

A Study on Effect of Government Application of SMS to Communicate Information

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Abstract

Because it is highly personalized, instantaneous and convenient, short message services (SMS) technology can surpass traditional methods for communicating information. These features have prompted the public sector to use this technological tool for communication. In Taiwan, the public sector hopes to take advantage of the high mobile phone penetration rate to achieve information dissemination on a broad scale. Hence, the goal of this research is to first understand the attitude of the general public when receiving SMS and how this has an impact on the communication effect. Secondly, the research also aims to understand the correlation between the types of SMS and the time at which messages are sent, and how this has an impact on communication effect.

The research was carried out by using the questionnaire method, with sampling done by using the snowball method. A valid sample of 588 questionnaires was collected, and data was analyzed by using the Two-Way MNOVA and regression-analysis methods. The research found that the attitude of people has a visible impact on communication effect, especially in terms of enhancing the positive impression of the public towards the digitalization efforts of government departments. Among the SMS receivers, 90% of people who successfully received the SMS opened it and read it, while 7% of people forwarded the SMS. This shows that using SMS for sending information has the effect of informing the public, but the public sector must find ways to further encourage people to forward the information.

In terms of the correlation effect on communication of the time messages are sent and the types of SMS, the research found that sending policy announcements through SMS at 10am yielded the best results, while the period between 3pm and 7pm proved to be the best time to send tourism-

related information through SMS. From this, we have noted that sending the right kind of information at the right time can contribute to raising the public' s satisfaction towards government departments. For the public sector, which has limited marketing resources, this means that SMS can be an efficient channel for communication. However, attention must be given to the type of information sent and the time this information should be sent, in order to achieve expected results and increase the public' s support for the digitalization efforts of government departments.

Keyword : Short Message Service (SMS), Public Sector (Public Department), Marketing effect