

A Survey Report

On

SMS Usage Pattern Among KU Students

(MED 301, Mass Media Research)



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SMS Usage Pattern Among KU Students

1. Introduction:

The Survey research was conducted to find out the overall SMS usage pattern of students from Kathmandu University. Kathmandu University has established itself as the leading university in Nepal where students from diverse geographical location are studying. Also, the researcher is studying in the same University in Media faculty. The following research was carried out to fulfill the requirement of Survey Assignment of MEDS 301 (Mass Media Research) under the supervision of Assistant Professor Nirmala Mani Adhikary.

2. Literature Review:

SMS stands for Short Message Service. It is a technology that enables the sending and receiving of messages between mobile phones. SMS first appeared in Europe in 1992. It was included in the GSM (Global System for Mobile Communications) standards right at the beginning. Later it was ported to wireless technologies like CDMA and TDMA. It is possible to send ringtones, pictures, operator logos, wallpapers, animations, business cards (e.g. VCards) and WAP configurations to a mobile phone with SMS messages.

Recently, SMS has established itself as a new media and the users are increasing day by day because SMS are also available in the form of Web SMS and MMS (Multi Media Service).

2.1 Research Questions: The survey is carried out to know the perception of KU students about SMS and its advantages. My major Research Questions are:

- 1) What are the factors that reinforce or restrict KU students from using SMS?
- 2) What is the state of active and passive users of SMS?
- 3) What are the main purposes of using SMS by KU Students?

3. Research Design for Sampling and Data Collection:

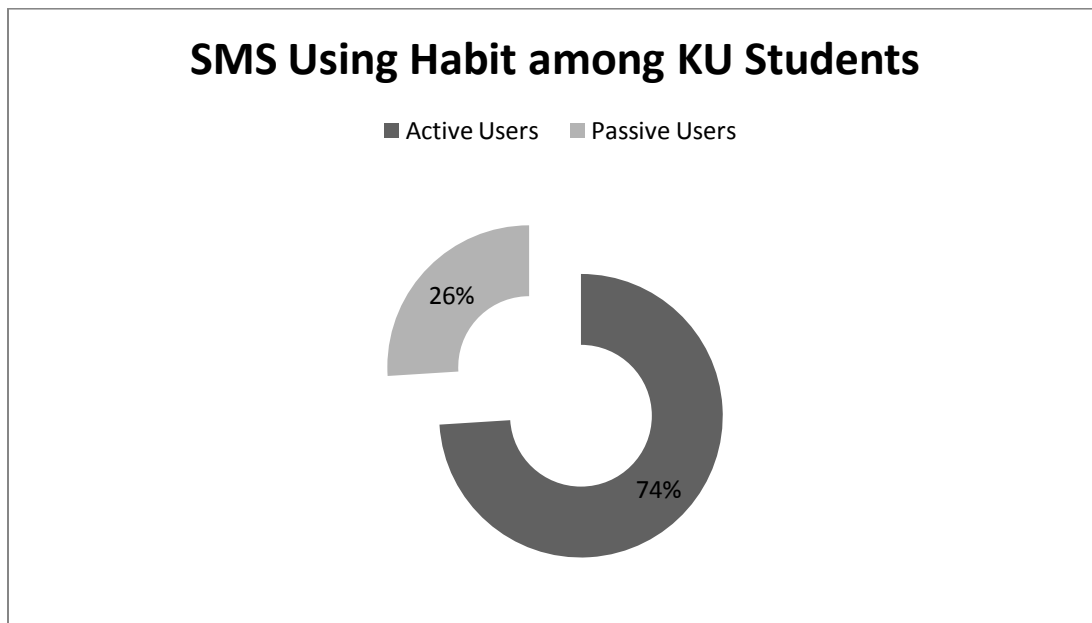
30 students were randomly or purposively selected among 1700 students of Kathmandu University Central Campus to investigate the problem due to time factor and access problem of

the researcher. Questionnaire consists of 7 questions which are composed of open-ended, closed ended and rating type of questions which are shown below.

