EDUCATIONAL USE OF SMART PHONE TECHNOLOGY – A SPECIAL REFERENCE TO UNIVERSITY NATIVE APP

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Abstract:
Mobile phones have evolved from single-purpose communication devices into dynamic tools that support their users in a wide variety of tasks. Mattias Böhmer et al. (2011). As the smartphones and tablet market have seen exponential growth, native application is quickly advanced and developed [Maya Novia Sari, Noor Azian Bt. Mohamad Ali, (2013)]. They also describe the difference between web-based app and native app. Native application is an application which resides on the devices, which involves a specific programming for only specific operating system (OS). Native app isn’t compatible and should be developed in different versions for different devices. Despite of the great drawback, native app is the first ranked mobile structure these days. Native app provides a rich user experience, makes the most of the capabilities of specific devices and offers faster performance compared to other structure. It is certain that mobile users clearly favor native apps. Universities are also swimming with the current of the tide which means, they have provided native apps for their users to utilize their services more flexibly. As Catharine Reese Bomhold said, the student with his or her head buried in a smart phone screen is ubiquitous on college and university campuses. The majority of undergraduate students are accustomed to instant information access. Their expectation is to have their information needs and wants answered immediately, and speed usurps the accuracy of the information retrieved. Oblinger and Oblinger,( 2005) strongly proposes that Universities should provide proper contents and performance to meet the needs of their users and prospective users. Despite the plethora of research regarding desktop website and mobile website (web app) evaluation in various domains such as online banking, e-commerce, libraries, there is an obvious shortage of studies on the framework for creating Native apps, let alone universities’ native app.

Objectives:
- To understand and analyse the contents and structure of various University Native app
- To propose various contents for the design of an ideal university native app.

Research Methodology:
Methodology used in this study is descriptive survey. Using heuristic method. i.e direct observations of individual Apps of the various university. Our study was conducted in a number of different stages; gathering criteria by analyzing the scientific literature, analysis of their usefulness for the study to be carried out, analysis of App according to the template available in website and direct observation of App, brainstorming sessions to select the most suitable ones. Each university app was visited to gather information according to the objectives stated above

Keywords: Smartphone, Native App, plethora, compatible.