

USING MOBILE PHONE TECHNOLOGY TO ENHANCE PARTICIPATION OF PAKISTANI WOMEN IN HIGHER EDUCATION: An Experimental Study

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ABSTRACT

The present study aimed at finding out effect of mobile phone on the participation rate of women in higher education.

The objectives of the study were to find out effect of mobile phone to;

- encourage women to participate in higher programmes,
- guide the students during the course, and
- prevent these students from leaving the programmes uncompleted.

It was expected that mobile phone would increase students' participation and decrease dropout. This experimental study consisted of two groups- experimental group and control group, each comprised of 200 women who passed the BA (14 years education) in 2007 and did not continue their further education. The women were selected by convenient sampling method. The experimental group was further divided into four sub-groups. The study was delimited to the district Muzaffargarh of Punjab province of Pakistan. It was found that the use of mobile phones;

- increases the participation rate of the women into institutions of higher education,
- decreases the drop out ratio of enrolled students, and
- enhances the performance of students of the higher education institutions.

Keywords: Mobile phone, distance education, women's enrolment.