

Attitudes toward Using Communication Technologies in Education: A Comparative Study of Email and SMS

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Abstract. Educational institutions deploy email and short message service (SMS) to maintain efficient communication with their students. This research examines factors influencing students' attitudes toward using SMS and email, and compares the differences in the proposed factors between email and SMS. The results show that information richness and mobility affect students' perceived utility of email and SMS while information privacy and perceived utility affect the students' attitudes toward using email and SMS. Social pressure has found no impact on the research model. Students also perceive that email provides rich information and utility higher than SMS but SMS possesses mobility more than email. In addition, students have attitudes toward using email more than SMS to maintain communication with their institutions. The paper concludes with a discussion of findings, implications and limitations.

Keywords: Attitudes, Email, SMS, Education, Communication, Technology.

1 Introduction

Communication technologies including email, SMS, instant messaging, and Blog are rapidly becoming inescapable tools for e-business success in a digital era. Electronic mail (email) and Short Message Service (SMS) are important tools that have been long employed to improve organizational performance and support marketing activities in a business sector. Email is rapidly becoming a preferred communication medium for many people. Radicati Group estimates the number of emails sent per day in 2008 is around 210 billion messages and more than 2 million emails are sent every second [7]. Most people routinely use email for work, socialization, and marketing purposes. Email marketing revenue in the U.S. was expected to move up to \$ 6.1 billion in 2008 [12]. SMS is a communication service using standardized communications protocols allowing the interchange of short text messages between mobile telephone devices [13]. The number of SMS usages is dramatically increased. Portio Research predicts that SMS will become a US\$100 billion by 2010, and worldwide total traffic will reach almost 5 trillion messages in 2011 [14]. SMS traffic in the Asia Pacific region is expected to increase to over 1.2 trillion messages by 2010