NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF APPLIED SCIENCES
DEPARTMENT OF COMPUTER SCIENCE

AN ASSESSMENT ON THE UTILIZATION OF SOCIAL MEDIA TECHNOLOGY IN VOCATIONAL TRAINING CENRES IN ZIMBABWE

STUDENT NAME   :   PRINCE CHITOPHO

SUPERVISOR   :   MRS S.S DUBE

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Abstract

This Study focuses on the utilization of social media technology in vocational training centers in Zimbabwe. The centers in this study fall under the Ministry of Higher and Tertiary Education. The advent of social media technology has impacted both education and business which are the backbones of any economy. The overall objective is to find the profile of familiarity, usage and purpose of using social media technology in vocational training centers. The research design for the study is sample survey and both qualitative and quantitative approaches were employed to extract data. The study is also based on the Technology Acceptance Model (TAM).