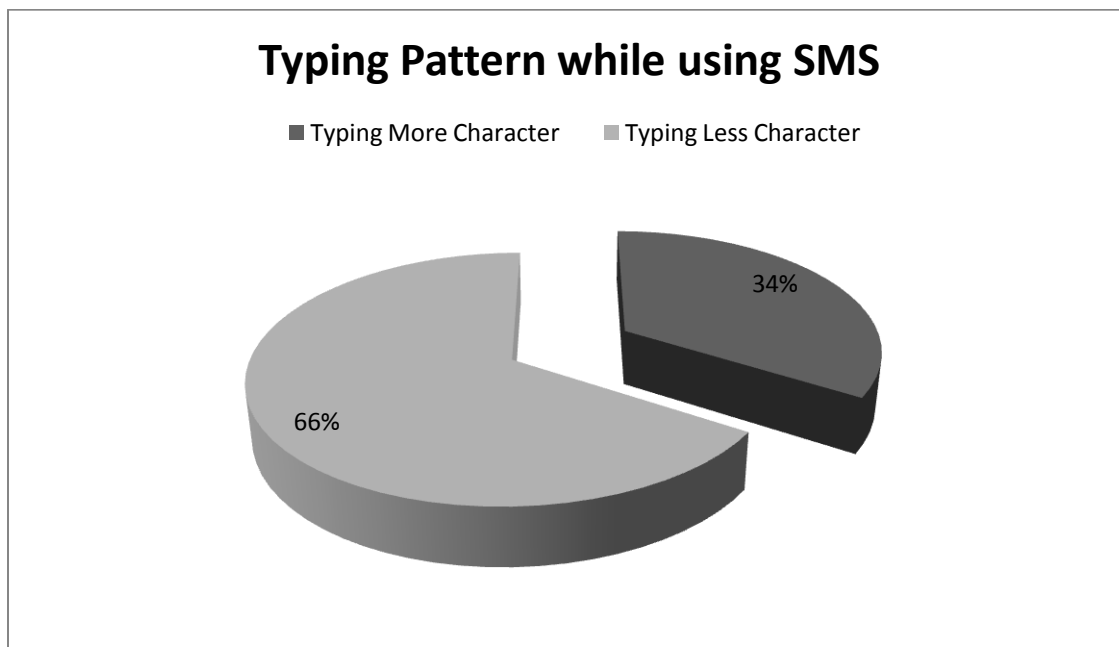
1. How often do you use SMS?
a- Often b- Frequently c)Rarely d) Never
2. I want to wish birthday to my relatives or friends? I will use SMS most of the time
i) Strongly Disagree
ii) Disagree
iii) Agree
iv) Strongly Agree
3. I am going to contact a new person whose mobile no I already know. Most of the time I will
i) Use SMS ii) Make a Phone Call iii) (if any other) _____
4. I think people use SMS because they (you can tick more than one)
i) Are easy to use
ii) Are cost effective
iii) Can be stored for long time
iv) (if any other) _____
5. If SMS service is collapsed by my mobile service then, I will bear _____ harm. (1 for low harm and 5 for great harm)
i) _____ 5
ii) _____ 4
iii) _____ 3
iv) _____ 2
v) _____ 1
6. I want to say 'hi' to my classmate or relatives. Which one of below you will prefer to type more?
i) Hi
ii) Hi, how r you?
iii) Hi, how are you? Are you fine?
iv) (more than above) _____
7. I think the advantages of SMS are (you can tick more than one)
i) Economical
ii) Storable for long time
iii) Security
iv) (if any other) _____

3.1 Limitations: One may find many limitations in this Survey. First, my sampling is purposive. Second, my study corpus is very narrow. So, the findings may not give the overall SMS usage pattern of 1700 KU students.

