# FACULTY OF EDUCATION

# UNIVERSITY OF MALAYA

Statement of Original Authorship

**FIRUZ H.HUSSIN**

Name of Candidate: ...........................................................................

**PGC020012**

Registration No.: ...............................................................................

**MASTERS IN INSTRUCTIONAL TECHNOLOGY**

Name of Programme: ..........................................................................

**OSMOSIS LEARNING**

Title of Project Paper/Research Report: ..............................................

**THROUGH SMS**

.........................................................................................................
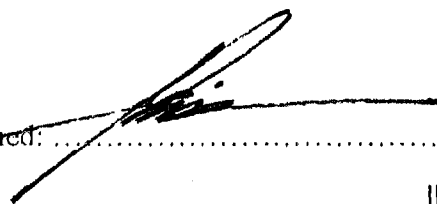
**IN A TERTIARY INSTITUTION**

.........................................................................................................

**INSTRUCTIONAL TECHNOLOGY**

Area of Specialisation: .......................................................................

I confirm that the materials contained in this Project Paper/Research Report are my own work. Where the works of others have been drawn upon, whether published or unpublished (such as books, articles, or non-book materials in the form of video and audio recordings, electronic publications and the internet) due acknowledgements according to appropriate academic conventions have been given. I also hereby declare that the materials contained in this Project Paper/ Research Report have not been published before or presented for another programme or degree in any university.

**FEBRUARY 20, 2004**

Signed: ..................................................... Date: ...............................

# OSMOSIS LEARNING
# THROUGH SMS
# IN A TERTIARY INSTITUTION

## FIRUZ H.HUSSIN

A Project Paper Submitted to the
Department of Curriculum and Instructional Technology,
Faculty of Education,
University of Malaya
in Partial Fulfillment of
the Requirements for the Degree of
Master in Instructional Technology

2004

# ABSTRACT

This study explores the phenomenon of Osmosis Learning, or learning through involuntary absorption from one's environment. The medium of transference being studied is that of Short Messaging Service (SMS) - a relatively new medium that is yet to be widely studied as a tool for Technology Based Learning Environments (TBLE). And the context in which the case study is observed, is that of a private university which specializes in creative based programs. The working environment of the said case study can be classified as a Learning Organization, as the philosophy of work ethics and corporate vision of the university focuses on on-job learning and perpetual development. The proposal is an Action Research effort by a member of staff, carried out as a participant-observer using the covert-immersion and dramaturgy methodologies. The rationale for the study is the need to identify patterns and models of learning within this technological context, and the objective is to strategize the application of such identified patterns or models, for the mutual benefit of the people and establishment involved.

**Pembelajaran Secara Osmosis
melalui Penggunaan SMS
di sebuah institusi tertia**

**oleh
Firuz H. Hussin**

## ABSTRAK

Kajian ini meninjau fenomena Pembelajaran Secara Osmosis, iaitu kaedah mempelajari sesuatu dengan secara tidak sengaja menerusi penerapan semulajadi dari suasana persekitaran. Media pengantara yang dikaji, ialah kemudahan pesanan bertulis melalui telefon bimbit, atau lebih dikenali sebagai "Short Messaging Service" (SMS). SMS merupakan alat perhubungan yang luas digunakan masakini, tetapi belum dikenali sebagai alat pembelajaran, sebagaimana yang disarankan dalam konsep Alam Pembelajaran Berteknologi, atau "Technology Based Learning Environments" (TBLE).

Organisasi di mana kajian ini telah dijalankan merupakan sebuah Institusi Pengajian Tinggi Swasta (IPTS) yang bertumpukan pembelajaran secara kreatif, bukan sahaja di kalangan pelajarnya, malah juga sesama tenaga pekerjanya. Peningkatan pembelajaran menggunakan kreativiti dan teknologi dalam kesemua aspek, bukan sahaja diamalkan seharian, malah, ianya jelas tersirat dalam misi dan visi korporat IPTS tersebut. Lantas, suasana kerja di organisasi tersebut adalah selari dengan konsep Organisasi Pembelajaran, atau "Learning Organization", di mana pembangunan dan pembelajaran berterusan menjadi nadi penggerak utama organisasi tersebut.

Kajian ini telah dijalankan secara "covert-immersion" oleh "participant-observer" iaitu oleh pengkaji sendiri tanpa diketahui umum, menggunakan teknik "dramaturgy" atau lakunan bersitu.

Dari hasil tinjauan, corak pembelajaran yang dikenalpasti akan disarankan penggunaannya untuk tujuan meningkatkan daya kerja dalam situasi IPTS tersebut. Adalah menjadi niat kajian ini agar peningkatan daya kerja yang terhasil akan membawa faedah dan ganjaran kepada kedua-dua pihak, para pekerja dan juga IPTS yang terlibat.

# ACKNOWLEDGEMENT

As this research was carried out using the covert-immersion methodology, I am unable to give public acknowledgement to the persons I am most indebted to for enabling me to carry out this study. However, it is my sincere wish to still pay homage to them in the spirit of honesty, goodwill and gratitude. I believe we all share the same goal in principle: to work toward the betterment of self and mankind in general. I hope this study, made possible through the effort of all the people involved, is able to contribute meaningfully towards this goal.

I would like to thank my advisor, Professor Dr. John A. Phillips, for his time and patience in guiding me. May we all benefit from embracing new technologies in our pursuit towards Learning. To my lecturers, Associate Professor Dr. Raja Maznah, thank you for never failing to be there for me, Associate Professors Dr. Mogana and Dr Sharifah Norul, thank you for allowing me to be me.

Most of all, I am indebted to my beloved family. They suffered not having a wife, mom, daughter, or sister in many, many ways, for what seemed to be a long, long time. Their unrelenting support and unselfish sacrifice cannot be equalled. And to my father, whom I wish were still here to read this, I would like to tribute a valuable lesson he gave me: *Learning to learn from a learner.*

Thank you to all for giving me faith and for having faith in me.

Alhamdulillah.

# CONTENT SUMMARY

# CONTENT

# CONTENT

# CONTENT

# CONTENT

# CONTENT

# CONTENT

# CONTENT

# CONTENT

# CONTENT

# CONTENT

# CONTENT