



RESEARCH PAPER

Extent of knoweledge of PG students of Swami Keswanand Rajasthan Agriculture University and Rajasthan University of Veterinary and Animal Sciences, Bikaner about the social media

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Abstract : The study therefore, aims to find out the utilization pattern of the popular social media for educational purpose. The study will explore how and to what extent students use social media for educational purposes. The study was being undertaken in the constituent campus colleges of SKRAU and RAJUVAS, Bikaner. Under SKRAU, Bikaner three colleges were selected for the present study which is situated in SKRAU, Bikaner campus. One college under the RAJUVAS, were selected for the present study which is situated in RAJUVAS, Bikaner. To have an appropriate proportion of representation from both the universities, the technique of proportionate random sampling was applied. The total numbers of 160 respondents (109 Master level students and 51 Ph.D. level students) were selected. Thereafter, data were collected by using interview method and statistically analysed by applying appropriate and required statistically parameters and lead to following results: Data regarding extent of the knowledge of the respondent were collected, analyzed and presented fewer than five categories. First category, are you aware about the following social media? Majority of the respondents were aware about “YouTube” and “WhatsApp” which was ranked first. In second Category majority of the respondents aware about “Entertainment services” of social media were ranked first. In the third category, Majority of the Ph.D. level students know that “Agriculture department”, “Kisan call centers”, “ATICs” and “KVKs” provides needed information related to agriculture development and its allied fields were ranked first. In the fourth category majority of the master level and Ph.D. level students know about “Messaging” and “Whatapp” service were ranked first from different social media. In this category majority of the master level and Ph.D. students known that “Information of research work” and “Information about technological knowledge” were ranked first.

Key Words : Social Media, SKRAU, RAJUVAS, Agriculture, Students, Kisan call centers

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