NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF APPLIED SCIENCES

Department of Computer Science

TOPIC:

An Assessment of Perceptions on Social Media Notifications in Official Communications: The case of NUST

Tauya Mutambanengwe

Student ID Number: N0166027F

Supervisor

Mr K Mzelikahle

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Abstract

Social media is a new source of information from the general community. Today social media has been accepted by higher institution making it a platform where students connect with their instructors, fellow students and other higher authorities across the board. Despite the proliferation of social media and the widespread adoption of these diverse communication tools, there is a lack of studies that conceptualize the characteristics of social media as perceived by users and compare the perceived characteristics or benefits of different social media types. This study examines the user perceptions of social media users, in particular students of NUST, toward notification on official communications. The reason for this study was the fact that students now a days are more familiar with social media networking systems, as more technology mediums are available today to communicate on a more flexible and timely manner. The study made use of the Technology Acceptance Model (TAM) constructs in order to test the objectives. These constructs are; 'Perceive ease of use', 'Perceived usefulness', 'Attitude towards using', 'Intention to use', and 'System accessibility'. A survey has been conducted from a number of random students in the Department of Computer Science and has tried to understand if the social media has really affected the social life. User profiles are also investigated to assess the role of demographics and usage in such perceptions. The result of a random selection survey show that social media applications are perceived differently and social media usage patterns, gender, and age affect these perceptions.