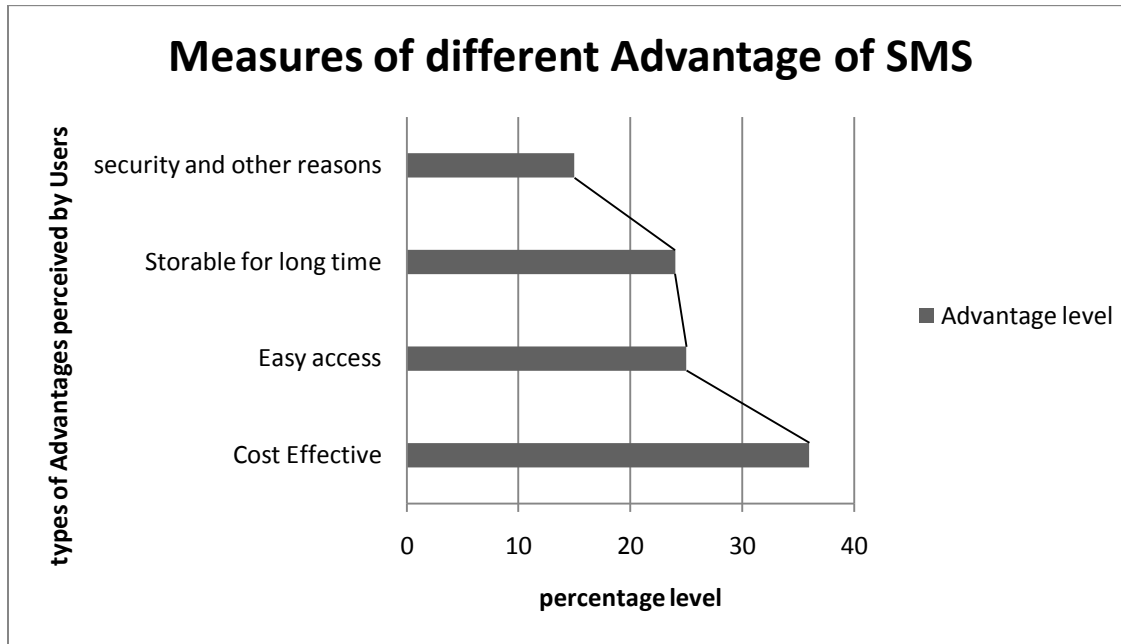
4. Data presentation



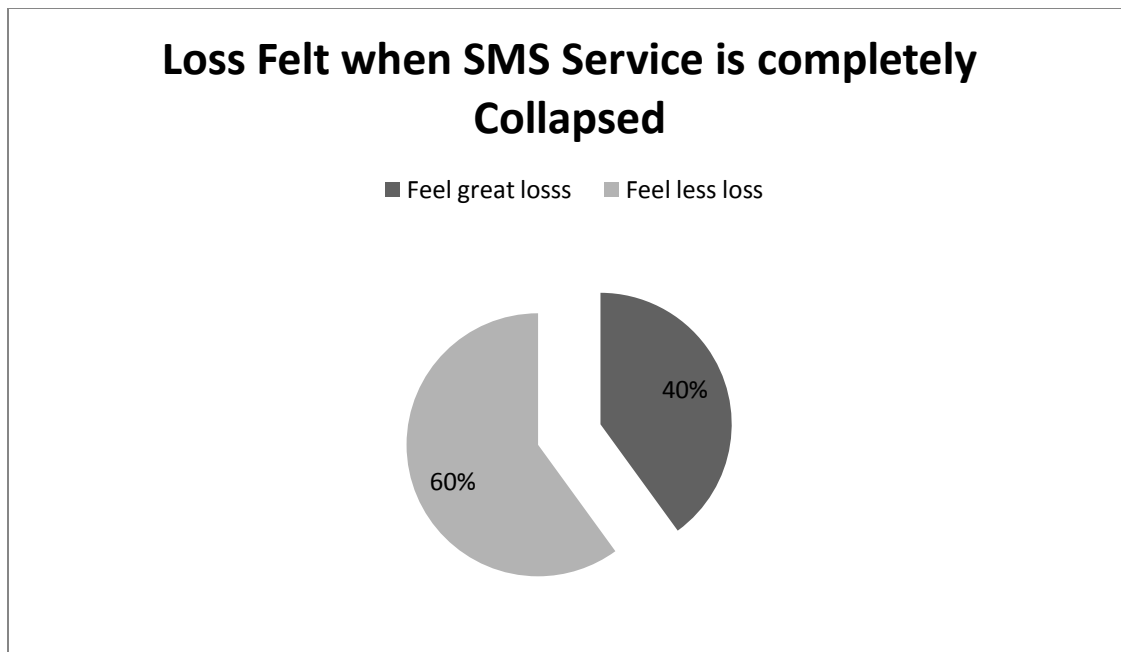
(Fig 1.)



(Fig 2)



(Fig 3)



(Fig 4)

5. Data interpretation and Analysis:

According to the data presented above, we can generalize some of the findings as listed below:

- a- Fig 1 shows that more than two third of the Ku students fall under the category of Active SMS user. But at the same type fig 4 shows that more than half of the KU students don't feel so much damage to their communication process when SMS service is collapsed by their service provider. This result gives the further explanation of the KU SMS usage pattern of KU students that may be 24 hour full internet access in KU might have provided enough alternatives to communicate with their friends or relatives.
- b- Fig 2 suggest that two third of the KU students like to type more characters in their mobile. This may suggest that KU students take SMS as a mean of spending their time with pleasure.
- c- Fig 3 says that most students use SMS because they find it very cost effective. Its obvious that if you can send your message in a rupee or less than why to call for more and lose your balance. May be student have to manage the mobile service expenditure with their limited pocket money and they take cost factor under consideration. Easy access was another reinforcing factor behind using SMS. Dhulikhel is town where there is frequent complains about the network problem of Nepal Telecom mobile service. Fig 3 also suggests that SMS, due to its capability to be stored for long time, has been popular form of new media to disseminate the information to the desired audience.

References:

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