATSAPP INC. **Using labels**. *WhatsApp*. 2019c. Available in <https://faq.whatsapp.com/en/android/26000102/?lang=en>. Access in 24 oct. 2019.

WHATSAPP INC. **Using greeting messages**. *WhatsApp*. 2019d. Available in <https://faq.whatsapp.com/pt_br/android/26000100/?lang=en>. Access in 24 oct. 2019.

WHATSAPP INC. **WhatsApp Business**. 2019e. Available in <https://www.whatsapp.com/business/?lang=en>. Access in 24 oct. 2019.

WIEDEMANN, E. **O Whatsapp, a «classe média» e o mundo underground do conteúdo**. *Youpix*. 2016. Available in <https://medium.youpix.com.br/o-whatsapp-a-classe-média-e-o-mundo-underground-do-conteúdo-3b69e7cd5492>. Access in 24 oct. 2019.

ZUCKERBERG, M. **[Facebook]**. 2018. Available in <https://www.facebook.com/zuck/posts/10104501954164561?pnref=story>. Access in 24 oct. 2019.