SMS and its influence on the society by Avena Sowell

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Today, SMS or text message is a word that has intermingled with our daily lives in such a way that life will pretty much slow down without it. A few decades back the word sms was an enigma but now, a world without text message service cannot be thought of. What started off being a mode of communication is now an effective marketing strategy.

In this era, sms has emerged to be the most widely used mobile service with more than 70% of the mobile users all over the world. Survey conducted shows that Philippines have the largest usage of this text message service and it has been estimated that an average of 27 texts is sent per day by every user.

It is a very effective means of communication between two personal mobiles where voice communication is not a suitable option and the minimum cost comes as a bonus. With the technological advancements another type of text message was introduced known as Flash sms which appears automatically on the main screen of the user without any interaction on the part of the user. It is highly helpful in case of an emergency.

The use of sms for business purposes introduced the concept of bulk sms or online sms which grew significantly in the 2000â€™s. This mainly includes sending of sms in bulk through a computer to many mobile numbers at a time. With the rise in online text messaging many people started to use it in order to promote their business. It was a fast and easy way to reach out to the masses and keep them updated with the latest deals.

Many companies and individuals turned to technology to seek competitive advantages in business. It provides more certainty and these internet sms can be used for time-critical alerts, updates and reminders. This also serves as a media for voting, sending feedbacks on the part of the customers thus enhancing the customer seller relationship.

Nowadays, online text message service is also being used for chatting, social networking and dating via the phone. There are several online portals that offer this service of sending online text message. The service is absolutely free and only requires a simple user registration.

Thus we see that the advantages of sms on peopleâ€™s life are many. But not only does it has a beneficial side but has created an impact on the society as well. It has opened its doors to a new form of communication that was not possible before. Users can have a conversation when a voice call is not suitable. Another important aspect of sms is that it was the usher of the â€œparticipatory cultureâ€• where the users can take part in votes and polls.

Though text messages are more popular with the young generation but other business companies and firms are also catching. With technological advancements in every field, every day brings something new for people like us which keeps us guessing- next is what! Keep guessing and keep wondering. The industry has lots more to surprise you.

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