

Effectiveness of SMS Communication Between University and Students

In distance learning, universities can only communicate with the students mainly by post, which at times gets lost or take too long to reach them. In view of unreliability of the post method, this article seeks to explore the probabilities, reliability and cost effectiveness of using another communication method via SMS. Given the fact that majority of Unisa students own cellphones, this article seeks to explore the possibility of using SMS as an alternative means of communicating. This can assist in narrowing the gap of contact between the University and students as the message goes directly to the intended receiver. It will as well present the opinions of students regarding the kind of information they deem necessary to be communicated to them via Short Message (SMS).

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