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**AN INVESTIGATION OF SOCIAL MEDIA INTEGRATION IN TEACHING AND
LEARNING: CASE OF MUTARE TEACHERS' COLLEGE**

BY

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ABSTRACT

Social media technologies have become integral in today's societies and they have been highly adopted by college students. The study sought to investigate the use of social media with specific reference to teaching and learning activities in Computer Studies department at Mutare Teachers' College. In the research, the methods of collecting data involved the use of questionnaires, focus group discussion and interviews. In the study, a sample size of (67) was selected out of a population of (203) students and lecturers in Computer Studies department. This study was guided by the TOE framework was selected among other theories because unlike other theories it is best suited for topic since the research describes the process by which MTC adopts and implements technological innovations. In this study the researcher used pragmatic philosophical positions that bridge positivist and interpretivist world views. From the analysis of questionnaires, focus group discussions and semi-structured interviews of students' and lecturers' experience about their usages and preferences of social media tools to support their learning activities, two themes of how social media are used to support studies emerged, which are the usages in class as formal learning and the usages as class supporting tools. Findings reveals that it can be concluded that despite encountering challenges such as limited technological infrastructure and inadequate time, to a larger extent social media such as Whatsapp and Facebook can be used to promote effective learning through student-student interaction, student-lecturer interaction or lecture-lecturer interaction. It is important for lecturers to implement technology in their classrooms because students are part of the digital generation. The students are surrounded by technology and social media through many different devices on a daily basis: televisions, iPads, tablets, laptops, smartphones, video games, and the list goes.