SHORT MESSAGING SERVICES:

ITS IMPLICATION IN THE INFORMATION AGE

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CHAPTER ONE: INTRODUCTION

1.1 THE ISSUES AND ITS SIGNIFICANCE

This paper discusses the impact of Short Messaging Services (SMS) in the information age. It starts with the coming of information age and the need to access to vital information when people are mobile. In the information age, we are being bombarded with lots of information and we have to manage it in the most efficient way. How does one filter all these information? One way the author sees in doing it is via Short Messaging Services (SMS). Users need a tool that they carry around and this tool can help them in accessing information as and when they want it. The tool that the author is going to elaborate is the mobile phone and the bearer that the tool utilizes is Short Messaging.

The K-economy that we are experiencing presently uses knowledge as its core (Shahnon, 2000). Knowledge workers are fast replacing the white-collar workers. The knowledge workers need to manage information efficiently and effectively because they are in the information age and those who are lack in knowledge will fall behind.

Business is changing the way employees work. They are increasingly moving away form their desk and onto the road or out in the field. As a result, it has become more important for corporations to embrace a host of applications that keep the 'mobile worker' in touch, informed and up to date wherever they may be. (Nokia, 1999)

The mobile worker and the mobile phone are inseparable. Therefore the author sees that in order for the mobile worker to keep well informed is to use applications that are reliable and effective. What more can you asked from SMS. It is real-time, reliable and cost effective (Buckingham, 2000).

In lieu with that, the mobile operators have come out with numerous SMS applications that cater for the public, education, corporate and not to mention the market niche. These applications and its impact will be tabled out in the rest of the paper.

The author then will then explain the definition of SMS and further elaborates the present scenario of SMS nowadays and how does the SMS evolution from a mere peer-to-peer service to premium service offerings.

The premium applications that run on SMS are helping people to manage information. The information overload that the user are experiencing can be