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DIPLOMA IN PUBLIC ADMINISTRATION

FACULTIES OF ADMINISTRATIVE SCIENCE AND POLICIES STUDIES

"PERCEPTION OF DBS's STUDENTS TOWARDS SHORT MESSAGING SERVICE (SMS)"

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Generally, according to **Puneet Gupta in www.wirelessdevnet.com,** SMS is a mechanism of delivery of short messages over the mobile networks. It is a store and forward way of transmitting messages to and from mobiles. The message (text only) from the sending mobile is stored in a central short message center (SMS) which then forwards it to the destination mobile. This means that in the case that the recipient is not available; the short message is stored and can be sent later. An interesting feature of SMS is return receipts. This means that the sender, if wishes, can get a small message notifying if the short message was delivered to the intended recipient.

Since SMS used signaling channel as opposed to dedicated channels, these messages can be sent or received simultaneously with the voice, data, and fax service over a Global System for Mobile (GSM) network. SMS supports national and international roaming. This means that you can send short messages to any other GSM mobile user around the world. With the PCS networks based on all the three technologies, GSM, Code Division Multiple Access (CDMA) and Time Division Multiple Access (TDMA) supporting SMS, SMS is more or less a universal mobile data service. (http://www.gsmworld.com/)

Nowadays, SMS is widely using in Malaysia as an important channel for transmitting information in short form, easy and faster. There are many services

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 INTRODUCTION

This chapter will discuss on literature review. This literature review can be collected by many sources. There are from mass media and electronic such as internet and newspaper sources. Our topic is about Short Messaging service (SMS), so the in literature reviews, we will cover the definition, types, effects and approaches to overcome the negative effects.

2.2 SHORT MESSAGING SERVICES (SMS)

According to **Puneet Gupta in www.wirelessdevnet.com,** Short messaging service is a mechanism of delivery of short messages over the mobile networks. It is a store and forward way of transmitting messages to and from mobiles. The message (text only) from the sending mobile is stored in a central short message center (SMS) which then forwards it to the destination mobile. This means that in the case that the recipient is not available; the short message is stored and can be sent later. Each short message can be no longer than 160 characters. These characters can be text (alphanumeric) or binary Non-Text Short messages.

An interesting feature of SMS is return receipts. This means that the sender, if wishes, can get a small message notifying if the short message was delivered to the intended recipient. Since SMS used signaling channel as opposed to dedicated channels, these messages can be sent or received simultaneously

CHAPTER 3

METHODOLOGIES

3.1 Research design

In this research, we used dependent and independent variables. An in dependent variable is one that influences the dependent variable in either a positive or negative way. In this research, the dependent variable is the perception of the Diploma in Business Study (DBS) students towards SMS. While the independent variables are lack of knowledge, family background, resources (money).

3.2 Data collection method

The method and approach that were use for the title to retrieve the data collection was by using questionnaire. Questionnaire must be developed in order to get desired information. It is normally developed from the objectives of the research. This questionnaire is used to ensure that all the data need will be gathered. There are four sections in this research questionnaire:

1) Section A- Background of the respondents

2) Section B- Money spending

3) Section C- Message delivering and time management

4) Section D- Recommendations/suggestions